The new struggles for TV program supremacy
Preview of disputes to come in Act’s rewrite
Odds are 2 to 1
He’ll never spend a day in jail.

Storer stations are concerned and are doing something about it.

Robbery up 14%. Burglary up 17%. Forcible rape up 9%. Aggravated assault up 9%. Murder up 5%.

According to figures released by the FBI in 1975, crime took the biggest jump in 45 years. And every indication is that the trend is continuing.

Especially frustrating to law enforcement officials is the number of handguns and their easy availability.

Also infuriating is the fact that 65% of all people convicted of a felony are placed on probation. Many never set foot in a jail. This, in spite of the fact that nearly two-thirds of all those arrested for crimes are repeat offenders.

Storer Stations feel that this frightening rise in crime in America must be fought at every turn. So, daily, they lend their support editorially and in programming to crime-fighting efforts.

One case in point was WJBK-TV, Detroit, this past January. Legislation was introduced in the Michigan Senate calling for mandatory two-year prison terms for anyone convicted of using a handgun in the commission of a felony.

The bill was overwhelmingly passed by the State House, but faced serious roadblocks in the Senate. An attempt to bury the bill in committee was barely beaten down by an 18-13 vote.

Knowing a final decision was near, WJBK-TV devoted a series of editorials and guest viewpoints on 5 consecutive days that urged viewers to call and write their State Senator demanding approval of House Bill 5073.

Just four days after the series, the bill was passed 28-7.

Representative Denis Hertel who introduced the bill credits WJBK-TV exclusively with getting the measure passed. In a letter to WJBK-TV, he stated:

"I want to thank you for the tremendous combined effort you put forth to insure the passage of H.B. 5073. Your efforts aroused the citizens to call and write their legislators in unprecedented numbers. Hopefully, this taste of success will cause people to increase their efforts to contact their representatives."

And this is typical of the deep involvement in the affairs of their communities by all Storer Stations.

As we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

Storer Broadcasting Company

WAGA-TV Atlanta/WSBK-TV Boston/WJW-TV Cleveland/WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo/WJW Cleveland/KTNQ and KGGS Los Angeles/WGBS Miami/WHIN New York/WSPD Toledo
DIGITAL VIDEO EFFECTS: A unique range of electronic effects previously unachievable except by optical techniques.
BUSINESS IS BOOMING □ NATPE's spiral of success continues upward in Miami; conventions move next to West Coast for three-year stand. PAGE 21.

KISSINGER SIGNS WITH NBC □ Former secretary of state will do commentary, documentaries, gives network rights to book. PAGE 23.

HARD MAN TO FOLLOW □ Reporters air gripes with President Carter; he insists on some privacy. PAGE 23.

PAYOLA PROBE OPENS □ Payments to Washington disk jockey are alleged by concert promoter. PAGE 24.

NOW IT'S NIRA □ All-news radio stations form association, start up operations next month. PAGE 25.

DON'T BLAME BARBARA □ ABC tells the world that it's standing by Walters, hints that affiliates could do better with their lead-ins. PAGE 26.

NETWORK RECONNAISSANCE □ In Miami Beach, it was a love feast for ABC during discussions of its programing. PAGE 30. The NBC session, surprisingly calm, dwelt on its future line-up. PAGE 34. There was some grimmness in the CBS huddle with the talk about plans for a comeback in the ratings. PAGE 34.

LAUNDERING □ Top syndicators at NATPE discuss problems and procedures in processing off network series. Other speakers touch base on the prime-time rule, imported programs, barter and talk shows. PAGE 38.

MCA APPLAUDS FCC □ President Sid Scheinberg endorses the commission's upcoming scrutiny of the networks as he deplores the "unfair restraints and abuses" of ABC, CBS and NBC. PAGE 40.

VIOLENT ABOUT VIOLENCE □ Representative Toby Moffett, testifying at the regional PTA hearing in Hartford, Conn., calls for corrective action by the government. The member of the Commerce Committee takes a swipe at the FCC for being "too cozy with the networks." PAGE 48.

HIMAN BROWN'S NEW CHALLENGE □ The CBS producer opens another door in radio's theater of the mind with the new General Mills Adventure Theater series. PAGE 55.

REWRITE KIBITZERS □ Panelists in Miami Beach heap praise and criticism on the proposed revamping of the Communications Act. PAGE 57.

NO SOLO FOR THE HOUSE □ The Senate Communications Subcommittee wants to review the whole of telecommunications policy; sets first hearing March 21-23. PAGE 60.

NO VOTE FOR FERRIS □ House Communications Subcommittee Chairman Van DeErin doubts that the counsel to House speaker is the best choice for the FCC chairmanship. PAGE 61.

REVAMP □ PBS member stations form a 52-person board of directors and approve a $4.5-million budget ceiling. PAGE 67.

3IQ SPENDERS □ A side-by-side account is presented on what was spent on broadcast advertising during the 1976 presidential campaign. PAGE 70.

WARC REPORT □ The World Administrative Radio Conference has ended with a treaty for satellites in the 11.7-12.2 ghz band. PAGE 71.

DELAYED REACTION □ PBS will video tape and televise President Carter's call-in show that will be broadcast by CBS Radio. PAGE 73.

COMEBACK HOPES □ CBS sets 1978 as target date to be number one again. PAGE 74.

THE ROAD TO CANADA □ Executives of the Canadian Cable Television Association talk about the status of the cable industry in Canada, where 50% of the homes may receive cable soon. PAGE 77.

SPEARHEADING FOR SONY □ When the equipment maker set up its broadcast division in 1975, it picked David MacDonald to be general manager. He says it was just another lucky break; his history says it was another example of his astuteness. PAGE 101.
This company is known world-wide for the manufacture and marketing of a comprehensive range of interior furnishings, including resilient flooring and carpets, ceiling systems, and furniture; and a variety of specialty products for the building, automotive, textile and other industries. This outstanding industrial leader contributes to the stability and growth of the great WGAL-TV market through extensive product development, the employment it provides, and its annual payroll. Shown above - the main plant in Lancaster, one of the many Armstrong facilities throughout the world.

**Armstrong**

**WGAL-TV delivers strong buying power**
**in a diversified area**

This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. 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 $6,603,130,000; agricultural production $365,294,000; effective buying income $6,878,735,000*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

**WGAL-TV**
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

*1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

WTEV Providence, R.I./New Bedford-Fall River, Mass.
Moving into radio
Though their agencies won't say that escalating costs of TV are factor, two heavy television accounts—ITT Continental Baking Co.'s Wonder Bread and Avis Rent A Car—are blueprinting substantial radio investments next spring on both conventional and nonwired networks. Wonder Bread (Ted Bates & Co., New York) and Avis (Doele Dane Bernbach, New York) have used radio only sparingly in past. Spot radio reps are confident too that Procter & Gamble, Cincinnati, which virtually has shunned radio except for special market (ethnic) situations, will come into medium this spring on regional basis.

Oil spill
FCC staff has confronted commissioners with fairness item that could get controversial. It's proposed report and order concluding that Texaco commercial promoting advantages public is said to derive from company's integrated operations raises fairness-doctrine issue. What's more, staff is said to add that wtop-TV Washington violated fairness doctrine in refusing request of Energy Action Committee for time to present opposing view. EAC contended that commercial was designed to rebut proposals to break up major oil companies.
FCC also named ABC, NBC and WRC-TV Washington in its complaint (Broadcasting, Aug. 16, 1976), but staff would dismiss complaint against them. Staff says they aired commercial only handful of times and presented enough pro-divestiture material as balance. Item was on commission agenda two weeks ago, but consideration was postponed. It may come up this week.

Staying put
There's been speculation that NBC, which has dickered before for services of ABC Sports President Roone Arledge, may try again for his expertise in Olympics coverage, now that NBC has rights to 1980 Moscow games. But NBC authorities say not so—that he is not part of their Olympics plans. They say they would have made deal with him some time ago, not to make him NBC executive but to help set him up in production company, but that he declined. Some estimates put his current take at about $400,000 per year.
Talk still persists about new and larger deal for him at ABC, including reports that he might be given broad supervision over both news and sports. He worked for at least a year without ABC contract, and ABC sources say as far as they know he still doesn't have new one. But James E. Duffy, president of ABC-TV network, assured affiliates last week that "he's staying with us."

Rewrite timetable
Among considerations that must be factored into effort to rewrite Communications Act is tenure of Lionel Van Deering (D-Calif.), chairman of House Communications Subcommittee who is point man on project. Mr. Van Deering will be 63 in July, has served in Congress since 1963, is expected to stand for office again in 1978. But that could well be his last term, bringing total congressional service to 18 years. Thus, when he expresses hope that rewrite process can be concluded in next two Congresses (see stories page 57 and 61), he's probably pairing deadline with that of his own career.

Portuguese pact
Without fanfare, representatives of Portugal and U.S. signed new 15-year agreement in Lisbon last week for continued operation of 18 shortwave transmitters at Gloria, Portugal, beaming signals of Free Europe to Eastern Europe, and of Radio Liberty into Soviet Union. Since expiration of original pact three years ago, U.S. installations have operated under gentlemen's agreement. Transmitters generate 1.8 million watts. New agreement provides for installation of additional transmitters, subject to amount to be appropriated by Congress. Both RFE and RL are now funded by United States government.

SRO at NAB
National Association of Broadcasters is scrounging for hotel space to accommodate delegates to its Washington convention March 27-30. NAB authorities must care for estimated 12,000 bodies with currently allocated 8,000 rooms (6,000 of which are already committed). NAB hopes to snag about 2,000 more rooms, but not at three headquarters hotels. Washington hotelmen say it's first time in city's history that Sheraton Park, Shoreham and Washington Hilton have had all exhibition space committed. According to Harold Niven, NAB vice president in charge, there's waiting list of at least 15 exhibitors, in addition to 200-plus already accommodated.

Another prospect
Alfred Kahn, chairman of New York State Public Service Commission, has backing on Capitol Hill for FCC chairmanship. He is among several who would be "excellent" choice for job, in opinion of House Communications Subcommittee Chairman Lionel Van Deering (D-Calif.), who has been critical of apparent White House favorites, Charles Ferris (see page 61). Economist Kahn has had extensive experience with common-carrier regulation, impressed Communications Subcommittee with his testimony in hearings on so-called Bell bill (he's against it).

'Roots' growing
ABC-TV will almost certainly do another long-form miniseries bringing characters in Roots from immediate post-Civil War period to present. ABC story people are now scouring boxes of material that author Alex Haley did not incorporate into his book to flesh out late 19th century and 20th century chapters for miniseries. New movie could end with two-hour episode based on "The Search for Roots," which Mr. Haley is now writing and which details process by which he traced his genealogy.

More paper
FCC is expected to take on heavy new administrative burden when it acts to comply with General Accounting Office report critical of commission's procedures for making sure its employees do not own stock in regulated companies. At present, some 300 employees file annual financial reporting statements. Under proposal being considered, number will approximately double. Rule would apply to all employees down to level of GS 13, as well as to wider range of GS 11's and 12's than are now covered.
As for remainder of employees (among whom ownership of prohibited stock is not considered likely) they would be required to file disclaimers. Question officials working on project ask is how Congress will feel about providing funds for FCC and other agencies will require to review increased number of reports.

On display
Now that National Association of Broadcasters has completed reconvening staff (except for selection of VP for television) as blueprinted by board task force, key officials up to and including Vincent T. Wasilewski, president, now must prepare for annual evaluations of their work, also by blueprint of task force. NAB board members are careful not to intimate there's trouble ahead for Mr. Wasilewski or other officers, but say they'll be watched more closely than in past. First evaluation of Mr. Wasilewski and John Summers, executive vice president and general manager, will be done by executive committee next fall.
Jerry Stiller & Anne Meara thought they knew all about each other. Until they played “Tattletales”!

So did:
Celebrity couples “tell all” and discover even more about each other when “Tattletales” host Bert Convy pops provocative questions like these...

“Ladies, would you pose for a nude centerfold for $1 million tax free?”

“Gentlemen, who is more emotionally mature, you or your partner?”

“Ladies, could you be in love with two men at the same time?”

After three hit seasons of spicy questions and intimate revelations on CBS’s daytime schedule, Goodson-Todman’s “Tattletales” is now available as a once-a-week half hour for Fall ’77 prime access schedules. With a highly desirable mix of 30 original, first-run episodes and 22 repeats in its first syndicated year.

First sales: the CBS Owned Stations in New York, Los Angeles, Philadelphia and St. Louis.

Call today for this sophisticated prime access show that’s going to bring young couples together again. In front of the television set.

Goodson-Todman's

“Tattletales”

Firestone Program Syndication Co.
540 Madison Avenue, New York, N.Y. 10022
(212) 593-3013
E.I. duPont De Nemours □ Floor tiles will get two spot-TV flights in early March and mid-April, running four to eight weeks each. N.W. Ayer, New York, will schedule spots in day and prime-time hours, gearing them to women, 25-49.

Coca-Cola □ Food division will feature Maryland Club coffee in eight-week spot-TV promotion later this month. Tatham-Laird & Kudner, Chicago, will buy spots in about 15 markets. Day, prime, early and late fringe-time periods are being sought, zeroing in on adults, 35 and over.

Colgate □ Ajax cleanser will be featured in nine-week spot-TV promotion beginning in May. Norman, Craig & Kummel, New York, will place spots in day and fringe-time periods, seeking women, 18-49.

Procter & Gamble □ Company is mapping 13-week spot-TV drive for various products beginning in late March. Benton & Bowles, New York, will schedule spots in day and fringe-time hours, seeking to reach women, 18-49.

Anheuser-Busch □ Virginia Busch Gardens will get nine-week spot-TV promotion starting in late March. Gardner, St. Louis, will arrange spots in fringe, news and prime-time periods in four markets, seeking to reach women, 18-49.

General Foods □ Food company is planning 13-week spot-TV campaign for various products in early April. Grey Advertising, New York, will place spots in 55 markets during day, fringe and prime-time periods. Promotion is geared to reach women, 25-54, and children 6-11.

A&P □ Supermarket chain is planning 13-week spot-TV drive beginning in late February. McCann-Erickson, New York, will schedule spots in fringe, special and news-time periods to reach women, 28-49.

Carte Blanche □ Credit card firm will launch 10-week spot-TV drive later this month. Delta Femina, Travisano & Partners, Los Angeles, will buy into six markets during news and sports-time periods, gearing drive to men, 25-54.

Bristol-Myers □ Consumer goods company will emphasis its Ticke deodorant in 12-week spot-TV drive beginning in early March. Doyle Dane Bernbach, New York, will arrange spots in 40 markets during fringe time-periods. Women, 18-24, are target audience.

Kellogg □ Food manufacturer will feature is Corny Snaps in five-week spot-TV drive starting in early April. Leo Burnett, Chicago, will direct spots to children, 6-11, during day and weekend viewing time hours.

General Telephone □ Business equipment will be featured in six-week spot-TV campaign in late February. Doyle Dane Bernbach, New York, will buy into about 15 markets during fringe, prime and news-time periods to reach men, 25-54.

Starkist □ Nine Lives cat food will be featured in four week spot-TV promotion beginning in early March. Leo Burnett, Chicago, is placing spots in day, early and late fringe-time periods to reach women, 18-49.

Hasbro □ Toy and game company will sponsor on barter basis animated series, Fred Flintstone and Friends, in major markets starting in fall. Ninety-five episodes are available, consisting of off-network series including The Flintstones, Pebbles and Bam Bam, I Dream of Jeannie, Partridge Family, 2,200 A.D., Goobers and the Ghost Chasers and Yogis Gang. New introductions and bridging materials are being produced by Hanna-Barbera Productions, Los Angeles, for series which is being offered through Hasbro's agency, Benton & Bowles, New York, in conjunction with Cluster Television Productions, Towson, Md. Target audience is all children.

Nestle □ Crunch candy bar will be spotlighted in 12-week spot-TV campaign beginning in May. Leo Burnett, Chicago, will buy spots in children's viewing times to reach children, 2-17.

American Can Co. □ Dixie up living ware will get eight-week spot-TV drive starting in early May. SSC&B, New York, will set spots in fringe-time periods, to reach women 18-49.

Hot Point □ Appliance manufacturer will take three-week spot-TV drive in early April. Gaynor Media, New York, will set spots in fringe, access and news-time periods to reach women, 35 and over, and men, 25 and over.

Japan Air Lines □ Airline company is preparing four-week spot-radio campaign beginning later this month. Ketchum, MacLeod & Grove, New York, will place spots in four markets including Chicago and New York, seeking to reach adults, 35-64.

Hertz Mountain □ Pet food and product firm is arranging eight-week spot-TV push for its products beginning later this month. Hope Martinez Media, New York, will set spots in fringe access and news-time periods, aimed to reach men and women, 18-49.

Sperry Hutchinson □ S&H Green Stamps will take two three-week spot-TV flights in mid-March and early May. SSC&B, New York, will set spots in day and fringe-time periods to reach women, 18-49.

Bonanza □ Restaurant chain is mapping two-week spot-TV drive for mid-March. Marschall, New York, will set spots in

BAR reports television-network sales as of Jan. 30

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Jan. 30</th>
<th>Total dollars week ended Jan. 30</th>
<th>1977 total minutes</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>142</td>
<td>$780,800</td>
<td>545</td>
<td>$3,059,900</td>
<td>$2,902,600</td>
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<td>Sign-on-10 a.m.</td>
<td>1,015</td>
<td>14,877,000</td>
<td>3,926</td>
<td>55,846,000</td>
<td>52,576,400</td>
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<tr>
<td>Tuesday-Sunday</td>
<td>323</td>
<td>7,246,000</td>
<td>1,603</td>
<td>43,857,500</td>
<td>31,787,800</td>
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<td>Sign-on-6 p.m.</td>
<td>100</td>
<td>3,543,400</td>
<td>426</td>
<td>14,017,000</td>
<td>13,161,200</td>
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<tr>
<td>Wednesday-Saturday</td>
<td>18</td>
<td>847,900</td>
<td>104</td>
<td>6,290,700</td>
<td>5,499,400</td>
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<tr>
<td>Thursday-Sunday</td>
<td>422</td>
<td>33,931,000</td>
<td>1,783</td>
<td>136,109,600</td>
<td>113,813,200</td>
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<td>Sign-off 11 p.m.</td>
<td>202</td>
<td>3,609,700</td>
<td>807</td>
<td>16,283,900</td>
<td>15,143,400</td>
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<td>Total</td>
<td>2,222</td>
<td>$84,835,800277.264</td>
<td>$234,817,000</td>
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</table>

Source: Broadcast Advertisers Reports
"That's right, sir. We're booked in New York, Los Angeles, Chicago, Washington, Cleveland, Boston, Indianapolis and Phoenix..."
"We've topped movies, variety and adventure on the other networks over four full seasons. Check our national numbers."

"THE BOB NEWHART SHOW" AND COMPETITION SATURDAY, 9:30-10PM (1972-76 NATIONAL AVERAGES)

<table>
<thead>
<tr>
<th></th>
<th>BOB NEWHART</th>
<th>NET X</th>
<th>NET Y</th>
</tr>
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<tbody>
<tr>
<td>A.A. %</td>
<td>22</td>
<td>14</td>
<td>19</td>
</tr>
<tr>
<td>Share</td>
<td>37</td>
<td>24</td>
<td>33</td>
</tr>
<tr>
<td>Households (000)</td>
<td>14,750</td>
<td>9,420</td>
<td>12,920</td>
</tr>
<tr>
<td>Total Women (000)</td>
<td>12,670</td>
<td>7,580</td>
<td>10,560</td>
</tr>
<tr>
<td>Women 18-34 (000)</td>
<td>4,010</td>
<td>2,760</td>
<td>3,870</td>
</tr>
<tr>
<td>Women 18-49 (000)</td>
<td>6,870</td>
<td>4,680</td>
<td>6,640</td>
</tr>
<tr>
<td>Teens &amp; Kids (000)</td>
<td>7,940</td>
<td>5,340</td>
<td>6,490</td>
</tr>
</tbody>
</table>

Source: NTI
1972-1973 Sept. 1, week 2—March II,
Regularly scheduled programs only.
“Look at our local rankings, too. Frankly, I’d say we’ve been spectacular just about everywhere.”

“THE BOB NEWHART SHOW”
RANK IN LOCAL MARKET TIME PERIODS
(1972-76 AVERAGES)

<table>
<thead>
<tr>
<th></th>
<th>NY</th>
<th>LA</th>
<th>CHI</th>
<th>PHIL</th>
<th>SF</th>
<th>BOS</th>
<th>DET</th>
<th>WASH</th>
<th>CLE</th>
<th>PBG</th>
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<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td>Households</td>
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<td>1</td>
<td>1</td>
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<td></td>
</tr>
<tr>
<td>Total Women</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td>Women 18-34</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Women 18-49</td>
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<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Teens</td>
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<td>1</td>
<td>1</td>
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<td>1</td>
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<tr>
<td>Kids</td>
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<td>1</td>
<td>1</td>
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<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Source: NTI, November, Feb-Mar and May for years cited.
"And don’t forget demos that spot buyers like. Here, we’re really super."

"THE BOB NEWHART SHOW" VS PRIME TIME AVERAGES FOR ALL SITCOMS AND ALL EVENING PROGRAMS

<table>
<thead>
<tr>
<th></th>
<th>&quot;THE BOB NEWHART SHOW&quot;</th>
<th>AVERAGE SITCOM</th>
<th>AVERAGE EVE. PROGRAM</th>
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<tbody>
<tr>
<td>Index: 100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income: $15,000+</td>
<td>120</td>
<td>94</td>
<td>93</td>
</tr>
<tr>
<td>H.O.H. prof, owner or mgr.</td>
<td>108</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>H.O.H. with 1+ yrs. college</td>
<td>108</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>Household Size:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2</td>
<td>88</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td>3-4</td>
<td>101</td>
<td>107</td>
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<td>5+</td>
<td>132</td>
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<td>Non-Adults:</td>
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<tr>
<td>1</td>
<td>101</td>
<td>107</td>
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</tr>
<tr>
<td>2+</td>
<td>122</td>
<td>120</td>
<td>117</td>
</tr>
</tbody>
</table>

Source: NTI/Market Sections Audience Report, II/76. Index based on A.A. Household Ratings. Note: Audience estimates are subject to qualifications which Viacom will provide upon request.

"The Bob Newhart Show" from Viacom
fringe and prime-time viewing peaks in six markets, aiming to reach adults, 18-49.

Mrs. Smith’s Pies □ Company will take two spot-radio flights in late March and April, running three weeks each. J.M. Korn & Son, Philadelphia, will set spots in Seattle market, zeroing in on women 25-49.

National Coal Association □ Organization is mapping four-week spot-TV information promotion for coal starting in early April. Richard Newman Associates, Champaign, Ill., will gear spots to adults, 18-49, and will set them in about 25 markets during news, access and prime-time viewing hours.

F.J. Strauss □ Company introduces Paint ‘n Puff, new painting element called Puffer, which, when heated, produces 3-D effect. Helitzer Advertising, New York, will schedule spot-TV promotion beginning in early March. Sharon Rubin Associates, New York, is arranging spots in fringe, access and news-time hours in 19 markets, target audience is women, 18-49.

Deering Milliken □ Fabric and yarn manufacturer takes two one-week spot-TV flights for its Visa fabric in late February and early March. Witt Media International, New York, will place spots in day and fringe-time periods to reach women, 18-49.

Hy-Gain □ CB radios will get four-week spot-TV drive later this month. RDR Associates, New York, will place spots in fringe, special and news-time periods to reach men, 18-49.

Victor Weaver □ Fried chicken with a touch of honey will be featured in two spot-TV flights in late February and April for three weeks each. J.M. Korn & Son, Philadelphia, will place spots in four-to-six markets. Demographic target is women, 25-49.

American Home Products □ Dry & Clear completion product will be featured in five-week spot-TV promotion beginning in late February. Clyde Co., New York, will buy into 43 markets during fringe and weekend periods, driving spots to teen-agers.

County Seat □ Retail store chain is mapping three-week spot-TV promotion beginning in early March. Campbell-Mithun, Minneapolis, will schedule spots in about 17 markets during prime, early and late fringe-time periods to reach adults, 18-34.

Garan □ Clothes manufacturer will have two spot-TV flights for Garamen children’s wear in March, running three-to-four weeks each. Sheller Rubin Associates, New York, is arranging spots in fringe, access and news-time hours in 19 markets, target audience is women, 18-49.

Banfi □ Reunite wine gets five-week spot-TV promotion in early March. Allscope Services, New York, will arrange spots in 15 markets during prime, news and fringe-time hours, targeted to adults, 18-49.

Archway Cookies □ Company is planning six-week spot-TV push in late March. Archway United, Chicago, will buy spots in 50 markets during day, access, prime, news, weekend, early and late fringe-time periods, seeking to reach women, 25-64.

Burgess □ Company features Vibrocrater lawn sprinkler, a five-week spot-TV drive starting in late March. Marsteller, Chicago, will buy into 20 markets during news, special, weekend, early and late fringe-time periods. Demographic target is adults, 25-49.

California Milk Producers □ Milk will get 13-week spot-TV promotion beginning in late March. Cunningham & Walsh, San Francisco, will place spots in California markets during day, access, prime, news, weekend early and late fringe-time periods to reach teen-agers and adults, 18-49.

American Egg Board □ Eggs will get 38-week spot-TV campaign beginning in April. Campbell-Mithun, Chicago, will arrange spots in top 20 markets during access, news, prime, weekend, early and late fringe-time periods, aiming to reach women, 18-49.

Mirro Aluminum □ Company will display its cookware in five-week spot-TV campaign beginning in mid-April. Cramer-Krasselt, Milwaukee, will place spots in 20 markets during late fringe, prime and weekend periods to reach women, 18-49.
The special treatment for special programming

Advertisers investing in television specials may be picking a winner in terms of star values and entertainment superiority. But the shows can flop in the ratings unless they are properly publicized and promoted.

A special, of course, is a one-time thing. And unless it achieves high visibility over a period of a few months or at least weeks before airtime, what purpose does it serve? We are especially cognizant of this risk at N.W. Ayer because of our long association with the Bell System, which began sponsoring TV entertainment specials 21 years ago. Today, the Bell System is one of the very few advertisers, year in and year out, that buy a series of one- and two-hour special programs.

It is because of the rarity of these entertainments—their special nature, if you will—that the public-relations planning, organization and follow-through on them is so important. Our job is to help build the rating of a one-time program that is competing with regularly scheduled shows. More often than not, we have been able to do that at Ayer, with, sometimes, a little different approach to the problem.

Recently, for example, we called on Don Ameche. You remember Don Ameche. He invented "The Ameche" when he played Alexander Graham Bell in the 1939 film, "Alexander Graham Bell."

Fad now to the summer of 1976 and—what else?—Don Ameche was once again picking up his calls at the telephone company.

It happened like this: Our office wondered how it would promote the repeat of "Jubilee," coming up in September on NBC. Of the stars in "Jubilee," Bing Crosby was off golfing in Scotland. Liza Minnelli was making a movie with Robert DeNiro, Steve Lawrence and Eydie Gorme were away who knows where, etc. The one star we did work with was booked on the Johnny Carson show and briefed thoroughly before we went on so he would be sure and talk about "Jubilee." But he forgot.

We were therefore in a funk last summer when, one sweltering night one of the insomniacs around here who watches the "Late Late Show" tuned in, "Alexander Graham Bell." "Ah," he said to himself, "the solution to our problem."

Ergo, the next morning he mentioned his previous night's viewing, with this dramatic result: Before you could say "number, please," Don Ameche had been retained as the "advance man" for "Jubilee," which celebrated the first 100 years of the telephone. Was Don Ameche in "Jubilee"? No, indeed. To millions of moviegoers, however, Ameche did invent the telephone. And, in the absence of Alexander Graham Bell himself to go on tour and do promos...

In this very unscientific business, if I may spell out the point, you go with what you've got and, if necessary, with what you haven't got but can imagine. In the case of "Jubilee," the press loved Don Ameche, went along with our little joke and wrote up him and our show in media, ranging from the New York Times to the syndicated Earl Wilson column and UPI.

To publicize the second broadcast of The Tiny Tree Dec. 12 on NBC, we came up with an idea that developed into what was probably the first-ever three-network promotion. The object of all this uncustomed coziness: song writer Johnny Marks. Mr. Marks had three seasonal specials coming up in December, all within the space of 12 days on each of the three networks.

With this in mind and—yes—to publicize Rudolph, the Red-Nosed Reindeer ("13th Framing Year") and Mr. Marks's brand new show, Rudolph's Shiny New Year on ABC, in addition to Tiny Tree, our office took Mr. Marks on a PR tour of 12 Nielsen cities. The three networks drew straws and set schedules in the various cities.

So we deliberately set Johnny Marks up to publicize two specials in which we had no direct interest, in order to get the maximum space for Tiny Tree. With Buddy Ebsen narrating and Roberta Flack singing, we knew Tiny Tree was a good show. But we also knew our Tiny Tree grew in a programing forest that was a bit historic, if only because Johnny Marks was the only composer of three Christmas specials on three TV networks in the space of less than two weeks.

Editors, after the Marks tour, wrote about them all, to the delight of, among others, the publicity-promotion executives at the networks—Barrie Richardson at CBS, Tom Mackin at ABC and John Scoupp at NBC, who worked closely with us on the project.

To celebrate The Man in the Iron Mask, Jan. 17 on NBC, two favorable articles appeared in the New York Times. A third Times piece referred sympathetically to the Bell System's willingness to "take chances with high-budgeted 'family classics,' using first-rate actors, writers and directors," and its difficulty in getting the air time it wants for a series of such shows on a network.

The actual drudgery on Iron Mask began in France last August when the show went into production. Schools, a prime target in our campaign from the beginning, received educator-prepared kits or study guides, a Scholastic TeleGuide and a Scholastic magazine interview with John P. Howland of the Bell System. Television editors benefited, as we did, from the following innovation: "Orders" for exclusive interviews with performers and producer Norman Rosemont were taken from individual TV editors in major markets. Now writing "exclusive to you in your city" articles is not new, but this idea went far beyond that. In addition to undertaking, each editor, contacted before the show went into production, submitted specific questions he wanted answered. Thirty-one separate interviews were subsequently completed on the location (including one that was syndicated by Women's News Service to 150 papers); all were laboriously pored out in 31 different versions on a portable typewriter in a dreary motel room and airmailed directly to the editors by our representative before he was allowed to leave France.

The resulting early pick-up in between TV seasons when editors had extra space, in no way jeopardized the second avalanche of copy and art planted by this office and NBC just before the telecast.

The next Bell System special (May 30 on NBC) will be the first straight dramatic production on television of Thornton Wilder's Pulitzer Prize play, "Our Town." (Frank Sinatra starred in a musical version of "Our Town" 18 years ago on CBS.) As of this writing, no actors have been signed and there is no script. But there already is a basic and detailed promotion plan.

Remember: a special is to be really special, deserves special treatment. Or it may turn out to be ordinary.
WHEN YOU'D GIVE A MILLION TO GET SOMETHING SOMEWHERE OVERNIGHT, WE'LL DO IT FOR $12.50.

When you buy a Federal Express COURIER PAK® you buy yourself some time.

Because any documents, contracts, sealed bids, reports, dictation tapes, anything urgent or important you put in a Courier Pak today will be just about any place in the country in the morning.

Here's how it works: Courier Pak is a waterproof, tearproof envelope, 15 3/4" by 12". When you have something to send, just put it in the Courier Pak (up to 2 lbs. per envelope), fill out the label, call us, and we take it from there.

We pick it up, put it on one of our planes, and deliver it by noon the next day.

Door to door for only $12.50.

The difference between us and every other document delivery service is, the planes we use belong to us. We own an entire fleet of jets that crisscross the country every business night. So we're not dependent upon the passenger airlines like everybody else.

We fly Courier Paks overnight, when documents need to fly, not people.

On a nationwide route structure designed for documents, not people.

To small towns like Macon, Albuquerque, and Wichita, as well as New York, Los Angeles, and Chicago.

Doing the whole job ourselves, the pickup, the flight, and the delivery, is what makes Federal Express Courier Paks work.

Doing the whole job ourselves, the pickup, the flight, and the delivery, is what makes Federal Express Courier Paks work.

It also makes them safe, because nobody else ever touches them but us.

And since Courier Paks never leave our hands, it makes them a lot easier to trace.

Courier Paks are less expensive than over-the-counter airline services and they're more convenient because you don't have to take your packages out to the airport and pick them up. They're faster and more reliable than special postal services, and you can get a signed proof of delivery receipt if needed.

If you like, you can even charge Courier Paks on your BankAmericard or Master Charge.

To order some for yourself, just call your local Federal Express office listed in the Yellow Pages, or write Mr. Carl Williams, Courier Pak Marketing Manager, Federal Express Corporation, AMF Box 30167, Memphis, Tennessee 38130. Or call our Customer Information Hotline (800) 238-5355, in Tennessee (800) 542-5171.

The Federal Express Courier Pak.

It's changing the way America does business, overnight.

FEDERAL EXPRESS COURIER PAK®

COURIER PAK® is a registered trademark of Federal Express Corporation.

U.S. postal regulations specify that if you include any first class (letter) material in the Courier Pak, proper postage must be applied and canceled.
This week
Feb. 22 - Corporation for Public Broadcasting - Public Affairs Coating for partnership review committee meeting, Hyatt Regency hotel, Atlanta.
Feb. 22 - Tennessee Association of Broadcasters legislative reception, National Life Center, Nashville.
Feb. 24 - Radio Advertising Bureau sales clinic.

Major meetings
April 17-20 - National Cable Television Association annual convention, Conrad Hilton, Chicago.
April 27-May 1 - American Women in Radio and Television 26th annual convention, Radisson Downtown hotel, Minneapolis.
May 8-12 - Annual meeting, ABC-TV affiliates, Century Plaza hotel, Los Angeles.
May 15-18 - Annual meeting, NBC-TV affiliates, Century Plaza hotel, Los Angeles.
May 24-25 - Annual meeting, CBS-TV affiliates, Century Plaza hotel, Los Angeles.
June 2-4 - Associated Press Broadcasters annual meeting, Chase-Park Plaza, St. Louis.
June 11-16 - Broadcast Promotion Association 22d annual convention, Hyatt Regency hotel, Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.
Sept. 15-17 - Radio Television News Directors Association international conference, Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.
Sept. 16-21 - Institute of Broadcasting Financial Management 17th annual conference, Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be at New Marriott hotel, Chicago, Sept. 16-19.
Oct. 2-6 - National Radio Broadcasters Association annual convention, Palmer House hotel, Chicago.
Nov. 14-16 - Television Bureau of Advertising annual meeting, Hyatt Regency hotel, San Francisco.

Also in February
Feb. 28 - Revised date for start of Federal Trade Commission's public hearing on proposed trade regulation rule on over-the-counter drug advertising. Original date was Jan. 2 of this year.

March
March 1 - Deadline for entries in the 1978 Roy W. Howard Awards, sponsored by The Scripps-Howard Foundation to recognize public service during 1977 by a commercial radio station and a commercial TV station. (Similar awards will be made for a newspaper) A bronze plaque and a cash award of $25,000 will be given. Additional prizes may be awarded at the discretion of the foundation. Entries: F Ben Hefet, The Scrip-

Broadcasting Feb 21 1977 18
live dinner, Sheraton Columbus, (Rescheduled from Feb. 8 due to legislators' involvement with state's weather/energy problems.)


March 3 — Television Bureau of Advertising national sales seminar. Hyatt Regency O'Hare, Chicago.


March 3 — FCC's new deadline for comments on proposed rulemaking to consider regulation of interference from CATV systems to aircraft communications (Docket 21630). Replies are now due April 1, FCC, Washington.


March 8 — International Radio and Television Society's Gold Key dinner honoring CBS on its 50th anniversary American Inn, Albany.

March 8 — New York State Broadcasters Association 23rd annual meeting. Americana Inn, Albany.

March 8 — New York State Broadcasters Association annual legislative reception. The New York State Museum, Albany.


March 14 — Georgetown University Law Center Seminar on "Selling to Children: Is There a Need for Public Intervention?" Participants will include representatives of government agencies and committees concerned with the issue and will discuss 10 or 11 specific topics. Location will be various Washington places and the seminar will be held every 4-6 weeks, except for summer months, concluding in spring of 1978. Contact: Professor Gerald Train or Judith Oldham, Georgetown University Law Center, 800 New Jersey Avenue, N.W., Washington 20001: (202) 624-6800.


March 15—18 — Alabama Cable Television Association's "Citizen of Year" award meeting. Recipients will be Dr. David Mathews, secretary of Health, Education and Welfare, and Mrs. Mathews, member of the President's Commission on Emergency Broadcasting for the Handicapped, downtown hotel, Montgomery.

March 15 — General membership meeting of the American Society of Composers, Authors and Publishers. Agenda will include General Counsel Bernard Korman's report on the new copyright law. Regency Hyatt, Nashville.

March 17 — FCC's new deadline for comments on

Feeling it

EDITOR: I must take issue with your com- pliment comment in the editorial ("De- tente," Jan. 24): "... a law denying tax deduc tions for Canadian advertising placed on American media... but its full effect will not be felt by U.S. stations for some time. Existing contracts were pro- protected for a year."

The fact is that the number of existing contracts was mighty small, since most of them ended around Christmas and the law went into effect Sept. 22. Some stations did get longer contracts through the fact a few agencies were astute enough to listen to reps and issue them early in September. The majority did not and today refuse to buy border TV, some claiming it is bad for their clients' corporate image—some because they figure the tax adds at least 50% to the cost, some because they don't want to have to set up separate account changes for the U.S. portion of a campaign and some because they are quite happy to be right out of TV and into print.

I know that some border stations have been cut 75% in Canadian revenue and several rep firms that, like mine, specialize in representing U.S. stations, have had to cut back in personnel and services formerly subscribed to. As if that were not enough, more than $3,500,000 spent last year by Canadian provinces and the federal government in U.S. broadcast media to promote tourism has, in 1977, been switched to magazines and newspapers. — Andy McDermott, Toronto.

Separatism

EDITOR: In the early days of radio, some stations would not accept commercials that sounded as though they were the personal recommendations of the announcer or station. The word "we" was largely taboo.

Recently, a popular Chicago station broadcast a commercial to the effect that the advertiser was "the leading" Chicago dealer of electronic appliances. The an- nouncer was merely reading a commercial, but it could have been interpreted by the unwary as news or a matter of fact.

I suggest that, immediately before such commercials are broadcast, a quick beep be sounded. It would be ineffective and not detract from the commercial or program. It need not be explained. The public would soon catch on. — Leo P. Bott Jr., Chicago.

Mr. Bott, a Chicago advertising agency owner who writes of his "60-plus-year craft," remarks that he is "just trying to leave behind several trails of benefit to my profession."

Prime-time radio?

EDITOR: With all the talk these days about a fourth television network, I find myself wondering whether anyone is giving any thought to another radio network—one that would counterprogram television three or four hours nightly with quality comedy, drama and other predominantly nonmusic and nonnews programming.

The success of the CBS Mystery Theater illustrates there is an audience for such programs, and its success came despite the fact that it has been an "odd hour" inserted within numerous station formats at different hours in different markets. I know that CBS has been toying with the idea of expanding its evening programming on radio, and the premiere of its General Mills Adventure Theater is noteworthy. However, piecemeal movement can never have the impact that a network committed to several hours of quality programming nightly can have.

Investment in radio entertainment would revitalize a lost art form.—Jim Mehrling, chief announcer, WEOL(FM) Elyria, Ohio.

Thurston for knowledge

EDITOR: Throughout our winter study pro- gram we have enjoyed reading BROADCASTING. We found your features interesting and informative, and often highly related to some of the more important topics in our discussion of "The Future of Broadcasting." Those among us with a political bent particularly enjoyed the issue devoted to "The Media and the Political Process."

We'd like to express our gratitude for the opportunity you afforded us to expand our knowledge of the broadcasting industry. You may have created a large pool of applicants to the industry here at Williams, and you've certainly made broadcasting a more understandable topic for all of us.—Kim Shorb, Charlie Thurston, Maryfran Tyler, Pat Landers, Ben Gibbs, Bill Wickwire, Barbara Chomko, Ted Tucci, Steve Jackson, Susan Suss, Sharon James, Robert Kraus, Jon Miller, Andy Rinzler, Joan Jacobs, Dennis O'Shea, George Schutte, William D. Dahling Jr., James R. Caldwell, John Bessone, Dan O'Connell, Henry W. Welch Jr., Glenn Harris, Ed Carpenter, Steve Case, Tim Layden, Joe Mellicker, Joe Power, Williams College, Williamstown, Mass.

The above signed were students in a January winter study pro- gram on the future of broadcasting at Williams College, Williamstown, Mass. Their Instructor was Donald A. Thurston, president and general manager of WMWB-AM-FM North Adams, Mass., and chairman of the National Association of Broadcasters radio board.)
THE PEOPLE
HAVE SPOKEN.

It's great to know what your fellow songwriters and performers think of your work. And luckily there's no shortage of awards to tell you that—Grammy's, Tony's and Oscars.

But as rewarding as your fellow writers' and performers' praise is, the ultimate praise comes from the ultimate consumer of music—the public. They determine whether a song succeeds or fails. Their judgment is final.

30,000 of these consumers voted recently to determine the best in the world of music during the past year. The results were televised over the ABC network on January 31, 1977.

With the selection of Stevie Wonder as best Soul artist and his album "Songs in the Key of Life" selected as best Soul album, with the selection of Elton John* as best Pop-Rock artist and his single "Don't Go Breaking My Heart" as best Pop-Rock single, with the selection of Chicago as best Pop-Rock group, Wild Cherry's "Play That Funky Music" as the best Soul single, and the Eagles' "Greatest Hits" as the best Pop-Rock album, one thing became abundantly clear: if America can be said to like one kind of music particularly, it's ASCAP music.

And we would like to Congratulate Stevie, Elton, Chicago, Wild Cherry, and the Eagles for continuing a tradition that's over 60 years old.

*PRS member; licensing in USA through ASCAP
Top of the Week

NATPE: the only peril is prosperity

Program executives' annual meeting hits a new record, begins to feel the pinch; more fun in the suites than sun on the sand at Miami

"Inevitably, we're headed for the Conrad Hilton." That was the reluctant conclusion of a veteran National Association of Television Program Executives program arranger in the wake of last week's successful conference in Miami Beach. The total attendance had set a new record—2,211 program executives, advertiser and agency executives, syndicators, government officials, press and others involved directly or indirectly with what goes on the air. The total was up 17% over last year's conference in San Francisco. A similar or greater jump is expected for next year's, scheduled March 4-8, 1978, in Los Angeles' new Bonaventure hotel in the "reclaimed" downtown section of that city, with attendance to reach between 2,500, and 3,000.

Progress is a two-edged sword for NATPE organizers. They're delighted by the program's success and the importance it means for their segment of the industry, but those who have treasured the relatively intimate environment of past NATPE's are concerned that numbers may create an "impersonal" convention. The comparison is always to the annual meeting of the National Association of Broadcasters, whose size (5,440 in Chicago last year) has been cited as one of the reasons for NATPE's own success. Convention planners think they'll be all right in Los Angeles and even the year following—at the MGM Grand in Las Vegas—but are concerned whether NATPE will fit into San Francisco's Nob Hill complex (the Fairmont, Mark Hopkins and nearby hotels) in 1980. Thus the reference to the Conrad Hilton in Chicago, long the NAB's standby and one of the giants of America's convention hotels.

The future notwithstanding, NATPE is delighted by the immediate past. Delegates attended sessions enthusiastically—even a 7:45 a.m. early bird on the relatively unglamorous subject of minority employment. (Those who attended Sunday morn-

ing's breakfast hosted by TV evangelist Rex Humbard—an innovation among NATPE's "sidebar" events—were fewer in number but enthusiastic about the change of pace.) The Miami agenda's theme—the "changing role" of program executives—led to discussion of topics far afield from conventional program considerations, Monday morning's Communications Act session the most conspicuous example. Next year's theme—the responsibility of President Jim Major and convention chairman Tay Voye of WTVJ (TV) Miami—hasn't been set; it will depend upon "what the industry is talking about at the time," said one conference official. "We mean to be current." The one thing certain about Los Angeles: "It will be star-studded. They'll have stars in all of the suites instead of just a few of them" as in Miami Beach.

And the exhibitors were enthusiastic about Miami, too. They had two things going for them there: a rising tide of prices and cloudy, rainy skies that kept delegates off the sand and in the suites. There was an undercurrent of sales resistance, particularly among small-market stations, but no hard evidence that the buyers had yet reclaimed the marketplace advantage from the sellers.

If there is a cloud on NATPE's horizon, it is at the moment no larger than a man's hand. That could be in a repeal of the prime-time access rule, which is credited more than any other single factor for the conference's success. PTAR gave the program director an important time period of his own in which to make program decisions, and it gave NATPE's principal exhibitors, the syndicators, a key program area in which to maneuver. The subject was not on the agenda this year, but it was mentioned at least twice—by FCC Commissioner Margita White, who, in informal remarks (page 36), said the commission ought to revisit the subject, and by former commissioner Kenneth Cox (page 38), who prophesied it might be abandoned if stations don't keep up their support. Back in Washington, John Bass, director of the FCC's Office of Network Study, confirmed that he was beginning to pull together information about the programs that appeared in prime access last fall, a review the commission had promised when it nailed down PTAR III.

Sun shines for the syndicators

- Operation Prime Time (OPT), the independent stations' expensive, first-run, made-for-TV movie alternative to the programing of the three networks, landed its first network sponsor, General Foods.
- Warner Bros. Television sold Roots in syndication to the five ABC-owned stations for the quantum-leap price of $210,000 per hour, or $2.52 million for the entire 12 hours, and MGM Television raked in $150,000 from the ABC five for each of the six hours of its high-rated miniseries How the West Was Won.
- That's Hollywood, a 30-minute

Once and future kings. This was the look of NATPE's executive hierarchy at the conclusion of last week's 14th annual conference in Miami Beach. L to r: Jim Major of WJK-TV Detroit, the new president; Jack Jacobson of WOW Continental Broadcasting, Chicago, second vice president; Betty Woodland, the organization's permanent secretary-treasurer; Phil Boyer, WLS-TV Chicago, outgoing president, and A. R. Van Cantfort, WSB-TV Atlanta, first vice president. Absent the unforeseen, Mr. Cantfort will succeed Mr. Major after next year's convention in Los Angeles, and in turn will be succeeded by Mr. Jacobson after 1979's convention in Las Vegas.
weekly nostalgia trip into the movie industry, put together by 20th Century-Fox Television out of its library of film clips, was bought for prime-access slotting by 26 TV stations in less than a week.

Those are but three among the many noteworthy sets of transactions in the five-day orgy of wheeling and dealing otherwise known as the 14th annual conference of the National Association of Television Program Executives, which rang down the curtain in Miami Beach last Wednesday (Feb. 16).

The sale of six minutes in OPT's six-hour miniseries version of Taylor Caldwell's novel, "Testimony of Two Men," to General Foods was consummated only after the OPT steering committee, headed by Al Masini, the president of TeleRep, lowered its per-minute rate-card price from $110,000 to $80,000, justifying the slash by reporting that almost all of the 46 networks (out of 70 TV stations in all) carrying the miniseries said they would not play each episode a second time during the seven-day period, thus lowering the cumulative audience totals. (All of the 24 independents are expected to repeat each episode out of prime time within six days of its first showing.) Of prime interest, now, is lead time. There is concern among a number of major studio executives and station rep experts about MCA's ability to whip up a quality package when delivery date of the first two hours is early May and it hasn't even been cast as yet. But General Foods' coming aboard could break up the logjam of sponsor resistance and allow Mr. Masini to sell the six national minutes in each hour. Stations will be allotted the other three commercial minutes in each hour.

*Roots* attracted more viewers than any other program or event in television history, so Warners is going for broke in its syndication pricing. And because nothing has ever matched the Nielsen track record of *Roots*, Warners officials say they fully expect stations to meet their demands. In Washington, for example, the asking price is $35,000 per hour. That's at least four times higher than any other movie or 60-minute series ever sold in Washington. WABC-TV New York is in effect paying almost as much for one hour of *Roots* as WNEW-TV New York recently paid for the average two-hour theatrical movie in the new package of 30 titles from United Artists. That $75,000-per-title figure eclipsed the previous record in New York by close to $20,000 per title.

When MGM Television's *How the West Was Won* scored smashing ratings earlier this month on the ABC-TV network, MGM rushed it into the NATPE marketplace and began cleaning up—in effect basking in the warm glow of television's new-found love affair with miniseries.

But high ratings are the key. Various station rep executives reported that MCA's *Best Sellers* package of 30 hours (The Captains and the Kings, Once an Eagle, Seventh Avenue and The Rhineman Exchange) was not doing as well because these had chucked only 30 shares, not the 60's harvested by *Roots* or the 50's by *How the West Was Won*.

The same is true for off-network reruns in pre-sale. *Happy Days* last four sales before NATPE, according to sources close to the negotiations between the distributor, Paramount Pictures Television, and the station buyers, were in Boston, where Paramount's initial asking price was $14,000 per half-hour (six runs, September 1977 delivery) and its sale price, after bids, was $15,101 to UHF independent WLVJ-TV in Cleveland, with an initial price of $10,000, the final bid price was $14,125 to WTV from Philadelphia, three stations bid the initial $16,000 price to $25,529, for the UHF independent WTAF-TV; and in Detroit, where UHF WKBD-TV made the winning bid of $16,500 on a $12,500 asking price. Paramount deliberately kept *Happy Days* off the market at NATPE—its head of syndication, Dick Lawrence, opting to continue his slow, methodical, city-by-city strategy.

In line with *Happy Days'* twilight-zone prices, MCA TV is setting new records for 60-minute series with its pre-sale of the hit ABC series *The Bionic Woman*. But, again, ratings are the key. A steady but not spectacular Nielsen performer, *The Bob Newhart Show* has recently put on the market, is not selling as briskly as *Happy Days* or *The Bionic Woman*, according to rep and station sources, and Viacom has been forced to scale down its initial asking price.

The parallel breaks down somewhat in the comparison between off-network reruns and prime-time shows. But one of the access hits at NATPE, 20th Century-Fox Television's *That's Hollywood*, in a fairly short time on the market, has now racked up sales to 57 stations, including those owned by ABC, according to Bill Clark, Fox's vice president for domestic sales. Stations were waiting in line to buy the series, despite the fact that "these are the biggest prices we've ever charged for an access series," as Mr. Clark put it. Because it's perceived as a real departure from the game-show norm in access, stations in 44 of the top-50 markets have bought it, and Mr. Clark said some of the network-affiliate purchasers told him they'd be running it in prime time, preempting a network half hour. A further irony, in the light of the fast sales, is that the series will probably only be good for a maximum of two years, according to Mr. Clark, because Fox's movie warehouse is not a bottomless well. (One station rep executive made the analogy to MGM's compilation films, "That's Entertainment," a box-office smash, and "That's Entertainment, Part II," a box-office dud.)

An informal canvass of rep and station executives put Metromedia Producers Corp.'s *Truth or Consequences* in the category of the sleeper access hit of this year's NATPE. *Truth or Consequences* is a more expensive, recycled version of the syndicated strip show that ceased production four years ago. The pilot was literally being taped two days before NATPE was to begin, according to Metromedia sources. Despite the rush job, the show has the Ralph Edwards gloss, and its pre-sold title made Metromedia's suite among the busiest at the convention. Several dozen stations signed up in Miami Beach, including the five Metromedia-owned stations, company sources said. Richard Grilken, the programming vice president for the Metromedia stations, said *Truth or Consequences* could replace Viacom's *The $128,000 Question* on its station's schedules. Industry sources said Viacom is disappointed in the ratings of *The $128,000 Question* and it will probably not go into production for a second year.

Both the ABC-owned and NBC-owned stations went to NATPE with their access schedules locked in (Broadcasting, Feb. 14). The CBS-owned stations filled their final slot with an elaborate stunt-type game show called *All-Star Almost Anything Goes* (which will be produced by Bob Banner). CBS bought it for WCBS-TV New York, KNXT(TV) Los Angeles and KMOX-TV St. Louis. Sources at Viacom, which is distributing the series, said its salesmen will be pounding their beats over the next few months trying to get respectable sales for a September 1977 target date, despite the late start.

As predicted, two new game shows, Viacom's *Family Feud* and Len Firestone's *Tattletales*, because they came to NATPE with owned-station deals (the former to NBC, the latter to CBS), did the expected solid business, according to rep sources, with *Family Feud* getting the edge due to a three-day head start over *Tattletales* and to Viacom's larger sales organization.

MCA's new talk-variety strip, *The American Flyer*, split the rep firms almost down the middle. Both John Serrao, the director of operations and programming for Petry Television and his counterpart at
Harrington, Righter & Parsons, Ron Krueger, think the show will make it as a prime-time to the three networks on big-city independent stations and, in its 60-minute version, as a late-afternoon entry on the smaller-market network affiliates. They say the series will get better demographics than The Merv Griffin Show, The Mike Douglas Show and the Dinah Shore Show (all of which tend to skew old) because it's not studio-bound (a lot of remotes are planned) and because there's solid chemistry among the three anchors, Dan Rowan, Michele Lee and Tom Hallee.

On the other side, Bob Peyton, the vice president and director of audience development for Kane Television, and Mike Levinton, the vice president and director of creative services at TeleRep, are less sanguine. In general, they fear that network affiliates' schedules will prove too tight to accommodate The American Flyer and that the show will prove too expensive to put into production with the limited number of clearances it will be able to manage. The network executives believe enough stations over the next month or so to get a production go-ahead will be one of the most closely watched post-NATPE syndication stories.

The effect of Group W's going to a locally produced access magazine in its other four markets (emulating the success it's had so far on XPIVT (San Francisco), was not clear-cut at this year's NATPE. The CBS-owned station in Los Angeles, KXTV (TV), eased the pressure of Group W's move somewhat by ending the access stripping of The Dinah Shore Show and making the decision to return to (mostly) game shows in access by next September. In the five Group W cities, however, according to some station rep programmers, the shrinkage in access tended to turn them into buyer's markets. To take the example of Boston, a fairly small syndicator like Rhodes Productions couldn't lower its prices on Hollywood Squares, Squares, the highest-rated of all the access game shows, is little bit not playing on any Boston station. In contrast, Viscom, a much larger syndicator, was able to bump down its prices a bit, according to various rep sources, in order to get The Price Is Right and The $25,000 Pyramid, both canceled by WJBZ-TV, onto WNAC-TV Boston.

Fourth-network talk dried up at NATPE. OPT's Al Macini insisted to any who would listen that "Testimony of Two Men" is not a fourth network, merely a fourth opportunity for any advertiser who wants to make use of it. Metromedia's Dick Wollen acknowledged that the MetroNet project being spearheaded by Ogilvy & Mather probably would not meet its March 1 deadline for a production go-ahead. A rep who is not only another gothic serial like his old Dark Shadows because the advertiser support doesn't appear to be surfacing. And Benton & Bowles's senior vice president, Michael Moore, said that his Sunday fourth-network-type project is dependent on MetroNet's getting off the ground. Norman Lear's fourth-network plans are also years away from fruition, according to Robin French, T.A.T. Communications head syndication.

The rep and station executives Mr. Lear talked to at NATPE came away with the feeling that he might not go ahead with a third year of Mary Hartman, Mary Hartman production because T.A.T. would literally have to work with 260 original half-hours, an almost impossible task. (The series lost an audience when it went into reruns last summer, convincing T.A.T. that another summer of reruns might be a death knell. Robin French told one NATPE session that 52 weeks were just too tough, but that MHH would go to 30 new episodes interspersed with several "best of" versions.

Two new weekly series were ushered in at NATPE as access half-hours, but, for the most part, they're being bought by stations for other-than-access time periods. Columbia Pictures Television's Special Edition, an entertainment magazine-type show presided over by actress Barbara Feldon, which the ABC-owned stations have been wanting "is being picked up by stations with an eye on putting it in late afternoon or early evening on Saturday or Sunday, after sports," according to Harrington, Righter & Krueger. And Rhodes Productions' Second City Review, a satirical-comedy show taped in Canada, got a couple of dozen sales from stations that may play it late-night on the weekend, according to another rep source, where NBC's Saturday Night has carved out a franchise.

ITC Entertainment's Catastrophe, Youngstreet Productions' Front Page Foney and Sandy Frank's Robin Hood are all struggling to line up enough stations to get off the ground after being passed over by one of the network-owned groups, according to various sources. Both shows have national advertisers in the wings, according to their syndicators, so it could end up in barter.

**NBC nets expertise of Henry Kissinger**

Former secretary of state, in five-year deal, will do annual documentary, give occasional interviews, grant rights to book

NBC has signed former Secretary of State Henry Kissinger to a long-term contract to serve as special consultant on world affairs, to appear in one major news documentary a year, make interview appearances on other NBC News broadcasts and give NBC exclusive rights to develop special programs based on his forthcoming memoirs, NBC President Herbert S. Schlosser announced last week.

Both NBC and Kissinger representatives refused to disclose financial arrangements, but other sources estimated the former

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Jimmy Garbo. A group of seven White House reporters met with President Carter last week to air some of the complaints they had been directing at news secretary Jody Powell. The press corps members are unhappy about such things as the President and Mrs. Carter slipping off to the Kennedy Center without notifying the press and his giving what amounted to a press conference as he walked through Plains after the press had been notified — on his authority — that the President would produce no news that day. But the 40-minute meeting did not seem to provide the newsmen with assurances the President would not continue to be unpredictable in his movements. "I am not going to relinquish my right to go to the zoo with my daughter, the opera with my wife or pick up arrowheads on my farm without prior notice to the press," President Carter said. He also said it is difficult to hunt quail on his farm outside of Plains with reporters and photographers scurrying about taking pictures. And he wants to hunt quail, he said. The closest to an answer that the President was sensitive to their concern that the reporters received was in the statement that it would be rare for the White House not to arrange for a small "pool" of reporters to accompany the President and provide coverage of his informal activities. The President also put the American public and the rest of the world on notice that his remarks — even those that appear to be casual — are to be taken seriously. "What might appear to be an off-hand statement, because of my demeanor ... is really a carefully considered statement." As an illustration, he cited his remarks at his televised news conference two weeks ago regarding measures the U.S. might propose in disarmament talks with the Soviet Union. The President said he had consulted with Soviet Ambassador Anatoly F. Dobrynin, the Joint Chiefs of Staff and Secretary of State Cyrus R. Vance on those matters in advance of the news conference.

President Carter, who has made much of intention to conduct an open administration, also indicated he was pulling back from one of his proposals for conducting such an administration — to open cabinet meetings to press coverage. He said he was reconsidering in light of the almost unanimous opposition of the cabinet members, "Frankly," he said, "some cabinet members are afraid of looking silly and having their ideas shot down" in the open.

The reporters who participated in the unusual meeting were Larry O'Rourke, of the Philadelphia Bulletin, president of the White House Correspondents Association who briefed other reporters on the discussion; Paul Healy, the New York Daily News; Sam Donaldson, ABC; Clifford Evans, RKO General Broadcasting; John Mashek, U.S. News and World Report; Frank Cormier, Associated Press; and Wesley G. Pippert, UPI. Mr. Donaldson was chosen to represent network television on a flip of the coin between ABC and NBC. CBS chose not to participate in the selection process, because CBS Washington Bureau Chief Sandy Socolow said, it wasn't up to CBS to advise the President on how to act with the media.
Concert promoter alleges payola as FCC opens its investigation

WOL Washington DJ said to have received payments for playing records by and talking up appearance of rhythm-and-blues group

A Washington concert promoter testifying at an FCC investigative hearing on "payola" and "plugola" last week said that he paid a disk jockey with WOL(AM) Washington $14,000 for playing records and promoting a 1975 concert there.

William Washington, president of Dimensions Unlimited Inc., said that he and his partner, Jack Boyle, paid WOL DJ Melvin Brown "$40,000 in 'brothel money'" for what Mr. Washington described as "$840 worth of promotion, two sell-out concerts and lots of airplay."

Mr. Washington said that he paid Mr. Edwards the money for an on-air promotion of an April 1975 appearance at Washington's suburban Capital Center by the rhythm-and-blues group, Earth, Wind & Fire. At the time, Mr. Edwards headed a concert promotion firm, DJ Productions, formed by WOL air personalities.

"By paying them this $14,000," Mr. Washington said, "we were assured that their [Earth, Wind & Fire's] records would be played a lot—a hell of a lot."

Mr. Washington testified at the first day's session of the FCC's new "payola/plugola" hearings in Washington. Citing what their attorney, Jason Shrinsky, called "severe social and economic pressures" being brought to bear on them, Messrs. Washington and Boyle made a last-minute petition that their testimony be delivered behind closed doors. Administrative Law Judge Joseph Stirmor denied the request, however, and ordered the two men to testify in public. Keith Fagan, FCC counsel, and Sonderling Broadcasting Co., WOL licensee, opposed the petition.

Mr. Washington took the stand and handed over to the FCC a briefcase full of subpoenaed documents outlining what Mr. Washington said were virtually all of his contacts with Mr. Edwards over the past three years. In addition to contracts, agreements, telephone logs and the like dealing specifically with Mr. Edwards, Mr. Washington produced his records involving Mel Edwards Inc., WOL Soul Brothers, DJ Productions and Nouveau Riche Inc., all of which Jay Edwards was involved with. Mr. Washington also ordered to produce similar documents concerning his dealings with Earth, Wind & Fire, Sly and the Family Stone, Rufus, Aretha Franklin, the Isley Brothers, and WOL General Manager James Kelsey and Program Director Courtz Thompson.

After over two hours of questioning by Mr. Fagan, during which he outlined the duties of a concert promoter, Mr. Washington began describing his dealings with Mr. Edwards. Mr. Washington said that he and Mr. Boyle, who is president of Celar Door Productions, another Washington promoter, jointly put on an Earth, Wind & Fire concert in Washington in June 1974. At the time they were making the arrangements for the concert, Mr. Washington said, he received notice from EWF's management firm, Cavallo & Ruffalo, Los Angeles, that it would be having some trouble with some of its disk jockeys. Cavallo & Ruffalo was "concerned about records being played in the market—especially at WOL," he said.

After an exchange of letters with Egmont Sonderling, WOL's owner, Mr. Washington said he met with Mr. Kelsey and the WOL DJ's, and after the meeting he began monitoring the station. From April to June 1974, Mr. Washington said he "can't find anything unusual wrong" with the way the station presented records.

From June 1974 (after the EWF concert) through 1975, however, Mr. Washington said that he got the impression that a group promoted by DJ Productions got a "more normal" amount of airplay on WOL and that the DJ's there plugged their own concerts.

The $14,000 payment to Mr. Edwards and DJ Productions involved another appearance by EWF in April 1975. According to Mr. Washington, DJP had obtained first refusal rights to the group in the Washington area, but that in February 1975 he made a firm commitment with EWF's management firm for the April booking.

Shortly thereafter, Mr. Washington said, he received a call from Cavallo & Ruffalo (he said he could not recall who in the firm spoke with him) during which he was told that the WOL DJ's would have to be "taken care of." By that, he said he understood that the DJ's would have to be paid in order to keep them from stopping the playing of EWF records on the station.

"We had to create some kind of situation that would keep them happy," Mr. Washington said.

An agreement signed by Messrs. Washington, Boyle and Edwards guaranteed DJP a maximum of $14,000 if the concert grossed over $266,000. DJP's responsibilities under that agreement were to "emee the EWF concerts and . . . produce any and all commercials for the concert . . ." Mr. Edwards then attached to the agreement a release, signed only by himself, saying, "DJP agrees that performances at the concerts . . . by EWF will totally and completely fulfill any prior contractual obligation which EWF has to DJP . . . There is no mention of any other compensation for the rights to the band.

The $14,000 was paid to Mr. Edwards Mr. Washington said, by Mr. Boyle and himself by check the night of the concert. Mr. Washington said Mr. Edwards then endorsed the check, handed it back to them, and they gave him the money in cash. Mr. Washington said Mr. Edwards
"even asked for more money, not for all the disk jockeys, but for himself."

Mr. Washington testified for two full days. During this time on the stand, he recounted four other incidents of dealing with Mr. Edwards and DJP: a June 1975 Al Green concert; a July 1975 Isley Brothers date; Aretha Franklin in November 1975, and a December 1975 Rufus concert. None of these concerts involved payment greater than $1,400 to Mr. Edwards, and he was paid nothing for either the Rufus or the Al Green engagements, Mr. Washington said.

Mr. Fagan was especially interested in the Al Green appearance, however, and Mr. Washington told of a meeting between Mr. Green and the WOL DJ's. The concert, Mr. Washington said, was a financial failure, and he owed Mr. Green $35,000 for appearing. Mr. Washington said that the DJ's "got him to take a lot less money."

Because the FCC hearings are investigatory, they are not governed by courtroom procedures. There is no cross-examination of witnesses, and much of the testimony given would be inadmissible in court as hearsay. A. Harry Becker, attorney for Sonderling, has petitioned that his client be accorded "party status" in the proceeding, and that he be allowed to cross-examine witnesses, make objections and present his own witnesses. There is no indication as yet, however, that Judge Stirmen will allow this.

David Meyers, attorney for Mr. Edwards and the other disk jockeys involved (Roger Bethel, whose airname is Raymond St. James; Charles Green, airname Chuck McCool; Marshall Payne, airname Bobby Bennett, and Gregory Hines), flatly denied Mr. Washington's allegations.

Mr. Meyers would not allow his clients to address the allegations raised by Mr. Washington specifically, but Mr. Edwards did call the testimony "a lot of lies." He added, "We will probably look bad until we can give our side."

Mr. Boyle is expected to take the stand tomorrow (Feb. 22) when the hearing resumes. Indications are that he will substantiate Mr. Washington's charges and, quite possibly, offer new ones.

Egmont Sonderling is scheduled to testify after Mr. Boyle. Mr. Sonderling is likely to offer documentary evidence outlining how WOL is operated and how records are selected for airplay. The substance of his argument should be program decisions at the station are made by Mr. Thompson or Mr. Kelsey, and that the DJ's actually have very little say about what records are played on the air.

The hearing should last through this week, and, if Mr. Fagan continues at the pace he set with Mr. Washington, they will continue into next week. Mr. Fagan has refused to mention any other stations or cities he will be investigating.
To stem mounting speculation, Frederick S. Pierce, president of ABC Television, issued a statement Friday asserting that "Barbara Walters, who appears to be the target of much of the recent publicity, will continue on the ABC Evening News with Harry Reasoner." He said ABC would "place greater emphasis on field reporting and the modern techniques available today in order to strive for a contemporary newscast that reflects broadcast journalism at its best."

The statement was Mr. Pierce's first on news since that division was added to his responsibilities at the start of this year, but it has been reliably reported that he has conferred individually with both Miss Walters and Mr. Reasoner and with both inside and outside news specialists in a determination to solve any rift that may exist between the co-anchors and get the program moving upward.

There has been speculation that Av Westin, executive producer of ABC Evening News With Harry Reasoner until he resigned in a policy dispute a year ago at the request of ABC News President William Sheehan (BROADCASTING, Feb. 2, 1976), might be asked to return to the network.

There has also been recent speculation that Mr. Reasoner might leave the newscast. Last Friday he said there has been so much speculation that he would not comment on any of it. He did say his contract has about three years to run but that he has had an "understanding with my friends at ABC" that "if I gave it a good try for a couple of years" and then decided he wanted out, they would try to accommodate him.

Mr. Pierce also observed that "the success of a network's national news is related in part to the success of the local news adjudgacy," and noted that ABC-TV is working with its affiliates on "a mutual long-range news growth objective." This was an allusion to the appointment of Al Itelson to direct a new committee being set up to work with affiliates on improving their local news operations. But "more importantly," he added, ABC will work on improving the Evening News itself.

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**In Brief**

- White House aides were drafting letters to three TV networks late Friday afternoon, urging them to "open up their programs" for deaf viewers. President Carter, touring Department of Interior that morning, was asked what could be done to help deaf viewers; President said he would "direct a letter" to networks before day was over. Rosalynn Carter had asked networks to provide sign-language coverage of inauguration, was turned down. (PBS did use technique for coverage, fact networks cited in turning down her request.) FCC in December adopted rules enabling broadcasters to use part of TV screen for transmitting coded captions that would be visible on decoder-equipped television sets (BROADCASTING, Dec. 13, 1976).

- Des Moines (lowa) Register and Tribune Co. has bought WQAD-TV Moline, Ill. (ch. 8, ABC-TV) for "close to $10 million" from Moline Television Corp. (Francis J. Coyle, Arthur M. Swift, 40 others, subject to FCC approval. Mr. Swift will remain station's president; Michael Gartner, executive VP of Register and Tribune, will become chairman.

- CBS Newsman Walter Cronkite, 60, has signed new contract "until retirement, whenever that may be." Sources put pay between $400,000 and $450,000 annually, with 10 weeks vacation.

- First of what White House Office of Media Liaison says will be twice-monthly briefings for out-of-town journalists will be held March 4. List of 22 invites is not firm. President is expected to spend 20-30 minutes with group.

- Buffalo (N.Y.) Evening News, part of media package which includes WKBW-AM-FM there, has been sold to Blue Chip trading companies for $33 million. Warren Buffet, principal, is self-described "newspaper buff," owns 10% of nonvoting stock in Washington Post Co. Sale of properties was triggered by inheritance tax liability following 1974 death of Mrs. Kate Robinson Butler "Closed Circuit," Jan. 24. Buyers are in line for broadcast properties but decision on whether to sell won't be made for two or three weeks, depending on whether paper sale clears up tax problem. Vincent J. Manno was broker on newspaper sale.

- Rev. Donald Wildmon, Methodist minister in Southaven, Miss.—"fed up" with sex and violence on TV—is conducting one-man campaign to get Americans to turn off sets week of Feb. 27-March 5.

- CBS-TV sales department has been restructured under Frank Smith Jr., VP-sales: James H. Rosenfeld, VP-sales administration, named VP-national sales manager; Paul Isaacson, VP-eastern sales, named VP-sales planning; Sherman Adler, director of national sales, named VP-sales administration; Carl Tillmanns, VP-general sales manager, named VP-West Coast sales (based in Hollywood); William M. Manierre, VP-national sales, named VP and assistant to Mr. Smith, and Jerome Dominus, director of daytime sales, named VP-eastern sales. Two executives will take early retirement: Joseph N. Cail, VP-West Coast sales, and Robert C. Mayo, director, news program sales.

- Barry Jagoda, special assistant to President for media and public affairs, and deputy, Richard Neustadt, has invited members of Senate and House communications subcommittees to "purely social" get-together at Mr. Jagoda's Capitol Hill home on Friday (Feb. 25).


- Jeffrey B. Lawenda, general sales manager, WCBSAM New York, named VP-general manager. CBS Radio Spot Sales, succeeding John Lack, named VP-general manager of wCBS (see page 80).

- Elmo Ellis of wWBSAM Atlanta and Robert white of KRVTV Corpus Christi, Tex., received two principal Abe Lincoln awards of Southern Baptist Radio and Television Commission in Dallas last Thursday. Speaker was Mrs. Lyndon B. Johnson, who received distinguished communications medal.

- Quincy Howe, 76, retired newscaster and commentator for CBS and ABC, died Feb. 17 in New York of cancer of larynx. He joined wWORAM New York in 1939, CBS Radio in 1942, left network in 1949 to teach at University of Illinois, then went to ABC from 1954 to 1968, appeared occasionally after that.


- Broadcasting's headline on page 73 this issue—"CBS dashes PBS hopes to carry Carter's radio/TV address live"—is a victim of "misleading headline," as noted by PBS President Larry Grossman, and of early deadline. Although public network had hoped to have live cameras in Oval Office, Mr. Grossman said issue of live coverage was overemphasized. "We didn't push it," he said.
PROFESSIONAL SALESMAINSHP MAKES THE DIFFERENCE

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NOW REPRESENTED NATIONALLY

by

Buckley Radio Sales, Inc.
Esquire asked some people you know to say "a fond farewell to the finest, funniest show on television."

BARBARA WALTERS
"It's my favorite program—there's nobody like Mary Tyler Moore. She's fresh without being icky-poo. Someday I hope Mary Richards gets my job.”

CAROL BURNETT
"If there is an afterlife, I'd like to come back as Mary. I just love her.”

HOWARD COSELL
"I think Mary is terrific; she's done a sensational job.”

BOB NEWHART
"As a viewer, I would like to thank her for elevating the situation comedy to a level from which it can never retreat.”

ROGER STAUBACH
"Her acting is great, and whoever writes the show does a good job. Mary's not too hard to look at either. And my wife knows I think that.”

CARL REINER
"It saddens me that I won't be able to see Mary regularly anymore. It was a special show and one that was important in the evolution of television comedy.”

SHIRLEY CHISHOLM
"I will miss Mary. One of the delightful aspects of the show is that it featured a single woman making it in a male dominated occupation.”

JOHN CHANCELLOR
"If Mary needs a job, send her over to the NBC newsroom.”

NORMAN LEAR
"I think she's a sensational lady married to a wonderful guy. I love to watch Mary work and I love to be with her. The only thing I didn't include in my own Playboy interview was my lust for Mary Richards.”

ROBERT REDFORD
"Once while renting a house in Malibu, I saw her bundled up, walking alone on the beach. I wanted to introduce myself and walk along with her, but my respect for other people's privacy prevented it. 'The Mary Tyler Moore Show' is the only network show I consistently watch. She seems at once positive, vivacious, vulnerable, attractive, independent, adventurous and feminine. I would still like to walk with her on the beach.”
TONY RANDALL
"A wonderful woman. I'd love to get together with Mary for a chat, but she never calls."

HELEN GURLEY BROWN
'I consider Mary a Cosmo girl, both in the series and in her personal life. On one hand, she's very feminine and susceptible, but on the other hand she and her husband run a multimillion-dollar empire. She just exemplifies the Cosmo girl in every way.

DICK VAN DYKE
"She's the best comedienne in the U.S. today. When you wrap all that talent with a charming, friendly, helpful woman, you have a natural treasure."

ANDY WARHOL
"It's really one of my favorite TV shows. I've been following Mary's career since The Dick Van Dyke Show."

JOHN LEONARD
"If every time I think of Vietnam I can manage at the same time to think of Mary Tyler Moore, I can also manage to feel not so bad about being an American. Perhaps perkiness will save the world."

BETTY FORD
"She's terrific, talented and a joy to work with."

ALFRED HITCHCOCK
"'The Mary Tyler Moore Show' is one of the oases in what has been called the wasteland of television."

HUBERT HUMPHREY
"It used to be that Minnesota was known as the land of ten thousand lakes that had the coldest temperatures on the weather map. But all of that changed when Mary Tyler Moore surpassed durum wheat as the state's heartiest product."

DICK CAVEY
"I hate to see it go, but for my friends who are involved in it, I can't wait for the reruns."

JIM BOUTON
"I tried to get our writers to write Ball Four like M.T.M. There's a reality in that show that we were never able to capture. And it's funny. Anyone can get humor from gags, but not everyone can get humor from reality, and that's what makes a successful show."

Note: Quotes are reprinted, with permission, from the cover story of Esquire Magazine. February 1977.

Cheer up. Think of these accolades as a loud hurrah for the finest, funniest show in syndication:

"The Mary Tyler Moore Show"

from Viacom
Game plans for programming talked in team meetings at Miami Beach

ABC’s was a love feast, NBC’s was surprisingly calm for a TV network that’s in third place in the season-to-dates, and CBS’s was grim, as belts a prime-time schedule that has fallen from an unbroken 20-year string of first-place finishes to its current status of distant second to runaway ABC.

That, in a nutshell, summed up what happened when the affiliates of the three networks got together at the National Association of Television Program Executives’ meeting in Miami Beach last Monday (Feb. 14) to talk about their strengths and weaknesses. Programers from independent stations also assembled at the same time to question three top agency men about issues related to national spot advertising.

At ABC-TV: more ‘Roots’-type programming, including series on Eisenhower; experimentation with hour-long comedy shows

Fred Silverman, the president of ABC Entertainment, used that network’s meeting to detail some of his upcoming projects, the most interesting of which, in the light of Roots, could turn out to be a long-form made-for-TV movie about the war years and the presidential years of Dwight Eisenhower. Mr. Silverman revealed that he’d just bought the rights to Past Forgetting: My Love Affair With Dwight D. Eisenhower,” by Kay Summersby Morgan, the volume just published by Simon & Schuster.

ABC, he said, has also picked up the number-two nonfiction best-seller on the current list (fright behind “Roots”), Gail Sheehy’s “Passages,” which could be turned into long-form dramatized stories about the crises people go through at various stages of their lives, particularly when they’re in their 30’s and 40’s.

How the West Was Won, which racked up big numbers in its recent telecast as a six-hour miniseries, will also be on ABC’s prime-time schedule in some form next fall, he said.

Pilots he talked about included three 60-minute comedy series: Operation Petticoat, a comedy set aboard a U.S. Navy vessel, which will be based on the Cary Grant movie and be produced by Universal; Aaron Spelling’s gang comedy, The San Pedro Bums, and a series that will hark back to the Frankie Avalon-Annette Funicello musicals of the early 60’s, to be called Malibu Beach. All are unusual in that 60-minute comedies have rarely been tried in the past, and the few that did make the schedules were shot down early by low ratings.

Mr. Silverman also announced another unusual form—a 60-minute weekly prime-time soap opera, beginning in June, called Beggars and Choosers, to be written by Agnes Nixon.

Answering questions posed by affiliates, Mr. Silverman and ABC-TV President James Duffy made the following points:

■ The 12 hours of Roots will not run again for at least a year and a half, and possibly longer.

■ ABC is disappointed that it lost out to NBC in the bidding for the 1980 summer Olympics in Moscow, but it’s breathing a sigh of relief that it’s not now faced with the pressures of actually working with the Russians over the next three years.

■ The Harry Reasoner-Barbara Walters nightly newscasts are showing some progress in the demographics; sales are going well, Miss Walters’s prime-time specials are scoring big ratings and her absence from NBC’s Today show has put a dent in its ratings. There are no plans to

Upward bound. NATPE President Phil Boyer (1) was the programming vice president for the ABC-owned TV stations when he went to Miami last week. He was the vice president-general manager of WLS-TV Chicago when he went home. The good news was given both Mr. Boyer and NATPE conference delegates at Monday’s luncheon, in a surprise appearance by Richard A. O’Leary (2), president of the owned stations division, breaking into the convention address of FCC Chairman Richard E. Wiley, who yielded the microphone for the occasion.

Broadcasting Feb 21 1977

30
NBA REACHES NEW HEIGHTS ON CBS
...RATINGS UP 35% OVER LAST YEAR!
...BEATING COLLEGE BASKETBALL BY 13%!

"...Beating college basketball..." Sundays, January 2-30, 1977. Subject to qualifications available upon request.
EVERYBODY IS A WINNER

When MGM held its first annual Roaring Lion Sweepstakes at NATPE, everyone was a winner. Some of your fellow program directors won prizes and others took home some great MGM properties. At MGM, we want everyone to be a winner.

Ed Aiken, KPHO-TV; E. Leroy Ollinger, KWGN-TV; Mike Kievan, WSB-TV; Philip Slavick, WHC-TV; Bill Spiegel, WLWT; Harry Barfield, WLEX-TV; Charles Bradley, WPVI; Harvey Seslowsky, Film Service Corp.; Linda Desmarais, WMAL-TV; Joseph Buerry, WEVU-TV; Steve Fisher, WJRT-TV; Erwin Parthe, WNEM-TV; Don Rinker, WRTV-TV; John L. Robinson, WTEV; Charles Horich, WMAR-TV; John Felton, WPBT-TV; Bill Baker, WEWS-TV; Phil Boyer, ABC owned stations; Don Tillman, WTTV Robert McCourt, WSOC-TV; John Harkrader, WDBJ-TV; Lon Lee, WJXT; Arnold Brustin KNXT-TV; Dick Theriot, Film Service; John Hutchinson, WNED-TV; Richard Ballinger WNEW-TV; William J. Helms, WCIA-TV; Doug Dupperrault, WFLA-TV; Wayne Barrington, KMTV; Cal Bollwinkle, KXTV; J. E. Callaghan, WSOC-TV; Elmer Jaspan, WDRB-TV; Bob Gould, KXAS-TV; Robert C. Vinson, AFRTS; Dave Miller, WCMH-TV; Jim Duncan, WTVD; Chuck Larsen, WKYC-TV; J. W. Birdwell, KTLA; G. McElrhone, WBAY-TV; Harry McClintock, WTLV-TV; Ted Baze, WPHL-TV; Gary Robinson, WGHP-TV; Don Dillion, WANE-TV; Karl Richards, WCOV-TV; John A. Haldi, WBNS-TV; Larry Cazavan, WISH-TV; John A. Comas, WXII-TV; Dick Dreyfuss, WPGH-TV; Paul D. Coss, KABC-TV; Jerry Carr, WCKR-TV; Elizabeth H. Hayter, WCAU-TV; Ray Dantzler, WTVT; John Duvall, WLEX-TV; Quintin Renner, WBEN-TV; John Edgerton, WBTV; Frank Jank, KVOS-TV; James D. Johnson, NTV Network; Jack Jacobson, WGN Continental; Edward Koplar, KPLR-TV; Lance Russell, WHBQ-TV; Jack G. Shafer, McGraw Hill Broadcasting; Tom Kenney, KHOU-TV; Don West, CBET-TV; Jeanne Findlater, WXYZ-TV; Lou Farraye, Gilman Group; Terry Walden, WSTV-TV; Jim Ferguson, WAGA-TV; A. George Koplow, WHBF-TV; Keith Gunther, KSD-TV; John Dorkin, WLKY-TV; Herb Gold, WJKS-TV; Harry Wiest, WROC-TV; Bob Sutton, WWJ-TV; Tak Kako, WABC-TV; Paul E. Walton, WNDU-TV; Mack Humpridge, WSAV-TV; Jerry L. Williams, WCTV; Dave Handy, WSPA-TV; Neil Kuvin, WXIA-TV; George C. Leh, WEYI-TV; June Kodatt, WVT; Roger Ottenbach, WEEK-TV; Dale Wright, WMAR-TV; Tim Noonan, KWWL-TV; Bud Turner, WDAF-TV; Mel House, KBNA-TV; Gordon West, WCAU-TV; Jim Hall, WCOV-TV; Ken Staaf, WCEE-TV; John Proffitt, KCMO-TV; Irwin Starr, WMAL-TV; Ron St. Charles, WUAB; Derk Zimmerman, KBHK; Joe Perkins, W TAR-TV; Bill Lacey, WCBS-TV; Harry Francis, Meredith, Clem Candelaria, KTVT-TV; Thomas Todd, WFBC-TV; Rick Ray WRAL-TV; Lee Eden, Corinthian Broadcasting; Jim Anians, KPLR-TV; John McGhee, KOIN-TV; Amy McCombs, WFSB-TV; Robert Huber, WJW-TV; Clifford Pine, WFTV-TV; Terry Sams, WJBF-TV; Kenneth Kagen, HR-TV; Judy Larson, WCTI-TV; Buddy Ragan, WNGE-TV; Raymond Barp, KIVI-TV; Ben Hevel, WCPO-TV; Jane Boyd, WKBS-TV; Jack Rye, KTSM-TV; Nick Freeman, KIRO-TV; Tom Freeley, KCPO; Jack Carroll, KMOL-TV; Paul Brown, KATC-TV; Paul Oughton, WITN-TV; John Renshaw, KSLA-TV; Gus Bailey, WCSC-TV; Lemuel Schofield, WRCB-TV; John Williams, WPSD-TV; John Frankenfield, WBAL-TV; By Williams, WJIC-TV; Hewitt Griffin, WLBT-TV; Richard Sweeney, WHAS-TV; John Irvin, KOTV-TV; Jules Moreland, KFMB-TV; Van Cantfort, WSB-TV.
WITH MGM TELEVISION

MEDICAL CENTER. The blockbuster "emetic" series now available for syndication. In its first year, 14 million women viewers made Medical Center number one in its time slot. And it could win big for you, too.

PLEASE DON'T EAT THE DAISIES. Please don't miss this one. 58 delightful half-hours based on Jean Kerr's best-selling book. Two parents and four precocious, mischievous children who will capture and win female and family audiences.

THE RISE AND FALL OF THE THIRD REICH. This is it! The three-part program that's been scoring high ratings across the country. An eye-opening investigation into Hitler's origins, rise to power and downfall. He may have lost—but you'll win big with this one.

THE COURTSHIP OF EDDIE'S FATHER. An irresistibly charming child and a handsome young bachelor with phenomenal appeal to the feminine sex. Women 18-49 love "The Courtship of Eddie's Father," and so will you. 73 half-hours in color that build and keep an audience as it goes along. A winner all the way.

CONQUEST. Exciting. Fascinating. Terrifying. Yet all true. Six one-hour specials about man, his history and the world around him. Powerful programming that'll conquer the competition.

DAKTARI. 89 episodes about a veterinarian and his family who live in the jungles of Africa...a charming series that continues to draw family audiences back. An endangered species, win them back with this winner from MGM-TV.

CONQUEST. Exciting. Fascinating. Terrifying. Yet all true. Six one-hour specials about man, his history and the world around him. Powerful programming that'll conquer the competition.

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THEN CAME BRONSON. Michael Parks stars in this lyrical haunting series...26 one-hour episodes about one man's search for the meaning of life. Your audiences will find a meaningful relationship with Bronson—an exciting answer to your search for winning ratings.
that NBC has approached President Carter to participate with his daughter Amy in a Saturday-morning interview program (with the interviewers possibly being children). Although Mr. Carter hasn’t said yes to the proposal, he hasn’t said no, either, Mr. Segelstein said.

After the meeting, Mr. Segelstein said, “This is the only direct feedback I get from the station guys, and I came away feeling very good. The affiliates were obviously pleased by our getting the Moscow Olympics.” He added that NBC’s drop into third place in the season-to-dates earlier this month was never even referred to by the affiliates.

Mr. Segelstein and Robert Howard, the president of NBC, made the following points:

- With 150 hours of Moscow Olympics telecasts, NBC will end up making money despite a total outlay that’s expected to go beyond $100 million. NBC will not be forced to make any pro-Soviet documentaries as part of the deal with Russia for the Olympics rights.
- If the Writers Guild goes on strike next month, the networks’ schedules would be thrown into chaos. But talks are moving in the “right direction,” and if the

disputes are settled without a strike, NBC will announce its 1977-78 prime-time schedule between April 15 and May 1.

- NBC is floating about 50 pilots as candidates for next fall’s schedule, and cop shows are getting short shrift. But NBC doesn’t rule out one or two cop shows making it onto the schedule, particularly if in the realistic mode of a Police Story.
- The affiliates will soon be sent a 25-minute program that vigorously defends NBC against charges that it runs too many violent shows. The program will be available for screening by local civic groups as at least a partial answer to the heavy volume of attacks on television.
- In answer to affiliate complaints about network encroachment into station time when its Weekend news-magazine show begins a weekly run next January (Sunday, 6-7 p.m.), Mr. Howard asked them to give it a chance because that’s the time period 60 Minutes made famous before CBS moved it into prime time. But when an affiliated station executive asked for a show of hands from the stations that planned to clear Weekend, fewer than half responded.
- Both Sanford and Son (without Redd Foxx, who has signed a contract with ABC) and Chico and the Man (without Freddie Prinze, who committed suicide last month) will probably return to NBC’s schedule next fall, with new supporting players for Sanford’s Demond Wilson and Chico’s Jack Albertson.
- Relating to general programing trends at NBC, comedian Chevy Chase is working on a variety special, comedian Richard Pryor has been signed to do a variety hour as a pilot for a possible series, producer George Schlatter is moving ahead on a batch of Laugh-Ins with a whole new cast, and a new form of development is taking shape whereby NBC will do three or four episodes of a series that looks promising (instead of just a one-shot pilot) to iron out the kinks and then air the episodes then going to a full season of production if the ratings are good.

At CBS-TV: With nothing left to lose, a large amount of flexibility allows innovation

A beleaguered Bob Wussler faced CBS-TV affiliates for a session devoid of the usual “good news, bad news” remarks. There seemed to be only one kind. He could and did remind his listeners that “we’re still the number-one network all day long,” but did not dwell on that point. “I recognize we’ve got a problem in prime time. Ask the toughest questions you can,” he said.

(There was one moment of relief in the otherwise gloomy session. Ed Pfeiffer, of WPRI-TV Providence, R.I., suggested and won a “great big round of applause” so that the NBC and ABC affiliates meeting in adjacent rooms “would wonder what we’re up to.” His colleagues complied with vigor in the meeting’s only moment of enthusiasm.)

Why had CBS scheduled Helter Skelter,
It takes guts to run your video through an Ikegami broadcast monitor.

With twice as many image-making dots on its tube, an Ikegami color-tv monitor can show up in unnervingly high resolution a dozen or more things that could go wrong in your picture. Not just purple cows, but the smallest anomaly in linearity, the slightest picture distortion, the most marginal overload.

This one is our Model TM14-2RH. A comb filter helps maintain resolution to more than 600 lines. It gives you a choice of over- or under-scanned picture display.

Damage to its picture tube is prevented by power-protective circuits. Up front are all adjustments for its 14-inch CRT and inside are modular PC boards for simple servicing and maintenance. A keyed back-porch clamp system keeps the black level constant for maximum picture stability.

There are both pre-set and adjustable controls. Video response is from +1 to −2 dB from 60 Hz to 8 MHz.

It has extremely rigid, sturdy construction and is available in a free-standing cabinet or for standard 19-inch rack mounting. Its built-in degaussing circuit and magnetic shield to fend off external magnetic effects make it possible to move the Ikegami monitor without affecting its picture.

Also available from Ikegami are our Series Eight monitors for broadcast studios. There are four models, 25, 20, 16, and 14 inches. All use integrated circuits for high stability, long service life, and very modest appetite for power. Their picture tubes have black matrices for maximum contrast and best color fidelity. A keyed back-porch clamping circuit keeps pictures stable with proper black level. Video response is +1 to −2 dB from 60 Hz to 5 MHz.

You can get an optional remote control for brightness, contrast, and chrome.

We really shouldn't have to give you all the specs. The name Ikegami alone is enough to tell you how good they are. But if you do insist on more, ask Ikegami. Ikegami, the leading manufacturer of ENG cameras, manufacturer of the best in studio cameras, and now the best in monitors, too.

Ikegami Electronics (USA), Inc., 29-19 39th Ave., Long Island City, N.Y. 11101. (212) 932-2577
Roller Ball and A Man Called Horse three weeks in a row? Because "we're a new team" still getting its act together and "under pressure from all of you to do as well as we can in sweep periods," Mr. Wussler said the network had considered but decided not to schedule three or four other shows of similarly violent nature.

"As for anything affiliates could do to help? Yes, Mr. Wussler said: Do a better job of prime-time clearances. "We can't make it with 80%, 85% or 87% clearances," he said.

Did Evet Knievel foreshadow things to come? No, he said, admitting embarrassment over the daredevil's two-hour special that did good ratings but drew critical comment. "We needed product," Mr. Wussler said, saying it had been "a quick decision last November." CBS has turned down an option on a second Knievel special, and Mr. Wussler said that "ABC and NBC are fighting over it."

What does the new season look like? CBS will have 50-55 projects from which to make its schedule choices this spring, with a summer and early fall development program lined up just behind those (to rescue any that fail). Mr. Wussler said he was high on Bushing Loose, which he called a youth-oriented comedy better than Law and Order or Happy Days, and Andros Targets, which he said received poor critical review but was considered solid by both the network and affiliates ("It's better than some of the things we had to go to schedule with."). He also spoke highly of Nashville 99, described as "a nonviolent cops-and-robbers show with a country-and-western sound," and of a "Dick and Jane" series featuring "a young Mary Tyler Moore."

The schedule, he said, needs "as much of an overhaul as we can possibly give it. You'll see a different look come this fall."

How about Code R? CBS is living out a 13-week commitment, he said, noting that "It's no worse than Spencer's Pilots."

"Would the network stick with Who's Who?" "We have great faith in it." Mr. Wussler said, although it was getting only 20 or 21 shares.

Would there be more award shows? Yes. Stressing the importance of specials, Mr. Wussler said CBS had existed for years on the strength of its weekly series, whereas the network of the future would have only 10 to 12 hours of weekly series interspersed with specials, movies, miniseries and four-, six- or eight-hour "short bursts." Among those on the drawing boards: a Howard Hughes project, a John Dean book and a Hitler book.

"Dick CBS still get the first crack at the best product? No. Was there a timetable for a return to leadership? Mr. Wussler said he hoped to challenge in 1978. "It's not going to be easy to beat what ABC has accomplished in the last few years," he said.

If there was a silver lining, it seemed to be in terms of flexibility. Considering that the present prime-time schedule was in such disarray, "CBS has never been in a better position to be innovative and daring," Mr. Wussler said.

Independent hear defense of barter, doubts on fourth network

At the meeting of independent TV stations, Leavitt Pope, the president of WPIX (TV) New York, stood up in the audience and asked the three panelists—Robert Buchanan, senior vice president in charge of media for J. Walter Thompson; Michael Moore, senior vice president and director of media management for Benton & Bredol, and Howard Mather & Co. president and director of broadcasting for Ogilvy & Mather—to commit then to buying some 30-second spots (at $40,000 each) for their clients in Operation Prime Time, the six-hour made-for-TV movie version of Taylor Caldwell's novel, "Testimony of Two Men." All three declined, although two days later General Foods agreed to buy six minutes (for $480,000) in the project.

In the general question period, all three defended the sharp increase in agency-bartered shows as a way to make sure that "program content is ideally suited to specific advertisers," according to Michael Moore. These advertisers, he added, are in many cases taking national-advertising dollars (instead of the spot dollars on which independent stations are so dependent) and "generating efficiency buys greater than" typical network efficiencies.

But he pointed out later that some advertisers would prefer a locked-in-place fourth network for the launching of major national campaigns rather than a barter series, each episode of which is bicycled around the country, to be played at the station's convenience.

But Jack Jacobson, the programing vice president for WON-TV Chicago, who moderated the give-and-take, echoed a number of large-market independents when he said that his station tends to steer clear of barter shows because the deals usually come with 26- or 52-week guarantees—the station has to keep playing it week after week even if it's falling apart in the ratings. "With shows the station buys from syndicators, on the other hand," he said, "if they're not working we can put them on the shelf and replace them with shows that might do better. We have that option, even if we end up eating a few episodes."

All three panelists agreed that national advertisers would have a problem with a proposed fourth network of independent stations that would reach only 50% or so of the country. Mr. Buchanan, for example, said that automotives would be ruled out as advertisers because their dealers blanket the country. And Mr. Moore said that although a prime-time buy on one of the three networks (which may guarantee a 98%-99% clearance) "overweights smaller markets," that overweight doesn't go beyond 25% or 30%, so a national advertiser would still be looking for a clearance base at least in the low 70's.

1910 M Street South. The FCC did not move en banc to Miami Beach last week, but more than a quorum was there. In addition to Chairman Richard Wiley who delivered the Monday luncheon address (page 41), Commissioners Abbott Washburn, Joseph Fogarty, James Quello and Margita White made the scene, all chiming in with brief remarks following Mr. Wiley's address. Mrs. White: "There's a danger in suggesting we start from scratch" in rewriting the Communications Act, including a danger to the First Amendment freedoms about which broadcasters are most concerned. She voiced a question of whether the government should be as deeply involved in programming as it is with the FCC's prime-time access rule: "I hope the commission could again look at this issue," she said.

Mr. Fogarty: "Dick Wiley studied at the feet of a master, Dean Burch [his predecessor as FCC chairman]" and ended up being "the most effective administrator in FCC history." Mr. Washburn: Referring to the action of stations in 10 states in suspending normal broadcasting operations to furnish over-the-air classrooms during the winter's emergencies (Broadcasting, Feb. 14), he awarded the "Unofficial Great Winter of '77 Award" to WNSN-TV Columbus, Ohio, and WTVZ- TV Zanesville, Ohio. "We [on the FCC] lift our hats" to all stations that so acted, he said. Mr. Quello: As a former program director [WHRM Detroit], he expressed delight in seeing the growth in numbers and influence of NATPE.
Grandstand. It's a lot more than "who beat who."

In a little more than a year since it began, Grandstand has evolved into a first-rate journal of sports. Its investigative reporting has gone beyond the locker rooms—and into the sports establishment's board rooms. Its commentaries about various issues have roused government and community officials to action. And its features and personality interviews are at once entertaining and intelligent—often making news in their own right. Grandstand's people are reporters first, concerned above all with providing their viewers with information and insight. The straight, intelligent talk of host Lee Leonard and Bryant Gumbel, Larry Merchant, Barbara Hunter, Tim Ryan and Fran Tarkenton has—in the words of Gary Deeb of the Chicago Tribune—"set NBC's 'Grandstand' miles ahead of any other sports program on the air."

You can watch Grandstand every weekend and whenever NBC Sports is covering a big sports event. It's on just before and after Grandstand. For sports fans who are tired of playing around.

NBC Sports
The Network of the Moscow Summer Olympics.
Syndicators air their views
at NATPE panel

Some will edit programs when
they end network run; other
programmers see it as the
future of the market

The wills and won’ts of laundering created
the nearest thing to controversy at
NATPE’s double-session on “The World
of Syndication,” the grace note on which
last week’s 14th annual conference ended.
Those who said “yes” to accusations by
Robin French of T.A.T. (Norman Lear et al.),
the wills by Bill Andrews of Viacom.

“We will not remove any episode from a
network series when it goes into syndica-
tion,” declared Mr. French. “We will edit
only for the extra commercials. Our shows
are not immoral...they present provoca-
tive but real subjects...they do not advo-
cate lying, cheating or criminal behavior...it
is not our job to exercise censorship.”
Mr. French said that writers of series that are “laundered” could well sue for
loss of residuals or for damage to their
reputations.

Mr. Andrews said that Viacom, too, was
“not a censor,” but that the company had
no compulsion about making programs ac-
ceptable for audiences down the line. “We
are the first word,” he said, “but certainly
not the last. That’s the station’s respon-
sibility.” Speaking of Viacom’s experience
with The Rookies and Hawaii Five-O, Mr.
Andrews said that a few episodes that played
on the networks will disappear altogether. “They’re too hot to handle,”
he said. The Rookies will be syndicated in
both hour and half-hour versions, Viacom
having determined some of the shows
could be cut almost in half without suffer-
ing artistically.

Less controversial points of view were
presented by Frank Tuot of WPIX-TV New
York; Kenneth Cox, the former FCC com-
missioner now with Haley, Bader and
Potts; Wynn Nathan, Time-Life Televis-
ion; Elizabeth Bain, who has her own
program consulting firm; Henry Siegel,
Lexington Broadcast Service; Woody
Fraser, ABC-TV’s Good Morning, Amer-
ica; and Lou Friedland of MCA TV.

Mr. Cox appeared in support of the Sand-
y Frank petition to the FCC for a rule-
making to prevent “multiple expos-
ure” — that is, the stripping of one
series in two or more of the prime-time ac-
cess periods each week. There are only six
PTAR hours on a station each week, he
noted, emphasizing that it was imperative
for syndicators “to get a foothold in the
key markets” if they are to realize PTAR’s
goal of program diversity. Over one-third
of the half-hours available in access are
gone to multiple-exposed properties, he
said.

Mr. Cox was generous in his praise for
the FCC’s initiative in creating the prime-
time access rule, but warned that it was up
to broadcasters to insure that it is retained.
“If you care, it will be,” he said. “If not, it
may be abandoned, and you will be left
with ever more expensive off-network
returns.”

Mr. Nathan, whose company represents
BBC products in the United States, was
bullish about the prospects of foreign
products here — although not of dubbed
programs. That seems to be a one-way
street; U.S. programs can play dubbed in
Japan, but not vice versa. Mr. Nathan
noted that 12% of British prime time is
devoted to American product. He gave the
British credit for creating the novel form
long in advance of U.S. television, and ap-
peared confident that creativity levels
abroad will remain equal to the task of dis-
spelling “sameness” here.

Miss Bain said that movie packages will
become more important even as they
become more rare, due to the increasing
ins and outs of network scheduling. She
called Roots the “ultimate extension of
the local station movie week,” at least in
terms of scheduling concept. This season
may have found the first layer of the true
television art form,” she said. When you
scratch its surface, she added, “its struc-
ture may be that of the motion picture.”

Mr. Siegel, speaking of barter (or adver-
tiser-supported) programing, remarked
that almost all quality programing was so
subsidized during the so-called Golden
Age of television. Advertisers today, he
said, are disturbed by the “network strangle-
hold” on their investments, and thus have
demanded alternative program fare.

Speaking of the talk show, Mr. Fraser
called it the “cheapest form of entertain-
ment” and thus assured of a future. By
his count, there are now 498 local talk
shows of at least an hour in length. Those,
plus the network and syndicated versions,
have created “our biggest problem: glut.”
Some 50 guests are demanded each day, he
said, adding that he might go out and write
a book. The next talk show development:
specialization, with marketplace versions
running from 90 seconds to 90 minutes.
Talk show subjects have changed, too.
Show business personalities used to be the
rule, he said, but political figures have

Show business. "The World of Syndication" was examined by two back-to-back panels on
the closing morning of the NATPE conference. First up (0 to 1, top picture): Robin French
of T.A.T. Communications, Frank Tuot of WPIX New York, Phil Boyer, NATPE president who
opened that morning's session (which was moderated by WCKT-TV Miami's Allen
Stemberg), Bill Andrews of Viacom Enterprises and Ken Cox of the Haley, Bader and Potts
law firm. The second panel (1 to 2, bottom picture): Wynn Nathan of Time-Life Television,
program consultant Elizabeth Bain, Henry Siegel of Lexington Broadcast Services, Woody
Fraser of ABC-TV's Good Morning, America, Lou Friedland of MCA TV and moderator Harry
Francis of Meredith Broadcasting.
18-49 WOMEN
55% avg. increase over year-ago program in 29 markets.

18-49 WOMEN
Number One in time period in 31 markets.

18-49 WOMEN
53% avg. increase over lead-in program in 53 markets.

Viacom's
"The $25,000 Pyramid" is built on a firm foundation.

Source: NSI, Nov. 1976 & 1975. Audience estimates are subject to qualifications available on request.
MCA applauds FCC’s scrutiny of three networks

Company President Scheinberg tells NATPE that current procedures concerning fees and option periods hurt producers; he also comes out against ‘free lunch’ method enjoyed by cable systems and says MCA will not spare any expense in its lawsuit against Sony’s Betamax.

Sid Scheinberg, the president of MCA Inc., spoke out strongly last week against the “unfair restraints and abuses” of ABC-TV, CBS-TV and NBC-TV and applauded the FCC’s upcoming scrutiny of the “three-network oligopoly.”

Delivering the keynote address at the 14th annual convention of the National Association of Television Program Executives in Miami Beach last Monday (Feb. 14), Mr. Scheinberg lashed out at “the fixed, minimal license fee” paid by the networks “over lengthy option periods” to companies like MCA for their shows.

This practice is unfair, he said, because the producers “don’t share directly in the success” of the shows. When an MCA series becomes a hit, “the network reaps all the rewards” of the higher prices charged to advertisers, he said.

On the other hand, he continued, MCA and other studios run such big deficits in the course of their day-to-day filming of series for the networks that “the producer bears the loss” when a program is kicked off the schedule because of low ratings. He said that on three MCA series alone—The Six Million Dollar Man (ABC), Kojak (CBS) and The NBC Sunday Mystery Movie—the company is running a deficit of $9 million.

The lengthy option periods on which the networks insist hurt MCA shows, Mr. Scheinberg went on, because they can’t be put into syndication while they’re still new and fresh—by the time a series has run five or seven years, or longer, on the network, it’s often stale, and its off-network reruns end up doing poorly in the ratings.

One of the ways MCA is fighting the dominance of the three networks, he said, is through Operation Prime Time (OPT), the six-hour made-for-TV movie based on Taylor Caldwell’s novel, “Testimony of Two Men,” which will be telecast on a number of network affiliates and independent stations (70, at latest count, for a 70% clearance) in May. Although he insisted that this project is not a fourth network but rather “a fourth opportunity,” he said MCA “will continue its efforts in this direction,” adding that the company welcomed the participation of other major studios in OPT as producers of “high-quality, first-run product.”

Almost on a par with his diatribe against the networks was Mr. Scheinberg’s explicit hostility toward cable systems that import the signals of major-market independent stations and pay only “insignificant compensatory fees,” a situation that “fails to afford our properties [MCA’s movies and TV shows] the protection they deserve.” He called on the FCC to “restrain the free-lunch cable industry.”

He also said that MCA “will not spare any expense” in prosecuting its lawsuit against the Sony Corp. and its Betamax device, which, according to Mr. Scheinberg, allows any TV-set owner to tape MCA’s movies and TV series off the tube and play those tapes over and over again, even for neighbors and friends.

Most of the new technologies are fine, he concluded. It’s only “the parasitic new technologies” that achieve their success “unfairly,” he said, that must be stopped.

Magazines: a new chapter in local TV programming

NATPE speakers see success for weeknight strips in prime access if ratings continue to hold up.

“It’s trending, not ending.”

That was the prediction of Bill Hillier, the national executive producer of Evening: the MTTWF Show, the prime-time, afternoon magazine program that Group W will have running on all five of its stations by next September. He was speaking during a panel discussion at the National Association of Television Program Executives conference in Miami Beach on Tuesday (Feb. 15) about the Monday-through-Friday locally produced early-evening programs that have so far had their best success on KCR-TV Sacramento, Calif.; KGTV-TV Portland, Ore., and Group W’s KPIX-TV San Francisco.

But another panelist, Irwin Starr, the director of broadcasting at WMAL-TV Washington, which does its own 7:30 Live series five days a week (7:30-8:00 p.m.), said, “I’m not prepared to reveal right now whether the show will remain on the air or not until the February books come in.”

The November 1976 Nielsen sweep figures, he continued, gave 7:30 Live an average rating of 6 and a 10 share, numbers that would be too low to sustain a commitment to the program, which cost WMAL-TV $400,000 in 1976.

Early January ratings are somewhat more encouraging, Mr. Starr said, and if they hold throughout the February sweep period, 7:30 Live may continue into 1978.

Robert Lewis, the director of programming for KGTV-TV Portland, and David Fox, the program operations manager for KCR-TV Sacramento, two other panel members, said their magazine strips were getting competitive ratings (Mr. Lewis’s Evening averages a 15 and Mr. Fox’s Weeknight a 14) but both shows run in the 7 p.m. time period; at 7:30 p.m., each station plays the standard commercial access shows. And both of these shows are produced by their stations’ news departments, with a lot of live studio material, featuring talking heads, to cut down on costs. (KCR-TV’s production costs come to about $200,000 a year, half of that at WMAL-TV.)

Group W’s Bill Hilizer made the point that the Evening shows in all five markets fall under the aegis of the programing department. “Evening doesn’t share...”
either equipment or people with the news department,” he said. “And the show is done completely on location, with minicams—we use all original material and stay away from outside syndicated product.” Even though Mr. Hillier spends $10,000 a week to produce the KPIX(TV) San Francisco magazine show (the only Group W strip currently on the air, having begun last August, although WBZ-TV Boston’s access magazine kicks off in April, with the other three to follow by September), which adds up to $500,000 a year, he said that “the cost of syndicated product is rising dramatically.” In a sense, he added, he’s relieved not to be “at the mercy of the more and the economics of Hollywood.”

But he acknowledged that the magazine shows are going to have to come up with competitive ratings in cities like Pittsburgh, Baltimore and Philadelphia (in the last-named market, KYW-TV will play the magazine show at 7 and keep access game shows at 7:30). Already the competing stations in those markets have grabbed up the strongest shows displaced by the magazine strips, placing a double jeopardy on the locally produced shows.

**Au revoir from Wiley to NATPE**

Some parting thoughts, but no parting shots from the chairman of the FCC; his main theme: government should go lightly in the area of programming

Dick Wiley said an official—and reluctant—goodbye last week. It was to the National Association of Television Program Executives, an organization he had addressed twice before as FCC chairman but, “given the realities of political life,” was unlikely to address again. His departing words of wisdom: salvation for television lies not in governmental regulation but in free-spirited competition.

It was a message to which he returned repeatedly, often to the accompaniment of applause. “Government regulation in this sensitive First Amendment-oriented area [speaking of complaints about sex and violence on TV] is simply not the right answer,” he said. “Instead, the right answer (and the only answer) is taste, discretion, good judgment and responsible self-regulation on the part of the broad-

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**SOUTHERN BAPTIST RADIO AND TELEVISION COMMISSION’S
EIGHTH NATIONAL ABE LINCOLN AWARDS
TO DISTINGUISHED BROADCASTERS**

**Radio**

**ELMO I. ELLIS**
Vice President, General Manager
WBZ Radio
Boston, Massachusetts

**For unusual and sensitive leadership and total commitment to the best in broadcasting.**

**BOB WHITE**
Vice President, Station Manager
KTH-TV
Corpus Christi, Texas

**For consistently representing the best in the industry’s definition of responsible broadcasting.**

---

**Television**

**CY N. BANAH K**
President-Owner
Bahamas Broadcasting Stations
Charlottesville, North Carolina

**For encouraging the public to participate in community affairs.**

---

**DANIEL W. KOPS**
President
Kops-Club Communications Inc.
New Haven, Connecticut

**For commitment to high standards of performance and community service.**

---

**EUGENE B. ODDSON**
President
Gaylord Broadcasting Co.
Tampa, Florida

**For an unselfish policy, selfless commitment, and always courageously.**

---

**MICHAEL HALL McDUGALD**
President, General Manager
WAKA Radio
Birmingham, Alabama

**For leadership that has turned around radio’s reputation in his area.**

---

**IRVING B. HILL**
President, General Manager
WDBM Radio
Norfolk, Virginia

**For leadership and involvement and an active role in community affairs.**

---

**ANDREW M. OCKERSHAUSEN**
Executive Vice President
Washington Bar Association
Washington, District of Columbia

**For using the best of radio and TV to improve the quality of life in his way.**

---

**RALPH BENICK**
Vice President, News Director
WFLA-TV
Milwaukee, Florida

**For a news program dedicated to the public’s right to know.**

---

**M. JERI BRODSKEL**
Community Relations Director
KCBS-FM
Northridge, California

**For distinctive community service programs and projects.**

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The National Abe Lincoln Awards are presented annually to broadcasters whose lives exemplify the ideals of Abraham Lincoln’s credo, “Firmness in the right as God gives us to see the right.” By their energetic and imaginative performances, these men and women have honored their profession and enriched the quality of life in America. On behalf of the public and my fellow broadcasters, I herewith salute them for a job well done. — PAUL M. STEVENS

---

**1978 ABE LINCOLN AWARDS ENTRY FORM REQUEST**

The Radio and Television Commission of the Southern Baptist Convention is vitally interested in the community activities and projects of the conscientious broadcasters of the nation. We’d like you to enter your achievements in the 1978 Abe Lincoln Awards competition, which is sponsored by the Commission.

To receive complete information about the 1978 Abe Lincoln Awards program and an entry form, simply complete the coupon and mail to:

**ABE LINCOLN AWARDS / P.O. Box 12157 / Fort Worth, TX 76116**

Name __________________________

Mailing Address __________________________

City/State/Zip __________________________

**Southern Baptist Radio and Television Commission’s**

ABE LINCOLN AWARDS / Box 12157 / Fort Worth, TX 76116 / Paul M. Stevens, President

Broadcasting Feb 21 1977
caster, the program producer and the advertiser,” and again: “The constant demands for government involvement, government solutions, government regulation and government control—if needed—will lead only to diminishing our free enterprise system, our free press and our individual liberties.”

What Mr. Wiley saw as the proper role of government was in encouraging competition—most recently, in the FCC’s case, by opening an inquiry into television network “activities and practices” (Broadcasting, Jan. 17). He said that inquiry would be even-handed, with the FCC “facing up to its responsibilities” in the event that the problems of American television are found to “lie at the door of the big three,” but neither to be “antinetwork (any more than it would be pro-network).” According to him, their due, Mr. Wiley remarked that “I suspect that if we didn’t have networks, we would want to invent something which looks very much like them.”

Mr. Wiley, after noting that he had made “my very last speech on family viewing,” gave an approving nod to the initiative of the National Association of Broadcasters in meeting with leading Hollywood producers on the subjects of sex and violence (Broadcasting, Jan. 31, Feb. 7). “This kind of interaction within the private sector holds great promise in terms of developing meaningful and lasting reforms,” he said, “Far greater, in my judgment,” Mr. Wiley continued, “than could result from any kind of government intrusion in the process.”

The FCC chairman—as did a number of speakers during the NATPE conference—seized the occasion to remark upon the “triumphant success” of ABC-TV’s Roots. Although noting he did not express personal views about the quality of individual programs, Mr. Wiley said it had had a “tremendous impact” on the nation and that, “Indeed, the ratings were so phenomenal that they may require a fundamental re-evaluation of traditional television programing and scheduling concepts.”

Mr. Wiley underscored that his own agenda for the future was open (this term as a member of the FCC expires June 30, and it is assumed he will continue to serve as chairman until that date). “I have no plans, no commitments and no understandings,” he said, adding that “all reasonable offers will be carefully considered.” In a reference to the change in administrations that, presumably, will return him to the private sector, Mr. Wiley noted “a vicious report in Washington that I am a Republican. We independents refer that.”

NATPE’s first ‘Iris’ awards presented at Miami convention

The 1977 NATPE “Iris” awards for excellence in local television programing were the focal point of the Sunday night highlight of last week’s 14th annual conference in Miami Beach. They were also the subject of an elaborate (although non-television) “Emmy”-or “Oscar”-type presentation, complete with ABC-TV’s David Hartman as master of ceremonies and a number of celebrity “presenters”—most representing syndicated properties, as opposed to network vehicles—handling “the envelope, please.” The winners:

Performing arts: top-25 markets, Mama, KCNC-TV Los Angeles; all other markets, Music for the Season, WCPO-TV Cincinnati; public affairs programing:

Applause. NATPE’s rejuvenated “Iris” awards were given out at the 14th annual conference’s opening banquet on Sunday (Feb. 13). Among the recipients: KMGH-TV Denver’s Robert Jones, who received an award for public affairs programing from Ralph Edwards, producer of Metromedia’s Producer’s Truth or Consequences and one of the celebrity presenters.

By any other names. The board of directors of NATPE settled on “Iris” as the name for the statuette to be given out in honor of local programing excellence. That, however, was not the only name considered, in response to Broadcasting’s mention (Jan. 31) that NATPE had a new statuette but no name, over 60 letters poured in to the association’s headquarters. “I have the name for your awards,” said Stuart Rubin of Rochester, N.Y.: “The Amy award, in honor of the President’s daughter.” Ron Klaiman of 50-A Infrastructure, Ill., offered three suggestions: the “Pixee,” the “Vidy” or the “Toofoe (or not to be):” Louise Elchelberger of Castleton (Vt.) State College offered “Vicky” Edward J. Owne of WLS-WMI Chicago, Ill.: “Telly—I’m sure that Mr. Savallas would not mind.” And Alfred Miranda of CBS-TV affiliate relations in New York: the “PETE” Mr. Miranda’s rationale: it could stand for “program excellence in television events,” or “program executive’s television expertise.” Offered Mark G. Burg of Oshkosh, Wis.: “Faith: ‘It would be most appropriate,’ he said, “that the winners of this award would heed its name, remembering the public that it serves by continuing to present a ‘top notch’ programing format so deserving of this award.”


The evening’s most appropriate response: from Robert Jones of KMGH-TV Denver: “I guess this makes up for going over budget.”

Making it to the top

Four former program directors offer their NATPE colleagues tips on how to do it

The upward mobility of program directors was a subject of the final morning’s session at NATPE, with four who had graduated counseling their colleagues on how to do it. Squire Rushnell, now a vice president for programing for ABC Entertainment,
Off and running with television's first family novel.

"Little Vic" Six half-hour shows about a boy, a horse and a dream.

Once again the ABC Owned Television Stations break new ground with this heartwarming mini-series based on a best-selling children's classic by Doris Gates. "Little Vic" is the latest example of a commitment to exceptional family viewing presented by the five ABC Owned Television Stations and produced by Emmy award winning Daniel Wilson Productions.

"Little Vic" will be shown in local prime time for six consecutive weeks beginning the week of February 20th.

ABC OWNED TELEVISION STATIONS

ABC-TV New York/WXYZ-TV Detroit/WLS-TV Chicago/KGO-TV San Francisco/KABC-TV Los Angeles
spoke of going from the station to the network as "making it over the wall." The two most important factors in such career growth, he said, are achievement and visibility—becoming one of the "he was's," as in "he was the person who created such and such." The real achievers make their own way to the top, he said. Those in the business of recruiting at that level need only "look out over the surface" to discover the winners.

Tom Dargan, general manager of KATU(TV) Portland, Ore., called programing "a fast track" and advised that upward-aspirers "try to be success-seekers rather than failure-avoiders." Another panelist, Steve Mills, now vice president for production, CBS-TV Hollywood, credited luck as a large part of the secret. "It's difficult to be discovered in Davenport," he said. And, he added, getting to the network is not necessarily the ultimate goal.

Ann Berk, now station manager for WNBC-TV New York, struck an audience chord when she said that one of the program director's obstacles was being viewed as "creative," and this is "not considered on the bottom-line side." Salesmen, she said, don't have the same trouble. Mr. Rushnell, also commenting on the fact that most general managers come from sales, said it may be that salesmen are just better salesmen—selling themselves into higher jobs.

The consensus on when to move on: when the challenge has gone out of the present job.

**NATPE session urges closer ties between station programing and news departments**

The delicate matter of "bridging the gap"—as the program put it—between the news and programing departments was addressed at last week's NATPE convention by speakers from both sides of that fence. The consensus was that it could and should be done.

Jim Major, program director of WJBK-TV Detroit and the panel's moderator (as well as new president of NATPE; see Top of the Week), opened with the remark that news used to report to programing, but that it grew "larger and separately." He set the scene for a return, if not to the old days, at least to an accommodation between the two that would let the program director get into the news act.

Roger Ottenbach of WBGK-TV Peoria, Ill., described that station's organizational plan, in which he, as broadcast manager, has news, production and programing reporting to him. He also is responsible for promotion, having come up through that side of the business.

Two other panelists—Paul Coss, the program director, and Bill Fyffe, the news director, both of KABC-TV Los Angeles—described that station's experience in pairing the two departments to create a new evening news format. "Restructuring any newscast that's ill is a big effort," said Mr. Coss. "There is a lot of work to be done and many territorial boundaries to be crossed." The station hired a fashion consultant to design a new wardrobe for the news team (at a cost of $15,000), which, among other things, "allowed us to eliminate the electronic checkerboard suit and the sportscaster's bad taste." How did it all come together? "Out of a spirit of cooperation and nonjealousy."

The other half of that team described himself as "a news director and a self-righteous son of a bitch. Some of you will think that's redundant." Mr. Fyffe called "territorial imperatives" the most difficult roadblock to mutual success. "I know of no way to win in news without a harmonious effort with programing," he said. Like it or not, he said, "newsies" and program directors are married to each other.

Pete Hoffman, half of the McHugh & Hoffman consulting team, likened his vision of the ideal management organization to a head coach (the general manager) with offensive and defensive coordinators (the news and program directors). Among the important considerations in news department success is the other station programing before and after the news broadcast, he said. "If there's a bridge between your departments," said Mr. Hoffman, "use it. If not, build one."

**ABC stretches out its lead**

ABC-TV swept the prime-time ratings again for the week ended Feb. 13, winning five nights while CBS-TV took two (Thursday and Saturday). ABC came in with a 23.2 average rating for the week. CBS ran second with a 19.1 and NBC trailed at 16.7.

In the season-to-date averages, the week left ABC a far-out first with 22.1 and added a tenth of a point to CBS's week-old hold on second place with a 18.7 against NBC's 18.5.

Part two of "How the West Was Won" on ABC Monday Night Movie was top-rated show for the week, as part one had been eight nights before. Part two averaged 32.2 rating and 49 share, down one rating point and two share points from part one's performance. Three CBS series against it fared worse and worse as the night wore on: Maude had a 16.3 and 23, All's Fair a 14.3 and 21 and Andros Targets an 11.0 and 18, while NBC's Sunday Movie, "Night Terror," squandered four rating points from its lead-in, Hall of Fame's "Emily, Emily," in dropping to a 16.0 and 25.

In their premieres, ABC's Blansky's Beauties had a 19.7 rating and 32 share, and NBC's Life and Times of Grizzly Adams had a 19.7 and 30.

**People's Choice Awards**, a special on CBS, was the seventh highest rated program of the week at 26.6 and 44. ABC took all the other top-10 positions except that CBS's M*A*S*H tied Six Million Dollar Man for fifth.

**Arresting**, Time-Life Television, trying to alter its image as a cultural maven (it is the U.S. distributor of BBC television product), succeeded in catching the attention of the Miami police department last week. Hiking from a balcony of its 16th-floor suite in the Fontainebleau hotel was a dummy of Harold Lloyd, emulating one of the actor's stunts from the silent movies period. The police reported hundreds of phone calls from Miami Beach residents who feared someone was on the verge of suicide. Time-Life, which was host of a special Valentine's Day party at the time, yielded to the law.
How do you sell $125,000 worth of powerboats with a 30-second spot? Get the creative film look.

Hess Marine of Pensacola, Florida, reeled in a lot of sales in a 10-day promotion to the powerboat market.

Jack McAndrews, owner of Hess Marine, took a friend, a camera and a lockerful of ideas out for four days of filming boats doing what boats do best.

He brought back a catch of running shots with all the beauty and color of white hulls against a blue-water background, flashy turns and foamy wakes—everything that could turn a landlubber into an old salt.

The footage was edited for broadcasting and an exciting 30-second spot resulted. It brought in prospects from more than 100 miles away—as many as 1000 prospects on one Sunday alone.

"The promotion made big waves," says Jack. "We sold about $125,000 worth of Hess merchandise, two months before my regular season.

"Using film for my commercial gave me a lot of confidence. I knew I could do the job with film because it gives me creative freedom. It's easy to handle. I get bright colors, and I've found it's the least-expensive, most reliable medium for my purposes."

It's solid proof that you don't need a million-dollar budget to look like a million dollars.

For more on the film look and how it's bringing in business for retailers and clients, call or write your local Kodak office.

The creative film look. It sells.
Rep. Moffett hits hard on violence at PTA hearing, calls for action by government

Commerce Committee member sees larger role for FCC and Congress in programing; Wiley says it's not for him

The National Parent-Teachers Association heard words it wanted to hear from a member of the House Commerce Committee last week who said there are indeed steps the federal government can take to curb violence on television.

Representative Toby Moffett (D-Conn.) said in a speech prepared for the PTA's seventh regional hearing in its national crusade against violence that the government has the power, for instance, to require broadcasters to increase the amount of prime-time programing to children. Mr. Moffett also said Congress can try—and he personally intends—to urge President Carter to appoint to the FCC people who are independent of the broadcasting industry and are committed to making the industry accountable to the audience, specifically to decreasing violence on TV.

He added, "The FCC and the Congress must also consider alternatives to the way that air time is currently bought and sold. Perhaps selling Tide to a four-year-old should be considered an unfair trade practice."

"I am against government censorship of individual expression," Mr. Moffett continued, "but I do not believe the government should be sidetracked from its primary responsibility by cries of First Amendment violations."

The congressman said he expects the House Subcommittee on Investigations, of which he is a member, to be more aggressive in its oversight of the FCC and urged the PTA not to waste time on "meaningless resolutions," but consider boycotting products of sponsors who advertise on violent shows, even staging a "national blackout" to demonstrate consumer power.

Mr. Moffett took a swipe at the FCC for being "all too cozy with the networks," and specifically at FCC Chairman Richard Wiley, "a perfect example of putting people on regulatory committees who don't believe in regulation." He criticized the chairman, who preceded him at the lecture in Hartford, Conn., for his role in the closed meeting with network chiefs that preceded passage by the National Association of Broadcasters of the now-outlawed family-viewing period.

Mr. Wiley, however, told the audience "I've learned my lesson being a defendant" in the suit against family viewing by Hollywood producers and writers and said he feels "there are limits on federal responsibility to deal" with excessive video violence.

He hopes the courts, in the appeals of the family-viewing decision, will allow some industry-government cooperation on program content without dubbing it censorship, but said, "It shouldn't be possible to make programing decisions:"

Consumer interaction with broadcasters is essential, he said, but "categorization" of just what subjects can be aired is "far too subjective for a bureaucrat like myself" to try.

Saying local consumer groups should state their programing views because "sophisticated Hollywood isn't like my hometown of Peoria (Illinois)," Mr. Wiley said viewers can demonstrate that excessive violence is bad business. "Your actions are showing signs of being very effective," he said, citing ad agency and clients' public criticism of violent programs (BROADCASTING, Feb. 14).

"In the rush for more government regulation," the chairman said, "we may cause programing to be more bland. We should encourage the industry to engage in self-regulation."

Much of the testimony from nearly 60 industry spokesmen, public officials, psychiatrists and educators, followed patterns set in previous regional hearings. Connecticut Education Commissioner Mark Shedd said TV has changed childhood more than any other invention in history. He argued for a cut in the amount of violence permitted and a "new emphasis on humanistic values and on helping children learn."

Hartford Mayor George Athanson said he sees a "causal relationship" between TV and juvenile violence, but added the problem runs deeper than the small screen because "America is basically a violent society."

Television Information Office Director Roy Danish and Springfield, Mass., broadcaster William L. Putnam argued that parents can solve the TV violence problem themselves—by monitoring what their children see.

Mr. Danish, as he did at the PTA's Kansas City, Mo., hearings (BROADCASTING, Jan. 17), claimed the industry was responsible to public concern. He said it is all right to "urge people to write about the things that displease them" but said that selecting individual ads or programs to boycott would be irresponsible. "If you make advertisers your go-betweens," he said, "you will drain the vitality out of television and you will also invite far more
mischief by others whose political or social views you may find distasteful."

Mr. Putnam, board chairman of WWLP-TV Springfield, said "the solution to the violence problem is always in your hand. What you conceive of as bad television will never be seen by your children in your home or elsewhere if you wish it that way. What may go on in other households is someone else's business—not yours, not mine and in this free land most of all not the government's."

Mary Magee, director of the New York Council on Children's Television, charged the networks with "censorship by omission." She claimed network management has "successfully banned from the air almost all social science information about the effects of television." She said criticism of video won't spark the average viewer into action unless it is aired on the small screen itself: "Talk about TV, on TV."

Have the PTA's hearings done much more than restate opposing opinions? PTA officials who have crisscrossed the country with the regional sessions think so.

"Raising consciousness is part of it," says California PTA President Virginia Macy, but she said she has learned "It takes a while [for the networks] to get things in gear for programming changes." Jean Dye, from Cleveland Heights, Ohio, coordinator of PTA legislative activity, agrees the hearings have shown her some programming and station management problems. "My first reaction was just 'take it off.' I've now learned about management and affiliates, and that the initiative and final accountability rests with local stations, not networks," she said.

Determining the top 50 for prime access rule

The FCC is considering a change in the way the top-50 television markets are determined for the purpose of the prime-time access rule. The rule prohibits television stations in those markets from airing more than three hours of network or off-network programming from 7-11 p.m.

Currently, the markets parallel an Arbitron listing issued 10 months before the television season begins in September. The FCC, in its rulemaking proposal, acknowledged that nine markets have been in and out of the top-50 since the original rule took effect in 1970. Noting that program decisions and financial commitments must be made well in advance, the FCC proposed that beginning in 1980, markets depend on Arbitron listings 34 months prior to the new season. And for the seasons beginning in 1978 and 1979, the late 1977 ranking would apply.

WTOL-TV Toledo, Ohio, (a CBS affiliate), with support from the other two network affiliates there, WSPD-TV (NBC) and WDHG-TV (ABC), had sought a waiver of the rule.

Toledo has changed status three times since the rule took effect. It will be among the top-50 this September but was not last year. The FCC denied the waiver request, saying that it would run counter to the rule's objective and that the stations had not claimed economic hardship. A rulemaking procedure, however, was launched, with comments due April 1.

Viacom sets up group for prime-time shows

Firm appoints Zeiger and Abrams to head efforts in program acquisition for TV distribution

Arthur Zeiger and Elliott Abrams, senior vice presidents of the Enterprises division of Viacom International, were named last week to head a new group to step up Viacom's program acquisition and prime-time network development activities.

Ralph M. Baruch, Viacom president, said the new group would acquire TV series and motion pictures for both international and domestic TV distribution and develop programs for prime-time network scheduling. Mr. Zeiger has been responsible for administration and business affairs of the Enterprises division, and Mr. Abrams has been in charge of motion-picture acquisition. With their new appointments, both men were named vice presidents of Viacom.

Richard Reisberg, recently named Viacom vice president, programing, will report to the new group and will continue to supervise the company's program development.

Mr. Baruch also announced that the post of Viacom executive vice president, operations, which was held by Lawrence B. Hilford until his resignation to become president of a new Warner Cable Corp. division for multichannel two-way communications (BROADCASTING, Feb. 14), will be eliminated. Henry A. Gillespie, president of the Enterprises division, and Douglas H. Dittrick, president of the communications division, who are also vice presidents of Viacom, will report directly to Mr. Baruch in the new chain of command. Jeffrey M. Reiss, head of Viacom's Showtime pay cable subsidiary, and George C. Castell, vice president, corporate acquisition and development, will report to Terrence A. Elkes, executive vice president.
Tops in PTV programs

Kcet Los Angeles' Number Our Days has been awarded the Corporation for Public Broadcasting's highest accolade in local public television programming. The documentary on the Jewish community in Venice, Calif., produced by Lynn Littman, earned the rank of "best local program of the year" and was honored earlier this month during the Public Broadcasting Service's annual membership meeting and programing conference.

The station also won in "target audience: black" category for its Inner Visions with Charles Bevel, produced by Joe Phillips and directed by Ed Scott. Another station to take two honors was Wmjt Trenton, N.J., for "news and public affairs documentary:" Equality in the 200th Year, produced by Kenneth Stein, with assistance from Paul Buck and Art Ciocci, and for "target audience: Latinos:" El Pasadijo (The Picnic), produced and directed by Charles DeJesus.

Other honors went to Wttw Chicago for "news and public affairs special events coverage:" The Governor's Race: The Campaign, produced by Martin Kileen; WGBH Boston for "target audience: women:" A Woman's Special: Rape, produced by Nancy Porter, and to the Kentucky ETV network for "children's pro-
grams:" Victoria, produced by George Rasmussen.

The winning shows were chosen from among more than 200 entries submitted by more than 100 PTV stations. Judges were Judith Crist, TV Guide and Satur-
day Review critic; Peggy Cooper, Wtop-TV Washington producer, and John O'Connor, New York Times television critic.

Programing Briefs

First sales. Syndicast Services Inc., New York, has made first sales on its new Jim Nabors, one-hour, daily variety program to Whtv-ty New York, KHJ-ty Los Angeles, KEtv-ty Tijuana, Mexico and Kpho-ty Phoenix. Series, which will begin on air this fall, will be produced by Winchester Productions, Hollywood.

Syndicating in Spanish. Val De La O, independent producer of 60-minute Spanish-language musical-variety show of same name, is once again making syndica-
tion effort. Show, produced domestically and aired by KOB-TV Albuquerque, N.M., for past 17 years, was previously offered for syndication in 1968. Val De La O Show also runs on Kmvu-TV Sacramento, Calif., and Koka-ty Pueblo, Colo. Twenty-six episodes are available.

Labunski's status. Stephen B. Labunski, reported as being named president of North American Radio Alliance, new radio production/syndication company (Broadcasting, Jan. 31), said announcement was premature. "We had not reached final agreement and as it happens, I am not going to be associated with North American." Mr. Labunski, former head of NBC Radio and until recently executive vice president of Merv Griffin Group of stations, said he expected to announce future plans shortly.

Accent on entertainment. Madison Square Garden Corp., New York, is expanding its activity in entertainment production area for syndication to both TV stations and cable TV systems. Already produced this year are one-hour Chita Plus Three (starring Chita Rivera) and Concierto Monumental (featuring Hispanic singers).

My son the actor. Steve Ford, son of former President Gerald Ford, has been signed by Quinn Martin Productions, Los Angeles, to exclusive acting contract for television. Mr. Ford will appear as guest star in various QM series and specials. Series starring Steve Ford as rodeo per-
former is in preparation slated to air this fall on NBC-TV.

Branching out. Time-Life Television has announced plans to acquire and invest in films to distribute to TV and non-theatre-
ical markets. Stephen J. Scheffer has joined company as director of film acquisition.

Creativity strength. ABC-ty signed Allan Byie and Bob Einstein of Byie-Einstein Productions to two-year contract to develop and produce comedy and variety series on an exclusive basis.

Cadillac country customers still prefer WWAM/WKJF-FM

54.4%
Share of tuned-in respondents listening to WWAM/WKJF-FM at time of survey calls*

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<th>DAY- PART SHARES*</th>
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<th>3 PM-6 PM</th>
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Radios tuned-In (respondents listening at time of survey calls*)

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Respondents preference (not tuned-in at time of survey calls*)

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Overall average (tuned-in and not tuned-in)

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<td>49.9%</td>
<td>20.8%</td>
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*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during sixteen hour period (7 AM-6 PM) Monday through Friday, May 10-14 ... three county survey area: (Wexford, Milwaukee, Ocecola). ... 1280 calls attempted, 653 completed (52% completion factor).
Einstein's theory of relativity is kid stuff.

Making difficult ideas and unfamiliar situations into entertaining, dramatic stories involving young people is what sets NBC's "Special Treat" and "Muggsy" apart from the rest of the children's programming pack.

In recognition of their outstanding quality, both series were honored last week by Action for Children's Television (ACT) with that organization's coveted "Achievement in Children's Television Award."

"Special Treat," presented seven times a year, is a highly enjoyable program for the entire family. Its dramatic offerings range from a space drama on Einstein's theory of relativity to an animated musical based on the Biblical stories of Noah and Samson.

"Muggsy" is the weekly dramatic adventures of a 13-year-old inner-city girl facing up to the complexities of ghetto living.

The man most responsible for setting and maintaining the high standard of excellence for both series is George Heinemann, NBC's invincible Vice President, Special Children's Programs.

George started winning awards for NBC more than 25 years ago. Since then, he has amassed more Peabodys, Emmys, Christophers, Gabriels, Ohio States, Brotherhoods (National Conference of Christians and Jews) and Sigma Alpha lotas than any one else in the business.

Thank you, ACT. Congratulations, George. Again and again and again...

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Beautiful Rock consulted by George Burns.
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Another door opens in radio's theater of the mind

CBS's new weekend adventure series for General Mills offers Himan Brown another challenge: bringing drama to an audience of the young

Fred Gwynne, the beagle-faced actor who played in the Car 54, Where Are You? and Munsters TV series, faces a microphone in an old studio on 57th Street in New York, tapping his part in one of the new General Mills Adventure Theater programs for CBS Radio. Wearing lime-green pants, bright red socks, white tennis shoes, and with a cigarette stuck behind one ear, he pretended all the while to be the caliph of Baghdad, a kindly ruler who disguises himself to mingle with his subjects because "he is not so wise that he cannot learn still more."

"Fantasy is the word in Adventure Theater," Himan Brown says in the control booth. "Once we say there's a caliph, you've got him."

Mr. Brown produces and directs Adventure Theater, as he has the CBS Mystery Theater since its inception in 1974. During the three-hour taping that morning, Mr. Brown would have guided Mr. Gwynne and the rest of the cast through a confrontation with a genie in a bottle, the tragic tale of a merchant who loses his sight and his camels because of his greed, and the trial of an unfaithful friend who is sentenced by the caliph to sell three-year-old olives for the rest of his days. At noon, Mr. Brown distributed checks to the actors, and after a short break without lunch, plunged into the next fantasy, "King Solomon's Mines."

Adventure Theater was launched Feb. 5 over 218 radio stations, most of them CBS Radio affiliates, with two different 50-minute dramas on Saturday and Sunday, usually cleared at 6:07 p.m. The program may not be the fruition of a radio drama renaissance that Mr. Brown and others at CBS predicted was under way when Mystery Theater began. The other representa-

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KOIN-TV Portland
A CBS Affiliate
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tives of that rebirth—Mutual Broadcasting's Zero Hour, NBC's X Minus One, The National Lampoon Comedy Hour and Sounds of the City, a black-oriented soap opera sponsored by Quaker Oats—all are no longer in production. Mystery and Adventure Theaters, in fact, stand pretty much alone on the contemporary radio drama scene, sharing the medium only with revivals of such classics as The Lone Ranger and The Shadow.

Still, Mystery Theater has proved to be more than the brief exercise in nostalgia many of its critics said it would be. It is cleared by 219 stations five nights a week and attracts a monthly cumulative audience estimated at 14 million listeners, according to CBS's figures.

General Mills, the sole sponsor of Adventure Theater is less concerned with radio drama renaissance than with attracting the attention of a well-defined audience—younger teens 7-14 years old and their parents—through a less expensive medium than television.

"Our media department here at GM has been pushing the idea of returning to radio for about four years," said Fletcher Waller Jr., vice-president and director of marketing services at General Mills. "D-F-S [Dancer-Fitzgerald-Sample, the General Mills agency] knew we had a predisposition toward radio, so the spark struck fire right off the bat."

D-F-S first approached General Mills with the Adventure Theater idea after a comment by CBS Radio President Sam Cook Digges caught the agency's eye when Mystery Theater first went on the air. Mr. Digges said he and Mr. Brown hoped to expand radio drama into several areas, including a show for children.

There was some initial concern on the agency's part that the medium was untested for children and possibly untestable. "In a day and age when a basic concern is always, 'How are we going to evaluate this?' we were faced with the fact that there is no history of all kids listening to the radio," said Allen Banks, head media planner for D-F-S.

What sold General Mills on the idea, besides its desire for an alternative to television, was Himan Brown. "He has an ability to enthuse and inspire people," said Mr. Waller.

General Mills has committed itself to the series for one year, with clauses both to extend and to withdraw before that time. The company is promoting the program with television spots featuring the show's host, Tom Bosley (dad on Happy Days), and with messages in its cereal boxes. Mr. Banks of D-F-S says 30 million of those boxes go on the grocery shelves every month. It's estimated that between CBS and General Mills, about $1 million is being spent promoting the new show.

To help insure that the audience, once attracted, will stay tuned, CBS has hired a child psychologist and D-F-S employs a program director to review each script to make sure it is appropriate for children. But the most important thing, according to Mr. Banks, is to keep the young listeners' ear with that old standby—action.

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Van Deerlin's rewrite project gets kibitzed at the NATPE

Speakers, ranging from a GM of a local station to a network VP and a former FCC chairman, praise or put down effort to revamp the Communications Act

The tug of war over a rewrite of the Communications Act of 1934 began last week as a long line of speakers arose before the National Association of Television Program Executives to proclaim its necessity, or protest its dangers. No consensus emerged, but it seemed evident that the eventual contest will be between the have-lots and the have-lesses of the communications world, with First Amendment considerations inevitably in the middle.

In all, 11 speakers—and almost as many points of view—went before the conference. The primary proponent was Donald H. McGannon, the chairman and president of Westinghouse Broadcasting Co. Aligned on his side of the debate was William H. Dillard Jr., general manager of WLBT-TV Jackson, Miss. Others with special pleadings included Russell Karp, president of Teleprompter; Don Curran, president of Kaiser Broadcasting, and Lawrence Grossman, president of the Public Broadcasting Service. Those less enthusiastic: Dean Burch, a former chairman of the FCC now in private communications law practice in Washington; Bill Leonard, Washington vice president for CBS Inc.; Ben Barry, a syndicator; Joel Chasman, president of Post-Newsweek Stations, and Vincent Wasilewski, president of the National Association of Broadcasters. Representative Lionel Van Deerlin (D-Calif.), the chairman of the House Communications Subcommittee, whose project the rewrite is had the last word.

The framework in favor of the updating was erected by Mr. McGannon, who spoke of a new act "to bring us into the present and be flexible enough for the future." Its major creation, he suggested, would be a Department of Communications headed by a cabinet-level secretary. "The present FCC does not even have jurisdiction over the entire electromagnetic spectrum," Mr. McGannon said, noting that 40% of its frequencies, primarily for the military, were outside the commission's reach. Such a department would incorporate the present functions of the FCC as well as those of the armed forces, the Office of Telecommunications Policy and the Office of Telecommunications in the Department of Commerce.

Mr. McGannon addressed two of the so-
called First Amendment aspects of a Communications Act rewrite and split his vote. He would favor continuation of the fairness doctrine ("I cannot conceive of our industry operating without such an elemental principle...we would have to create such a principle if it did not now exist") but would favor elimination of the equal-time provisions of Section 315 "at least as they apply to candidates for the offices of President and Vice President." Mr. McGannon enunciated a point echoed by other speakers as the principal reason for such a rewrite: that the present act dates from a period before the advent of "satellite, microwave, radar, land mobile, fiber optics, laser beams and citizen band." He noted that there were but 18.5 million telephones in 1927 (the year of the Dill-White Radio Act that was the predecessor of the 1934 Communications Act), while there are 121 million now; that there were then 681 radio stations, versus 8,200 now, and that "television existed only as an idea."

CBS's Mr. Leonard examined those same considerations to reach a conclusion. He said: "I do not want to hear that appeals from FCC decisions can be taken to the U.S. Court of Appeals in Washington. Don't our forefathers want to destroy those precious freedoms we have (but really don't quite have) under the First Amendment?"

A similar position on the conservative side was struck by Dean Burch, who said, "I wish I could be enthusiastic about the rewrite but cannot." Among his concerns: how a cabinet officer who is part of a presidential administration would go about deciding equal-time problems. And while saying that he "admires, likes and even trusts" Mr. Van Deerlin, he really wonders if a rewrite is necessary. "The only reason to rewrite is if you want to change the basic thrust," Mr. Burch said, making clear he did not.

The former FCC chairman, recalling that it took almost seven years to write the first Communications Act, and 15 years to write the new copyright law, said his best guess on how long it would take for a rewrite was "I don't know." Mr. Burch advised: "If I were a program executive I would make my short- and long-range decisions on the basis of the status quo. No Congress, no FCC will solve the problems of sex and violence, or of news."

WLBT-TV's Mr. Dilday said he was basically satisfied with the act as it is, but wanted to make sure that any rewrite would "emphatically state" that ownership of radio and television be reserved to the government, with operators licensed for limited periods of time. Expressing a view generally held by minority owners or minorities that aspire to enter broadcast ownership, he asked also that any rewrite require that appeals from FCC decisions be taken to the U.S. Court of Appeals in Washington.
the District of Columbia ("I fear only the rich and the powerful would prevail in the local circuit courts") and that, while favoring a five-year license period, he would condition its grant on citizen groups having the right to petition against a licensee at any time during the license period. Mr. Diday also noted that he "had the most pressing problem" facing both broadcasters and citizen groups: "Quite simply, it is the inertia of the FCC. He took the commission to task for failing to analyze annual program reports or employment reports, and for taking an "unconscionable amount of time" in adjudicating applications.

Messrs. McGannon, Burch, Leonard and Diday were followed by a number of "discussants" who came forward to express particular points of view, or to plead particular causes.

Ben Barry, a syndicator, said that "the last thing I want is to spend more time with congressional committees," but that if there was to be a rewrite process, he wanted his segment of the industry (the smaller syndicator) to be part of it.

Joel Chaseman of Post-Newsweek said he did not believe the act should be broadly rewritten, but that, in reference to cable television, "So long as cable piggybacks on television broadcasting by carrying its signals, cable must be treated for what it is—a supplement to television broadcasting." He also spoke out for license stability, noting his station group's jeopardy during the Nixon administration: "We've been on enemies' lists," Mr. Chaseman said. Such stability could come from the FCC under existing authority, he said.

Teleprompter's Mr. Karp reminded the audience that 30% of the cable industry is owned by broadcasters, and said all TV stations benefit from the carriage of their signals by cable. He came down on the side of the act's revision, and proposed four goals: (1) to change the status of cable from ancillary to independent; (2) to provide greater deregulation of cable ("We now file more applications with the FCC than all the networks combined"); (3) to provide for federal pre-emption of state and local cable regulation, and (4) to revise pay-cable regulation, and particularly the leased-channel requirements that provide that cable operators make their channels available on a first-come, first-served basis. "Never before in history has the determination of a medium's content been time-determined," he said, adding that cable was in danger of becoming a pornographic medium if operators could not exercise discretion in choosing their leased-channel patrons.

Kaiser's Mr. Curran spoke for UHF equality with VHF (his group's stations are all U's), saying that segment of the spectrum is the only place TV has to grow. The medium is, at long last, becoming viable, he said, but needs regulatory or legislative help. He listed: discontinuing the temporary use of UHF frequencies for land-mobile services; assigning new translators to channels 70-83; requiring set manufacturers to develop better UHF tuners; removing the grandfathering provisions that permit some cable systems to omit carriage of UHF signals; enabling the FCC to enforce cable regulations, and particularly pay-cable regulations, with greater facility.

Mr. Grossman of PBS indicated he held high hopes for the Communications Act rewrite to correct deficiencies of the present system. Speaking of licensing, he said nothing makes less sense than the way it's done now; in his opinion, neither broadcaster nor citizen is served by it. He expressed the hope that financial support for public broadcasting would emerge on a dedicated basis, as opposed to the current appropriations process, along with political broadcast provisions that would eliminate such "charades" as demanding that third persons mount presidential debates. He joined Mr. Curran in asking that something be done to equalize UHF and VHF, and he asked for revision of the fairness provisions as they apply to public broadcasting—particularly the elimination of requirements that objectivity and balance be demonstrated in each individual program (as opposed to over a period of time) and the prohibition against editorializing by public stations.

Vincent Wasilewski, for the NAB, did not come out flatly against the Communications Act rewrite effort, but did express concern that it might deal with issues on a "package" approach as opposed to the step-by-step amendment process that change must now pursue. He cited recent

Crowd pleasers. Bill Leonard, the CBS Washington vice president, was an audience favorite at last week's NATPE panel session on the Communications Act rewrite (see page 57). He won them over not only with his speech—in which he opposed a full-scale rewrite—but with an opening remark about postures of presentation. Noting that Donald McGannon, of Westinghouse, the first speaker, had delivered his remarks while standing, and that the second speaker, Dean Burch, the former FCC chairman, had his say while seated, Mr. Leonard said he was tempted to deliver his opinion "on my knees." He held back from another line, however, that might have drawn similar delight—a phrase in his prepared text suggesting the rewrite might have been inspired "because a new generation of bureaucrats is looking for something to do."

Another cheer went up for a statement by William H. Diday Jr., of WFOR-TV Jackson, Miss., in discussing the costliness and time-consumption of the competing applications process. "It seems to me," he said, "that it is much more advantageous to be a communications lawyer instead of a broadcast licensee or an applicant for a license. As a lawyer, you reap all the benefits and take none of the risks."

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If your station is automated and you aren't getting this kind of precise and tailored attention from your present program service, maybe you've outgrown it. And maybe you should talk to Century 21 Productions and Programming about how THE Z FORMAT can work for you.

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passage of copyright legislation as a package that gave broadcasters' concerns short shrift. Mr. Wasilewski said three areas would be most watched by broadcasters as the process proceeds: (1) localism, which he termed "of paramount importance," and (2) the problems of cable and (3) the First Amendment.

Congressman Van Deerlin battled cleanup, indicating that he had been listening closely but had not been dissuaded from his course. His rejection of the argument that the present act was sufficiently broad to allow develop of new media was most evident when he challenged Mr. Chase- man's assertion that FM broadcasting, along with TV, had come along since 1934. Mr. Van Deerlin's rebuttal was that "poor Major Edwin Armstrong must be twirling in his grave. It took 25 years to get FM into commercial and educational usage because of such obstacles ... as those raised by RCA." He also noted that it had taken Mr. Dillard's station, WLBTV, over 10 years to make a successful license challenge. "In spite of the protections of the system," he said, "he had to go to court before half the population" of the community could be represented in the station's programming, "making it possible for a black man to be here today."

"Great changes are afoot in the land," Mr. Van Deerlin said, noting an OTP statement that by the year 2000 it might "make no sense whatever to send TV signals through the air." We have to keep pace with the application of technology, he said, remarking that Japan, for example, was far ahead of the United States in the use of communications satellites. He agreed that cable was a "temporary point of argument" but said "that's only one of our problems."

Saying he hoped for the widest possible support for and input to the rewrite process, Mr. Van Deerlin said "I hope I can persuade you that I'm not looking for a fast way to turn the industry upside down. ... We're going at this cautiously. We're not smart enough to know all the answers but smart enough to know where to turn for the answers. We want to guarantee to the consumer the greatest choice among technologies, and to guarantee that technology on the drawing boards will reach the consumer at the lowest cost."

Mr. Van Deerlin won his greatest response when he announced a strong position on broadcast issues.

"If a broadcaster doesn't have the same, precise protection as the print journalist he has no protection at all," Mr. Van Deerlin declared, adding that "as long as I hold a gavel" he would try to nail down absolute First Amendment rights for broadcast journalism.

No solo role for House in deep review of 1934 act

Senate subcommittee sets hearings on whole communications policy

This year and beyond will be the era of the Communications Act watch. Not since 1934, when it was signed into law, has the act undergone such close scrutiny.

First, in the House of that representa- tives, where Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has undertaken an over-all revamping of the entire document.

And now it's in the Senate, where it was related last week that Ernest Hollings' (D-S.C.) Communications Subcommittee plans to review "every major area" of federal telecommunications policy. Senator Hollings, at the helm of a subcommittee that will not be organized for another week, has begun to map out a series of hearings for this year, beginning with a three-day study of common-carrier issues, March 21-23. There will be other hearings, yet unscheduled by the Hollings panel, covering broadcasting (including, possibly, a look at TV violence), CATV and interna- tional telecommunications.

Where the hearings will lead—none will focus on any specific legislation—is vague at this point. Mr. Hollings' intentions are apparently to "review the Communications Act, more than 'revamp' it" as Representative Van Deerlin has promised.

A Hollings staffer said last week that the primary purpose of the hearings is to edu- cate the subcommittee members, many of whom will be new to communications. "Beyond that," the staffer said, "they don't lead anywhere—except to develop some frameworks" for more intensive ex- aminations. The aide added that only after the initial education period will the sub- committee be prepared to deal with ques- tions such as, "Do you think the building [the act] is bad? Should we rip it down?"

The Senate subcommittee begins the project a year behind the Van Deerlin sub- committee, which held extensive hearings on cable TV and exploratory hearings on telephone common carriers last year, and whose staff launched the rewrite project in October. Not that a foot race is in the mak- ing between the two houses, Senate sources quickly point out. By the same token, however, "The Senate's not going to be playing poor brother in communica- tions policy," one official said.

Senator Hollings signaled his intentions in a letter signed jointly by him and Com- merce Committee Chairman Warren Mag- nuson (D-Wash.) to Senator Edward Ken- nedy (D-Mass.), chairman of the board of the Office of Technological Assessment, a research body that serves both the House and Senate. The two senators offered and the board accepted a proposal that OTA build a telecommunications "capability"—that is, hire some experts in the field and begin a study of the issues.

In their proposal, Senators Hollings and Magnuson exposed their own plans for the Communications Subcommittee. "We are
beginning to hear criticisms [about the Communications Act] because technological events have steered by, leaving the government's role in the wake... Our desire is to re-evaluate the assumptions made in 1934 in light of the new technologies. This re-evaluation will help us to identify the benefits and problems these new technologies may present our society, and to recommend the appropriate federal role.

At the same time the subcommittee is doing that OTA will be studying these issues: (1) new technologies, such as satellites, fiber optics, solid state devices; (2) new services, such as financial and business information, health care delivery, education and entertainment; (3) computing/communications: teleprocessing, computer networks; (4) spectrum uses: land-mobile systems, satellite spectrum and orbit allocations; (5) international telecommunications: satellite broadcasting, technology transfer; (6) trends: technological economic and social, as they affect telecommunications.

The price of the OTA project is estimated at $75,000.

The Magnuson-Hollings participation in the OTA proposal was in part a reaction to Senator Kennedy's initiative. The latter's original proposal was for OTA to study computers and information systems, and as that effort would inevitably lead OTA into Communications Subcommittee territory, the two senators sought to protect their interests in the project. And at their urging, Representative Van Deerlin also posted notice of his interest in participating in OTA's deliberations.

Senator Kennedy, not incidently, is also chairman of the Senate Antitrust Subcommittee, which might continue examinations of some facets of competition in the broadcast and telecommunications industries begun by the former chairman, the late Senator Philip Hart (D-Mich.). A Kennedy staff member said last week, however, that Senator Kennedy has made no decisions about that yet.

Van Deerlin opposed to Ferris as FCC chairman

Frontrunner for job is not knowledgeable enough in communications, Congressman tells NATPE news conference

More in sorrow than in anger, the chairman of the House Communications Subcommittee fired the first shot in opposition to the prospective appointment of Charles Ferris as chairman of the FCC. Lionel Van Deerlin (D-Calif.), surprised by the first question at the opening press conference of the National Association of Television Program Executives conference in Miami (on Saturday, Feb. 12), responded:

"I still hope that the administration that came in on the question, 'Why not the best?' is going to give us the very best as the next FCC chairman. These are times in communications which, more than any I can recall, demand the very best. The very best prepared, in a commission chairman, because the directions that are taken within the next two Congresses, probably, are going to have a great deal to do with the style of the American people for decades to come... I'm not sure that any of the names I've heard publicly, yet, meet that criteria."

Mr. Ferris's prospective nomination to the FCC chairmanship is more than speculation at this point. He has told key members of Congress that President Carter has offered him the post. He has told reporters that the announcement is expected perhaps in May, but not sooner. Former chief counsel for 13 years to the majority leadership in the Senate, Mr. Ferris is now chief counsel to House Speaker Thomas P. O'Neill, who, it is widely believed, "parked" Mr. Ferris in his office temporarily, pending his nomination by Mr. Carter to the FCC.

As the NATPE press conference progressed, Mr. Van Deerlin volunteered that he had had lunch with Mr. Ferris, found him to be "a very fine person" but that, if he knew anything about communications, "it didn't surface" on that occasion. And while conceding that one did not have to know a lot about the communications industry in advance, Mr. Van Deerlin noted that "the search [for a prospective FCC chairman] might have been a little broader."

FCC Commissioner Abbott Washburn, Mr. Van Deerlin's companion as subject of the press conference, passed over the opportunity to remark on Mr. Ferris's qualifications. "I don't know the man," he said. He was less reluctant to comment on another question dealing with the regulation of advertising. Should it be incorporated into the rewrite of the Communications Act now under way by Mr. Van Deerlin's subcommittee? Considerations involving "children's television overcommercialization certainly ought to be in the act," he said, in the next breath praising a Post-Newsweek Stations program (Arthur & Company) that has no commercials within the program. Challenged on that assertion, Mr. Washburn backed off to suggest "it should be in the guidelines" of the FCC in the area of advertising to children. Pre-schoolers, he said, have difficulty distinguishing between program and commercial material. "It's very useful," he said; "not to interrupt them" in terms of their TV programing.

Mr. Van Deerlin was critical of the FCC's performance in the area of station license renewal. "One would judge," he said, "that stations fulfill the public's interest, convenience and necessity by staying out of jail. I anticipate that we might want to enunciate a higher standard than that."

And Mr. Van Deerlin, while saying that FCC Chairman Richard E. Wiley "stubbbed his toe" on family viewing, expressed...
the hope that the question of violence in TV "will be settled in the marketplace." He also said that Mr. Wiley would be formally asked to make his own input into the House subcommittee's Communications Act rewrite process "within the next three days." Asked for a timetable on the rewrite effort, he expressed the hope it could be accomplished in the next two Congresses. Both Messrs. Van Deerlin and Washburn supported continuation of an Office of Telecommunications Policy, although conceding it need not be on as large a scale as at present.

The White House, meanwhile, was avoiding direct comment on Representative Van Deerlin's statement. News Secretary Jody Powell, when informed of the comment, said, "We have and will try to select the best men and women we can for jobs in government. There will be some disagreements on that." As for whether the President has decided to appoint Mr. Ferris chairman of the FCC, Mr. Powell said, "As far as I know, no decision has been made."

WHLO survives objectors, but isn't off the hook

The FCC denied a petition by Malcolm J. Costa and others who objected to the license, Radio Akron Inc., for failing Ohio. But the commission reprimanded the licensee, Radio Akron Inc., for failing to include complete and accurate information in its annual employment report and EEO exhibit.

The petitioners faulted Radio Akron's community leader survey and maintained that the station had violated equal-employment-opportunity rules.

The commission concentrated on the employment question and said it "was concerned about the absence of any minorities or women (with the exception of 1972) employed in the upper four job categories from 1971-1976" at the station. The commission found that Radio Akron's efforts to hire qualified minorities and women were in accord with EEO guidelines, but it reprimanded the licensee for inaccuracies in its 1975 employment report and 1976 EEO exhibit. The commission added that the reprimand "would carry considerable weight should any such further transgressions occur."

While the commission did not find that the petitioners had raised any substantial questions warranting denial of WHLO's renewal, it deferred action on the application pending resolution of other matters.

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KLRB(FM) Carmel, Calif. Sold by Monterey Bay Area Media Inc. to Carmel Communications Co. for $410,000. Seller is principally owned by L. E. Johnson Jr., his father, L. E. Johnson Sr., and William M. Oates, none of whom has other broadcast interests. Buyers are Frederick L. Vance, William E. Moore and Jay C. Adair. Mr. Vance formerly owned KHOS(AM) Tucson, Ariz. Mr. Moore was formerly with Avery-Knodel, station rep, and Mr. Adair is San Francisco manager of Meecker Co., another rep. KLRB operates on 101.7 mhz with 630 w and antenna 509 feet above average terrain.

KUSN(AM)-KSFT(FM) St. Joseph, Mo. Sold by KUSN Corp. to Hunter Broadcasting Inc. for $425,000. Sellers are Frederick P. Reynolds and his wife, Jeanne (60% together) and Warren F. Rhyner (40%), who also own KSWT(AM)-KEWI(FM) Topeka, Kan. Buyer is B. D. Hunter, who also owns WILL(AM) Jacksonville, Ill. KUSB is a low daytimer, KSFT operates on 105.1 mhz with 30 kw and antenna 225 feet above average terrain.

KKUL(AM) Tulsa, Okla. Sold by Central Broadcasting Co. to William Hayden Payne for $375,000. Seller is owned by Gene C. Howard who also holds majority interest in KRMG(AM) Midwest City, Okla. Mr. Payne publishes Edmond, Okla., Communicator and owns KMPH(AM) Edmond. KKUL operates on 103.3 mhz with 100 kw and antenna 195 feet above average terrain.

KGMY(AM) Missoula, Mont. Sold by Mission Broadcasters Inc. to Robert E. Ingsaid for $300,000. Sellers are Louis G. Erck (68%), who also owns 90% of KHAP(AM) Aztec, N.M., and James T. Goddard (32%), who has no other broadcast interests. Mr. Ingsaid owns KGFX(AM) Pierre and KKLZ-AM-FM Rapid City, both South Dakota, and has 25% interests in KOVC(AM) Valley City, N.D., and KBMW-AM-FM Breckenridge and KWAD-FM-KEKW(AM) Wadena, both Minnesota. KGMY operates on 1450 khz with 1 kw day and 250 w night.

Approved

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

WBYO(AM) Hendersonville, Tenn. Sold by Hendersonville Broadcasting Corp. to Moorey Broadcasting Corp. for $366,727 plus $233,273 loan on 1270 khz. Debts. Seller is owned by William R. Sinks, Donald R. Fauble, John M. Steinhauser Jr., Randall L. Davidson and Michael R. Fleming, who have no other broadcast interests. Buyer is owned by publicly held Mooney Broadcasting Corp., George P. Mooney, president, which also owns WERC-AM-FM Birmingham, Ala.; WBRM(AM) Pensacola, Fla.; WNK(AM) Nashville and WNOA(AM) San Juan, P.R. WBYO is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

Other station sales approved by FCC last week include: KBHM(AM)-KIRK-FM Branson, Mo.
Commerce sees revenue, profit increases in area of 11% in 1977

Department says radio-TV sales were nearly $7 billion in 1976, will hit $7.7 billion this year

The Department of Commerce estimates that net revenues for radio and television reached $6.9 billion in 1976, up more than 18% over 1975, and projects that 1977 revenues will increase 11.4% to $7.7 billion. Pre-tax earnings for last year are estimated at $1.37 billion, up more than 50% over 1975 figures, and are expected to increase 11% in 1977 to $1.5 billion.

In its U.S. Industrial Outlook 1977 report, the Commerce department approximates that television stations and networks had total net revenues of $4.9 billion, and radio stations and networks $2 billion in 1976 and expects increases to $5.5 billion for TV and $2.2 billion for radio in 1977. Television, representing nearly three-quarters of the 1976 total broadcasting figures, has pre-tax earnings of about $1.2 billion last year but is not expected to make much more this year due to rising operating costs. Radio broke its 1972 all-time earnings high of $1.34 million, Commerce reports, with an estimated $1.40 million and has prospects of a 7% increase in 1977 to about $1.50 million.

"The Olympics, the Bicentennial year and political events and advertising in a presidential year all provide strong stimuli to increased advertising expenditures" in television, the report says, noting total advertising expenditures in television reached a record high of about $6.4 billion and are expected to increase approximately 12% in 1977 to $7.1 billion.

The report notes that as the networks approached a sold-out position for advertising time and increased their rates, buyers that were unable to secure network time shifted to spot. With this, "the networks' share of total advertising expenditures for television is estimated to have declined from 46% in 1975 to 43.3% in 1976, while spot advertising is projected to have increased its share from 30.5% to 32%," the report says.

Commerce also reports that spot is expected to have about the same share of the total this year, with local advertising (27.4% in 1976) gaining a fraction of a percent at the expense of network. "Local advertising is expected to grow more rapidly than spot and network and to increase its share as more retailers gain experience with television and as techniques to reduce production costs, such as the use of miniature electronic cameras for in-store video recordings of commercials, are developed."

Television took about 18.4% of total advertising expenditures in all media in 1975 and is estimated to have accounted for 19.5% in 1976. The 1977 share is expected to be the same.

The report indicates that revenues from basic subscriber service to cable television reached about $775 million last year, an increase of 15% over 1975, and are expected to rise 14% to $880 million this year, noting that "growth of the cable television industry continues to be hampered by a shortage of capital on terms it can afford."

The report says about pay cable: "At the end of 1974 there were approximately 40,000 pay cable subscribers. By the end of 1975 their number had increased to an estimated 400,000. At the close of 1976 there were close to one million subscribers contributing about $100 million a year to the industry's gross revenues. The industry expects that 1977 will see close to one million new pay cable subscribers added to its rolls and they will furnish an additional $100 million a year to the industry's gross."

Total advertising expenditures on radio are estimated at $2.3 billion in 1976 and are expected to reach $2.6 billion in 1977. "Those FM broadcasters reporting separately to the FCC, although starting from a much lower base than their AM counterparts," the report says, "continued to experience a higher rate of growth in revenues. Revenues reached about $735 million in 1976, and are expected to increase at least 20% in 1977 to $450 million."

Expenditures on network radio in 1976 are estimated to have exceeded $90 million and are expected to approach $100 million in 1977, the report says, adding, "Radio in contrast to television is primarily a local advertising medium, with 75% of its revenues coming from local advertisers. National spot advertising placed on radio stations furnishes about 21% of their revenues, while network payments account for just under 4%.

Commerce says, "Advertising expenditures for radio time account for an estimated 7% of all advertising payments and are inching up each year."

The high price of NBC's deal with its women

Out-of-court settlement calls for back pay and training programs that could add up to as much as $2 million

Comments at a preliminary hearing in U.S. Magistrate Court in New York indicated last week that it's going to cost NBC up to $2 million to settle the discrimination suit filed by the NBC Women's Com-

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Part of a megalopolis is for sale. Here is a fulltime AM station that is the exclusive outlet in the path of a booming population growth seeking the sun drenched beaches of the Gulf of Mexico.

The station facilities are superb and includes the newest of broadcast equipment. The programming, the popular C & W format and sales effort is all directed to where the action is — the local market. This has made the operation very successful and profitable. The area has no limit for expansion and growth.

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Broadcasting Feb 21 1977
committee for Equal Employment Opportunity. Both sides are to submit to the court draft proposals for the settlement tomorrow (Feb. 22).

Reportedly, the settlement proposal calls for NBC to pay between $1.5 million and $2 million, part of it in back pay to women who allegedly suffered discrimination while in the employ of the company and the remainder for setting up training programs. NBC is also said to have agreed to the monetary settlement, plus guarantees of improvements in hiring practices and job assignments for women, particularly in the technical sector. WCEO had filed suit against NBC, RCA and six unions affiliated with NBC in December 1975, charging sex discrimination.

Tomorrow’s hearing before U.S. Magistrate Sol Schreiber is intended to put in formal form the terms of the settlement. Since the suit was filed as a class action, notice of the terms of the agreement must be sent to about 2,100 NBC female employees for comment. NBC and WCEO reportedly are in substantial agreement on terms of the settlement, but the Magistrate’s Court last week asked for clarification on certain legal issues.

In approximately six weeks the proposed settlement will come before Judge Lloyd F. MacMahon of the U.S. Southern District of New York for approval. In the suit WCEO asked the court to require NBC to give to women employees salaries, merit increases, responsibilities and assignments commensurate with their positions; require NBC to start training programs in the technical and craft areas for women; require NBC to re-evaluate and upgrade jobs held totally or primarily by female employees; require defendant unions to abolish membership qualifications that tend to exclude women and to abolish recruitment and referral systems that exclude women.

Joining WCEO in the suit were 22 women employees of NBC. Before filing the suit, WCEO filed complaints against NBC with the United States Equal Employment Opportunity Commission and the New York City Commission on Human Rights. Both said they found "probable cause" that NBC was engaged in unlawful discriminatory practices.

Dispute between labor and management

WBAI(FM) New York staff doesn’t want format or personnel changed so it shuts down station

Dissension between management and staff over programming policy has shut down noncommercial WBAI(FM) New York, one of five Pacifica Foundation outlets. Staff members have promised to "occupy" the station until their grievances are resolved.

The long-developing confrontation came to a head Feb. 12 when management ordered the station off the air at 2 p.m. Staff members refused and began filling up and reading their demands and discussing their intention to unionize. Eventually members of the staff barricaded themselves in the station’s transmitter room in the Empire State Building to keep the signal operating. But at 7 p.m. the power was cut off and the station was still off the air late last week.

The dispute centers on a decision made last fall by the station’s board of directors that listener subscriptions, which have declined by about 50% in the last year to 17,000, had to be regenerated by "tightening up" the station’s format. WBAI programming has been an "eclectic" combination of political debate, music of all types, audio documentaries and the like. The station is run by a paid staff of 20 with as many as 80 volunteers.

To effect the desired format changes, a new station manager, Anna Kosof, and program director, Yoruba Guzman, were hired last fall. Plans were developed to initiate in March a more competitive and professional format which would broaden the station’s appeal, especially to Puerto Rican and other minority groups.

The staff is demanding that no changes in format or in personnel be made without its approval, and it has expressed dissatisfaction with the proposed format and with Mr. Guzman personally. Management responded in a statement Feb. 15 that it would accept a union, and would deal with a separate "association" of volunteers. The statement also said the station would be reopened "immediately" if "staff and volunteers are willing to give assurances that the station manager will be in complete control of access to property of WBAI, programming and use of the airwaves."

NATPE panel says EEO starts at the top

"It’s difficult to measure good faith. We must have goals and timetables." That was the opening observation of Patti Grace, minority employment specialist of the National Association of Broadcasters, at last week’s 7:45 a.m. session on that subject at the National Association of Television Program Executives conference in Miami. Considering the hour, a large number of convention delegates assembled to hear a discussion that included Jim Long, of Storer Broadcasting, and Betty Hayter of WCAU-TV Philadelphia. The moderator was Joel Chaseman, president of the Post-Newsweek station group, which presented a film on the subject of minority employment made at various of that group’s facilities.

Ms. Grace noted that "if affirmative ac-
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Built to be self-monitoring and self-regulating, with a rugged, ultrastable electronic design to insure reliable performance and easy maintenance. It practically runs itself.

Check these features:
- Unsurpassed Colorimetry.
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Reliable. Versatile. Cost-effective. You'll be pleasantly surprised at the price. The 1550 Telecine System takes care of your station, while practically taking care of itself.
tion were voluntary, most people admit it wouldn’t happen.” Among the primary considerations in seeing that it does happen, she said, is to “reward managers for their affirmative action programs as in other areas.” Mr. Long added that the most important element in affirmative action is to have “the real power at the top” committed to it. “Show me an organization where there is a successful program and I will show you an organization where the chairman and the president have let it be known to the line managers that they mean business.”

Moreover, he said, that understanding manifested toward an organization “at the least of us.” If not, he said, it was doomed to failure because of the opposition of white males.

Ms. Hayter advised the delegates to “think about counseling, not only for women and minorities but for men.” And don’t sell generalized experience short, she said. “Skills are transferable.”

Mr. Chaseman noted that “the ‘us’ of management is changing.” It used to be older white males as the “us” at the top while blacks and females were among the “them” of the lower ranks. When it’s both black and white and male and female at the top “everything changes,” he said.

Media Briefs

New from Arbitron. Arbitron Television, New York, issued its “City Book 1976-77,” which shows composition of each 1976-77 Arbitron AD1 (area of dominant influence) in terms of cities, towns, villages and places having more than 2,500 or more inhabitants, based on 1970 population census.

BPA growth. Broadcasters Promotion Association has hit 600-member mark, 16% increase in past year.

Emergency dispensation. National Association of Broadcasters has asked FCC to allow radio and television stations to rebroadcast emergency information transmitted over citizens and amateur radio service. NAB claimed change merely is relaxation of present restrictions and formal rulemaking process would be unnecessary.

Plus two. Baltimore and San Jose Calif., have been added to Arbitron’s radio list of markets surveyed in January/February. Other markets receiving Arbitron radio reports in January/February included are: Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Seattle/Everett-Tacoma and Washington.

Policy draws opposition. FCC’s “clarification” of its WESH-TV Daytona Beach, Fla., decision, which some communications attorneys hailed as being almost as helpful to broadcasters as protective renewal legislation they had been seeking (Broadcasting, Jan. 10), is subject of petition for reconsideration filed by Citizens Communications Center, National Black Media Coalition and National Citizens Committee for Broadcasting. Groups say policy embodied in clarification undermines “efficacy” of comparative renewal process, commission’s multiple-ownership and minority-ownership policies, and its standards for integration of management and ownership. Petition is not expected to be granted, but it affords groups’ basis for appeal to court.

Please stay. Donald L. Baker, assistant attorney general for antitrust, has been asked by new Attorney General, Griffin Bell, to stay on in Justice Department under Carter administration.

Written word. ABC Inc. and CHC Corp., publishing company based in Los Angeles, said they had been holding discussions looking toward ABC’s acquisition of CHC but that “no agreement of any kind had been reached.” CHC publications include Los Angeles Magazine and American West. ABC owns group of farm publications, High Fidelity and Modern Photography and Word Inc., Inc., which produces inspirational and religious publications.

History project. Mississippi Broadcasters Association has commissioned Bob McRaney Sr., who retired as executive secretary at end of 1976, to compile and edit “The History of Radio in Mississippi.” Pictures, remembrances, news clippings and other background material are being solicited. R.O. Box 1338, West Point, Miss. 38973.

Honors for 21. National Broadcasters Hall of Fame, privately promoted museum to be opened in Freehold, N.J., in May (Broadcasting, Jan. 10), has announced list of 21 personalities to be honored: Red Barber, George Burns, Bing Crosby, Arthur Godfrey, Bob Hope, Kay Kyser, William S. Paley, Kate Smith, Lowell Thomas and Harry Von Zell and (posthumously) Jack Benny, Milton Cross, Ted Husing, H.V. Kaltenborn, Guglielmo Marconi, Edward R. Murrow, David Sarnoff, Bill Stern, Paul Whiteman and Walter Winchell. Museum has no connection with National Association of Broadcasters, which announced its own first Hall of Fame winners last month (Broadcasting, Jan. 31).

Public service. Guide to Broadcast Media Access handbook has been published by New York Public Service Broadcast Council to help nonprofit organizations seeking radio and TV airtime for public-service messages. Seventy-page book includes hints on how to approach broadcast outlets, sample scripts and individual public service requirements of many stations. Copies are available from public-service departments of most New York area stations.

Correction. WSAV(AM) Savannah, Ga., has asked FCC for new call letters WKRX and not WVX as reported in Jan. 24 issue. WSAV operates on 630 kHz, with 5 kw full time.

Yelling its story. WNEW-TV New York is investing between $1.5 million and $2 million in advertising-promotion campaign heralding station as “the choice,” different from network-owned TV outlets and one that sometimes outrates network programs in many areas. Casted and placed by Ogilvy & Mather, New York, campaign makes use of WNEW-TV, 11 radio stations, eight newspapers, eight magazines and five trade publications.

What to do first. Corporation for Public Broadcasting has new publication available: “How to Start a Public Broadcasting Station.” Twenty-three page booklet introduces legal, technical and financial requirements, provides hints on planning, financial assistance, references and services.

Defense advisory. Pentagon’s Civil Defense Agency has told 2,000 stations on its national warning system to polish their plans of action in case of accidental missile attack. Directive was follow-up to U.S.-Soviet agreement to institute measures reducing risks of nuclear war. CDA suggested that local radio and TV outlets be used to direct public to safety and that local officials develop emergency warning plans for broadcast stations.

A distant rumble grows much louder

NPR employees threaten to strike if demands for higher salaries, unionization and compulsory arbitration are not met

A strike by about 30 on-air and production employees looms as a strong possibility at National Public Radio, after little progress so far this month in contract negotiations between NPR and the American Federation of Television and Radio Artists.

The employees, who voted to accept AFTRA representation last summer (Broadcasting, July 5, 1976) are demanding higher salaries, a union shop and compulsory arbitration provisions.

NPR management has offered a 15% raise on average, claiming that, as a nonprofit corporation, it cannot afford “the doubling of present salaries.” It also op-
poses the other two demands.
The employees, who earn between $9,600 and $23,000 per year, however, are seeking a total of about $140,000 above the 15% offer. Said one NPR staff member: "Fifteen percent of nothing is still nothing."

Unless management makes further concessions, the AFTRA board will be asked to authorize a strike.

NPR President Lee Frischknecht has claimed that the scope of the agreement sought by AFTRA wants "virtually all NPR programming to be AFTRA-produced," and said this runs counter to the system's decentralization ethic, with programs also coming from nonunion member stations and other sources.

According to an AFTRA negotiator, "We have attempted to custom tailor an agreement" to the needs of a publicly funded radio system, avoiding the format of contracts with commercial networks. Mr. Frischknecht, however, is far from satisfied with the AFTRA efforts. "We fail to see any custom tailoring," he said.

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**PBS stations revamp board of directors**

Meeting in Atlanta, governing body approved $4.5 million budget ceiling; authorized plan for switch to satellite programming distribution

The member stations of the Public Broadcasting Service have ended their dual board structure and formed a single 52-person board of directors.

Through mail balloting earlier this year, the stations voted to create a new board comprised of 35 lay representatives, 15 station managers and the PBS president and vice chairman. The previous governing structure consisted of 25-member boards of governors (lay representatives) and managers, which held their last meeting this month in Atlanta during PBS's annual membership meeting and programming conference.

Among the boards' actions was to approve the $4,502,000 PBS budget ceiling recommended by the finance committee for fiscal 1978. It also authorized a five-year national programming plan to guide PBS in its conversion to satellite distribution. That responsibility was handed to the programming committee which was also directed to investigate incidence of "clipping" of underwriters' credits and unauthorized local fundraising interruptions during PBS national programs. The development/public information committee was asked to look into the practice by some stations of seeking local underwriting for television programs that have been received free.

An ad hoc committee was appointed to investigate the FCC policy which allows cable systems to import a distant PTV signal into a community with a local PTV outlet. Another board action authorized the PBS staff to represent licensees in copyright negotiations.

The new board is scheduled to hold its first meeting in June.

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**NAB is getting ready for a really big show**

TV and radio workshops are being scheduled and the speakers will include Wiley, Pastore, Sevareid

The National Association of Broadcasters has begun trimming its marquee with prominent names for the Washington convention, March 27-30. Among them:

- **Lee Pastore**
- **Ed Sevareid**
- Among them:

---

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**AUTOMATIC, ONE-STEP TAPE ERASER AND SPLICE LOCATER**

*Now you can erase cartridge tape and locate the splice in the same operation automatically — without chance for human error. Simply insert your cartridge and press the start button. There's nothing else to actuate or hold down. When the splice is located, the machine automatically erases the cartridge — fully erased!*  

The ITC ESL-IV Series machine is super-fast (25-29 IPS), but gentle with tapes in NAB size A cartridges. It is super-quiet, super-rugged and ITC engineered to outlast and out perform any other eraser or splice locator made. Pays for itself in time saved and consistent results. All this and our famous 2-year warranty plus a 30 day money-back guarantee of satisfaction.

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Wiley, who will address a joint radio-TV luncheon Monday, and Communications Subcommittee chairmen from both houses of Congress, Senator Ernest Hollings (D-S.C.) and Representative Lionel Van Deerlin (D-Calif.) — and maybe House Speaker Thomas P. O’Neill (D-Mass.), although his appearance has not been confirmed yet.

There are more: Five former FCC chairmen will participate in a panel addressing issues in the news titled, "If I were the commissioner..." They are: E. William Henry, former FCC chairman; Frederick P. Hyatt and Newton Minow. The session is to be moderated by Sol Taishoff, editor of "Broadcasting."

The last is a session for TV managers and so is another, titled "TV’s golden age—yesterday, today or tomorrow?" which includes Fred Silverman, president of ABC Entertainment, Grant Tinker, president of MTM Enterprises Inc., and Nancy Dockry, vice president, programing, William Morris Agency. Moderator will be Allen Ludden, president of Allen Ludden Productions.

Among topics for the TV workshops are equal employment opportunity, TV violence, cable television, TV ratings, TV and communications groups, the new copyright law, advertising, the fourth network, labor relations and syndication.

And for radio: EEO, radio ratings, radio communications groups negotiations, computers, promotion, AM stereo (a preview), filling out the short license renewal form, unions, ASCAP audits.

The radio program also features workshops put together by the Radio Advertising Bureau on rate cards, rate selling, sales promotion and selling in small markets.

Paley passes some of the power to Backe

William S. Paley, chairman and chief executive officer of CBS Inc., has begun passing some of his duties as chief executive to John D. Backe, president and chief operating officer, Mr. Backe said last week.

At a meeting with security analysts, Mr. Backe was asked whether it was "fact or rumor" that Mr. Paley plans to step down as chief executive officer. When Mr. Backe was made president, Mr. Paley, who is 75, had said he intended to give up the CEO post after the annual meeting of CBS stockholders in April, but would continue as chairman ("Broadcasting," Oct. 18, 1976).

"It’s rumor and fact that Bill Paley is going to step down," Mr. Backe replied to the security analyst. "I have no reason to believe that he is not going to step down.

"Bill and I have a very, very good working relationship, and he has been continuously passing on CEO duties to me over the past couple of months. Who he’s going to choose in the next three months I can’t say, but he is definitely planning to step down."

Ratings companies get another gripe over discrepancies

KTVV(TV) Austin questions 30%-40% differences between Arbitron and Nielsen figures for that market

Another complaint of wide discrepancies between the November sweep measurement reports of A.C. Nielsen Co. and Arbitron Inc., announced last week by Al Howard, executive vice president and general manager of KTVV(TV) Austin, Tex.

Mr. Howard said he had written to both rating services enumerating instances of contradictory findings and concluding: "There are many serious discrepancies between the two services in this book, but one trend seems to emerge. Channel 7 (KSB-TV), the CBS affiliate, usually ends up with the same number of homes in both books. The big differences seem to show up in channel 24 (KVEJ-TV), ABC affiliate and channel 36 (KTV, NBC outlet). I would like to know why this is. I would like to know why sometimes less than 62,000 or 40% more homes in one half-hour and then in another half-hour the reverse is true.

"There is, without a doubt, something wrong and I would like to know what." Mr. Howard’s complaint followed one in a similar but more detailed vein by Walter M. Windsor, general manager of WFTV(TV) Orlando, Fla. ("Broadcasting," Feb. 7). Mr. Windsor said later that a Nielsen executive has made an appointment for Feb. 22 to present his company’s response to the complaint, and that Arbitron has been asked to send a representative.

Mr. Howard said in his letter that he didn’t intend to list “every time period and every channel,” but that a comparison of the two books will show “time and time again examples such as I am about to point out.” Among these:

In the 6:30-7 p.m. access period, Mr. Howard said, “ARB gives channel 36 (KTV) 15,000 homes and Nielsen gives us 19,000 homes. On the other hand channel 7 (KSB-TV), the CBS affiliate, registers the same number of homes in both books and the difference for channel 24 (KVEJ), the ABC affiliate, is slightly over 5% less in ARB than Nielsen.”

Mr. Howard said “the greatest discrepancies I have found” are in 3:30-5 p.m. early fringe, “where much business is generated for the station.” In this period, he said, “channel 7, the CBS affiliate, again has the same numbers in ARB and Nielsen ... 19,000 homes. Channel 24, the ABC affiliate, has 15,000 in ARB and 13,000 homes in Nielsen, and again channel 36 takes it on the chin in ARB with 9,000 homes. However, Nielsen sees fit to give our station 15,000 homes, taking us from a poor third to a strong number two. In this time period one rating service

would allow us to charge another 35-40% for our spots.”

Mr. Howard said he had examined Arbitron diaries for his market in Arbitron’s Belleville, Md., facility, and “found one area that particularly disturbed me, and that was that the head of household [age] skews heavily 50-plus.

“In one county the average head of household age in the diaries was 60, in another county 65, and in still another county 62, and so on down the line... It is inconceivable to me that an accurate television pulse can be taken from people in that age group when the over-all average is so much younger. In the Austin ADI 37.2% of the heads of households are under 35 and 28% are 35-54. I realize that it is difficult to get the younger people to keep diaries, but I feel both rating services must come up with a solution to a problem such as this.”

Officials at the ratings services would not comment on the complaint until they had seen it.

Advertising’s effects on young to be studied

Georgetown University schedules seminars to discuss subject

Georgetown University Law Center in Washington will play host to a series of 11 evening seminars, beginning March 14, on “Selling to Children: Is there a Need for Public Intervention?” The sessions, partially funded by a $125,000 Ford Foundation grant, will examine the impact of advertising on TV and in other media.

Participants and invited audiences will be drawn from various industry and academic sectors, with the core audience coming from federal agencies and congressional committees. The seminars, scheduled at four- to six-week intervals, will run until late spring next year and be held at various attorney offices in Washington.

The opening seminar, dealing with children’s “special vulnerabilities” and the role of private and government organizations, will feature a panel including Thomas Swafford, National Association of Broadcasters’ senior vice president for public affairs.

Other sessions will examine the business perspectives of the child in the marketplace (April 18); advertisement through the eyes of children (May 17); audiences and economics (June 13 or 14); industry’s research; social science research; the role of the Federal Communications Commission; the role of the Federal Trade Commission; congressional responsibility, and policy alternatives for future planning. A meeting may be held to develop a policy statement.

Seminar planners anticipate that background papers and discussion summaries will be developed in book form, with edited audio and video recordings also made available. Participation in the seminars is by invitation only. Interested persons are asked to contact Professor Gerald
Colgate joins the antiviolence movement

Company wants its agencies to prescreen program material

The Colgate-Palmolive Co., one of TV’s leading customers, last week joined the growing ranks of advertisers publicly dissociating themselves from violence in television programming (Broadcasting, Feb. 7, et seq.).

David R. Foster, chairman and chief executive officer, issued a three-point summary of Colgate’s policy and operating procedure “for the guidance of television stations, television networks and the company’s advertising agencies.”

The summary:

1. “The Colgate-Palmolive Co. does not advertise its products in programs making gratuitous or excessive use of violence. This eliminates programs which include violence which is not necessary to the development of the program’s characters or story line. It also eliminates those programs which, although some violence is an integral part of the story line, feature unnecessary violent details, brutality or suffering.

2. “The Colgate-Palmolive Co. does not advertise its products in programs which it considers to be antisocial or in bad taste, or which could stimulate antisocial behavior through viewer imitation.

3. “The Colgate-Palmolive Co. has charged its advertising agencies with the responsibility of prescreening any questionable program material and, if there is any doubt about a program’s suitability, it is to be referred to Colgate for prescreening and decision.”

Canadian broadcasters will try to help reduce alcoholism

But they don’t agree with government plan to limit time and budgets for beer and wine commercials

Canadian broadcasters have agreed to participate in a program to reduce alcoholism suggested by Minister of Health Marc Lalonde, but have rejected parts of the program.

Last July the minister asked broadcasters to decrease considerably TV and radio advertising of beer and wine. At that time, he delivered five proposals: (1) to enlist the participation of broadcasters in efforts to reduce alcohol-related health problems. (2) To add a statement to beer, wine and liquor bottles, packages and advertisements concerning the potential health hazards of alcohol. (3) To modify liquor-advertising practices by eliminating so-called “life-style” messages, especially from beer commercials. (4) To restrict hours of broadcast advertising for beer, wine and hard cider to the latter part of the evening in order to reduce the over-all amount of alcohol advertising and to avoid times when children are presumed to be in the audience. (5) To limit budgets used for the promotion of alcohol.

The Canadian Association of Broadcasters now says it will participate in positive efforts to support the program, but it does not agree with all of the minister’s proposals. The CAB said alcoholism is the problem, not broadcast commercials. “Our people are good citizens and they see that they can do more in the future in public service broadcasts, tackling the basis of the problem—the misuse of alcohol,” it said.

In a response to Mr. Lalonde, the CAB suggested: “It would be better to have commercials that promote moderation in drinking than to try to create ones with health warnings in them—an impractical and ineffective exercise.” The CAB contended that beer, wine and cider commercials appear not to affect alcohol consumption but merely promote one brand against another. It also argued that “restrictions on Canadian broadcast advertising would not achieve an apparently intended goal because crossborder U.S. commercials would continue.”
To no avail. President Jimmy Carter spent $8.6 million on broadcast advertising during his 1976 presidential campaign, and his opponent, former President Gerald Ford, outspent him by more than a million dollars. Figures recently released by the Ford and Carter campaign committees, state by state, show how the two organizations allocated their broadcast advertising funds during the general election. Democratic figures represent funds actually spent, while the Republican figures indicate budgeted funds.

New York leads the states with a total Carter outlay of $756,539, about $50,000 more than the Ford campaign spent there. Mr. Carter carried that state by 300,000 votes. In California, where Mr. Carter spent $150,000 more than Mr. Ford, the former President managed to carry the state by a relatively slim 100,000 votes.

The campaign committees are not required to present breakdowns according to individual state outlays, and the figures in the accompanying chart are estimates and not necessarily exact. Charlene Carle, vice president and media director of Rafshoon Advertising, Atlanta, which directed President Carter's campaign, expects her figures to be slightly high, but by no more than $50,000 or so. Barry Lafer, director of finance for Mr. Ford's Campaign '76, says his totals could go quite a bit higher. (D) or (R) beside a state name indicates which candidate it. The Republican figures for network expenditures and total broadcast are estimates based on figures supplied by Mr. Ford's campaign directors, John Deardourff and Douglas Bailey (BROADCASTING, Jan. 3):

<table>
<thead>
<tr>
<th>State</th>
<th>TV</th>
<th>Radio</th>
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<tr>
<td>Ala. (D)</td>
<td>$65,183</td>
<td>$22,808</td>
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<tr>
<td>Ala. (R)</td>
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Advertising Briefs

Mended ways. Fourteen challenges to national advertising, including seven on television and radio, were resolved during January by the National Advertising Division of the Council of Better Business Bureaus. Modified or discontinued were radio commercial for Abraham & Straus department store (back-to-school campaign) and TV commercials for American Home Products, Whitall Tatum Laboratories Division (acetaminophen); Excel Mineral Co. (cat litter); Kal Kan Foods (dog food); M. W. Kasch Co. (Shrinky Dinks oven-baked play item); American Home Products (Easy-Off window cleaner) and Helene Curtis Industries (shampoo products).

TV service. Leo Burnett U.S.A., Chicago, has formed television service division in its creative department. Garrett Buzdega was named head of new division, which will review and supervise TV production

Spot TV up nearly a third last year

It jumps 31% to $2.2 billion; daytime biggest category gain

Spot-television revenues increased 31% in 1976, reaching $2.2 billion from $1.7 billion the year before, the Television Bureau of Advertising said last week on the basis of estimates compiled by Broadcast Advertisers Reports for 263 stations in 75 leading markets. TVB President Roger D. Rice said "this makes spot television the fastest-growing ad medium compared with newspapers, magazines, radio and even network and local television."

Daytime spot TV registered the biggest percentage gain, rising 42% to $511.5 million, according to TVB. Early evening was second with a 35% rise to $592.7 million, and late night was third with 34% to $447.0 million. Nighttime trailed with 18% gain to $677.4 million.

In dollars, early evening had the biggest gain, $153 million, followed by daytime, up $151.6 million; late night, up $113.5 million, and nighttime, up $104.9 million. The 30-second commercial length became even more entrenched with a 36% increase that made it the vehicle for more than 80% of all spot dollars. The 60-second commercial represented 13% of the dollars and the 10-second message less than 3%.

How about your station(s)?

If you can offer the salary and terms, (or station equity participation), I'd like to put my successful experience to work in your market. Let's talk about your station(s)'s performance and how I can help.


Advertising, Briefs

*roadcasting estimates

$6,639,858

$59,500,000

*Broadcasting estimates

$8,639,858

$59,500,000

*Broadcasting estimates
FM listeners increase

CBS Radio reports that an analysis of recent research indicates that the nationwide FM share of the total radio audience is "progressively increasing throughout the day and in all significant dayparts."

CBS Radio cited the RADAR XIV Spring/Fall 1976 survey, which shows FM's share of the nationwide radio audience at 41.5% (Monday-through-Sunday, total day, average-quarter-hour, persons, 12 and over). The comparable FM share was 39.6% in the fall 1975/spring 1976 RADAR.

Robert Cole, vice president, CBS owned FM stations, said the FM share "is strongest, and continues to increase, in the evening hours, 7 p.m. to midnight, Monday-through-Sunday, where it reaches 49.6%, an increase from 46.7%." He noted that on Sunday evening, 7 p.m. to midnight, the FM share of the total radio audience is 53.7%.

M-G owned by employees

ASI Communications has sold McGavren-Guild-PGW Radio Inc., its national radio sales representative subsidiary, to M-G employees under an employee stock-ownership plan. McGavren-Guild will be owned by all employees, including Ralph Guild, president. Mr. Guild continues as chairman of ASI, which owns KFAC-AM-FM Los Angeles, KROY-AM-FM Sacramento, Calif., and KJTV-TV(Sacramento). McGavren-Guild, as well as the McGavren-Guild radio network, will continue under the ASI umbrella.

WARC: it appears 'basic interest' was protected

Treaty is made for satellite signals to be beamed directly to homes; at present there will be no band assignments

The International Telecommunication Union's WARC (World Administrative Radio Conference) '77 is over, with the delegates from 106 countries returning home from Geneva with the product of five weeks of heavy negotiations: a treaty providing for the employment of broadcast (direct to home) and fixed (conventional) domestic communications satellites in the 11.7-12.2 ghz band.

As for the technical aspects of the conference, the U.S., according to a State Department summary of the proceedings, emerged with its "basic interest" protected. Principally, that involves the agreement to permit direct satellites to share the 11.7-12.2 ghz band on an equal basis in Region II, which encompasses the Western Hemisphere. The 4 mhz band, now used for domestic satellite service, is running out of slots. And the FCC has already approved the application of a domestic system in the 11.7-12.2 ghz band — that of SBS, a consortium of the Communications Satellite Corp., IBM and Aetna Life Insurance Co.

What's more, officials count as a victory the avoidance of an "a priori" plan under which countries of Region II would be committed to specific assignments in a broadcast satellite system. The countries of Regions I (Europe and Africa) and III (Asia and the Pacific) agreed to such a plan, under which 947 television channels were parceled out among the countries (four or five in many cases; 55 in the case of the Peoples Republic of China) for the use of broadcast satellite systems.

FCC Commissioner Robert E. Lee, who headed the U.S. delegation to the conference, which ended on Feb. 13, said, "I think we came out OK. There is no [a priori] plan. That's what we wanted."

However, the avoidance may only be temporary. The U.S. was obliged to "accede," as one observer put it, to a conference of Region II countries in 1982, at which a "detailed" plan, as the State Department phrased it, will be considered. The plan would be concerned primarily with broadcast satellites, but problems of avoiding interference with fixed satellites would also figure in the discussion.

The U.S., with the support of Canada and Brazil, argued for an evolutionary
of interest standard of the Communications have little advance an educational Department of Health, Education first applications for direct satellite broadcast satellites, the next They said if they broadcast systems if they would seek broadcast satellites. After a year ago, local service we'll have this system," he said. "It depends on the service we provide, and the demand for the service."

The countries of Regions I and II present another story. They were interested only in the direct service of broadcast satellites because they do not have locally based broadcast systems.

AM stereo demonstrated at Washington hi-fi show

WMAL(AM) Washington demonstrated AM stereo at the Washington Hi-Fi Stereo Show in what J. B. McPherson, chief engineer of WMAL, believes is the first public display of AM stereo.

The system was built by Mr. McPherson and Assistant Chief Engineer Don Culp for the demonstration to spark public interest in the concept. The small-scale model consisted of a miniature transmitter located in the exhibit suite, transmitting an AM stereo signal to a standard component receiver with an AM stereo adapter.

People attending the exhibit were asked to comment on what they heard, and more than 1,500 favorable comments were submitted. Mr. McPherson said that the station plans to advise the FCC of the public's comments of the display. AM stereo systems are presently under study by the National AM Stereophonic Radio Committee which will report to the FCC soon.

WCVB-TV wants permission from FCC for ENG cueing via aural subcarriers

Having completed "exhaustive testing," Boston Broadcasters Inc., licensee of WCVB-TV there, is convinced that television stations can use subcarriers on their aural transmitters to cue and coordinate electronic newsgathering crews in the field without causing interference to other services.

With special authority from the FCC, WCVB-TV experimented with the subcarrier use for the first time a year ago. Now, it has asked the commission to change its rules to permit the transmissions across the board. In general, broadcasters presently communicate with their ENG crews via remote pickups or auxiliary broadcast frequencies. WCVB-TV recommended that the FCC assign the subcarrier frequency of 67 khz for ENG purposes. "No degradation whatever of the WCVB-TV visual or aural performance was noted during the course of the testing" at that frequency, the station maintained. The technical studies submitted with the ruling proposal also claim that equipment to operate the subcarrier on 67 khz is readily available. BBI explained that the necessary equipment is currently used with subsidiary communications authorization operations in FM service, and can easily be adapted for TV aural transmitters.

ABC, which has also had the go-ahead from the commission for similar experiments at its WABC-TV New York, plans to support BBI's request to allow such subcarrier use.

Who's to blame. Bishop Clarkes Memorial hospital in Omaha has been experiencing problems with its electronic patient monitoring equipment. It has also noticed interference with its safety groundcheck routine, the reception of radio signals in ultrasonic monitoring devices and electrocardiographic (EKG) machines, erroneous readings on current testers and other problems. And it blamed the interference problems on K000-FM Omaha. In fact, the hospital filed an informal objection against the station's renewal application. The FCC last week rejected the objection and renewed the application, but only because it felt the record did not indicate that K000-FM was to blame. It said it did not intend to appear indifferent to the seriousness of the matter, and would do whatever was necessary to alleviate the hazard. Thus, it said, if any evidence was developed indicating that K000-FM was to blame, the commission should be notified so that it could take appropriate action.

Technical Briefs

Biggest ENG customer. NBC-TV became Sony Corp.'s largest buyer of electronic newsgathering equipment by purchasing $1.3 million worth of U-matic VTR and editing equipment.

Acquisition. Fred Kornberg, president of Comtech Laboratories Inc., announced acquisition of R.F. Systems Inc., manufacturer of antennas for satellite and tropospheric scatter communications. R.F. Systems will operate as wholly owned subsidiary, retaining original name, but will relocate in Orlando, Fla. Al K. Fowler will continue as president of R.F. Systems.

Preview. Research Technology Inc., Skokie, Ill., has introduced Pulsar-IC 16mm automatic film inspection machine with built-in previewer, which shows both image and sound. Previewer is designed to show scratches at 400 feet per minute; longitudinal scratches and "rain" are visible at top viewing speed. Screen is 8 inches-by-5 inches.

Monitoring. Gorman-Redlich Manufacturing Co., Athens, Ohio, has new digital AM antenna monitor for stations that have
transmitter attended during hours of directional antenna operation. Monitor is 19-inch rack panel, three-and-half inches high, six-inches deep with power consumption of six watts. Weighing seven pounds, monitor can be mounted in console and has LED display with continuous display of phase sign.

Sony-Thomson deal. Sony Corp. has signed three-part contract with Thomson-CSP, French electronics conglomerate, for manufacture and distribution of broadcasting video recorders and cameras. Agreement calls for Thomson to distribute under its label Sony’s one-inch helical video tape recorder in countries using SECAM and PAL color systems, and to distribute in those countries Sony’s three-quarter-inch U-matic VTR. In addition, Sony will manufacture in Japan Thomson-developed Microcam portable camera. Thomson is company chosen by Russians to supply broadcast equipment for 1980 Olympic games in Moscow.

Moving. Paperwork Systems Inc.’s new address is 1609 Broadway, Bellingham, Wash. 98225. PSI has new version of its BAT 1500 system that now includes two cartridge disk storage units, designed to provide up to three times speed as old model in certain operations. Package is same physical size, and price is almost equal.

CBS dashes PBS hopes to carry Carter’s radio call-in show live

Public and commercial TV stations can broadcast it on delay, however

President Carter’s call-in show that CBS Radio will broadcast live on March 5 (BROADCASTING, Feb. 14) will also be seen on the nation’s public television stations—but not live. The White House had agreed to the Public Broadcasting Service’s live television coverage, but CBS didn’t. As a result, PBS will present a video tape of the 2-4 p.m. call-in show beginning at 5 p.m.

PBS had requested permission to teleview the program live in connection with a number of suggestions it made to the White House for opening “channels of communication with the American people.” The suggestions were contained in a telegram signed by Lawrence K. Grossman, president of PBS, and Ward B. Chamberlin Jr., president of WETA-TV Washington.

PBS officials last week said that late on the afternoon of Feb. 11, Barry Jagoda, special assistant to the President for media and public affairs, had called to say it was “OK” to do the proposed live telecast of the call-in show in progress.

There may have been a misunderstanding. Mr. Jagoda said last week, “I never said it was OK to do it live.” He said he told PBS the event would be available for broadcast by others on radio and TV after it played on CBS Radio.

In any case, Mr. Grossman checked with Richard Salant, president of PBS News, he found there were objections.

However, CBS will make the program available for television. A CBS camera will feed live pictures of the program to AT&T’s Washington office, from which any broadcaster may tape them—so long as the material is held for release until the radio program is completed, and CBS is credited. CBS is also making an audio feed available for radio on the same basis.

And PBS has decided to tape the program for transmission one hour after the program ends, according to Gerry Sieret, executive vice president of WETA-TV which does all of the Washington pick-ups for public broadcasting.

CBS News Senior Vice President Bill Small explained the CBS decision on the ground that the program—which will feature Walter Cronkite along with President Carter—will be a CBS radio network production. And CBS, he said, does not produce programs for other networks.

PBS officials, who early in the week thought the network would have a live camera in the Oval Office on March 5, were disappointed. But they tried to put the best face on things. “This way we can get the pictures, and put them on for the second time around,” said one official.

Mr. Grossman had no fault to find with CBS. He termed CBS’s attitude “cooperative,” and dismissed the incident as “no big deal.” “If this were a real issue,” he said.

Meanwhile, PBS’s offer to provide President Carter with a vehicle for communicating with the public via television stands. Some of the ideas PBS has in mind are—as Mr. Small suggested they might be—fairly sophisticated. One involves the use of a split screen, in which the President would be seen in one half, a citizen with a question in the other.

“We are confident that a variety of program formats could be designed that would, simultaneously, help to open direct communications between you and the American people and also contribute to our goal of serving the people with independent broadcast journalism,” Messrs. Grossman and Chamberlin said in their telegram.

The telegram is said to have angered some public television station managers, who saw it as an unbecoming effort to curry favor with the administration. A PBS spokesman said it was nothing of the kind. He said the offer was made in response to the President’s stated desire to communicate with the people. No President had ever said he’d like to do something like that,” the spokesman said.

Row grows over journalist’s fee

Writer-commentator Kinsolving expelled from Washington group

In action that puts NBC’s Valeriani and CBS’s Kaib on opposite sides

Lester Kinsolving, Episcopalian priest-journalist who writes a column appearing in 100 newspapers and does commentary for four AM and FM stations (WAVA-AM, WFM Arlington, Va., WBRI[AM] Buffalo, and WRNL[AM] Richmond, Va.) is at the center of controversy in which two network correspondents are on opposite sides.

At issue is the decision of the Department of State Correspondents Association to expel Mr. Kinsolving for having accepted about $2600 worth of stock from the South African government for speaking on its behalf at a number of stockholders meetings in the U.S. over a two-year period ending last May.

Although there are 350 members in the association, the vote to expel Mr. Kinsolving—who usually wears a clerical collar—is not the only 9-to-7.

Leading figure in pressing for expulsion was Richard Valeriani, of NBC, president of the association. Mr. Kinsolving last week said that Mr. Valeriani, who was traveling with Secretary of State Cyrus Vance
Yanqui, si. CBS News Correspondent Bill Moyers (l) interviews Cuban Premier Fidel Castro for a CBS Reports story on the Bay of Pigs. Having been informed of a statement by U.S. Secretary of State Cyrus Vance that the U.S. may be ready to improve relations with Cuba, the premier turned the interview into a two-hour conversation on the history of the troubled relations between Cuba and the U.S. and prospects for detente. A segment of that conversation was broadcast on the CBS Evening News With Walter Cronkite on Feb. 9.

in the Middle East, "apologized" to his attorney for having failed to notify Mr. Kinsolving of the meeting at which he was expelled.

One of the opponents of the expulsion move was Marvin Kalb, of CBS, a former president of the association. He felt strongly enough to resign from the association in protest.

To Mr. Kalb, a double standard is being applied. "So many people in the association are technically in violation," he said. "Why take it out on one person?" He said it was "not fair or judicious decision."

The rule in question says members are not permitted to take money from a government. Yet, Mr. Kalb noted, the Tass correspondent earns his entire income from the Soviet government, while a number of members have taken fees from the U.S. Information Agency and the BBC.

Mr. Kalb said he understood the association is in the process of revising the guidelines as a result of the Kinsolving affair. However, he said that's "putting the cart before the horse."

"We should change the guidelines and then apply them to everyone."

The expulsion from the correspondents' association does not restrict Mr. Kinsolving from covering the State Department. But Mr. Kinsolving may lose his accreditation to the Senate and House press galleries, and that would hamper his coverage of Congress.

The Standing Committee of Correspondents, which controls membership in the two galleries, has voted, 4-to-0, to withhold new credentials for Mr. Kinsolving while it considers charges he violated gallery rules in accepting South African government money. Mr. Kinsolving's present credentials are valid until Feb. 28.

Journalism Briefs


And in Canada. Canadian government (Liberal Party) has proposed, broadcasting parliamentary debates on television. Some opposition party members (Progressive Conservative Party) say advent of television in house will bring about demise of current government when Canadian people see it in action. Another opposition party (New Democratic Party) says it will support motion in order to get it out of way so house can "deal with more pressing matters."

Carter check-up. NBC Radio Network is presenting two series dealing with new administration. Tonight, NBC news correspondent, and Douglas Kiker, chief political correspondent, anchor series from Washington dealing with President Carter's first 100 days in office, which began Feb. 7 at 12:30 p.m. Three-minute programs replaced Viewpoint: East/West, with Mr. Petit and Jack Perkins. NBC's second program dealt with major problems facing Carter administration and was included within Newslite broadcasts at 10:30 a.m. They ran two-three minutes, starting Feb. 7, for three weeks, with Don Doak as host.

CBS wants to be number one again, sets 1978 as target

Schneider and Backe want TV network back on top in a year, are pleased with 1976 finances, think TV still offers an ad value, call CBS Radio profitable and stable

CBS-TV, out of first place in prime time this season for the first time in two decades, has set "the early part of 1978" as its target time for regaining the leadership, John A. Schneider, president of the CBS/Broadcast Group, said last week.

"We will not be in first place this year and will not be in first place, very probably, in the fall," he said in response to questions at a CBS meeting with security analysts in New York last Tuesday. "The momentum of ABC is such that they will be hard to catch in September. I do believe we have a chance of regaining first place in the early part of 1978. That's our goal. We are planning for it."

Mr. Schneider, pushed to explain CBS's "problem" in prime time this year, said first that "the problem in prime time is that more people are looking at ABC than at CBS." Then he said that "a lot" of CBS programming had gotten old, but wasn't "bad enough to cancel," and that "we didn't have the horses in program development," but that "we've got our management act together and I think you'll be seeing the results very shortly."

John D. Backe, president of CBS Inc., who presided over the wide-ranging session but let the CBS operating group heads field questions about their areas, observed at one point that "we didn't have enough inventory when we needed it. We're filling up the pipeline again and it will be full by summer or early fall."

In his prepared remarks Mr. Backe also reported that CBS-TV "significantly broadened its program development efforts in 1976, generating the largest pilot production schedule we have had and spanning, creatively, a very broad spectrum of program types. In 1977 we will maintain our heavy emphasis on this crucial area."

Both Mr. Backe and Mr. Schneider stressed that, despite CBS's loss of the prime-time lead, its leadership in most other day-parts has kept it the most-watched network on a total-day basis.

Mr. Backe noted that CBS set new sales and income records in 1976 with all four operating groups also setting new records and with the CBS/Broadcast Group leading the way with a 25% increase in income on a 20% rise in sales (BROADCASTING, Feb. 14).

The CBS economics and research department anticipates a 12% increase in
network revenues generally in 1977 and
15% rises in both national spot and local.
Mr. Backe said, adding that "the outlook
for 1978 is also for good growth in all three
areas." Mr. Schneider said the CBS-TV
network expects to exceed by "a point or
two" the 12% rise projected for networks
generally in 1977.

He was questioned about what CBS-TV
might do to protect its profit margin if
revenues advanced by only 10%. There are
several options for reducing costs, Mr.
Schneider said, including a reduction in
the number of specials and — though he
said later it would be "silly" to do this —
a cutback in program development. In any
case, he said, if revenues are running
below expectations as the year gets older,
"you cut the cloth to fit the sails."

"If things are bad," he said at another
point, "you can ask the affiliates to share
your burden — but it's not bloody likely
they'll accept it."

Mr. Schneider said in answer to another
question that CBS has no present plan to
increase commercial time or introduce
shorter commercial units and in fact has
had "no appreciable serious discussions"
of changing the present commercial struc-
ture. Advertisers, he added, "seem to be
speaking — out of both sides of their
mouths" when they complain
about "clutter" and yet want more com-
cmercial time.

He said he believed the CBS Radio net-
work has more revenues than any other
radio network. Its news-and-information
network is "profitable and very stable," he
said, and its drama network is profitable to
the extent of "several hundred thousand
dollars pre-tax." The CBS-owned AM
stations, all but one of which are all-news, are
profitable, he said, and the CBS-owned
FM stations moved into the black, as a
group, in 1976.

Asked about the FCC's pending net-
work investigation, Mr. Schneider said that
"we don't see it as a clear and present
danger to any of our businesses." CBS, he
said, will cooperate as fully as it is asked to
do.

He expected CBS-owned TV station

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

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<td>153,849,000</td>
<td>142,581,000</td>
</tr>
<tr>
<td>Conrac</td>
<td>Year 12/31</td>
<td>121,344,000</td>
<td>90,427,000</td>
</tr>
<tr>
<td>Dun &amp; Bradstreet</td>
<td>Year 12/31</td>
<td>862,790,000</td>
<td>552,659,000</td>
</tr>
<tr>
<td>Gannett</td>
<td>Year 12/28</td>
<td>413,019,423</td>
<td>358,127,153</td>
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<tr>
<td>Grey Advertising</td>
<td>Year 12/31</td>
<td>343,663,000</td>
<td>328,784,000</td>
</tr>
<tr>
<td>Interpublic Group</td>
<td>Year 12/31</td>
<td>203,121,000</td>
<td>177,991,000</td>
</tr>
<tr>
<td>Jefferson-Pilot</td>
<td>Year 12/31</td>
<td>542,310,000</td>
<td>476,154,000</td>
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<tr>
<td>Liberty Corporation</td>
<td>Year 12/31</td>
<td>166,338,000</td>
<td>147,980,000</td>
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<tr>
<td>McGraw-Hill</td>
<td>Year 12/31</td>
<td>589,764,000</td>
<td>536,475,000</td>
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<tr>
<td>Sherwin-Plough</td>
<td>Year 12/31</td>
<td>87,513,000</td>
<td>793,375,000</td>
</tr>
<tr>
<td>Time Incorporated</td>
<td>Year 12/31</td>
<td>1,038,242,000</td>
<td>910,659,000</td>
</tr>
<tr>
<td>Times Mirror</td>
<td>Year 12/31</td>
<td>975,640,000</td>
<td>806,966,000</td>
</tr>
<tr>
<td>Wometco</td>
<td>Year 1/1</td>
<td>202,187,000</td>
<td>180,877,000</td>
</tr>
</tbody>
</table>

1 Includes gain of $14,854,000 on sale of music publishing division for $23,5 million cash on Aug. 21, 1976.

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

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Finance Briefs

Random talk. RCA and Times Mirror Co., publisher and broadcaster, reported they were negotiating for possible acquisition of RCA's Random House publishing division by Times Mirror, already major publisher of books as well as Los Angeles Times, Dallas Times Herald and other newspapers and owner of KDFW-TV Dallas and KTBC-TV Austin, Tex.

Gain at Times. New York Times Co.'s broadcasting stations (WREG-TV Memphis, WQXR-AM-FM New York) had 1976 pretax earnings of $2,870,000, up 4% from 1975, on revenues of $8,782,000, up 19%. Company as whole reported $22,327,000 in net income, gain of 75%, on $445,685,000 in revenues, up 14% with income from continuing operations at $19,403,000, gain of 55%.

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Broadcasting Feb 21 1977

75
### Contemporary

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last 7</th>
<th>This week 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title (length)</td>
<td>Artist (label)</td>
<td>Rank by day parts</td>
</tr>
<tr>
<td>1 1</td>
<td>Torn Between Two Lovers (3:40)</td>
<td>Mary MacGregor–Arfola American/Capitol</td>
</tr>
<tr>
<td>2 2</td>
<td>New Kid in Town (5:02)</td>
<td>Eagles–Asylum</td>
</tr>
<tr>
<td>12 4</td>
<td>Enjoy Yourself (3:24)</td>
<td>Jackson–Epic</td>
</tr>
<tr>
<td>3 5</td>
<td>Hot Line (2:59)</td>
<td>Sylvers–Capitol</td>
</tr>
<tr>
<td>8 6</td>
<td>Year of the Cat (4:32)</td>
<td>Al Stewart–Janes</td>
</tr>
<tr>
<td>9 7</td>
<td>Love Theme From “A Star Is Born” (Evergreen) (3:03)</td>
<td>Barbra Streisand–Columbia</td>
</tr>
<tr>
<td>14 8</td>
<td>Night Moves (3:20)</td>
<td>Bob Seger–Capitol</td>
</tr>
<tr>
<td>5 9</td>
<td>Carwash (3:18)</td>
<td>Rose Royce–MCA</td>
</tr>
<tr>
<td>10 10</td>
<td>Fly Like an Eagle (3:00)</td>
<td>Steve Miller Band–Capitol</td>
</tr>
<tr>
<td>7 11</td>
<td>Weekend in New England (3:38)</td>
<td>Harry Manfort–Arista</td>
</tr>
<tr>
<td>17 12</td>
<td>I Like Dreamin’ (3:04)</td>
<td>Kenny Nolan–20th Century</td>
</tr>
<tr>
<td>13 13</td>
<td>I Wish (4:12)</td>
<td>Stevie Wonder–Tamla/Motown</td>
</tr>
<tr>
<td>16 14</td>
<td>Dancing Queen (3:50)</td>
<td>Abba–Atlantic</td>
</tr>
<tr>
<td>19 15</td>
<td>Go Your Own Way (3:34)</td>
<td>Fleetwood Mac–Warner Bros.</td>
</tr>
<tr>
<td>15 17</td>
<td>Daizy (6:31)</td>
<td>Brick–Bang</td>
</tr>
<tr>
<td>22 18</td>
<td>Don’t Leave Me This Way (3:35)</td>
<td>Thelma Houston–Tamla/Motown</td>
</tr>
<tr>
<td>23 19</td>
<td>Things We Do for Love (3:32)</td>
<td>10 cc–Mercury</td>
</tr>
<tr>
<td>26 20</td>
<td>Carry on, Wayward Son (3:26)</td>
<td>Kansas–Kishner/Epic</td>
</tr>
<tr>
<td>16 21</td>
<td>Lost Without Your Love (2:56)</td>
<td>Bread–Elektra</td>
</tr>
<tr>
<td>24 22</td>
<td>Rich Girl (2:23)</td>
<td>Hall &amp; Oates–RCA</td>
</tr>
<tr>
<td>13 23</td>
<td>Walk This Way (3:31)</td>
<td>Aerosmith–Columbia</td>
</tr>
<tr>
<td>29 24</td>
<td>Don’t Stop the Music on Us (3:30)</td>
<td>David Soul–Private Stock</td>
</tr>
<tr>
<td>30 25</td>
<td>Long Time (3:03)</td>
<td>Boston–Epic</td>
</tr>
<tr>
<td>31 26</td>
<td>Maybe I’m Amazed (3:13)</td>
<td>Wings–Capitol</td>
</tr>
<tr>
<td>25 27</td>
<td>Isn’t She Lovely (6:33)</td>
<td>Stevie Wonder–Tamla/Motown</td>
</tr>
<tr>
<td>36 28</td>
<td>Do You (3:45)</td>
<td>Electric Light Orchestra–United Artists</td>
</tr>
<tr>
<td>32 29</td>
<td>Boogie Child (3:30)</td>
<td>Bee Gees–RSO/Polydor</td>
</tr>
<tr>
<td>21 30</td>
<td>After the Lovin’ (3:50)</td>
<td>Engelbert Humperdinck–Epic</td>
</tr>
<tr>
<td>33 31</td>
<td>Crackerbox Palace (3:52)</td>
<td>George Harrison–Dark Horse/Warner Bros.</td>
</tr>
<tr>
<td>27 32</td>
<td>Hard Luck Woman (3:29)</td>
<td>Kids–Casablanca</td>
</tr>
<tr>
<td>28 33</td>
<td>Tonight’s the Night (3:55)</td>
<td>Rod Stewart–Warner Bros.</td>
</tr>
<tr>
<td>40 35</td>
<td>Bite Your Lip (Get Up and Dance) (3:37)</td>
<td>John–RCA/MCA</td>
</tr>
<tr>
<td>37 36</td>
<td>Jeans On (2:26)</td>
<td>David Dundas–Chrysalis</td>
</tr>
<tr>
<td>39 37</td>
<td>Say You’ll Stay Until Tomorrow (3:30)</td>
<td>Tom Jones–Epic</td>
</tr>
<tr>
<td>38 38</td>
<td>You Don’t Have to Be a Star (3:40)</td>
<td>Marilyn McCoo &amp; Billy Davis Jr–ABC</td>
</tr>
<tr>
<td>39 39</td>
<td>Stand Tall (3:20)</td>
<td>Burton Cummings–Portrait/CBS</td>
</tr>
<tr>
<td>40 40</td>
<td>At Midnight (My Love Will Lift You Up) (2:55)</td>
<td>Rufus featuring Chaka Khan–ABC</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and the part of the day at which it appears. A (N) indicates an upward movement of five or more chart positions.

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**Playlist Feb 21, 1977**

### Hall + Oates-hits. Rich Girl (RCA), latest single from Daryl Hall and John Oates, is proving no exception to that duo’s list of successes. After its debut three weeks ago, Rich Girl moves to number 22 on “Playlist” this week. “It’s catchy and certainly their most unusual single,” says Bob Harlow of Kern (KERN) Bakersfield, Calif. How do two do it. Hall and Oates’es sound, says Stu Ginsburg of RCA, is “heavily influenced, but not led by, Philadelphia rhythm and blues. They got their start there as a folk act and evolved their musical style from there.” Their musical formula combines R&B with a progressive style and results in success. Four gold records in one year prove it: the albums Abandoned Luncheonette, Daryl Hall and John Oates, Bigger Than Both Us and the single, Sara Smile from the Daryl Hall and John Oates LP. After almost a decade together, Hall and Oates have the “knack of what it takes” for commercial success, says Lorraine Winograd of KSFM Salt Lake City. But it took a while for the ice to break. Sara Smile was their first hit single, and that was just one year ago.

**Country**

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**Playlist Feb 21, 1977**
NCTA board approves $1-million budget

Amount is increase over last year so that special research projects on Communications Act and Bell bill can be undertaken

A $1,630,000 budget for 1977-78 was approved last week by the National Cable Television Association’s executive board which met in Port St. Lucie, Fla. (BROADCASTING, Feb. 14), to consider a number of items in advance of its annual convention April 17-20 in Chicago.

The budget, which now must be approved by the members at the convention, was offered in a balanced version of about $1.5 million and one with about $150,000 worth of extras. Most of this additional money was OK’d and was allocated for various special outside research projects.

NCTA may want to undertake on issues including the Communications Act rewrite and the Bell bill. That $1.63 million figure is up from the 1976-77 budget of $1,505,490. The board also approved a $10,000 start-up grant for the new minority cable group, the American Association of Cable TV Operators (BROADCASTING, Dec. 20, 1976).

New board officers elected are: Daniel Aaron, Comcast, chairman; Robert Hughes, CPI, vice chairman; Edward Allen, Western Communications, secretary; and John Malone, Tele-Communications Inc., treasurer.

By-law changes agreed upon by the board and now up for member approval include:

- A change in the dues structure for systems in the 30,000-175,000 subscriber range that would lower the rates. It was felt that this group of systems was paying a disproportionate share. It is hoped the change will attract more systems in this range which had not joined because of the present dues structure. Systems with more than 175,000 subscribers will pay an increased amount.

- Changing dues for associate members (mostly equipment firms) from a flat $500 fee to a sliding scale ranging from $250 and up depending on the companies’ sales.

- Allowing the chairman to run for a second consecutive term.

The board also gave its approval to NCTA’s filing opposition to the Bell bill and discussed NCTA positions to be presented at the convention on the Communications Act rewrite and government loans to rural cable systems.

Too much tax

The FCC has denied the New York State Commission on Cable Television reconsideration of a 1976 ruling that found part of a state law authorizing the CCT to collect a fee from cable systems inconsistent with FCC rules.

The commission ruled that when the state fee, combined with local franchise fees, exceeded the commission’s limit on local franchise fees, which is 3% (although the FCC will in some cases allow up to 5%), it is illegal.

The CCT had contended that since some grandfathered systems were paying franchise fees in excess of the limit, which was set in 1972, it should be allowed to impose its fees on those grandfathered systems. CCT said such systems weren’t yet under the FCC’s fee jurisdiction.

The grandfathered systems will have to come into compliance by the end of March with the fee limit, the FCC noted.

A finding against cable deregulation

Study for OTP maintains there’s no basis as yet for such action, sees CATV as affecting TV’s hold

Six economists retained by the Office of Telecommunications Policy have produced a report summarizing the extent of knowledge on the likely effect on broadcasting of deregulating cable television. Their bottom line: Existing knowledge is insufficient to support a decision to deregulate.

But the authors—S. M. Besen, B. M. Mitchell, R. G. Noli, B. M. Owen, R. E. Park, and J. N. Rosse, all of Stanford University—do reach some conclusions on the basis of existing information. Among them: Cable television is not likely to drive conventional television out of business in the foreseeable future. But it does threaten television’s “monopolistic position,” and more competition would result in a drop in television’s profits and, consequently, the value of television licenses.

The study was commissioned in response to a request by Paul MacAvoy, co-chairman of the White House committee on regulatory reform under President Ford, who urged academics and other specialists to fill what he said was a gap in knowing what the deregulations’ effects are.

The authors, before proceeding with their findings, expressed a “sense of futility” in undertaking the project because “of the burden of proof placed on policy research in the broadcast area.”

They say that “even in the case of regulated industries, the burden of proof has not always been put on proponents of innovation. So far as we know, proponents of television were not compelled to establish that social benefits exceed costs in the early post-war period.”

Ethnic waivers granted for WGPR-TV carriage

WGPR-TV Detroit, the only black-owned and operated television station in the continental U.S., will be getting increased exposure in several Michigan and Ohio communities.

The FCC has granted the requests of two cable system operators—Gerity Broadcasting Co., Adrian, Mich., and Buckeye Cablevision, Toledo, Ohio—to add WGPR-TV ethnic programing, although both already carry the maximum number of independent stations permitted by commission rules. The commission, however, limited carriage to specific ethnic programs, rather than allowing use of the station’s full schedule.

Cable inroads are deep in Canada

Although there’s no pay yet, penetration is about to hit the 50% mark; two officials of the CCT talk how CATV life differs with our neighbors to the north

Except for such domestically oriented issues as deletion of commercials from U.S. TV signals by Canadian cable systems, CATV development in the neighboring country goes largely unannounced here. But the fact is, cable in Canada is about to tip the balance: It’s expected to penetrate

KTIV-TV Goes Harris!

KTIV-TV, Sioux City, Iowa, goes Harris with two TC-50 live color cameras.

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more than 50% of television households. In a visit to Washington, Philip Lind and Michael Hind-Smith, chairman and president, respectively, of the Canadian Cable Television Association, talked about the status of the cable industry there and where it’s headed in the near future.

According to Mr. Hind-Smith, as of Jan. 1, cable TV served in excess of three million subscriber homes. That is just under 50% of the total homes in the country (cable has about 15% penetration here) and CCTA expects it to top the 50% mark soon. In fact, the association’s theme for its annual convention this year is “The New Majority.”

The average subscriber cost in Canada is $6 per month. Converters are available either from the cable system for an extra $3 per month or can be purchased at department stores for a one-time fee of around $100.

Those three-million-plus subscribers are served by about 400 cable systems. Of those, around 300 are members of CCTA but serve 98.5% of all cable homes.

Pay cable in Canada does not yet exist, but last June the Minister of Communications, Jeanne Sauve, said pay was inevitable and the chairman of the Canadian Radio-Television and Telecommunications Commission has called for hearings in May. In anticipation of pay cable, a number of cable people have formed a company called Pay Television Network Ltd. According to Mr. Lind, one of the members, the model pay system devised by PTN to be presented at the hearing, “suggests that with a 20%-30% degree of penetration we can create a minimum of $80 million into a Canadian programing production pool over a five-year period. We could use that to create programming that would be marketable both in our country and abroad.” Most broadcasters, said Mr. Lind, seem opposed to the idea. Mr. Hind-Smith agrees: “In Canada, as in the U.S., there have been some unreasoning fears about the impact of cable. We’ve tried hard to say that our objectives and commitments to the broadcasting system of the country are not greatly different from those of the broadcasters.”

Both sides realize that there are issues and goals common to CCTA and the Canadian Association of Broadcasters. The two groups are setting up regularly scheduled joint meetings with both staff and senior executives. Mr. Hind-Smith said: “I’ve tried very hard to seek reconciliation with the broadcast industry and the broadcasting association. I think we’ve established good relations.”

One item of joint concern was the controversial practice of Canadian cable systems’ deleting commercials from programs they import from American stations. This caused a great deal of outrage from U.S. broadcasters and is no longer allowed. Instead, the government has two alternatives to try and repatriate the estimated $20 million spent by Canadian firms on advertising on U.S. stations. The first was Bill C-58, a new law that allows a tax deduction for advertising on Canadian stations, but denies deductions for ads in U.S. media. This is combined with the second plan, known as simultaneous program substitution, about which CCTA is enthusiastic. This is how it works: If at the same time an American station is broadcasting the same U.S. program that has been licensed in Canada, the cable system must honor a request by the Canadian station to substitute the local for the distant version. “It has been phenomenally successful in terms of repatriating local audience,” said Mr. Lind. “On a major American program in Toronto, such as Kojak, we can return to the local station between two million and three million viewers,” he said.

Last fall in Toronto, added Mr. Hind-Smith, “65 hours of programing were simultaneously substituted at the request of broadcasters. The average increase of the local television audience was 85% in daytime and 65% in nighttime. The assumption is that with the increased audience, the broadcaster will be able to charge more to advertisers and ultimately, he’ll be able to spend more on Canadian resources.”

“Deletion is a nonissue,” said Mr. Hind-Smith. “We think it’s the least effective and the clumsiest way of achieving the objective. We welcome the fact that the government now agrees. The other two methods that are in place and working should be given an extended opportunity to prove out.” Commercial deletion was, he added, “a CRTC policy not sanctioned by law” and, he added, “an unnecessary irritant in good relationships between the two countries.”

Cable operators in Canada and the U.S. have some similar worries. One of the most important actions coming up in Canada, according to the CCAA, is a government “sorting out” of the policy-making and regulatory process shared by the CRTC and the Department of Communications. This is somewhat comparable to the Communications Act rewrite here. “Prior to this,” said Mr. Lind, “both regulatory and policy matters had been the responsibility of the CRTC. The Minister of Communications would like to have a lot of impact on the regulatory side, while the interpretation side she sees for the CRTC.”

There has to be a decision made, said Mr. Hind-Smith, as to “what is broadcast policy and what kind of impact the government has directly in forming policy. It thereby tends to limit the role of what was an independent regulating authority but with policy-making functions.” There is expected to be new legislation in the next two months.

Another of the initiatives of the Minister has been to attempt to settle the federal/provincial government rate-jurisdiction battle. According to Mr. Lind, the minister is supporting provincial control. Cable does not. “We are, as an industry, four-

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The merger allowing debt.

A related development is the role of the telephone companies concerning cable. In an agreement between Manitoba and the minister, that province's cable hardware, including drops, is owned by the provincially owned phone company. "We are, to put it mildly, at odds with the minister," said Mr. Lind, because of the preservation of federal jurisdiction and the imperitive nature of plant ownership.

Cox-Cable merger back to drawing board

The merger proposed by Cox Broadcasting Corp. with Cox Cable Communications last month (BROADCASTING, Jan. 24) has hit a snag.

Cox Broadcasting announced last week that it was "re-evaluating" its offer of 0.61 share of its common stock for each share of outstanding—approximately 1,560,000—of Cox Cable stock. Those shares represent 43.9% of the company's shares that are commonly held. Cox Broadcasting already owns the remaining 56.1%.

According to Clifford M. Kirtland, president of Cox Broadcasting, "It became apparent that the terms offered were not feasible." Mr. Kirtland said that discussions are continuing with Cox Cable on a revision of the terms or, possibly, abandoning the merger.

Both companies postponed their shareholder meetings that had been scheduled for next month to consider the proposal and said they would be rescheduled when an agreement was worked out, hopefully in the next few weeks.


Cable Briefs

New owner. Acton Corp., cable MSO and snack-food manufacturer based in Acton, Mass., has purchased Transicable Inc., a cable system in Burlington, N.J., and Haverstraw and Peekskill, N.Y., for approximately $4.4 million, 10,000 shares of Acton stock and assumption of $4.2 million debt. Systems have about 13,300 basic subscribers and 3,500 pay cable customers. Acton also acquired assets of G.W.G. Co., lessor of CATV equipment to Transicable, for assumption of $200,000 debt.

Net gain for HBO. FCC waived its rules and will allow Home Box Office to present March 27 finals of Women's Tennis Association Virginia Slims tournament on HBO pay cable system. Madison Square Garden Cablevision requested waiver allowing HBO cablecast after Madison had been unable to sell tournament to networks or to individual stations. Commission said it saw no danger of siphoning in case.

Better than ever. Time Inc. reported last week that three of its television operations showed financial gains in 1976: WOTV (TV) Grand Rapids, Mich., and Time-Life Films both reported higher earnings, and Manhattan Cable Television Inc., operator of CATV system in New York, had its first profitable year. Home Box Office Inc., Time's pay-cable programing subsidiary, continued to operate at loss. TV indicators were contained in Time Inc. report placing company's 1976 net income at record high $67.1 million, up 49% from 1975, on revenues of $1.04 billion, up 14%.

Cable appeals. Philadelphia Community Cable Coalition and number of other groups are appealing FCC decision to postpone for one year implementation of cable-television franchising rules that were to have gone into effect on March 31, 1977. Suspended rule would have required existing uncertified systems to obtain and file by March 31 franchises conforming to FCC standards. Appeal contends action, taken without rulemaking, was arbitrary and capricious... In another action dealing with FCC cable policy, former commission general counsel, Henry Geller, is appealing commission denying his petition for rulemaking aimed at revising commission rules on cable's carriage of television signals.

One year to sell. FCC partially waived its cable-broadcast crossownership rules and afforded Television Wisconsin Inc. (wisc-TV Madison, Wis.) one year to divest itself of 1.8% of stock in Complete Cable TV. Majority owner of TWI is Evening Telegraph Co. of Superior, Wis., which owns 1.8% of Tele-Communications Inc., 25% owner of Complete Channel. TWI and Evening Telegraph contended no interrelationship between wisc-TV and Complete Channel existed "except that of arms-length competition," but commission responded that Evening Telegraph "virtually owns and controls" TWI and its holdings in publicly traded TCI are "substantial." FCC allowed one year to eliminate crossownership situation because, it said, no method of computing indirect interests had been articulated until 1973 and because TWI and Evening Telegram gave assurances they would not vote their TCI stock.

Changing hands. Central Communications Co. has sold its cable system in Ma- toon, Ill., to Basil Cable System Inc. for undisclosed amount. Central is owned by Illinois Consolidated Telephone Co. and is divesting to comply with FCC rules. Basil operates cable systems in Kentucky, California, Washington, New Jersey and North Carolina. Mattoon system has approximately 4,000 subscribers. Broker: Daniels and Associates.

New in Hawaii. L.S. (Bob) Berger, owner/president of KHCO (AM) Honolulu, has formed Television Entertainment Inc. to provide pay TV to apartment buildings and condominiums and business and commercial communications services to metropolitan Honolulu. Company will lease MDS channel from Radiocall Corp.

John Calvetti has been named president. Television Entertainment, Suite 208, 23 South Vineyard Boulevard, Honolulu 96813.

Payday. Warner Cable Corp. on Feb. 1 introduced its Star Channel pay cable service in the metropolitan Boston community of Somerville, plans to bring it to neighboring Massachusetts communities of Chelsea, Everett, Medford, Malden and Winthrop by March 1. Warner said service will then be available to 35,000 households in area, and plans to increase its potential range by another 9,000 when Warner system in Melrose, Mass., is completed later this year. Company said this "represents first application" of service by Warner in "major metropolitan area.


KWWL-TV Goes Harris!

KWWL-TV, Waterloo, Iowa, goes Harris with two TC-50 live color cameras.

For complete information, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301.
Phil Boyer, VP, programming, ABC-owned television stations, named VP and general manager of ABC-owned WLS-TV Chicago. Mr. Boyer, who also is past president of National Association of Television Program Executives (Broadcasting "Profile," Feb. 14), succeeds Lewis Erlicht, named VP, programs, East Coast, ABC Entertainment (Broadcasting, Feb. 14).

Herman N. Hipp, president, Liberty Corp., Greenville, S.C., elected president/chief executive officer, succeeding Francis M. Hipp, who retires March 1 but will continue to serve as board and executive committee chairman. Macon G. Patton, executive in charge of broadcasting (Cosmos station group) and real estate subsidiaries, and Fred Perdue, in charge of accounting, administration and of Liberty's savings & loan association, named executive VP's.


Timothy Reynolds, director of finance and planning at CBS-owned WCAL-TV Philadelphia, appointed VP, finance and planning, CBS/Broadcast Group, New York, succeeding George Shannon, who was named VP in charge of production facilities and engineering, CBS-TV (Broadcasting, Jan. 24).


Donald Kivell, manager, communications, NBC-TV, New York, named manager, network interconnection.


Lester H. Otterman, controller, WBEN Inc. (WBEN-AM-FM-TV), Buffalo, N.Y., assumes additional duties as treasurer.

Charles E. Manson, general manager, WXRJ(AM)-WQL(TF) Florence, Ala., elected VP/board member.

Paul Simon, director of research, KTTV(TV) Los Angeles, named VP.

Dale Van Cantfort, general manager, WDAX(AM) Macon, Ga., promoted to general manager, co-owned WDEA(AM)-WWKT(FM) Kingstree, S.C., succeeded by Roy Anderson, sales manager, co-owned WDUB(AM)-WTIO(FM).

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Broadcast Advertising
Charles J. Hamm, president, William Free & Co., New York, joins McCann-Erickson Worldwide as executive VP/supervisor Coca-Cola account in Atlanta, replacing Sidney B. McAllister, who will be promoted to senior manager, Interpublic Group of Companies, N.Y. parent company of McCann-Erickson. Mr. McAllister will remain in Atlanta.
Steve Herson, New York sales manager for Telerep's Lion sales team, appointed VP/assistant to president, succeeded by Jack Steng, group manager of Lion team. Changes follow resignation of Paul Hughes as executive VP of Telerep.

Walter E. Terry, president, D'Arcy-MacManus & Masius, San Francisco, appointed president of West Coast operations, overseeing offices in Los Angeles and San Francisco. Beverly Fitzsimmons, manager of creative services, DM&M, New York, elected VP. Andrew L. Bozeman Jr., head of his own business consulting firm, Chicago, joins DM&M, St. Louis, as writer/producer.

Gareth Bogarde, director of television production for United Kingdom and Europe for Leo Burnett, London, appointed executive director of new television services division, Chicago. Jackson Phelps, VP in charge of production business, appointed director of TV Services. Newly announced promotions, Thatham-Laird & Kudner, Chicago: Irene P. Block, associate creative director to creative director; Michael R. Peroff, account executive, account supervisor; Brian S. Hurley, account executive, assumes additional role as assistant director of executive development program; Eric J. Rosenkranz, assistant account executive, account executive, and Bruce P. Andre, Jody L. Goldblatt, Thomas G. Kettinger and Robert S. Witkay, staff assistants in executive development program, assistant account executives.

Edward D. Meyer, VP/director of merchandising, Dancer-Fitzgerald-Sample, New York, named senior VP.

Toni Smith, manager, media research, Cunningham & Walsh Inc., New York, appointed VP.

Dave Davidson, associate media director, and Denis Hitchen, group media director, Bonsford Ketchum, San Francisco, and Colleen Mattice, media manager, BK, Los Angeles, named VP's.

John W. Sullivan, VP, Kelly, Nason-Keough, New York, named senior VP and associate director of account service.

Leo Wright and Paul Synor, creative directors, Luckie & Fornie, Birmingham, Ala., named VP's.

Carol Slbenac, spot broadcast supervisor, J. Walter Thompson, Chicago, named supervisor of spot broadcast operations, JWT, San Francisco.

Rich Hughes, associate creative director, BBDO/BDA Atlanta, joins Welnit Advertising there in same post.

Molly Granger, media director, Clinton E. Frank, Los Angeles, joins Bernadette Talbott Advertising, San Francisco, as agency coordinator.


Karl Kuechenmeister, manager of sales development and market planning, CBS-TV Chicago, named account executive, central division, NBC-TV there.

Richard C. Coveny, sales VP, New York Station Division, CBS unit, Blair Television, named VP/director of marketing development division. James I. Noeldner, account executive, Storer TV Sales, New York, joins Blair/Northwest Radio Representatives, Portland, Ore., in same capacity, replacing Ronald B. Lorentzen, who will be transferring to Seattle office.

Mike Day, salesman, Metromedia's KNEX(AM) Oakland, Calif., named sales manager, co-owned Metro Radio Sales, San Francisco.

George R. Francis Jr., station manager, WAYS(AM)-WRQQ(AM) Charlotte, N.C., named VP/director of sales, Resort Network, New York, concentrating on regional and national sales.


Larry Scott, account executive, WBHH-TV Fort Myers, Fla., appointed general sales manager, WVVU-TV Naples, Fla.

Ray McCormack, sales representative, WANG-TV Binghamton, N.Y., named local sales supervisor.

Jon Weidman, salesman, KIMN-AM-FM Denver, appointed sales manager.

Harry Conlin, self-employed in advertising in Dallas, joins KXXX(AM) Denver as general/national sales manager. Rick Brady, air personality, promoted to research director.

Jim Pourneras, account executive, WWM(AM) Cleveland, joins WERE(AM)-WGCL(AM) there as retail sales manager.

Jill O'Mahony, assistant promotion manager, WWZ(AM) Boston, joins WIND(AM) Chicago as advertising/promotion manager. Both are Group W stations.

Teal Neall, general sales manager, WPKN(AM)-WXRA(AM) Alexandria, Va., named VP.

Timothy J. A. Montgomery, local sales manager, WCBS/AM) Boston, promoted to general sales manager.

Herb Loops, VP, Tri-State Insurance, Sioux City, Iowa, joins KCJJ(AM) Iowa City, Iowa, as sales manager.


Roger I. Feller, account executive, WINS(AM) New York, joins WNY-FM there in same capacity.


J. Christopher Broullire, account executive, WIX(AM) Rockville, Md., promoted to senior account executive. Claudette Fair, from Photo Corp. of America there, and Phillip L. VanDeventer, from Pennsylvania Life Insurance Co., Frederick, Md., join WINS as account executives.

Pat Zembo, account executive, WTCI(AM) Warren, Ohio, named to same position, WKBN(AM) Youngstown, Ohio.

Wesley L. Hall, air personality, WCRB(AM)-WBZF(AM) Richmond, Ky., joins WCFH(AM) Etowah, Tenn., as account executive.

Programing

Edwin T. Vane, VP national program director, ABC Entertainment, New York, assumes additional responsibility of coordinating all prime-time current series activities with office of president, Fred Silverman. Peter B. Stern, ABC program executive, West Coast, promoted to director, current comedy programs, ABC Entertainment. Seg Villa, freelance advertising copywriter, joins ABC Entertainment, New York, as manager, feature film and late night series.

Art Frankel, senior VP, business affairs, and Arthur Fellows, senior VP, production, Para-
mount Television, Hollywood, named senior VP, administration and production, and senior VP, dramatic development and production, respectively.

Ted Butcher, assistant director/unit manager, 20th Century-Fox, Beverly Hills, Calif., promoted to assistant head of television production.

Peter Dimmock, general manager and chief executive of BBC Enterprises, London, sales arm of BBC, named director of worldwide marketing and syndication, ABC Sports, New York.

Donald Hawn Jr., president of National Telefilm Associates, Los Angeles, temporarily assumes additional responsibilities as general sales manager, replacing George Mitchell, who joins Warner Bros. as VP/domestic sales manager (Broadcasting, Feb. 14).

Ron Herman, assistant operations manager/sales representative, Vidtronics, Hollywood, named technical operations supervisor, marketing arm Peter Dimmock, VP, Warner Bros. Vidtronics, Hollywood, named senior VP/advertising consultant, Fitzpatrick Associates, Los Angeles, additional responsibilities

Havens assistant production-coordinator, WTVI-TV Charleston, W.Va., named senior public affairs director, KMOL-TV San Antonio, Texas, named public affairs director.

Larry Lowenstein, director, marketing services, WXIA-TV Atlanta, joins WRCA(AM) North Atlanta, Ga., as program director.

C. C. McCartney, assistant program manager, and Brant Miller and Charlie Fox, air personalities, KXXX(FM) Denver, promoted to program director, assistant program director and production manager, respectively.

Jim Elder, sportscaster, KKL(AM) North Little Rock, Ark., joins Arkansas Radio Network and KARN(AM)-KKY(FM) Little Rock, as sports director.

Gary Allen, traffic manager, Telecable of Overland Park, Kan., joins KCAI(AM) Iowa City, Iowa, as traffic manager/continuity director.

Gail Sicilia, music director, WNBC(AM) New York, named to same post, WNEW(AM) there.

Ken Bell, sports anchor/producer, WMT-TV Cedar Rapids, Iowa, joins WJAR-TV Providence, R.I., in same post.

Al Wikl, sports director, KCDO(AM) Kansas City, Mo., joins KMPC(AM) Los Angeles as part of California Angels broadcast team, joining Dick Enberg and Don Drysdale.

Betsy Kelly, from Quillen & Elsea Advertising, Wichita, Kan., joins noncommercial KPTS(TV) Hutchinson, Kan., as program information coordinator.

Broadcast Journalism


Jim Esser, producer of 11 p.m. news, KDKA-TV Pittsburgh, promoted to executive producer of all of station’s news functions. Ken Nelson, news operations manager, named assistant news director.

Miles Resnick, assistant news director, WDBO-TV Orlando, Fla., joins KMSP-TV Minneapolis as news director.

Dick Bertel, public affairs director, WTIC-AM-FM Hartford, Conn., named to additional post of news director.

Ken Plotnik, news producer, WKBW-TV Buffalo, N.Y., promoted to assignment editor.

Michael Scheinberg, morning news producer, WWSW(AM) Pittsburgh, joins KDKA(AM) there as assignment editor.

Frank G. Gonzales, public information officer, Los Angeles Unified School District, joins KFWB(AM) there as editorial director.

Lawrence D. Crandall, from news staff, KLZ(AM) Denver, named overnight news editor, KDA-AM-FM(AM-FM) there.

Richard A. Leone, chief announcer/film director, noncommercial WPMT(AM) Miami, joins WVEU-TV Naples, Fla., as Collier county correspondent and weather anchor.

Maria Elena Torralva, Mexican-American affairs director, KMOL-TV San Antonio, Texas., named co-anchor.


Don Dare, reporter, WVTI(AM) Nashville, joins WCKT(AM) Miami in same capacity.

Mark Wyatt, Greenville (S.C.) bureau chief, WSPA-TV Spartansburg, S.C., assumes additional duties as co-anchor. He will anchor live from Greenville.


THE SAME OLD TRAP

Everyone knows there's more to life than chasing after the "all-mighty" dollar. We all want our families to experience the deeper kinds of riches. But the pressures to survive today are driving thousands into the same old trap of sacrificing all else in the pursuit of "success" and its material rewards.

Westbrook Hospital dramatically portrays people escaping the trap, discovering purpose for their lives through spiritual resources. A television drama series by Faith For Today, Westbrook Hospital represents twenty-seven years of helping people discover new freedom and purpose for their lives.

For information on how you can add Westbrook Hospital to your weekly lineup, call collect (805) 498-6661. Ask for Syndication.
Steve Bousquet, weekend news supervisor/reporter/anchor, WEA(NAM) Providence, R.I., joins WJAR-TV there as general assignment reporter.

Robert Samek, sports director, noncommercial WRT(AM) Philadelphia, joins WSUB-AM-FM Groton, Conn., as news director.


Cable

Tom LaFourcade, district manager, Telemegapher, New York, joins Warner Cable as system manager, Bakersfield, Calif.

Equipment & Engineering

John A. Buller, automation product specialist, Harris Broadcast products division, Quincy, Ill., joins Broadcast Electronics, Silver Spring, Md., as director of automation products.


Seygny G. Miller, director of marketing, General Electric's space division, joins FS&E as VP, marketing and planning.

Richard C. Kleinhan and John M. Sewell, assistant general managers, Kodak Apparatus Division, Rochester, N.Y., elected assistant VP's. J. Phillip Samper, assistant to general manager of marketing division appointed assistant VP by general manager.

Richard J. Corbin, manager of business development, commercial electronics division GTE Sylvania, Waltham, Mass., appointed director of field operations for division.

Roger Jones, from Plaza Properties Apartment Management Corp., Reynoldsburg, Ohio, joins WTVN-TV Columbus, Ohio, as engineering supervisor.

Dean Rosch, studio technical supervisor, WSPA-TV Montgomery, Ala., promoted to assistant chief engineer.

Joseph Kamenick, transmitter engineer, WEAU-AM-FM Wausau, Wis., appointed assistant chief of engineering.

Allied Fields

Robert L. Ownes, founder of AIM (Audience Information Management), Old Greenwich, Conn., becomes president of firm.

Robert S. Lewis, general counsel, Federal Trade Commission, Washington, has resigned effective March 16, after four years with commission.

Bruce Coller Jr., operations director, PAMS Productions & Recording Studios, Dallas, joins Production and Programming Associates, Irving, Tex., as president.

Rod Porter, special assistant to FCC Chairman Richard E. Wiley, named legal assistant, succeeding John Sturm, who will join Washington office of NBC, effective Feb. 28. Willard R. Nichols, now in litigation division of general counsel's office at FCC, will replace Mr. Porter as special assistant to chairman.


Mark Beren, director of broadcast relations, ICPR public relations, Los Angeles, named VP.

George B. Honchar, director of special projects, Imcro Florentino Associates, production and lighting consultants, New York, appointed VP.

Dean Shaffer, director of research, Adam Young Inc., New York, named senior project director of United States Testing Co.'s consumer research division, Hoboken, N.J.

Nancy Hudak, assistant director of personnel for American Society of Composers, Authors and Publishers (ASCAP), named director of personnel, succeeding Margaret Heffner, who has chosen early retirement after more than 30 years with performing rights organization.

Geoff Schmidt, president/general manager, WTV(AM) Jacksonville's Federal Reserve Board.

Deaths


Richard Harkness, 69, former NBC newsman died at his winter home in Naples, Fla., Feb. 10. He worked for network 30 years, during which he helped develop use of computers to project election results, conducted NBC-TV's first news interview program and in 1945 was host of its first TV news program from Washington. After he retired from NBC in 1972, Mr. Harkness worked as press office for special program on drug abuse prevention created by President Gerald Ford. Before working at NBC he had been reporter both for Philadelphia Inquirer and for United Press. Survivors include three sons, Peter, Richard and Christopher.


Virginia Payne, 66, radio and stage actress, died in Cincinnati Feb. 10. She played title role in CBS Radio's Ma Perkins soap opera for 27 years, entire life of show. She was one of 15 founders of American Federation of Radio Artists union, which was forerunner of American Federation of Television and Radio Artists.

Joseph C. Gidynski, 74, former chief of Voice of America's North and East European branch, died at his home in Washington Feb. 3. He was chief of VOA's Polish service for almost 20 years and participated in broadcasts as commentator known to listeners as Kazimierz Wegrzecki. He retired in 1972. Survivors include his wife, Janina, one daughter and one son.

Al Godwin Jr., 59, veteran broadcaster and film salesman, died Feb. 6 in his apartment in New Orleans of apparent heart attack. He was VP of American Concepts, merchandising-promotion firm, at time of death. Survivors include brother, Charles Godwin, regional manager of Broadcast Music Inc.

Millord C. Miller, 51, radio newscaster in 1940's and 1950's, died Jan. 21 at heart failure after undergoing open heart surgery in Omaha. He had been associated with KSUI and KCOM (now KNES) Sioux City, Iowa. Survivors include his wife, Lucille, one son and two daughters.

KTXS Goes Harris!

KTXS-TV, Sweetwater/Abilene, Texas goes Harris with two TC-50 live color cameras

For complete information, write Harris Corporation, Broadcast Products Division, 123 Hampshire Street, Quincy, Illinois 62301

Broadcasting Feb 21 1977
March 18 — Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeding is Mutual." Site to be determined, Boston.


March 19 — Oklahoma Associated Press Broadcasters convention, Oklahoma City. Contact: Ernie Schultz, KYTV(TV) Oklahoma City.

March 19 — Annual "Date With the Press," sponsored by Women in Communications Inc. Miami chapter. Liz Carpenter will be speaker. Sheraton Four Ambassador, Miami.


March 27 — Annual membership meeting of the Association of Maximum Service Telescopists, 1 p.m., Delaware suite, Sheraton-Park hotel, Washington. Special meeting of the present board of directors of AMST will be held March 26, 2 p.m., in Map room of Washington Hilton hotel. Newly elected AMST board will meet March 28, 2 p.m., Map room of Washington Hilton to elect officers.


March 31 — FCC's new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

March 31 - April 2 — Region three conference of The Society of Professional Journalists, Sigma Delta Chi for Arkansas, Louisiana, Mississippi and Western Tennessee. Memphis State University, Memphis.

April

April 1 - 2 — Region three conference of Society of Professional Journalists, Sigma Delta Chi, for Alabama, Georgia, South Carolina, Florida and East Tennessee. Knoxville, Tenn.

April 1 - 2 — Region four conference of Society of Professional Journalists, Sigma Delta Chi, for Michigan, Ohio, Western Pennsylvania and West Virginia. Huntington, W. Va.

April 1 - 2 — Region five conference of Society of Professional Journalists, Sigma Delta Chi, for Illinois, Indiana and Kentucky, Chicago.

April 1 - 2 — Region seven conference of Society of Professional Journalists, Sigma Delta Chi, for South Dakota, Missouri, Nebraska, Kansas and Iowa. Columbia, Mo.

April 1 - 2 — Region nine conference of Society of Professional Journalists, Sigma Delta Chi, for Wyoming, Utah, Colorado and New Mexico. Albuquerque, N. M.


April 1 - 3 — Women in Communications Inc. region two meeting. Speakers will include Marlene Sanders, ABC vice president, and Helen Thomas,UPI correspondent. Ohio University, Athens.


April 11 - 12 — Television Bureau of Advertising communications seminar for sales and management personnel. TVB headquarters, New York.

April 13 — New England Cable Television Association spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

April 14 - 15 — Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Hyatt Regency Chicago.

April 16 — California Associated Press Television-Radio Association 30th annual meeting. Hotel del Coronado, Coronado.

April 17 - 19 — Canadian Association of Broadcasters annual meeting. Winnipesaukee Inn, Winnipesaukee, Man.

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

April 18 - 19 — Television Bureau of Advertising communications seminar for sales and management personnel. TVB headquarters, New York.


April 20 - 22 — Spring meeting of Indiana Broadcasters Association. Brown County Inn, Nashville, Ind.

April 21 - 23 — Louisiana Association of Broadcasters spring convention. Sheraton hotel, Baton Rouge.

April 22 - 24 — National Association of Farm Broadcasters South Central regional meeting. Hilton Inn, Amarillo, Tex.

April 24 - 29 — San Francisco State University's 27th annual Broadcast Industry Conference. San Francisco State University, San Francisco.


April 27 - May 1 — American Women in Radio and Television 28th annual convention. Radisson Downtown hotel, Minneapolis.

April 28 - 29 — Minnesota Broadcasters Association spring meeting. Registry hotel, Bloomington.

April 30 — Pennsylvania Associated Press Broadcasters Association annual meeting and awards presentation. Host Town Inn, Lancaster.

May

May 1 — Deadline for entries in Howard W. Blakelee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blank: American Heart Association, 7320 Greenville Avenue, Dallas 75231.

May 1 - 3 — Chamber of Commerce of the U.S. 65th national annual meeting. Washington.

May 2 — FCC's deadline for comments on inquiry into network programming practices and policies (Docket 21049). Replies are due June 1, FCC, Washington.


May 4 - 6 — Washington State Association of Broadcasters spring meeting. Rosario Resort hotel, Orcas Island.

May 7 — Iowa Broad News Association 1977 semiannual convention, Adventureland Inn, near Des Moines.


May 8 - 12 — Annual meeting, ABC-TV affiliates. Century Plaza hotel, Los Angeles.


May 15 - 18 — National Retail Merchants Association annual sales promotion conference. Hilton hotel,
Atlanta.
May 16-18—Annual meeting, NBC-TV affiliates. Century Plaza hotel, Los Angeles.


May 19-21—Kansas Association of Broadcasters annual convention. Ramada Inn, Topeka.

May 23-26—Canadian Cable Television Association annual convention and trade show. Four Seasons hotel, Calgary, Alberta.


June

June 2-4—Associated Press Broadcasters annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. Chase-Park Plaza, St. Louis.

June 2-5—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.


June 11-18—Broadcast Promotion Association 22nd annual seminar. Beverly Hilton hotel, Los Angeles.

June 14-16—Iowa Broadcasters Association convention. The New Inn, Lake Okoboji.


June 22-24—Florida Association of Broadcasters annual convention. Ponte Vedra Club.

June 22-24—Maryland-District of Columbia Delaware Broadcasters Association annual convention. Sheraton Fourteen/seigne Inn and Spa, Ocean City Md.

July


July 21-22—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Fairmont hotel, Dallas.

August


September

Sept. 14-15—Ohio Association of Broadcasters fall convention. Columbus Sheraton, Columbus.


Sept. 18-20—Nebraska Broadcasters Association convention. Scottsbluff.

October

Oct. 2-6—Missouri Broadcasters Association fall meeting. Holiday Inn, Hannibal.


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


As compiled by BROADCASTING for the period Feb. 7 through Feb. 11 and based on filings, authorizations, petitions and other actions announced by the FCC.


New stations

TV application

■ Houma, La.—Communications Corp. of South seeks ch. 11 (199-204 mhz), ERP 316 kw vis., 63 kw aux., HAAT 468 ft.; alt. height above ground 497 ft. PO address: 440 ITM Building, New Orleans 70130. Estimated construction cost $235,556, first-year operating cost $83,700; revenue $250,000. Legal counsel Smith & Pepper, Washington; consulting engineer Lohan & Culver. Applicant is wholly owned by Vanderbilt Corp., and operates WGNO-TV New Orleans. Principal in parent is Seymour Smith (74.4%). Mr. Smith's wife, Florence Anne, holds 5.9%, and his children, David and Barbara, each hold 29% in trusts. Mr. Smith also has various real estate and investment holdings. Ann. Feb. 10.

AM application


FM applications

* Berlin, Conn.—Berlin Board of Education seeks 89.9 mhz., 10 w. HAAT 95 ft. PO address: 340 Kensington Rd., Kensington, Conn. 06037. Estimated construction cost $10,076; first-year operating cost $5,000. Format: educational. Applicant is public school board, Mrs. Joanne Kelly, president. Ann. Feb. 9.

■ Millinocket, Me.—Karadon Radio Inc. seeks 97.7 mhz., 3 kw, HAAT 190 ft. PO. Address: 1240 Millinocket 04462. Estimated construction cost $44,256.80; first-year operating cost $2,080; revenue $10,000. Format: popular. C&W: Principal: John M. Keys (100%). Mr. Keys also owns WMMR(AM) Millinocket. Ann. Feb. 9.

■ Baltwin, Mo.—YMCA of Greater St. Louis seeks

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(313) 642-6292
(310) 232-3663
Member AFCCE
Facilities changes

AM starts

- Following stations were authorized program operating authority for changed facilities on dates shown:

FM applications

- KRVS Lafayette, La.—Seeks CP to change type trans.: alt.; ERP 3 km and HAAT 102 ft. Ann. Feb. 9
- KNLU Monroe, La.—Seeks CP to change power to 250 w; change type trans.: make changes in ant. system (increase height) and HAAT 75 ft. Ann. Feb. 9
- KDHL-FM Faribault, Minn.—Seeks CP to change city of license to Faribault-Northfield, Minn.; change trans. location; change type ant.: make changes in ant. system (increase height) and HAAT 300 ft. Ann. Feb. 9
- WAAV Wilmington, N.C.—Seeks CP to change type ant.: make changes in ant. system (increase height); ERP 100 kw (H&V) and HAAT 367 ft. (H&V). Ann. Feb. 9
- WWVU Nashville—Seeks CP to change trans. location; change type trans.: type ant.: make changes in ant. system (increase height); ERP 44.65 kw and HAAT 639 ft. Ann. Feb. 9
- WTMG Norfolk, Va.—Seeks CP to change trans. location; ERP 23 kw (H&V) and HAAT 630 ft. (H&V); make changes in ant. system (increase height). Ann. Feb. 9
- KLPL-FM Tacoma, Wash.—Seeks CP to change trans. location; make changes in ant. system (increase height); ERP 100 kw (H) 98 kw (V) and HAAT 619.38 ft. Ann. Feb. 9

FM starts

- Following stations were authorized program operating authority for changed facilities on dates shown:
  - WERC-FM Birmingham, Ala. (BP-9152), Jan. 25; WINE-FM Brookfield, Conn. (BP-9073), Jan. 25; WSOR Fort Myers, Fla. (BP-10,220), Feb. 2; WQOH-FM Grayson, Ky. (BP-10,197), Jan. 28; WIOY Bath, Me. (Doc. 19,840), Feb. 1

In contest

Designated for hearing

- Hollihaysburg and Altoona, both Pennsylvania, FM proceeding.
- Covington Broadcasting Co. and Altoona Trans-Audio Corp. competing for 104.9 mhz (Docs. 21,093-4).—Chief, Broadcast Bureau, designated for hearing to determine which areas would receive primary amateur service from proposals and availability of other primary service. Action Feb. 2.

State College, Pa., TV proceeding: Nittany Communications Inc. for ch. 29 (Doc. 22,108). Action Feb. 3.

Procedural ruling


Initial decision

- Red Lion, Pa, TV proceeding: Red Lions Broadcasting Co. (Doc. 18,136) - Chief ALJ Chester F. Naumowicz Jr. granted motion by Red Lion for leave to amend and for substitution of exhibit; dismissed as moot Broadcast Bureau motion and supplements; canceled Feb. 7 conference; granted application of Red Lion, and terminated proceeding. Action Feb. 9.

Review board decision

- Bloomington, Ind., FM proceeding: Bloomington Media Corp. and Indiana Communications, competing for 96.7 mhz (Docs. 19,813-5) - Review board granted application of Indiana Communications Inc. and denied competing applications. In initial decision released April 20, 1976. ALJ Lenore G. Ehring found in favor of Indiana. Action Jan. 27.

Fines

- Broadcast Bureau notified following licensees of apparent liability for failing to file renewal applications no later than first day of fourth full calendar month prior to license expiration date for $25. WELZ(AM) Belzoni, WMB(AM) Brookhaven, WHSY-AM-FM Hattiesburg, WXXI(AM) Jackson, all Mississippi, KTHS(AM)-KAAM(AM) Berryville, KYMA(AM) Magnolia, both Arkansas, KKLW(AM) Many, La., for $100, WLUX(AM) Baton Rouge, KAJN(AM) Crowley, La., and for $200, KCCL(AM) Paris, Ark. Actions Jan. 25, 31.

- KDET(AM) Center, Tex.—Broadcast Bureau notified licensee of apparent liability of $500 for failing to keep logs by employees competent to do so having actual knowledge of facts required. Action Jan. 21.

Other action


Allocations

- Anchorage—Broadcast Bureau assigned *ch. 276A as community's first FM educational channel. Action was response to petition by Alaska Public Broadcasting Commission, Effective March 15. Action Feb. 10.

- Carpenteria, Calif.—Broadcast Bureau assigned FM ch. 269A as community's first assignment. Action was

WATU: Chief of Broadcast Bureau extended to April 4 for filing responses to petition by Central Virginia Educational Television Corp. to reassign ch. 14 from Washington to Fairfax, Va. and to reserve it for noncommercial use (RM-2808). Action Feb. 3.

Maplewood, Georgetown, Cinnia and Conneaut, all Ohio—Broadcast Bureau proposed assignments of "chs. 63, 58, 17 and 64, respectively. Action was response to petition by Ohio Educational Television Network Commission. Comments are due March 21; replies April 11. Action Feb. 4.

Medford, Ore.—Broadcast Bureau proposed reservation of TV ch. 8 for noncommercial use. Action was response to petition by Southern Oregon Education Co. Southern holds permit for ch. 8. and town already has assignment for "TV on ch. 18. Bureau requests comments on additional proposal to delete noncommercial reservation for ch. 18. Comments are due March 21; replies April 11. Action Feb. 4.

WATU—WTV: (CAC-07947): WNEW-TV Atlanta; (CAC-07941): WNEW-TV TV, WQED Pittsburgh.

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Applications

Applications for obtaining of cable systems proposed assignments for chs. 63, 58, 17 and 64, respectively. Action was response to petition by Ohio Educational Television Network Commission. Comments are due March 21; replies April 11. Action Feb. 4.

WATU—WTV:央视 Bureau proposed reservations of chs. 8, 21, 25 and 63, 58, 17 and 64, respectively. Action was response to petition by Ohio Educational Television Network Commission. Comments are due March 21; replies April 11. Action Feb. 4.

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HELP WANTED MANAGEMENT

General Manager needed for small market FM in NW Ohio. Sales ability a requirement and would prefer announcing experience. Salary commensurate with experience and profit. Send resume to Box B-110, BROADCASTING.

Sales Manager ... We want a person on the way up who is currently successfully selling radio in a competitive market. We'd prefer you've never been a Sales Manager before. You'll take over our new Western Pennsylvania stereo FM station and make it every bit as successful as our powerhouse AM. Don't bother sending us a photocopied resume ... if you're interested in the job sit down at your typewriter and tell us who you are, where you are, what you've accomplished and why you think you're right for the job. If you can make it work, you'll find we're quite generous. Box B-112, BROADCASTING.

General Manager, $14,000-$22,000. College degree required. Small market daytimer that moves staff to major markets. Same happens degree required. Generous. Sending Manager before. You'll take over Gables Secretarial, Suite 124, BROADCASTING.

HELP WANTED SALES

Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal opportunity Employer. Contact: John Barger, GM, KXTV-10, P.O. Box 10, Sacramento, CA 95801 (916) 441-2345.


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 to eventual management and working ownership. WYED/WMKN, 1901 S. Shaw Rd., Rockford, IL 61111.

Afield, of competitive selling, then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration. Production: Good company benefits—room to grow. E-O-E. Send resume to Robert Boutilin, Drawer FF, Edna TX 77597, 512-782-3515.

Expanding Weekly Newspaper seeks energetic salesperson. Radio and/or newspaper experience will train right person—447-4311 or write Box 348, Newport, WA 99158.

Sales Manager for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls.Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: $700 per month, room and board, paid health insurance. E-O-E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

Midwest, FM Soul is looking for experienced Salesperson. To join area's top sales team. Gold opportunity for self-starter professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 312-923-1456.

Dynamic Salesperson For MOR station in central Florida. Contact Harry Morgan 615-523-1616.

CUSTOM JINGLE HOUSE seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs, No strings. BMG Box 947 Bryn Mawr, PA. 19010 215-528-9737.

Sales manager for Wisconsin travel resort area. Fine opportunity for aggressive young person or retiree. Some announcing required. Salary, commission & override. 312-584-1248 after 7 p.m.

WARM & BEAUTIFUL Monterey, CA. Highly rated 24 hour contemporary covering Carmel, Pebble Beach, Salinas and Santa Cruz has an opportunity to earn $20,000 per year. Must be successful, professional, ambitious salesperson with outstanding record in local sales. Call Mike Schultz 408-373-1243 or 5 p.m. P.S.T. or 408-849-3757 after 7 p.m. P.S.T.

HELP WANTED ANNOUNCERS

Strong Drive-Time, experienced personality for Contemporary MOR. Full-time. Dominant Station in good market. First phone, Equal Opportunity Employer. Contact: Box B-11 BROADCASTING.

Modern Country DJ PD-promo person wanted. Experienced and ready to work hard with a middle market winner. Resume to Box B-52, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

If you know rock and want to join a top rated Mid- west market station, please call immediately. Send resume immediately. BROADCASTING.

Maryland Small Market Station has announcement opening. Also, part time sales opportunity. Box B-80, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

Morning drive Announcer/Chief Engineer for well established Mid-Atlantic non-directional daytime CAQ. Fine opportunity. Salary commensurate ability. Send resume, requirements to Box B-108, BROADCASTING.

Talk Show Host. Midwest. Must have major market, major station experience. Box B-143, BROADCASTING.

Personality Radio Announcer/Newscaster—Maybe it's the impossible we search for: KCMO Radio, an equal opportunity employer, MI, is conducting a search for an individual to join our morning programming. Successful candidate must have a passion for life, current events and his fellow man; have the background and experience to convey his or her enthusiasm on the air ... radio. Express your interest in the job and Kansas City first! Please no tapes or phone calls. Address: General Manager, KCMO Radio, 125 E 31st Street, Kansas City, MO, 64105. Our people are aware of our search.


AM/FM Combo in medium college market in sunny Florida. Send resume. Box 422, FLORIDA AM/FM.

MOR Personality Station has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to John Wagner, WRMT, PO Box 263 Rocky Mount, NC 27801.

Beautiful Music Station in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSIV AM/FM, 26 S 4th St, Pekin, IL 61554.

Nationally recognized 50,000 watt modern country music radio station seeking mature, experienced, drive time air personality. Excellent fringe benefits and starting salary. Send complete resume and tape to: P.D. Johnny Gray, WYDE RADIO, 2112 11th Ave., S. Birmingham, AL 35205, Equal Opportunity Employer.

Wanted ... Announcer for alfornoon shift. Strong on the spot. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

N.E. Top 40/Adult AM has opened for experienced drive time announcer. Extra Pay for 1st ticket of sales experience. Send resume and tape to Post Office Box 1913, Atlantic City, NJ 08401.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.
Cincinnati MOR needs warm communicative announcer to work evenings. Must have good production talent. Send resume, references to Steve Drake, WLWA, P.O. Box 37346, Cincinnati, OH 45222. Susquehanna Broadcasting Equal Opportunity Employer.

WANTED DEPENDABLE ANNOUNCER with some experience. News & board work. 314-586-8577 for Msg. N.E. Illinois top rated C&W station looking for female or male DJ for air shift. Experience preferred. Excellent opportunity to work in a big city. Send resume and references to General Manager, 820 Myers Blvd, Springfield, IL 62701, EOE.

Smooth CW announcer—Virginia small market. Some production, sales if desired. Ideal rural community to settle, raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

Immediate opening for full-time announcer in North Eastern Michigan's vacationland. WOS, 523 Meadow Road, Tawas City, MI 48763. 517-382-5417.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automatic promotion and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

Chief engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.


Chief Engineer for expanding Southern broadcast company. Must be familiar with both AM and FM Stereophonic system automation equipment. Will be expected to oversee operations in two cities, 160 miles apart. Excellent benefits, congenial working conditions. Send background, qualifications, references, salary requirements to Box B-83, BROADCASTING.

Chief Engineer for FM Beautiful Music Station in Texas. Must be familiar with Automation equipment, and transmitter maintenance and repair. Ability to work on weekends a must. Send resume, references to Box B-84, BROADCASTING.

Chief Engineer. FM stereo with beautiful, modern facilities seeks an engineer to join our progressive, fast-growing group. Fantastic opportunity for a good staff engineer looking for his first chief's position. Southern New England. Box B-90, BROADCASTING.

Midwest Medium Market. Full charge chief engineer, MOR, 5kw-1kw, 3 tower nite directional. New equipment. Great location and working conditions. EOE. Send resume and current salary to Box B-128, BROADCASTING.

Major market 100,000 watt FM contemporary looking for chief. Excellent pay and benefits. Must be sharp! Box B-155, BROADCASTING.

Experienced Chief Engineer for three small market radio stations in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

Chief Engineer-experienced and qualified AM/FM Stereo, Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2005, EOE.

AUDIO ENGINEERS: The King Broadcasting Radio Group is seeking Audio Engineers for current and future engineering openings. Applicants must be technically experienced in AM and FM broadcast. Audio engineer essential digital expertise desirable. E.E degree desirable for some positions. If you would like to live and work in the beautiful Pacific Northwest, send resume and requirements: King Broadcasting Radio Group, 160 Harrison Klein, Box 24526, Seattle, WA 98124.

HELP WANTED TECHNICAL CONTINUED

Kentucky-AM/FM looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-245-5545.

University of Louisville needs first phone staff engineer. Duties include: FM, local public radio station and repair of audio-visual equipment. Requires 2 years related experience. Television experience helpful, but not required. The University of Louisville is an Equal Opportunity Employer.

Chief, with announcing ability for Western Washington small market station. New Equal Opportunity Employer. Male-Female, Call Dick Pust at 206-943-1240 between 9:30 am and 11:30 am PST only.

HELP WANTED NEWS

News person wanted for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.


Assignment Editor for top 60 market. College degree in journalism or related field plus five years experience in reporting and assignment or producing necessary. Applicant should have strong supervisory experience coupled with ENG knowledge. An Equal Opportunity Employer. Send resume and salary requirements to Box B-113, BROADCASTING.

Reporter/Photographer—three years experience in all phases of journalism in writing a definite plus. An Equal Opportunity Employer. Send resume to Box B-114, BROADCASTING.

Our News Department is No. 1 and we intend to remain there. An upcoming opening will require a person who would accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

Newsperson for award-winning New Mexico 50 Kw. Experience and ability to gather and deliver local news. Send tape to Young King, KBCO, Box 870, Roswell, NM 88201.

News/Talk KCNW is expanding its successful Kansas City format. Were looking for a drive-time anchor personality and a talk show moderator. Excellent on-air presentation, a solid broadcast background, and a desire to win are musts. Send aircheck and immediate references to Box 6230 Eby Street, Shawnee Mission, KS 66202. First Class license helpful. KCNW, a Starr Broadcasting Station, is an Equal Opportunity Employer.

Statehouse Beat reporter plus on-air anchor needed for strong award-winning station. Send resume and tape to David Arends, News Director, K-LM-5 Radio, PO Box 81604, Lincoln, NE 68501.

Radio News Vacancies at WHA Radio. 1. Local Affairs Reporter: provides coverage of local public policy issues. 2. General Assignment Reporter: produces radio news reports and longer radio features of an interpretive, analytical nature. 3. FM Producer/Editor: supervises WHA newsroom in afternoon and evening. 4. Producer/Kiosk, Telephone Programming: produces and hosts statewide telephone forum program. 5. State Editor: generates news and feature material from all parts of Wisconsin. Qualifications: vary from advanced degree and one year's experience in broadcast journalism to three to five years experience in broadcast journalism. Candidates with at least one year full-time experience at a CPB Qualified Public Radio Station preferred. Salaries range from $9,600 to $13,500, depending on experience. Deadline March 4, 1977. Write for application and details to: Jack Mitchell, Station Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

Newswriter: Experience a must! Strong background in gathering and writing essential. Not a 'rip 'n read operation, we want a hustler. Tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46017. 317-644-1255, An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Ambitious, Hard-hitting reporter, unending curiosity, dedication to excel. Not afraid to work or sleep on toes. Can think on his feet. In a position where he wants and needs to know clearly. Advancement opportunity. RTDNA award-winning news dept. Doug Breisch, WZM-Z 93, La Crosse, WI 608-782-0560, A Mid-West Family Station.

Director of News, public affairs wanted for central AM/FM, late evening, requirement, Box 5065, Charlottesville, VA 22903.

Immediate opening for News Director, strong on Human Interest and Actualities, Telephone, Talk, MOR. 5,000 Watts. Good Pay for Performer. Tapes and Resume to J. C. Smith, WJPS Radio, Box 3636, Evansville, IN 47725, EOE.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Bus Mgr/Bkr. Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

Continuity Director: Imagineers wanted. Do you want a creative challenge? We've got it waiting for you in the Midwest. But you've exper- ienced in all phases of creative copywriting. You'll also need the ability to administer your department with efficiency and insight as a big job brings big ideas. Send resume and copy writing samples with first letter to Box B-37, BROADCASTING.

Sports producer/director wanted for southern market. Experienced in baseball, hockey, basketball. Send resume to Box B-145, BROADCASTING.

Highly competitive, fast growing N.E. contemporary Now No. 1. Looking for research oriented PD for PM drive. Must be able to work with management as well as acts. Good pay new. Light market experience required. Box B-148, BROADCASTING.

Wanted experienced continuity-production man. Must be organized and creative and able to handle promotions and spots for AM-FM operation. Good change for promotion. Sound like you? Send resume, picture, and salary requirements to Box B-151, BROADCASTING.

AM/FM combo in medium college market in Sunny South. Needs top production person for copyproduction. Send tape, resume, reference to Mr. Gruhs/KKXZ Box 430, Ruston, LA 71270.

Producer-Director with minimum 2 years experience in all phases of programming and production. Must have跟进 and be a big job's big ideas. Send resume and references to: T. A. Vaughan, Vice President, Programming and Operations, WAND-AM, WAND-T, PO Box 4082, Decatur, IL 62525. An Equal Opportunity Employer.

Coordinator of Instructional production services for WHA radio. To assist in the design and writing of instructional audio materials, to prepare cost estimates for instructional audio productions, to serve as producer of instructional productions, to participate in WHA adult programming. Bachelor's degree. Demonstrated ability in radio/television script writing and instructional program design, and in radio production. Candidates with at least two years' full-time experience at CPB qualified radio station preferred. S&V 914.000. Application deadline March 15, 1977. Write for application and details to: Jack Mitchell, Station Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.


Radio Production Director: responsibility: editing, continuity, program design. Sensitivity to religious broadcasting required. Contact: Rev. George Von Kaenel, Sacred Heart Program, 3900 Westminster, Saint Louis, MO 63108 (314) 533-0320.
HELP WANTED PRODUCING, PRODUCTION, OTHERS, CONTINUED

Public Information specialist for WHA radio. Responsible for the coordination and distribution of all news and information for WHA Radio. Bachelor's degree in journalism, or five years experience in the communications field. Candidate must have strong skills in writing and editing; knowledge of advertising; ability to work effectively with the media; ability to plan and coordinate special events. Must be able to work with volunteers. Knowledge of broadcasting would be an advantage. Salary: $9000. Application deadline May 1, 1977. Write to Box 15, 111 South Main Street, Madison, WI 53706. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Jock, PBP, Sales, sales manager, station manager, general manager, understanding. Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

Station Rebuild Available Now. General manager with sincere successful record and background interest in MOR or Business AD. Contact with reliable company. Box B-7 BROADCASTING.

General Manager: Experienced competitor able to get job done. Top credentials. Stable and sober. Box E-3 BROADCASTING.

Want to manage a medium or small market MOR in the Midwest. 20 years proven success. Still employed. Box E-115, BROADCASTING.


Selling GM--Excellent track record and references in sales, administration and programming. Box B-141, BROADCASTING.

Solid pro, experience all phases radio Good announcer. BS studies: Broadcasting. 3rd endorsed, ready to move up to management, (CM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

Sales Manager desires a better major market opportunity. 28, 23, 5 years' major market experience. Cell nights, 717-675-4016.


Station or sales management with strong incentive program desired by growing broadcasitng with a broad background. Am capable of selling and communicating and building a staff to do the same. 816-646-6538 evenings.

SITUATIONS WANTED ANOUNCERS

DJ, 3rd phone, tight board, good news and commercials, ready now. Anywhere. Box H-5, BROADCASTING.

Intelligent midwest announcer looking for new experience in interview-talk radio. Friendly but not gabsby. Entertaining. DJ-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

Intelligent, creative determined announcer wants challenge in news/talk. Excellent voice and writing skills. Call Charles Tatter at 804-727-2751 or write Box B-92, BROADCASTING.

Capable PBP announcer, 4 years experience, seeks employment for combo baseball season, and next hockey and basketball season. Can double on news. Have tapes, resume. Box B-94, BROADCASTING.

Country announcer/music director. Looking. Experience. Third, Box B-101, BROADCASTING.

4 years in radio as PD, MD. Looking for DJ position at contemporary, medium or major market station. Box B-116, BROADCASTING.

Seeking advancement—in Northeast. Four years diversified experience. Two years announcing & air show, Top 40. Two years news rapport, writing, dependable. Single. Box B-127, BROADCASTING.

Experienced DJ, production, news. Trained, college grad. 3rd endorsed. Reliable. Gary Axtelbnk, 212-543-9667. Box B-144, BROADCASTING.

Have had two years in a small market on air and in sales. Have first phone ... Desire to return to MOR operation. Box B-149, BROADCASTING.

Broadcaster, experienced in all phases of Country and MOR radio, including programming and music. If you can afford a true professional send details. Box B-166, BROADCASTING.

DJ, 25, 3rd endorsed, some commercial experience, college, seeks adult contemporary, T&D AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74th, St. Jackson Heights, NY 11370, 212-446-8694.

Northeast Adult Top 40 Personality. 1 year Small Market, 3rd Endorsed. Norman, 212-629-1169.

Good pipes, looking for placement in small market. 3rd endorsed, College degree. Hard working. Send for tapes and resume, Bob Hamilton, 4265 High Meadows Terrace, Racine, WI 53406.

New Jersey Area—Looking for evenings and weekends; 5 years experience. All formats. News or programming. Must be within commuting distance of central Jersey. 201-855-7655.

California first phone seeking AOR, progressive country. Programming and sales experience too, Bob, 714-983-8420.


Radio-Television graduate seeking a position in Christian Broadcast Education. 35 years Professional Experience, interested in sound recording. Graduation in August. Send for resume to: Tom Tompkins, 1250 Joseph Ln, Kansas City, MO 64114. No description.

Dedication, four years experience. Good news, excellent jack, super excellent sportscaster. Willing to relocate. 517-224-2727.

Talented, enthusiastic, female DJ, needs first break to prove herself. Communications graduate, will relocate anywhere immediately. Call Karen 303—442-0193, 2940 19th Street, Boulder, CO 80302.

SITUATIONS WANTED TECHNICAL


Experienced Engineers will provide professional radio remotes in Indiana. We supply equipment. Box 1347, Bloomington, IN 47401.

SITUATIONS WANTED NEWS

Female sports director, MA, 3 yrs. major college PBP, sitcom & host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

News Director-Digger strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

Wonder Woman. One year NYC O&O newsroom writer; some AP Audio; two years reporting New Jersey station; two years print, one year cable TV. Seeking media/production spot. Northeast. Box A-275, BROADCASTING.

Editor—newsmen. Mature family man out because of NIS failure. College grad experienced in all phases broadcasting, including several years as AP Broadcast Editor. Tell me what you need. Box B-54, BROADCASTING.

This New York City FM News Director will join or lead a top-flight news operation. Northeast and Washington-area preferred. Box B-131, BROADCASTING.

Small College FM Sportscaster looking for 1st break upon graduating. 3 years PBP Football/Basketball, 2 yrs SD, 3rd endorsed, 3 yrs MOR, Contemp. DJ, Concer, AOR, Prefer Northeast, but will relocate Box B-142, BROADCASTING.

Major Market News Director. Seeking solid operation where employees are more than just payroll numbers. Take charge professional with 20 years news and programming experience. 1st Phone. Box B-154, BROADCASTING.

Aggressive news director wants more challenging job. Currently in small market. Not just a good voice, Can get the story, and write to fit any format. Also abilities and public affairs interviews. Not afraid to make waves, Self-motivated. Drop me a line. I'll get in touch. Box B-155, BROADCASTING.


News writer with 3 years experience, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich, 212-526-1381, daytime.

Hard-nosed, serious, experienced, literate news director, commentator, journalism BS. Seeks position in Washington area. Box 213, BROADCASTING.


HELP WANTED TECHNICAL

Ready! for advancement? California broadcast equipment maker looking for radio or television operating and maintenance people, with first class FCC license and minimum 5 years experience. Custom service-dealing daily with broadcasters, chiefs engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum 8 hours. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

Transmitter Supervisor for new VHFsatellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

Major television group looking for the very best in programming management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to larger markets. If you have already begun your management career and want to make an important move we are ready to talk to you. Women and minorities encouraged to reply. Box B-63 BROADCASTING.

Tape Maintenance Engineers with VR1200 experience and schooling for top market TV station and production house. FCC First Class Required. Box B-150, BROADCASTING.

HELP WANTED TECHNICAL CONTINUED


Studio maintenance supervisor needed at once to maintain studio equipment. PC VR 701200. CDL 1260 switcher, etc. Must be experienced. E.O.E. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Broadcast (TV) Engineers for employment in the Middle East. Positions for seven years of heavy maintenance and A/C, B/C, or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Must have on-air experience. Send resume and certificates to: Beta Service Intl., Sheldart Tower, Suite 1340, Minneapolis, MN 55426.

Studio maintenance engineer. Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switches, editors, ENG equipment, microphone and transmission equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

Chief all phases immediate opening, expanding in New Jersey. Min. 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

Chief Engineer to direct technical operations for VH station in top 50 market. Good educational background and supervisory experience necessary. Salary negotiable. Contact: WRAL Channel 5, TV, PO. Box 12000 2619 Western Boulevard, Raleigh, NC 27605. Personnel Department, 913-828-2511. An Equal Opportunity Employer.

Studio technician—First class FCC license. Studio experience and light maintenance. Send resume to WRDW-TV, Director of ENG, 1201 Baker St., Augusta, GA 30903 or contact Don Smith CFE 803-278-1212. An Equal Opportunity Employer.
HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production/Operations Manager, Need experienced, creative individual who can also handle people well. Good growth opportunity for right person. An Equal Opportunity Employer. Reply to Box B-165, BROADCASTING.

Wanted: Director of Special Events, February M/F. Montgomery, Promotion 8325, West Production/Operations Manager. Excellent fringe benefits, Affirmative Action. writer-cable television. Exciting, Intelligent, want to anchor! TV Telecommunications, 55427. Applicant must have past record of producing professional programs, including knowledge of film, location shooting, remotes. Sample reel will be requested, Contact Tom Scott, WTCN-TV. 441 Broadway, Minneapolis, MN 55427, 812-546-1111, EOE.

Promotion Director for major S.E. NBC affiliate. Must have extensive experience in sales and audience promotion and publicity. Creativity and the ability to work well with other departments important. A chance to grow with a major broadcasting company. Contact Steve Currie, WSFA-TV, PO Box 2566, Montgomery, AL 36105. Supply complete resume and salary requirements. An equal opportunity employer, M/F.

TV: Asistant – One year production experience, fluent in Spanish and background in S.E. FL. $5.50/hr. Send resume and training experience by February 18, 1977, to: Classified personel department, Clark County Sch. District, 2632 East Flamingo Road, Las Vegas, NV 89121.

Teaching position open fall 1977, Ph.D. or A.B.D. in broadcasting, college teaching and professional radio and television experience essential. Assignment includes management, programming, TV production, introduction to courses. Position involves active participation in faculty services, extensive counseling, publishing and research. Assistant Professor or Associate Professor. Contact: John A. Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. An Equal Opportunity/Affirmative Action/Equal Employment Opportunity Institution.

Director of special projects and development for WHA radio and television. Responsible for research, coordination writing and presentation of WHA Radio and University of Wisconsin Telecommunications Center broadcast and non-broadcast program projects to potential funding agencies. Bachelor’s degree preferred. Minimum of three years successful work experience in preparation and presentation of major grant proposals at the national level, plus a demonstrated successful record of obtaining governmental, foundation, and corporate support. Demonstrated broadcast continuing education and public broadcasting development knowledge, experience in administration, foundation and corporate support. Salary minimum: $21,000. Application deadline March 15, 1977. Write for application details to Ronald Brostien, General Manager, WHA Radio-TV, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.


SITUATIONS WANTED MANAGEMENT

I want to anchor! Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent. Box B-9 BROADCASTING.

Having management problems? Small market group makes weightier challenge. Proven track record, 19 years sales, news, programming, renewals and cable experience. Excellent education and background. Western U.S. preferred, but all areas considered. Box B-104, BROADCASTING.

SITUATIONS WANTED ANNOUNCERS

Former Major League Baseball Announcer with major college broadcasting experience, to relocate with sports minded radio and/or television station. Can offer broad experience: exciting in-game play by play; award winning sports shows and hard work. Box B-164, BROADCASTING.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocate creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of improving revenue objectives. Box B-50 BROADCASTING.

First Phone, desires maintenance, xmt or studio. East/Box B-85 BROADCASTING.

1st Phone Major Market experience – Family man – Ambitious Self Starter. Experience: Master Control to Vt Editing. Box B-89, BROADCASTING.

Director/ Switcher with First Phone desires position as Technical Director, Operating Engineer, or Major Market Cameraman. 8 years TV experience. Box B-118, BROADCASTING.

SITUATIONS WANTED NEWS

TV News Director immediately available for medium market in the East or number two slot in major market. Group production projects and sensitive to community issues. Box A-244, BROADCASTING.

Amherst ’76 Magna Cum Laude looking for entry-level television news position. Strong college print background. Capable of handling support column. Eager to learn challenging job. Good catch. Will relocate. Box B-127, BROADCASTING.

Editor-Writer with assignment and production experience. Prefer writing, thorough, because in the beginning and end, is the word. Box B-17 BROADCASTING.

Meteorologist, Young, Professionally clear and personable delivery of the weather, Radio and TV experience. VTR available. Box B-72 BROADCASTING.

Female 20’s Purdue grad looking for news job in television station. Media background in medium market. Anchor/reporter slot wanted and will relocate to get serious news responsibilities. Market size no problem as long as position has opportunities for advancement. Resume and VTR on request. Box B-85, BROADCASTING.

Successful news director seeks to relocate in south or west medium market. Superb credentials. Intelligent, thoughtful news management for solid, professional sales only. Experience upgrading all aspects of news operation, product. Box B-87 BROADCASTING.

Meteorologist. AMS seal. An experienced professional that is able to communicate at the viewer’s level and knows the value of public relations. Box B-158, BROADCASTING.

Female anchor/reporter, 2 yrs. medium market, MA, Film & ENG experience, wants to move. Box B-159, BROADCASTING.


SITUATIONS WANTED PRODUCING, OTHERS

Sports Director 3 AD years college credit, one year television, two years radio, both with PBS. 3rd class ticket. Super recommendations. Call: 304-647-7146.

Sports Anchor/Reporter. 4-year pro in television and radio sports currently in midwest medium market. Look at my checkbook before you hire. Bob Piesman, 3036 LaSalle, Rockford IL 61111, 815-875-5036.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Assistant director/producer, B.S. Communicate. Under a year’s commercial experience; willing to work way up in production. Creative, dependable and eager for break. Box B-60, BROADCASTING.

Production specialist: Direct, Switch, Audio, Lighting, Camera, Projection, Film, ENG, BS, MS, 26. Creative, Ambitious, Intelligent; Management Potential. Excellent References, Now. Box B-109, BROADCASTING.

Highly skilled director: 8 years excellent production background. Studio, remote, live, film, tap, ENG. Now directing top rated newscasts. Prime interest is directing weekday morning news, seeking position with strongly competitive, top market station. Tapes available. Box B-120, BROADCASTING.

Major Northeast Market, V.P., and Television Production Director seeks similar or Producer/ Director position. Market size not important, climate and security primary considerations. Extensive Film and VTR background. Agency experience. Excellent references, resume, demo, etc. Discreet replies to all inquiries. Box B-132, BROADCASTING.

Creative Directing or studio and remote production—i.e.; (film, ENG) 3 yrs experience, commercial, educational and Cable, seeks position Northeastern U.S. Steve Satell, 269 Capitol Ave, Meriden, CT 06450.

College grad, presently employed: Studio, control and on-air experience, seeks challenge and change. John F. Rice 1452 Beall Avenue, Wooster OH 44691 216-264-2477.

Dedicated, young, college graduate looking for entry-level television production position. Strong college and PTV production experience. Will relocate anywhere for right opportunity. Gary Gootz, 48 Draper Street, Springfield, MA 01106. 413-737-5236.

WANTED TO BUY EQUIPMENT

Want to purchase used stereo automation system. Automatic logging optional. Please supply details of equipment when inquired, and price asked. Box A-195, BROADCASTING.

Towers in Southwest, guyed, self-support, in air, on ground, all heights. 214-455-1402.

Paul Schafer wants to buy Schafer 800, 902, 903 automation systems used, also Ampexes and recent transmitters in good condition. Phone 714-454-1104 or write Schafer International, 5801 Sodalis Mnr., La Jolla, CA 92037.


FILM PROCESSOR, Good condition. Houston Fearless mini with tanks and mixer. T.F. Smith Jr., KRIS-TV, PO Box 840, Corpus Christi, TX 78403.

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and nuts, $22,500. Contact: M. N. Harp, 404 E. 5th, Idaho Falls, ID 83401 or phone 350-2055-1763.
FOR SALE EQUIPMENT CONTINUED

Build your own TV and radio production equipment.
Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. $1.00 brings our catalog of over 1,000 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

Color Mobile Van, 26', 3 Norclici PC-70 Cameras, Ward Switcher, McCurdy audio, complete, ready for use. $120,000.00. Matec, Inc., 205-956-2200.

2-Akai VTS-1508 complete ENG systems, excellent condition $450 each. 1-Akai spare camera for VTS-1508 system also excellent $220. We can supply the TBC and put you on the street with ENG for less than $25,000. Call us now, GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 305-425-1681.

Gates "President", B channel console, good condition, $2,300. Maze Corporation, 205-956-5500.

Collins SWK transmitter, 830-E. Stereo Perfect. Tuned and tested your frequency. $8,900. 601-362-2790 after 5. J. Boyd Ingrah, PO Box 2154, Jackson, MS 39205.

UHF TRF Transmitter - 12 KW by GE. Call 815-964-4191 or 815-956-9500.
Switcher - American Data ADC 556 with Chroma Key. Call 815-956-9500 or 815-964-4191.
Spare Color Tubes for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-956-9500.

RCA Switchers - two Custom RCA PM5 10 Switchers for both production and operations use, incl. rack equipment and cable. Call 815-964-4191 or 815-956-9500.

Audio - Ampex 801 2-track with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815-956-9500.

IVC 1 VTR Machines - one 875C, one 760, with TRI Editor. Low hours. Call 815-964-4191 or 815-956-9500.

UHF Transmitter - 30 KW GE television transmitter call 815-964-4191 or 815-956-9500.

(2) RCA TR-22 Quad's high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-956-9500.

(22) Motorola MV30 Transmitters: (33) Motorola MV30 Transmitters; (10) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete systems or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801.

(3) RCA TK-42 Color Cameras, with cam heads, ccd's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-98-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-956-9500.

CBS dynamic presence equalizer, Model 4500 New. Improve your sound $495 312-956-1546.

Two Schaefer 1200, Schaefer 800, Two IGM 500, CDX - all reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

3 High Band RCA TR-22 Video Tape Machines. 1 RCA TVM-1 Microwave System, Including dishes and 204 of hookup cable. Contact Bill Grisler, C.E., WGN®-TV, 504-622-8211.

Autogram stereo automation, Just three years old, in excellent condition. Contains three Revex decks, two random select carousels, two single cartridge players and control device. Includes one stereo cartridge recorder with 150 Hz auxiliary tone for recording commercials. System was purchased to execute beautiful music format but will handle any reel to reel format. Autogram can supply parts or update if needed. Price $10,000. Cash. Contact Charles Fletcher, W LIN, Jackson, MS 301-982-7336.

FOR SALE EQUIPMENT CONTINUED

RCA TP-6 and Eastman 275 Projectors needed. MATEC, Inc. 205-956-2200.

Color Mobile Van, Stripped, 34', Cab Over, Excellent Condition, Must Sell Immediately, $20,000. MATEC, Inc. 205-956-2200.

Color mobile van, network used, complete and ready for service, no VTR's, complete inventory on request, priced for quick sale at $120,000. MATEC, Inc. 205-956-2200.


GE Transmitter, 3 kw, modified for use with V605000 finals. Usable as a standby transmitter or operational when taken out of service. Not stereo. $1000, plus shipping. Contact Chuck Warren, Fountain Valley School, Colo. Spgs., CO 80911. 303-992-3461.

Two new Revox A-77 professional tape recorders Nr. 1102, 2 track stereo with pre-amp, under warranty. $600 each. Contact: Carlos McNeill, Rt. 2, Box 722E, Lenoria, NC 28645, 704-758-0067.

COMEDY

Depayes: New, sure-fire comedy! 11,000 classified one liners. $10, Contact Fred Grinold Orin, 2788-B West Roberts, Fresno, CA 93711.


Hundreds have renewed! We guarantee you'll be funnier. Free! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, prizes, or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc.

Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

INSTRUCTION

RBI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb. 14. Student rooms at each school.

RBI 61 N. Pineapple Ave., Sarasota, FL 34077. 813-955-5922.

RBI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Our 40th year! Complete radio production and announcing training. Don Martin School of Communications! Six fully equipped, modern radio studios, full time resident studio & classroom instruction by media experienced professionals. Classes monthly, VA, approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028, 213-462-3781. Not a "workshop" or "seminar", but fully qualified and approved school.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Omega State Institute, FCC first class license and studio training. 30% placement success! 23rd East Grand, Chicago, IL 312-321-9400.


1st class FCC, 6 wks, $540.00 or money back guarantee. VA approved. Nat'l Inst. Communications, 11488 Oxard St., N Hollywood, CA 91606.


INSTRUCTION CONTINUED


RADIO

Help Wanted Management

We are seeking a general manager with heavy sales experience to operate a small market AM-FM that are part of a group. We own large market stations and advancement is possible. We offer the opportunity for earning an equity position in our corporation. Send resume, salary requirements to Box 3-107, BROADCASTING.

Aggressive salesmanager needed for Eastern PA, medium market AM station. Must have proven ideas and track record for generating sales and business. Excellent opportunity for management and training sales staff who will be given complete control of department. $15,000 plus override. First year capability easily $25,000.

Box B-111, BROADCASTING

Sales Manager: Top 40 market, group owner. We are looking for a strong manager to guide, direct, develop, train, and motivate our sales staff. Manager will assist general manager in regional and national selling efforts. Manager must have working knowledge of ratings, budgeting, traffic, and standard business procedures. Manager will be a planner and analyzer. Strong opportunity for advancement. Send resume and salary requirements to:

Donald S. Kane
Vice President, General Manager
WJAR-AM
176 Weybosset St.
Providence, R.I. 02903

Help Wanted Announcers

If you're good at jockeying and production and anxious to connect with the number one Top 40 rocker in Toledo, contact Bunkie Anderson at WOHO immediately. EOE.

419-255-1470

Help Wanted News

Broadcasting faculty member, start fall 1977. Should have an interest in teaching news writing, production, cinematography, Professional experience desirable. Masters or Ph.D. Salary competitive. Special academic year appointment; no assurance that appointment will lead to permanent tenure-leading position. Contact Larry Walkin, Chairman, Broadcast! Sequence. School of Journalism, University of Nebraska-Lincoln, Lincoln, Neb. 68588. An equal opportunity affirmative action employer. 

Broadcasting Feb 21 1977

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Help Wanted News
Continued

BAY AREA RADIO STATION
IS LOOKING FOR A CREATIVE NEWS PERSON WITH JOCK BACKGROUND. THIS PERSON MUST HAVE THAT SPECIAL ABILITY TO BECOME PART OF THIS PERSONALITY STATION.
SEND TAPES AND RESUMES TO: RONNI RICHARDS K L O K RADIO P.O. BOX 21248 SAN JOSE, CA 95151 AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing, Production, Others

CHIEF PROMOTION WRITER/DIRECTOR OF COMMUNICATIONS

Fast growing consumer entertainment medium seeks a broad-gauged, creative strategist with excellent promotion writing skills, thorough knowledge of the advertising strengths of all media, and practical experience in developing persuasive programs in print, broadcast, and direct mail.
This key position offers an attractive salary, comprehensive benefits, and excellent potential for advancement.
If qualified, please reply in confidence to our recruiting consultant:

Box B-97, BROADCASTING

Help Wanted Technical

KTLA GOLDEN WEST VIDEOTAPE DIVISION
MAINTENANCE ENGINEERS

Expansion of syndicated and network program production facilities and acquisition of new technical equipment require the addition of two highly qualified maintenance engineers; one for videotape, one for general engineering.
Familiarity in videotape should include all major AMPEX machines, VR-2000, AVR-1, ACR-25 as well as time code editing and SLO-MO equipment.
General engineering experience should include PHILLIPS and RCA live cameras, RCA telespin, GRASS VALLEY switching and terminal equipment.
Both positions require demonstrable experience of five or more years. Digital schooling or experience is very desirable including knowledge of DEC and DG minicomputers. FCC 1st Phone required.
Salary range from 24-28K with excellent benefit and retirement program.
Please send complete resume and salary history to Edward H. Henity, Director of Engineering KTLA, 5800 Sunset Blvd. Hollywood, CA 90028.
KTLA is an equal opportunity employer—M/F

Because of rapid corporate growth and a dramatic increase in our business, CCA Electronics Corporation is in immediate need of skilled personnel in the following areas:

AM-FM-TV transmitter design engineers
These positions are for experienced professionals with proven ability in high power transmitter and solid state design technology.

Broadcast sales administrators
We require experienced broadcast engineers with radio and/or television background, good organizational skills desiring growth into a sales career. Successful candidates should have polished communications skills and a desire to work with broadcasters and their product requirements.
Please reply with resume, salary history and any pertinent details to CCA Electronics Corporation, 176 Jersey Avenue, Gloucester City, New Jersey, Attn: Mr. Art Silver, or feel free to visit us at Booth 201, Sheraton Park during NAB.
Situations


Selling General Managers

Position Wanted:
20 years experience. Looking for my first general managers position. Small/midmarket. 41, family, honest, stable, 1st. Phone. Must be long term, take charge position. Personal interview required. Possible investment. Box B-137, BROADCASTING.

GENERAL MANAGER


Situations Wanted Announcers

Adult Personality Who Understands Moderation
Currently morning drive in Top 30 market. Seeks responsible Country. Adult Contemporary or MOR. Call 716-873-6858 or write Box B-117, BROADCASTING.

IT TAKES A POLISHED PERSONALITY . . .
Smooth and articulate pro for Adult Rock/Contemp. MOR. Tight and top of things. A journeyman.
Bob Mason (518) 943-2032
We Deliver

Situations Wanted Technical

MINORITY CHIEF ENGINEER
Of Top 50 Network Affiliate seeking new challenge in equipment sales. New England Territory preferred. Box B-103, BROADCASTING

TELEVISION

Help Wanted News

NEWS EDITOR/ANNOUNCER
(Also Need Reporter)
California, medium-size market, network station has immediate opening for experienced TV news person to serve as News Editor. Will also cover an assigned "beat." Must be qualified for some anchor work. Salary up to $15,000—depending on experience and anchor capabilities.
Reporter position also calls for TV news experience, shoot, edit, etc. If qualified to serve as anchor sub, so much the better. Salary in $10,000-$11,500 range. Company has excellent fringe benefit plan.

AN EQUAL OPPORTUNITY EMPLOYER M/F
If interested and experienced in TV news, send complete resume (in strict confidence) including work-salary history to:
Box B-157, BROADCASTING

Help Wanted Sales

LOCAL TV SALES OPPORTUNITY
WANE-TV, Ft. WAYNE
A Corinthian Station, A CBS Affiliate
Here's an excellent opportunity for an aggressive self starter to build a meaningful sales career.
We prefer two or three years of broadcasting sales experience, but drive, enthusiasm and a strong, positive sales approach are your most valuable assets for the position.
Resume and compensation history, please to:
Mr. Joe Tonsing, Local Sales Mgr.
WANE-TV
2915 S. State Blvd.
Ft. Wayne, Indiana 46808
An Equal Opportunity Employer

Help Wanted Management

Major television group looking for the very best in programing management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large markets.
If you have already begun your management career and want to make an important move, we are ready to talk to you.
Women and minorities encouraged to reply.
BOX B-45 BROADCASTING

Manager

Technical Operations

One of the nation's leading communications corporations has a highly visible administrative position for a professional who can supervise diversified broadcast engineering technical projects. Will also modify and improve current technical equipment . . . participate in long-range project planning . . . and interface with engineering personnel at both corporate and divisional levels.

Ideal candidate will complement in-depth knowledge of audio, video, RF and digital systems with an engineering degree and 5 or more years experience. 1st class FCC radio telephone license required.

Salary fully commensurate with experience and qualifications. We also provide excellent benefits and the potential for advancement to other engineering functions within the corporation. Position is based in New York City. Send resume including salary history to:

Box B-169, BROADCASTING. An equal opportunity employer, m/f

Help Wanted Programing, Production, Others

ARE YOU THE BEST?

We're looking for on-air communicators for the Group-W Stations' Evening, The MTWTF Show especially in Baltimore, Pittsburgh and Philadelphia. We're looking for people who are as adventurous as this new prime time show has been—fresh people who know how to make stories and who love to tell them. We're looking for the best. It that's you, don't phone, send an audition cassette with letter to...

Evening Executive Producer
KPX
2655 Van Ness Ave.
San Francisco, CA 94109
An Equal Opportunity Employer

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Situations Wanted Management

**STRONG,** experienced, TV general sales manager, with excellent track record with dominant stations in Top 10 Markets looking for position. Experienced both in affiliated and indie operations. Will increase your sales at the highest possible unit rates. Finest of references. Reply in confidence.

Box B-121, BROADCASTING

**Help Wanted Programming, Production, Others Continued**

**TV Personnel Needed**

Religious Broadcaster has continuing need for experienced, professional personnel in all areas of TV programming, production, engineering, promotion, advertising and accounting. Minimum 3 years of experience in major markets.

Box B-139, BROADCASTING

**Situations Wanted News**

**News is my life**

Add life to your news!

A news pro, ready to anchor and/or report. Currently, top rated news radio morning drive anchor and part time TV, both in Top 25 market, a 13-year veteran at 32! Current with ENG. Box B-122, BROADCASTING

**NEWSPAPER TURNED SCHOLAR WANTS RETURN TO TV CAREER**

Educated, but no egghead! 28, married, ambitious self-starter. B.A. Journalism (Radio-TV-Film), Master of Education, Doctoral study underway. Have had sixteen months experience as TV newsman with network affiliate. Morning anchor, general news, news features, film, writing, editing, some talk show, some sports. Broadcast excellence awards. Some special interest radio for American community abroad. Want news, public affairs, educational programming, or related position. PTV or commercial. Career oriented. Long-term employment desired. Presently University employee. Write Box B-147, BROADCASTING.

**Audience Research**

**INCREASE SALES**

with a customized PRS audience survey . . . from $329.90

Professional Research Services

6806 S. Terrace Rd. Tempe, Az. 85283 (602) 828-4003

**Miscellaneous**

**FOR SALE**

One SPOTMASTER 610B TELCO and one 605B TELCO, all solid-state, with 15 channels contained in upright steel mobile cabinet. Also a supply of spares (circuits) and a 500B RECORDER-PLAYBACK, a PORTAPAK 3, and cartridge winding equipment, plus mikes, assorted accessories, and wiring diagrams. Used only 6 months. Original cost $10,000. Located in Boston. MAKE OFFER. Phone (617) 426-7868.

RECRUITMENT ADVERTISING, INC.

PARK SQUARE BUILDING

BOSTON, MASS. 02116

**Equipment For Sale**

**BARGAINS**

Have automation equipment available at fantastic bargains. Send stamped self-addressed envelope for list to: George Spelvin, KSTT, Inc., PO. Box 3788, Davenport, 52808.

**Wanted To Buy Equipment**

**WE WANT TO BUY A GOOD, RECENT 30 KW UHF TRANSMITTER**

UHF station owner, are you increasing power on your UHF station?

Are you using a recent 30 KW transmitter for a standby?

Will offer top price.

CONTACT BOX A-273

BROADCASTING

**Wanted To Buy Stations**

San Juan, Puerto Rico

Metropolitan AM

Cuadros & Cuadros

PO. Box 621

Old San Juan, Puerto Rico 00902

Top Money Through Terms

Owner-operator to be, experienced in all phases. Majority Interest. South preferred.

Box B-119, BROADCASTING

Broadcasting Feb 21 1977
### For Sale Stations

| **SITKAN/1932** | 
|---|---|
| **Brokers, Consultants & Appraisers** | **Los Angeles** / **Washington** |
| **Contact:** William L. Walker | **Suite 508, 1732 DeSales St., N.W., Washington, D.C. 20036** 202-233-1893 |
| **NEW YORK STATE** | **1,000 Watt AM Daytime Pre-Sunrise—Fully Automated** |
| **BOX A-237, BROADCASTING** | **MEDIA BROKERS APPRAISERS** |
| **RICHARD A. SHAHEEN** | **615-894-7511** |
| **312-467-0040** | **CABLE TELEVISION/MALE** |
| **BROKERAGE** | **TELEVISION/PAY T.V.** |
| **FINANCIAL MANAGEMENT SYSTEMS** | **ENGINEERING/ASSETS MANAGEMENT** |
| **DESKTOP COMPUTER SYSTEMS** | **3530 N. Michigan Ave. Chicago Ill. 60613** |
| | **312-362-3100** |

### For Sale Stations (Continued)

<table>
<thead>
<tr>
<th><strong>SMITH COOPER ASSOCIATES</strong></th>
<th><strong>TECHNICAL SERVICES</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>1353 Seoul Drive, Atlanta, Georgia 30341</strong></td>
<td><strong>731 S. Massa, Key Biscayne, Fl.</strong></td>
</tr>
<tr>
<td><strong>303-361-2181</strong></td>
<td><strong>33149</strong></td>
</tr>
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</tr>
<tr>
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<td><strong>FOR SALE STATIONS</strong></td>
</tr>
<tr>
<td><strong>H. L. Townend, Jr.</strong></td>
<td><strong>CONTINUED</strong></td>
</tr>
<tr>
<td><strong>Box A, Parsons, TN 38363</strong></td>
<td><strong>101, watt-daytime</strong></td>
</tr>
<tr>
<td><strong>901-847-3621</strong></td>
<td><strong>Box 850-Albany, Ga.</strong></td>
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### For Sale Stations (Continued)

<table>
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### For Sales Stations

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<td><strong>Fulltime Daytime East Coast</strong></td>
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</tr>
<tr>
<td><strong>PO Box 42401, Cincinnati, OH</strong></td>
<td><strong>11 Year Terms</strong></td>
</tr>
<tr>
<td><strong>45242</strong></td>
<td><strong>in reply include bank</strong></td>
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<tr>
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### For Sales Stations (Continued)

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<tr>
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### For Sales Stations (Continued)

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## Stock Index

### Broadcasting

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exch.</th>
<th>Closing Wed. Feb. 18</th>
<th>Closing Wed. Feb. 9</th>
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<th>P/E ratio</th>
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<td>3/4</td>
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<td>73 1/8</td>
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**TOTAL**

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**TOTAL**

### Broadcasting with other major interests

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<tr>
<td>JW</td>
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<td>0 1/4</td>
<td>+ 1/4</td>
<td>0 1/4</td>
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**TOTAL**

### Cablecasting

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<th>P/E ratio</th>
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<td>1/8</td>
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<tr>
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**TOTAL**

**Approx. shares outstanding (000)**

**Total market capitalization (000)**
### Programing

<table>
<thead>
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<th>Company</th>
<th>Stock Symbol</th>
<th>Closing Wed.</th>
<th>Closing Fri.</th>
<th>Net Change in week</th>
<th>% Change in week</th>
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<tbody>
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**TOTAL** 210,251

### Service

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<th>% Change in week</th>
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**TOTAL** 59,601

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**TOTAL** 954,003

### Standard & Poor's Industrial Average

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**Notes:**
- Over-the-counter bids prices supplied by Chicago Stock Exchange.
- Yearly high/low are drawn from trading days
- Stocks may vary by day.
- Prices are based on earnings per share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcastings's own research. Earnings figures are exclusive of extraordinary gains or losses.

**Broadcasting Feb 21 1977**
As luck would have it: David MacDonald of Sony

David K. MacDonald, general manager of Sony Corp.'s broadcast division, believes in being in the right place at the right time. And he believes that, as luck would have it, he's been there on several important occasions.

To hear him tell it his career has been one break after another, taking him in rapid if somewhat unusual jumps from his first job as a teacher to one as point man for the world's largest electronics company's leap into the broadcast equipment market. Despite Mr. MacDonald's talk of lucky accidents, however, it seems clear that he also took advantage of the opportunities that came his way.

Certainly the first turning point of his career—the decision not to become a teacher—was his responsibility alone. He tried teaching high-school history for six months while finishing degree work at his hometown Boston University, then, as he says, "I decided I'd rather go to work for a living." Marriage in his junior year of college "sort of necessitated it," he says.

He joined the personnel department of the State Mutual Life Insurance Co. of Worcester, Mass., in 1965, a company that just happened to be one of the first to use video-tape recorders for training and recruitment. In short time, Mr. MacDonald was in demand at various business-society meetings as a speaker on video-tape applications. "I became an instant guru on industrial training," he says. "The fact was I may have known about one paragraph more than the other guys."

But in 1965 video tape was still a new field, and gurus of any sort were scarce. In 1966 Mr. MacDonald took on that role officially when he moved to Cramer Electronics in Newton, Mass., a major supplier of industrial components that had found itself with too many early-model consumer video-tape recorders on its hands. Mr. MacDonald was hired to find industrial uses for the oversupply, and he did.

Starting as a salesman of VTR equipment of schools and businesses (Ford Motor Co. bought 5,000 of the recorders), he sold about $200,000 worth in his first year. By the time he left the company eight years later, its sales in the video-recorder market had grown to about $2 million a year and his job had evolved into general manager of a new division.

"The minute we changed our orientation from retail to industrial the business ballooned very fast," he says. Business "was there—just waiting. That's what I mean about being in the right place at the right time."

Having become a big purchaser of equipment from Sony during that period, Mr. MacDonald had developed the contacts which led, once he got "restless" at Cramer, to a position as Midwest sales manager for the giant Japanese-American corporation. And again, Mr. MacDonald says, luck was on his side.

Sony had at that time, he says, two slots open—one in San Francisco and one in Detroit. "I had never been to either, so like a dummy, I said, 'Where do you need me the most?' and he said Detroit. Actually, that stupid remark turned out to be perfect, because what happened was that Detroit was the kind of region where nothing had been done in a long time, so if you did anything at all, you were a hero. So I only stayed there one year and was promoted [in 1974] to product manager for the video division."

That promotion took him to New York, where he was responsible for refining existing Sony video products and developing new ones—or as Mr. MacDonald puts it, "to keep on the evolutionary cycle in terms of equipment." And it was the evolutionary cycle of video equipment that, once again, caught Mr. MacDonald in the right place at the right time.

Early in 1974 Sony had brought out some U-matic tape editors and recorders for its usual industrial and educational markets. But it started getting calls from broadcasters, primarily the networks, saying they thought there was some application of this equipment for broadcast. "Since there was no one at Sony who handled broadcast, that stuff was shuttled back to the product planning department," says Mr. MacDonald, "and I got the phone call. Lucky guy.

"It was obvious—it would have been obvious to a 12-year-old, frankly—that this potential business was absolutely enormous." Within a year, Sony was into broadcast. "It's history now," he says. "ENG was one of the most successful ventures that anyone ever made in broadcasting. We sold over $20 million through our dealer structure of those kinds of products in the first two years—and that's a lot of money!"

What brought Sony's equipment so suddenly to the broadcasters' attention was the development in 1973 of a time base correction unit by Consolidated Video Systems that made the industrial-use VTR's being marketed by Sony adaptable to broadcast.

Seeing the long-term growth potential in the market, Sony created its own broadcast division in 1975 and appointed Mr. MacDonald its general manager. The new division immediately began developing equipment especially for broadcasters, including a Sony time-base corrector to go with its own ENG systems, and began marketing its products directly to users—the first nondealer marketing Sony had ever done. Mr. MacDonald says the broadcast division now does over $1 million a month in sales.

To stay on top of the market, Mr. MacDonald usually arrives at his office at 7 a.m. and puts in a 10-hour day, besides working many weekends. A tall, powerfully built and red-haired son of an English mother and Scottish father who came to America in the early 20's, he is articulate and philosophical about the world of broadcast electronics, but quieter about his family life. He lives in Park Ridge, N.J., and when asked what he does when he's not working he said, "I've been working for the last couple of years, to tell you the truth. There's a lot of travel—I go to Europe once a year and Japan two or three times a year—and that doesn't leave you a lot of time."

And, if business goes as well as Mr. MacDonald thinks it will in the next few years, he's not likely to be finding much more free time for a while.

"The elevator's going up and the doors are open pretty wide," he said. "And actually, we fell into it every step of the way. I'd like Morita [A. Morita, Sony's chief executive officer and chairman of the board] to think that I personally was responsible for all this, but we all know better. Most lives are accidental!"
A matter of perspective

Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, last week got a sampling of the conflicting advice he is destined to get in his projected rewriting of the Communications Act. The occasion was a panel session at the annual conference of the National Association of Television Program Executives. Mr. Van Deerlin was there to hear a dozen proposals ranging from the creation of a new executive department overseeing communications to the retention of the present act and its creature, the FCC.

As Mr. Van Deerlin must by now realize, everybody will want to get into the Act before he commits a final draft to paper. There are FM interests that want the law to make manufacturers build FM capability into all radio receivers, UHF television interests that want the law to make manufacturers build UHF detente tuners into all television sets, land-mobile and personal-communications interests that want the law to allocate more spectrum space to the dispatch of diaper trucks and inanities of CB chatter, but why go on? Any communications enterprise that isn’t getting all it wants right now from the FCC is likely to be found pleading its case for a mention in Mr. Van Deerlin’s legislation.

All this is, of course, to be expected in response to Chairman Van Deerlin’s original description of his project as a “basement-to-penthouse revamping of the Communications Act of 1934” (Broadcasting, Aug. 9, 1976). That announcement implied a judgment that the present act was obsolete and in need of total replacement. Nobody with a stake in the communications business will stay silent if it is assumed that the future of communications regulation is to be radically rearranged.

People would be less nervous if Mr. Van Deerlin were beginning a review of the serviceability of the present act. It is altogether probable that a review could lead to the conclusion that the Communications Act of 1934 is in need of more than fine tuning. Mr. Van Deerlin could clear the air if he publicly scaled down his legislative ambitions.

First things first

Whatever else is to be done with the Communications Act of 1934, repeal of the act’s pernicious Section 315 demands immediate attention. The predicament of the League of Women Voters, recounted in this publication a week ago, emphasizes the need for action.

The League of Women Voters, it will be recalled, volunteered to sponsor debates between Jimmy Carter and Gerald Ford in 1976 after the FCC ruled, in a sensible reversal of an earlier opinion, that debates arranged under such auspices could be broadcast as exemptions to Section 315’s requirement that all other presidential candidates must be given equal time. The FCC ruled, at last correctly, that debates between major candidates for the Presidency qualified as news events which the Congress removed from the equal-time law in 1959.

Once precipitated into the debate sponsorship by the ruling of one federal agency, the League of Women Voters ran afoul of the regulations of another. The Federal Election Commission ruled that the league could accept no funds from corporations or labor unions to finance the staging of debates. The league fell $100,000 short of expenses in its public fund raising and has now asked a federal court to declare the election commission’s ruling illegal.

Whether the Federal Election Commission’s ruling was right or wrong, the root problem here is Section 315—which, by current interpretation, transforms a presidential debate from a news event, when arranged by a nonbroadcaster third party, to a non-news event if arranged by a broadcaster. If any of the broadcasting networks and stations that carried the Carter-Ford appearances had been a party to the arrangements, every nonentity running for President would have been entitled to equal time.

The League of Women Voters would have been spared the expense and trouble of its contrived role in the 1976 debates if Section 315 had been erased from the books before the 1976 campaign. The members of the 95th Congress could display a genuine interest in progressive legislation by repealing Section 315 before the next election year.

Everybody’s laboratory

The world of cable television has for years envisioned a day of two-way communication offering a multiplicity of programs and services to subscribers. From time to time, seers have proclaimed the day to be virtually at hand, like a week from next Tuesday, but thus far it has failed to materialize.

Now comes Warner Cable Co., a company of considerable substance, with the announcement that it will begin offering a multichannel two-service late this year to 100,000 subscribers in Columbus, Ohio, with expansion to other areas to follow (Broadcasting, Feb. 14). Thirty channels, Warner says, can link subscribers to a computer-equipped studio and enable them to play games, participate in programs, take tests, order up specific programs and information, even be tied into home fire protection and security systems.

Coming from Warner, this is not to be dismissed as the sort of blue-sky prospect that has often come from cable promoters in the past. This company is obviously investing a lot of money to make it work, and it wouldn’t do so without confidence in the outcome. Cable operators and broadcasters will follow developments to see, first, how well the technology performs and, second but equally critical, how subscribers respond to the possibilities and whether they will want and use the new services enough to pay for them. A lot of future could be decided in Columbus, Ohio.
The beautiful voice of Leslie Uggams, with fabulous music by Jimmie Haskell, have made "EASTER IS!" a classic spring special. "EASTER IS!" brought Benji and Waldo to over 150 markets last year. Viewer response followed with over 400,000 letters! This animated musical adventure is prime time quality, with proven sponsor interest. Now is a great time to sell "EASTER IS!"

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