either music or all-talk.
Back in 1922, WSB Radio introduced sports broadcasting to Atlanta. For more than 55 years, WSB has provided the most comprehensive sports coverage in the south—more than 300 play-by-play events yearly. Atlanta Flames, Atlanta Braves, University of Georgia Football, NFL Football, NCAA Basketball, High School Football, The Masters and the Atlanta Open, World Cup Tennis, Road Atlanta Races, All the Big Bowl Games, Plus Sportscasts and Special Reports on Radio 750 dozens of times daily. What's more, courteous WSB Staffers answer more than a thousand sports questions from listeners every week. It's just part of being a good citizen and a dedicated broadcasting leader. WSB RADIO, THE SPORTS VOICE OF THE SOUTH!
A Christmas Carol

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

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

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

“Impressive . . . artful . . . enchanting . . . acclaimed . . . a classic.” — TV Guide

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

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

WORLVDISION ENTERPRISES INC.

The World’s Leading Distributor for Independent Television Producers

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Mexico City, Munich, Rome
WEBN & WCMF join these leading T-L stations in The Top 50 Markets:

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

WEBN... fantastic in Cincinnati:
*1 Men, 18-34
*1 Men, 18-49
*1 Adults 18-34
*1 Adults 18-44

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

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

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

The Week in Brief

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

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

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

CAR RADIO □ Even though the automobile manufacturers weren't too much in evidence last week when Congress reopened its inquiry into AM-FM sets in cars, broadcasters were. Left: NAB Board Chairman Donald Thurston offers his testimony. Right: Conferring with Representative John Breckinridge (second from right) were David Markey, NAB; Matt Coffey, National Public Radio, and J.T. Whitlock, Kentucky Broadcasters Association. PAGE 26.

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

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

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

BOUNCED BACK □ An appeals court in Washington sends the 10-year-old Sparks-Reno cable-carrriage case back to the FCC with an admonition that in making the denial the commission had not adhered to its own rules and procedures. PAGE 35.

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

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

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

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

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

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

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

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

PROONENT OF BLACK ENTERPRISE □ When Gene Jackson was approached to establish a black radio network in the early 1970's, he had positive ideas about its ownership, management and programing. The success of the National Black Network in the years since attest to the wisdom of its president and chairman. PAGE 73.
WWBA AM/FM
Serving America's 17th ADI, Tampa/St. Petersburg

America's #1
Major Market
Good Music Station*

proudly announces
its new association with

The Christal Company

America's #1
Volume Ranked Select
List Radio Representative

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

Media brokers are handling exceptional volume of station sales in what one called "busiest year in trading history." Howard Stark, who engineered $69-million purchase of Rust Craft Greeting Cards Co. by Ziff-Davis Publishing Co. (BROADCASTING, Sept. 19), says sales he's announced so far this year total $111.4 million. Blackburn & Co., which negotiated $57-million Harte-Hanks buy of Southern Broadcasting Co. (BROADCASTING, Aug. 29), tallies with about $88 million at this time. R.C. Crisler & Co. is next with $33.2 million since January—including $49.6-million Knight-Ridder purchase of Pooles Broadcasting (BROADCASTING, June 27).

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

Overload

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

Twilight

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

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

Repair job

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

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

Reducing plan

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

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

Havens provided

Although details remain to be worked out, it appears that merger of Office of Telecommunications Policy into Department of Commerce will not cost anyone his job. Early on, reorganization team memo stating that 19 OTP employees would be shifted to Commerce and six more to White House indicated that more than 20 permanent and temporary employees would be on street, unless they had found jobs elsewhere when reorganization takes effect Oct. 17.

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

Inflation note

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

Canadian caper

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

Obsolete?

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

Staff members who are preparing item for commission's consideration late in October feel that present commission would vote to repeal policy. But by end of October, Charles Ferris will be chairman and Tyrone Brown may well be new member. And they could change odds.
We’re still the one. And 27 Emmys prove it.
Outstanding Single Performance By A Supporting Actress In A Comedy Or Drama Series
OLIVIA COLE
Roots—Part 2

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ABC Television Network
**Business Briefly**

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

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

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

**Martha White** □ Division of Beatrix foods will feature its Martha White baking products in nine-week TV drive starting next month. Noble-Dury & Associates, Nashville, will station spots in 40-50 markets during all day parts. Target: women, 25-49.

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

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

**Taylor Wine** □ Company is scheduling six-week TV campaign beginning in mid-October. Kenyon & Eckhardt, New York, will place spots in about 35 markets during all day parts. Target: adults, 18 and over.

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

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

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

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

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

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

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

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

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

**Riceland Foods** □ Company focuses on its Riceland Rice in four-week TV buy beginning in early October. Noble-Dury & Associates, Nashville, is scheduling spots in 16 markets during day fringe and...
He'll cost us $21,000 to put through public school. And he may turn out illiterate.

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

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

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

Cause for alarm? Metromedia Television thought so.

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

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

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

In New York, for instance, our series on the cost of crime has led to improvement in the administration of criminal justice.

Our station in Cincinnati helped kids get summer jobs.

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

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

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

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

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

Metromedia Television

New York, Ch. 5, WNEW-TV
Los Angeles, Ch. 11, KTTV
Washington, Ch. 5, WTTG
Minneapolis/St. Paul, Ch. 11, WTCN-TV
Kansas City, Ch. 9, KMBC-TV
Cincinnati, Ch. 19, WXIX-TV

Estimate of $21,000 per pupil provided by the National Center for Education Statistics.
prime time. Target: women, 25-54.

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

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

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

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

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

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

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

**Samsonite** Company is featuring its luggage in three-week TV push beginning in late November. Walter Thompson, New York, will schedule spots in nine markets during fringe time. Target: adults, 25-54.

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

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

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

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

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

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

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

### Radio only


**Harrah's** Casino entertainment resort plans six-week radio drive to begin in mid-October. Air Corp., Reno, is placing spots in at least 15 markets including Los Angeles, Salt Lake City and Seattle. Target: adults, 35-49.

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

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

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

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

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

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

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

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

---

**BAR reports television-network sales as of Aug. 28**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 28</th>
<th>Total dollars week ended Aug. 28</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>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>150</td>
<td>$847,400</td>
<td>4,916</td>
<td>$30,633,500</td>
<td>$23,840,600</td>
<td>+28.5</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>1,007</td>
<td>13,054,700</td>
<td>33,975</td>
<td>491,434,900</td>
<td>399,208,500</td>
<td>+23.1</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td>274</td>
<td>5,068,300</td>
<td>10,427</td>
<td>230,464,000</td>
<td>192,388,600</td>
<td>+19.8</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>90</td>
<td>2,540,300</td>
<td>3,408</td>
<td>121,012,100</td>
<td>97,230,400</td>
<td>+24.5</td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>19</td>
<td>663,500</td>
<td>724</td>
<td>34,418,900</td>
<td>28,978,500</td>
<td>+18.8</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>410</td>
<td>25,355,700</td>
<td>14,354</td>
<td>1,112,911,100</td>
<td>911,635,700</td>
<td>+22.0</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 p.m.-Sign-off</td>
<td>229</td>
<td>4,781,300</td>
<td>6,985</td>
<td>150,252,700</td>
<td>129,529,000</td>
<td>+16.0</td>
</tr>
<tr>
<td>Total</td>
<td>2,179</td>
<td>$52,311,200</td>
<td>74,789</td>
<td>$2,171,127,100</td>
<td>$1,783,112,300</td>
<td>+22.0</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcast Sep 20 1977 12
# WGN Television

**America's #1 independent station.**

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

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

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

The science of selling the masses with music

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

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

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

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

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

In fact, the song, as recorded by a group called the New Seekers, first for the actual commercial, and later as a pop song, became the biggest hit that particular group ever had. The Coke song tends to stall the product ID off for a significant time. Coke, with its continuing strong market position, can afford to do this, as can a company like Kodak, which sells photography more than itself in some of its pitches. A lot of viewers and listeners probably tend to think automatically of Kodak when they think of picture-taking and film. For these kinds of products, this institutional approach makes very good sense.

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

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

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

Popular styles definitely influence commercial creativity and production. It starts sometimes with the client actually asking that his commercial be made "to sound like a record," and it goes from there. Today, for instance, the biggest and possibly fastest-growing factor in the popular record business is the disco sound. We’ve used this kind of material very effectively ourselves. Others are doing it too. A good example of this would be Braniff Airlines, which recently introduced a new commercial that almost sounds more like a record than a spot, until they get to the word "Braniff."

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

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

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

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

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

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

And for the agency creative forces, the ones who grind out the sell, writing popular music and producing it for the mass market—as we sometimes do in our shop—just to give them the added sharpness to make their bread and butter commercials better too.
American Women in Radio and Television. Featured speakers will include Donald Thurston, board chairman, National Association of Broadcasters; Barbara Newell, Wellesley College president, and Robert M. Bennett, WCVB-TV Boston, Beekman Hilton, Pittsfield, Mass.

Oct. 1 — Deadline for entries, U.S. Television Commercials Festival, information and entry forms: 1008 N. Beltwood Avenue, Bellwood, Ill. 60104; (312) 544-3561.

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

Also in October


Oct. 3-4 — Southwestern regional convention of National Religious Broadcasters. Skirvin Plaza hotel, Oklahoma City Contact: David Webber, Box 1144, Oklahoma City 73101.


Oct. 5 — Televising advertising seminar sponsored by WMFT-TV Cedar Rapids, Iowa; KWWL-TV Water- line Iowa and KORC-TV Cedar Rapids, Iowa. Featured speakers will include Pete Cash, Television Bureau of Advertising; Tom Swafford, National Association of Broadcasters; Louis Valdez, Teleshop Information Office; Jim Mocarski, ARB, and Stan Peterson, Nielsen, Roosevelt Royale, Cedar Rapids. Second separate session will be held Oct. 6 at Conyne Center, Waterloo.

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

Oct. 5-9 — Information Film Producers of America national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90028; 774-2266.

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

Oct. 7 — Regional conference of NBC TV and affiliates. Omni international hotel, Atlanta.


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


Oct. 12 — New England Cable Television Association fall meeting. Highway hotel, route 93, Concord, N.H. in-
To the 71 writers, producers, directors, performers and craftsmen whose efforts on behalf of NBC have earned them Emmy Awards in 21 different categories…

Congratulations!

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

Thank you!

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

There's more to come!

NBC
NBC Emmy Winners
Outstanding Lead Actor in a Drama Series
James Garner - The Rockford Files

Special Classification, Outstanding Program Achievement
The Tonight Show Starring Johnny Carson

Outstanding Comedy-Variety or Music Series
Van Dyke and Company
Byron Paul, Executive Producer
Alain Bye, Bob Einstein, Producers

Outstanding Writing
Anne Beatts, Outstanding Writing
Jerry Burling, Manuel Martinez, William Butler

Outstanding Special - Drama
Marilyn Bergman - Sybil/The Big M
Jacqueline Babbin, Producer
Peter Dunne, Philip Capice, Executive Producers

Outstanding An Direction
Karl Lane
Stewart Stern - Sybil/The Big Event

Outstanding Achievement
Chuck Droege
Electronic Camerawork

Outstanding Achievement in Graphic Design and Title Sequences
Garber, Don

Outstanding Achievement in Short Form Editing
Banfield, John

Outstanding Individual Achievement
Kaufman, William E.

November

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


Nov. 11 - Two-day conference on the future of American Broadcasting, to be held at the University of Tennessee, Knoxville. The conference will be attended by over 1,000 broadcast executives and will be sponsored by the Broadcasting Department of the University of Tennessee. For more information, contact Dr. George Shuman, University of Tennessee, Knoxville, Tenn.

Nov. 14 - The American Society of Composers, Authors and Publishers will hold its annual meeting at the Waldorf-Astoria Hotel, New York. For more information, contact ASCAP, 201 East 42nd Street, New York, N.Y. 10017.

Nov. 16 - The National Association of Broadcasters will hold its annual meeting at the Hyatt Regency Hotel, Chicago. For more information, contact NAB, 1755 Massachusetts Ave., N.W., Washington, D.C. 20036.

Nov. 18 - The Broadcasters Foundation will hold its annual meeting at the Biltmore Hotel, New York. For more information, contact BF, 901 Fifth Ave., New York, N.Y. 10021.

Nov. 20 - The National Association of Broadcasters will hold its annual meeting at the Sheraton-Capitol Hotel, Washington, D.C. For more information, contact NAB, 1755 Massachusetts Ave., N.W., Washington, D.C. 20036.

Nov. 22 - The American Society of Composers, Authors and Publishers will hold its annual meeting at the Waldorf-Astoria Hotel, New York. For more information, contact ASCAP, 201 East 42nd Street, New York, N.Y. 10017.

Nov. 24 - The Broadcasters Foundation will hold its annual meeting at the Hyatt Regency Hotel, Chicago. For more information, contact BF, 901 Fifth Ave., New York, N.Y. 10021.

Nov. 26 - The National Association of Broadcasters will hold its annual meeting at the Sheraton-Capitol Hotel, Washington, D.C. For more information, contact NAB, 1755 Massachusetts Ave., N.W., Washington, D.C. 20036.
Limited ambitions

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

The editorial suggests that we are proposing expansions of executive powers in communication and information policy making. This is simply not true. We have suggested nothing that exceeds current executive authority. Only Congress could mandate an expansion of power, and we have proposed no new legislation.

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

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

In response

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

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

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

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

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

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

In fact—we’re writing a lot of books lately—for Storer-Cox-Meredith-Heftei-Combined-Fetzer-Midwest TV-Pacific Northwest-McCoy-General Electric-New York News (Tribune Co.)—just to name a few.

THE BOOK IS THE KEY
It comes first—it’s the research—it’s the position paper—it’s the station profile—it’s the market profile—it’s the battle plan—it’s the coordinator—it’s the map—it’s the formula—it’s the prescription —it’s the answers—it’s the truth, the whole truth.

THE BOOK IS THE PLAN
It’s an approach—it’s a guide—it’s a step by step—it’s “who we are, where we’re going and why we’re here” —it’s everybody moving in one direction—It’s our goal—it’s a unified station effort—it’s a media plan—it’s a professional, detailed, precise marketing plan for the station and the market.

THE BOOK IS THE CONCEPT
It’s a total Image Concept—it’s a single image projection—it controls, molds and shapes feelings—it’s a state of mind—it’s the consolidation of all station communication—it’s the look and sound of today—it’s chiseling an exact imprint—it’s projecting an emotional image—it’s simple, precise and consistent—it’s new textures—it’s a catalyst for involvement—it’s new meaning to station activity—it’s continuity and permanence.

THE BOOK IS CREATIVITY
It’s music for news, movies, special programs, IDs, image builders, songs, multiple donuts, stingers, tags, wraparounds, public affairs, public service, etc.
It’s video optics for news, movies, promos, public affairs, public service, IDs, shared IDs, wraparounds, etc.
It’s cinematography for image promos, IDs, special program opens, special effects.
It’s graphics for TV Guide, newspaper, billboards, bus sides, stationery, business cards, envelopes, sales folders, information sheets, personality sheets, testimonial sheets, rate cards, giveaways, signs, etc.
It’s a totally coordinated image creation for one station—one market.

THE BOOK IS SUCCESS
It’s increased morale—it’s increased ratings—it’s increased revenue—it’s a new station.

Let us write your book. You won’t be able to put it down.

Creators of the following copyrighted Music Packages:

**TV**
- Alive
- Is Yours
- Strong
- Belongs
- Stands Alone

**Radio**
- Let Us Be Your Music
- Today/Yesterday
- Someone To Turn To
- Sunsound VI
- Beautiful Music I
- Newsfirst
- Lo Maximo

All are available as music, music and graphics, or as a Total Image Concept.

**ETERS PRODUCTIONS, INC.**
8228 Mercury Court, San Diego, California 92111. (714) 565-8511
BIG BOX OFFICE.

Century 9—A powerful list of 30 recent motion pictures.

29 off-network features, 1 first run, all in color (25 available immediately.)

☆☆☆

Including Butch Cassidy and the Sundance Kid
Hello, Dolly! ★ Cinderella Liberty ★ Doctor Dolittle
Tora! Tora! Tora! ★ The Paper Chase

☆☆☆

20th Century-Fox Television
**DELTA IS READY WHEN YOU ARE.**

WITH DELTA AIR FREIGHT THAT OFFERS YOU MORE PRIME TIME FLIGHTS TO MORE PRIME MARKETS. Delta covers 90 prime markets throughout the Western Hemisphere. Few shipments are too large, none are too small. Pickup, delivery available.

WITH DELTA AIR EXPRESS THAT GUARANTEES SHIPMENT ON THE FLIGHT YOU CHOOSE.

Airport-to-airport or door-to-door. Local pickup, delivery available. Shipments accepted up to 90 minutes before flight departure time.

WITH 3D’AIR FREIGHT (DELTA DENSITY DISCOUNT)™ THAT GIVES YOU 40% OFF REGULAR FREIGHT RATES. Shipments with a density of 25 lbs. or more per cubic foot get 40% discount. Applies to non-containerized shipments of 250 lbs. or more.

WITH DASH (DELTA AIRLINES SPECIAL HANDLING) THAT GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY. Up to 90 inches width + length + height is acceptable, at airport ticket counters up to 30 minutes before flight time, 60 minutes freight terminals.

Ship prepaid or collect, cash or approved credit. COD, RFC, Signature Service, advanced charges and excess valuation on request. DASH shipments prepaid.

---

**ROLAND IS READY FOR ’78**

WITH THE ONLY OUTDOOR SHOW:

... successfully bartered for the last three years!

... that reaches more total men per 100 viewing households than any other outdoor program.* (83 of 100)

... That is already cleared for Jan, 1978 in St. Louis, Atlanta, Sacramento/Stockton, Milwaukee, Kansas City, Charlotte, Louisville, Wichita, Amarillo, Joplin, Wichita Falls/Lawton, Columbus, Abilene and San Angelo.

The Show: **FISHING WITH ROLAND MARTIN**

send or call for a cassette and see for yourself.

**CONTACT:**

James Stunkard
J. Clyde Parker
S. P. I.

6216 South Lewis
Tulsa, Oklahoma 74136
(918) 743-8938

---

**Exception**

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

In the last paragraph you state, “Within the broadcasting establishment there is a growing recognition of minority aspirations and a willingness to correct old prejudices and slights.” I resent your pleading guilty on my behalf to the prejudices towards and slights to minorities. I am neither guilty of nor responsible for either.


---

**Record-straightening**

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

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

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

---

**Who’s to blame?**

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

Let’s face it. Blaming television for all of society’s problems is like blaming dogs for the world’s dung-control problems. Dog-control problems and poor study habits are people problems. People turn television sets on. People can turn them off. Parents cannot limit the time and times youngsters watch television.

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

It’s time broadcasters stopped thinking of themselves as being attacked from the outside and begin to illustrate the industry’s role as a working part of society. And, at the same time, accept and react to criticism involving industry practices. — Russ Groe, broadcast producer/coordinator, Oklahoma State University, division of public information, Stillwater.
The New Standard for Improved TV Signal Transmission

Harris' Circularly Polarized Television Antenna

Custom built and tested, Harris' Cavity Backed Radiator (CBR) circularly polarized television broadcast antennas offer the very finest in television signal transmission and reception.

- Excellent axial ratio
- High power handling capabilities
- Outstanding horizontal circularity
- Superb control of vertical pattern

Problem areas will notice significant reduction of ghosting effects. In addition, signal-to-noise ratios in fringe areas are improved. And the extremely wide bandwidth inherent in the Harris design permits multiplexing of any two or more stations in the VHF high band channels.

For complete information about the Harris circularly polarized TV antenna, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.
Top of the Week

Viewers go back to the old as new season goes on

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

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

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

In the week of Sept. 15-21, the highest rated new program was ABC's Carter Country debut on Sept. 15 (Thursday, 9:30-10). Carter followed a special two-hour premier episode of Welcome Back, Kotter which dominated its time period with a 42 share, and Barney Miller, which also won with a 36. Redd Foxx, the third most popular new show after Soap that week, also won its time period following Carter, but the audience by then had begun drifting back to CBS's Hawaii Five-O and Barnaby Jones, which closed the evening at a 33, one share within point of Foxx's. NBC's untitled line-up that night—ChiPs and the Rock Music Awards, weren't even close, with 24 and 26 shares, respectively.

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

The next most-watched programs in the week of Sept. 15-19 were CBS's Lou Grant (Tuesday, 10-11) and Betty White (Monday, 9:30), both of which have a familiarity advantage as spin-offs from Mary Tyler Moore. Grant, however, followed M*A*S*H in its premiere Sept. 20, and pulled a 34 share. White premiered Sept. 12, before NFL football started, with a sizable 36 share against NBC's made-for-TV movie, "Billy: Portrait of a Street Kid." A week later, against ABC's NFL game and NBC's "Gable and Lombard," she slipped to a 27.

NBC, meanwhile, took both Mondays on the strength of Little House on the Prairie, which won over material each time (ABC's Lucan and San Pedro Beach Bums and CBS's Don't Boone) with 33 and 37 shares respectively.

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

Richard Pryor (Tuesday, 8-9) scored a 24 as NBC's lead-off show of the night on Tuesday, Sept. 24, at a point above his premiere-show rating a week earlier. And NBC's new Oregon Trail lead off Wednesday night, Sept. 21, with a special two-hour premiere and turned in 15.1/25, followed by the premiere of Big Hawaii, which drifted in with a 10.8/18.

Other lead-off losers among the new programs were NBC's CHiPs (Thursday 8-9), which turned in a 14.3/24 on Sept. 15, and CBS's Don't Boone, with a 15.5/26 Sept. 12 and a 13.6/22 Sept. 19. A possible exception to the rule may be ABC's San Pedro Beach Bums (Monday, 8-9), which premiered Sept. 19 with a 28 share, which may increase a point or two because of delayed broadcasts in some markets due to live coverage of the NFL football game.

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

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

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating/Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laverne and Shirley (ABC)</td>
<td>31.9/51</td>
</tr>
<tr>
<td>Charlie's Angels (ABC)</td>
<td>26.5/43</td>
</tr>
<tr>
<td>Happy Days (ABC)</td>
<td>29.9/49</td>
</tr>
<tr>
<td>Welcome Back, Kotter (ABC)</td>
<td>25.0/42</td>
</tr>
<tr>
<td>M<em>A</em>S*H (CBS)</td>
<td>24.2/37</td>
</tr>
<tr>
<td>Three's Company (ABC)</td>
<td>24.2/37</td>
</tr>
<tr>
<td>ABC Sunday Movie: &quot;Young Joe&quot; (ABC)</td>
<td>23.7/39</td>
</tr>
<tr>
<td>All in the Family (CBS)</td>
<td>23.2/38</td>
</tr>
<tr>
<td>Little House on the Prairie (NBC)</td>
<td>23.0/37</td>
</tr>
<tr>
<td>Barney Miller (ABC)</td>
<td>22.4/36</td>
</tr>
<tr>
<td>Carter country (ABC)</td>
<td>22.0/35</td>
</tr>
<tr>
<td>Soap (ABC)</td>
<td>20.8/32</td>
</tr>
<tr>
<td>60 Minutes (CBS)</td>
<td>20.6/38</td>
</tr>
<tr>
<td>Eight is Enough (ABC)</td>
<td>20.6/35</td>
</tr>
<tr>
<td>Saturday Night at the Movies: &quot;Rooster Cogburn&quot; (NBC)</td>
<td>20.3/39</td>
</tr>
<tr>
<td>Judge Roy Bean (CBS)</td>
<td>20.1/35</td>
</tr>
<tr>
<td>NFL Football (ABC)</td>
<td>20.0/35</td>
</tr>
<tr>
<td>Redd Foxx (ABC)</td>
<td>20.0/34</td>
</tr>
<tr>
<td>Lou Grant (CBS)</td>
<td>19.9/34</td>
</tr>
<tr>
<td>Big Event: &quot;Gable and Lombard&quot; (NBC)</td>
<td>19.9/33</td>
</tr>
<tr>
<td>Barnaby Jones (CBS)</td>
<td>19.9/33</td>
</tr>
<tr>
<td>Starsky and Hutch (ABC)</td>
<td>19.2/37</td>
</tr>
<tr>
<td>Rockford Files (NBC)</td>
<td>19.1/34</td>
</tr>
<tr>
<td>Quincy (NBC)</td>
<td>19.0/34</td>
</tr>
<tr>
<td>Hawaii Five-O (CBS)</td>
<td>18.9/30</td>
</tr>
<tr>
<td>Family (ABC)</td>
<td>18.7/31</td>
</tr>
<tr>
<td>The Making of &quot;Star Wars&quot; (ABC)</td>
<td>18.8/35</td>
</tr>
<tr>
<td>Six Million Dollar Man (ABC)</td>
<td>18.6/30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating/Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maude (CBS)</td>
<td>18.4/28</td>
</tr>
<tr>
<td>Bionic Woman (NBC)</td>
<td>18.1/38</td>
</tr>
<tr>
<td>Betty White (CBS)</td>
<td>18.1/27</td>
</tr>
<tr>
<td>Ruffery (CBS)</td>
<td>17.9/30</td>
</tr>
<tr>
<td>San Pedro Beach Bums (ABC)</td>
<td>17.6/28</td>
</tr>
<tr>
<td>A Killing Affair (CBS)</td>
<td>17.5/29</td>
</tr>
<tr>
<td>Good Times (CBS)</td>
<td>16.9/29</td>
</tr>
<tr>
<td>The Girl in the Empty Grave (NBC)</td>
<td>16.7/27</td>
</tr>
<tr>
<td>Walt Disney (NBC)</td>
<td>16.3/29</td>
</tr>
<tr>
<td>Logan's Run (CBS)</td>
<td>16.1/29</td>
</tr>
<tr>
<td>Chico and the Man (NBC)</td>
<td>15.7/28</td>
</tr>
<tr>
<td>The Waltons (CBS)</td>
<td>15.6/26</td>
</tr>
<tr>
<td>Rock Music Awards (NBC)</td>
<td>15.5/26</td>
</tr>
<tr>
<td>ABC Friday Night Movies: &quot;Curse of the Black Widow&quot; (ABC)</td>
<td>15.3/27</td>
</tr>
<tr>
<td>Oregon Trail (NBC)</td>
<td>15.1/25</td>
</tr>
<tr>
<td>Richard Pryor (NBC)</td>
<td>14.9/24</td>
</tr>
<tr>
<td>Sanford Arms (NBC)</td>
<td>14.7/28</td>
</tr>
<tr>
<td>Big Block: &quot;Life Goes to War&quot; (NBC)</td>
<td>14.6/24</td>
</tr>
<tr>
<td>Hardy Boys/Nancy Drew (ABC)</td>
<td>14.5/27</td>
</tr>
<tr>
<td>Uncle Tim Wants You (CBS)</td>
<td>14.3/30</td>
</tr>
<tr>
<td>CHiPs (NBC)</td>
<td>14.3/24</td>
</tr>
<tr>
<td>Wonder Woman (CBS)</td>
<td>13.7/25</td>
</tr>
<tr>
<td>Don't Boone (CBS)</td>
<td>13.6/22</td>
</tr>
<tr>
<td>Operation Petticoat (ABC)</td>
<td>11.7/24</td>
</tr>
<tr>
<td>Fish (ABC)</td>
<td>11.0/24</td>
</tr>
<tr>
<td>Big Hawaii (NBC)</td>
<td>10.8/18</td>
</tr>
<tr>
<td>May Day at 40,000 Feet (CBS)</td>
<td>10.4/20</td>
</tr>
<tr>
<td>Fitzpatricks (CBS)</td>
<td>9.2/15</td>
</tr>
</tbody>
</table>
surprises for the week.

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

NBC's other nightly win of the week (three in all) came the next night, which led off with the closing episode of the two-part Bionic Woman season (and network) premiere. CBS won Sunday night by dominating early with its faithfuls, 60 Minutes and All in the Family, both of which had 38 shares. Once ABC got through Washington: Behind Closed Doors and began fitting in its series the week ended with a surprise, the two-part Bionic Woman season (and network) premiere. CBS won Sunday night by dominating early with its faithfuls, 60 Minutes and All in the Family, both of which had 38 shares. Once ABC got through Washington: Behind Closed Doors and began fitting in its series the week ended with a surprise, the two-part Bionic Woman season (and network) premiere.

The commission began looking into the question two years ago, in response to the lobbying for pay cable interest to the networks were denying them an opportunity to bid on feature films through the exclusivity provisions of programming contracts. The commission began looking into the question two years ago, in response to the lobbying for pay cable interest to the networks were denying them an opportunity to bid on feature films through the exclusivity provisions of programming contracts.

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

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

The commission noted that the disappearance of those rules has created a new situation. Pay cable rules in one form or another had been in effect from 1970 until last May. Accordingly, the commission said, it wants to see what happens in the absence of regulatory restraints, such as those limiting pay cable largely to films less than three and more than 10 years old.

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

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

The vote was 5-10, with Commissioner Joseph Fogarty concurring and Chairman Richard E. Wiley not participating. The chairman, who is expected to leave the FCC in one or two weeks, said he does not think it appropriate to vote on major items as he goes "out the door.

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

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

NABET, ABC agreement in prospect

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

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

Details of the package were not disclosed. NABET members must ratify it before it becomes effective, and the 1,800 NABET members at the ABC radio and television networks and the ABC-owned stations are scheduled to vote on it today (Sept. 26). Results of the balloting will be announced Wednesday. A NABET spokesman said that if the proposal is approved, workers will be back on the job Saturday, ending a four-and-a-half-month walkout.

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

The walkout has taken its toll on NABET members. Most earned a base of $401 weekly. The loss of salary for each day was $7,600. ABC had offered the Nine members $7,200 that would have jumped the base pay to $528 in the final year.

FCC decides for time being to stay out of network exclusivity

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

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

The commission began looking into the question two years ago, in response to the lobbying for pay cable interest to the networks were denying them an opportunity to bid on feature films through the exclusivity provisions of programming contracts.

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

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

The commission noted that the disappearance of those rules has created a new situation. Pay cable rules in one form or another had been in effect from 1970 until last May. Accordingly, the commission said, it wants to see what happens in the absence of regulatory restraints, such as those limiting pay cable largely to films less than three and more than 10 years old.

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

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

The vote was 5-10, with Commissioner Joseph Fogarty concurring and Chairman Richard E. Wiley not participating. The chairman, who is expected to leave the FCC in one or two weeks, said he does not think it appropriate to vote on major items as he goes "out the door.

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

But in the end, the item was adopted as presented by the staff.
Are car makers gypping public on AM-FM radio?

That question that dominates House antitrust unit hearing

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

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

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

On this issue, he said, the public interest is in having car radios equipped with both AM and FM. The congressman said he was encouraged to hear that General Motors plans to install AM radios as standard equipment in its Chevette model and added he hopes that will lead eventually to standard AM and FM radios. If the auto companies do not move in that direction voluntarily, he said, his subcommittee "will once again look into a legislative solution in the next session of Congress."

After the hearing, Mr. Van Deerpel said the "legislative solution" he had in mind would be in the context of his subcommittee's over-all review of the Communications Act.

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

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

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

Philip Rubin, director of engineering research for the Corporation for Public Broadcasting, cited preliminary figures from an NAB-funded study by Booz-Allen Applied Research showing that the actual costs of producing car radios are fractions of what the auto manufacturers charge.

Total costs for parts, assembly and alignment of one car AM radio were $14.37. A comparable AM-FM radio cost $22.13. Yet the list price for those radios were $77 and $155, respectively, he said.

Under those conditions, there is no freedom of choice, argued Matt Coffey, senior vice president, National Public Radio. Of 203 public radio stations, 181 are on the FM band. Yet "I do not have the freedom of choice to purchase an FM-only radio," he said. He added that a radio without FM capacity is only half a radio.

"There's only one radio service in this country. It just happens to be on two bands."

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

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

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

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

His hyperbole reflects the enthusiasm with which the assignment is regarded—"the most interesting and, over the next decade, the most challenging government will have," said Dr. Harman (the former head of Harman International Industries). Unlike energy, which is a problem of shortage, he said, telecommunications represents a "problem of abundance, with technology producing an "explosion" of services. Staying on top of it, he said, "requires a man—or woman—of vision and competence."

Adds fellow searcher Charles Linn Haslam, the department's general counsel, the candidate must have "the ability to administrate a new unit, [be] capable of handling the technological side [and know] government service, a sense of what being in government means."

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

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

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

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

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

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

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

"We're talking about the right to eat a hamburger," Mr. Mitchell said, "But the right to economic power." He said that "now may be the time to press real hard" on the issue of minority interests in broadcasting.

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

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

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

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

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

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

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

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

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

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

He also affirmed a point raised earlier by Mr. Shooshan that involvement of the Small Business Administration in financing stations, a subject the SBA has said it will be considering, may be a mixed blessing. The chairman warned of "heavy government involvement" in the business affairs of broadcasters if the SBA does start providing loans.
Representatives of National Association of Broadcasters TV code board emerged from separate meetings with network TV chiefs feeling that networks aren't planning to undercut NAB's effort to win reductions in TV sex and violence. "I guess I feel more comfortable," NAB TV code board Chairman Robert Rich (KNX-TV Duluth, Minn.) said. "I don't think they're on a headlong, pell-mell path to sex." Mr. Rich, James Conley of Meredith Broadcasting, New York, and Wallace Jorgenson of WFMV-TV Charlotte, N.C., met with Robert Wussler and Van Gordon Sauter at CBS; Frederick Pierce, Fred Silverman, James Duffy and Alfred Schneider at ABC; Herbert Schlosser, Robert Mulholland, David Adams and Herminio Traviares at NBC.

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

Buffalo Evening News Inc. has sold WBBM-AM-FM Buffalo, N.Y., for $4 million. Sale, upon FCC approval, will complete disposal of broadcast properties of late Mr. and Mrs. Edward H. Butler. Estate previously sold WBBM-TV to publisher Robert Howard for $25.5 million and co-owned newspaper to Warren Buffett for $33 million. Buyer of radio stations is group of local investors headed by attorney, Arnold B. Gardner. WBBM is on 530 kHz with 5 kw fulltime; WBBM-FM on 102.6 mhz with 110 kw Broker: Vincent J. Manno.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

One rationale offered for seeking information on revenues and expenses in connection with various functions is that it would permit sounder policy-making. For instance, the proposal to drop VHF channels into a number of markets has been criticized as likely to affect the ability of existing stations to provide public service programming. Specific information on the revenues and expenses of local programming would, commission officials say, enable the agency to deal with that question more intelligently.

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

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

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

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

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

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

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

Van Deerlin's team draws prime billing on NAB circuit

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

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

Beginning in Chicago, Oct. 13-14, NAB undertakes its annual series of six regional fall meetings, each with complete separation between radio and TV. There will be the usual workshops on selling, promoting, programing and news. But a major emphasis this year will be on Washington, where Representative Lionel Van How to. A one-day seminar on license-renewal procedures, co-sponsored by the National Association of Broadcasters and the New York and New Jersey state broadcast associations attracted 109 paying customers to the Otesaga hotel in Cooperstown, N.Y., Sept. 10. Taught by the team of three Washington legal experts—Russell Egan of Kirkland, Ellis & Rowe, Peter Tannenwald of Aren't, Fox, Kinther, Plotkin & Kahn and Richard Wyckoff of the NAB legal department—the broadcasters got a review of FCC ascertainment procedures, renewal forms and the model EEO program. Taking turns behind the microphone were: (1 to r) Glenn Wolfe, EEO specialist in the FCC Broadcast Bureau; Bob Peebles, WWOX-FM-Albany, N.Y., president of the New York State Broadcasters Association, and William O'Shaughnessy of WVOX-FM-White Plains, N.Y., a member of the NAB radio board. This was the second in a series of three regional seminars on license renewal seminars, which continue today (Sept. 26) in Harrisburg, Pa. NAB plans to take the program to other regions next year.

Broadcasting Sep 26 1977 29
Deerlin’s (D-Calif.) Communications Subcommittee is currently engaged in hearings on the Communications Act review project.

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

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

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

- A luncheon with Himan Brown, creator of such early radio dramas as Inner Sanctum and The Thin Man, and lately CBS Mystery Theater.
- A question-answer session, with NAB President Vincent Wasilewski asking the audience questions on legal problems, radio code problems and operating procedures.

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

- A session on making better use of the telephone, with Terri Zaneski, a specialist with AT&T.
- A dozen workshops with titles such as: “Ideas You Can Sell for Up to $10,000 Each;” “How to Promote Your Station on a Banana Peel;” “Tips on Mining the $3 Billion Co-Op Mountain;” “Wanted: Ideas for Accelerating Radio Growth to a $3 Billion-Plus Business;” “The Hostage, the Terrorist and the Broadcaster;”

For television managers, NAB plans:

- A session forecasting TV’s economic future, with a securities analyst, a member of the National Sales Advisory Committee, staff members of the Television Bureau of Advertising and broadcasters.
- A session by the National Association of TV Program Executives forecasting the future of TV programing in an era when costs are rising and product is decreasing.
- A session about future impact on TV of technologies such as electronic newspapers, cable and satellites.
- A session by the Radio Television News Directors Association on the place of TV news in police activities.
- A session on dealing with public criticism, touching on such current TV controversies as sex and violence, minorities, children’s advertising, and personal product advertising.
- Lunch with the visiting House Communications Subcommittee member.

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

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

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

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

What’s the EDGE? It’s an exciting new marketing concept designed to blend your news team and that expensive gear they use (like ENG, microwave, portable VTR, weather radar, computerized sports projections, etc.) into a meaningful, merchandisable package. From logo to computer animation to original music, the EDGE marketing program fits exactly the needs of television news. That’s because it was developed BY a television station.

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

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

Electronic Data Gathering Equipment

Broadcasting Sep 26 1977
New Orleans court boosts FCC discretion in fairness cases

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

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

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

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

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

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

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

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

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

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

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

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

Furthermore, the court said, "our review of the commission's determination is limited... Thus, in the present context, where the commission upholds the licensee's judgment, it will be a rare case indeed when reversal is warranted."

The court said it could not hold that the commission's determination regarding the stations' judgment was "arbitrary and capricious."

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

The ruling on the four spots, the court said, was "gratuitous," and was issued...
without notice to the parties that the issue was still "alive." However, under the circumstances, the court said, "the error was harmless."

**CPB human resources post goes to Garrett**

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

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

In his new CPB position, Mr. Garrett, 29, will be responsible for CPB's minority and women's affairs. Mr. Garrett is a native of Akron, Ohio. His appointment becomes effective Oct. 17.

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

**Announced**

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

- **KJLB-TV Valley City**, N.D.: Sold by North Dakota Broadcasting Corp. to Central Minnesota Television Co. for $3.2 million. Seller is owned by John W. Boier (79%) and four others, none of whom has other broadcast interests. Buyer is owned by Thomas K. Barnstuble estate (53%), Joseph O. Perino and John J. McCarter (11% each), Glenn Flint and Kenneth C. Bechtel (10% each) and others. Barnstuble interests are voted by Thomas K. Barnstuble Jr. and his brother, Bruce E. CMT also owns KCMT-FM-TV Alexandria and KNTM-TV Walker, both Minnesota.

- **KJLB-TV** is CBS affiliate on channel 4 with 97.7 kw visual, 10 kw aural and antenna 2,030 feet above average terrain.

- **WKRT-AM-FM Cortland**, N.Y.: Sold by Radio Cortland Inc. to Kerby E. Confer and Paul H. Rothfuss for $650,000. Seller is owned by Leighton A. Hope, who has no other broadcast interests. Buyers, who recently received FCC approval of $712,000 purchase of WHUMAM-Reading, Pa. (BROADCASTING, June 20), also own WLCYAM-WILQFM Williamsport, Pa. WKRT operates on 920 kHz with 1 kw day and 500 w night. WKRT-FM is on 99.9 mhz with 14 kw and antenna 710 feet above average terrain. Broker: Keith W. Horton Co.

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

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

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

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

- **WIYD-FM** Palatka, Fla.: Sold by Hale
Kahn rakes FCC, lawyers over coals as 'myopic' and resistant to change

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

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

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

Regulators and lawyers, he said, "should have been the leaders, not the observers" of movement to rewrite the Communications Act and thus get rid of "a document which predated a good 90% of our technology and bears little resemblance to life in this century as it is today, filled with dancing atoms and powerful laser beams and whirling computer banks and intricate cable webs."

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

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

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

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

Measure any broadcast company and performance is a good indicator of success.

But another element that is equally important is LEADERSHIP! That is the ingredient that shows long term commitment.

At Forward Communications, we demand that our stations AND people are leaders. Check the ratings, check the rosters...you'll find LEADERSHIP!

Richard D. Dudley
President
FORWARD COMMUNICATIONS, INC.

WTRF-TV Wheeling
WSAU-TV Wausau
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAJ-TV Peoria
WMTV Madison

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

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

As to its own future, the commission—whose members range from Bill Moyers of CBS News to opera singer Beverly Sills (Broadcasting, June 20)—agreed to proposals from Chairman William McGill, president of Columbia University, and Executive Director Sheila Mahoney that divided into four task forces: public participation, programming, funding and use of multiple-channel capability. The commissioners also resolved to give instructional programming its due and to lose sight of radio.

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

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

'Carnegie II' groups starts spadework

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

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

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

As to its own future, the commission—whose members range from Bill Moyers of CBS News to opera singer Beverly Sills (Broadcasting, June 20)—agreed to proposals from Chairman William McGill, president of Columbia University, and Executive Director Sheila Mahoney that divided into four task forces: public participation, programming, funding and use of multiple-channel capability. The commissioners also resolved to give instructional programming its due and to lose sight of radio.

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

In the meantime, staff building under Ms. Mahoney continues. Those already on board are Rick Baety, former Public Broadcasting Service research chief; Michael Goldstein, former assistant to independent producer Martha Stuart, and Debbie Mack, who previously worked under Ms. Mahoney, former executive director of the Washington-based Cable Television Information Center. All the titles and responsibilities haven't yet been nailed down, according to Ms. Mahoney, who expects to have a staff of six to 10 members, relying heavily on consultants.
The rigging was said to have occurred after two grand prizes were awarded on the same day, Aug. 20, 1975. The initial decision also said there was evidence that station personnel earlier had controlled the contest to assure some winners at the lower levels.

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

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

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

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

Appeals court reversal of FCC prolongs lengthy Nevada cable fight

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

A cable television case, snagged for 10 years in a morass of FCC pleadings and a commission rule change, surfaced last week in an opinion of the U.S. Court of Appeals in Washington. The case involves a Teleprompter Cable Communications Corp. system serving the neighboring Nevada communities of Reno and Sparks and its effort to import the signals of four independent stations in Los Angeles. The commission decision—denying the system authority to import the signals—was reversed.

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

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

Those petitions remained on file until 1974. In the meantime, in 1972, the commission adopted new cable rules. And one effect was to repeal the liberal policy the commission had followed with respect to the importation of distant signals into small markets, such as Reno-Sparks; the burden of justifying the carriage of independent stations beyond those authorized was placed on the cable system. However,
the commission said the new rules did not require the deletion of signals already "authorized."

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

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

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

The court, in an opinion written by Judge Roger Robb, agreed. He said that the act and the rules "plainly specify that [Teleprompter's] authority to carry the requested signals was in no way undermined by the pending petitions for reconsideration." The authorization, he said, could have been challenged only in a petition for special relief, in which the petitioner would have the burden of proof. But Judge Robb noted, the commission did not place the burden on the stations.

"We need not labor the elementary principle that an administrative agency is bound to adhere to its own rules and procedures," Judge Robb wrote. "In violation of that principle, the commission has disregarded the plain meaning of the grandfather provision of the 1972 rule, a meaning established by the Communications Act and by the commission's own rules and its decisions in other cases."

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

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

Califano calls summit meeting to push closed captioning

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

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

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

And Joseph Califano, secretary of health, education and welfare, has invited the presidents of the commercial networks to attend a meeting on Oct. 28, on how "final obstacles" to adoption of a closed-captioning system can be cleared away.

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

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

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

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

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

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

Media Briefs

Talk to a lawyer. Forty-three station affiliates of Call for Action Inc. will help in promoting CFA's "Ask the Lawyer Day" on Sept. 29, including interviews with representative of local bar association. Call for
Action will have lawyers available to answer telephone queries from public. In November, Call for Action will feature tax experts in same format.

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

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

CB interferers get come-uppance

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

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

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

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

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

CB interferers get come-uppance

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

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

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

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

A Spanish lesson? An obscenity! Neither Que Pasa! and Watch Your Mouth are just two of 17 exceptional quality TV series that give your station an opportunity to fulfill your public affairs obligations with first-class entertainment at virtually no cost.

Interested? Of course! So call toll free (800) 421-0597

Subscribe to Televisión’s dynamic new programming opportunity!
How Geoff Hall builds Radio Network for package goods advertiser.

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

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

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

After viewing KRN’s computer-generated analysis, the agency recommends investing a quarter million dollars in a 100-station Katz Radio Network. In a post buy analysis the accuracy of the audience estimates is verified against station performance.

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

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

Katz. The best.
**Ad ban now out of House version of saccharin bill**

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

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

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

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

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

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

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

Representative Waxman tried twice to blunt the Van Deerlin amendment with amendments of his own to place the FTC in charge of enforcing of saccharin ad restrictions, but was defeated both times by voice vote.

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

**Miles David and credit where credit is due**

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

"We believe," he said, "that for this issue more broadcasters wrote more letters and Mailgrams and made more personal calls on the Congress than at any time in the past. "Congratulations are due to the industry for working so hard so quickly. It has been said that broadcasters fail to work to defend their freedoms. Certainly the saccharin situation shows that it is possible to generate widespread industry participation if the issues are dramatized and communicated."

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

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

**Retailers testify to power of broadcasting**

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

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

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

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

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

Mr. Rome said Spectrers's dabbled in TV in the 1960's but has been a more consistent advertiser since 1972. He credited TV with attracting business from areas outside of Albany proper, saying newspapers had not done so in these prospects.

Mr. Rome said TV commercial production knowledge is essential to a retailer and he paid tribute to the cooperation he has received from WTN-YTV Albany.

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

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

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

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

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

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

John Pellegrone, vice president, sales promotion, Dayton's, Minneapolis, considers radio either a support medium for TV or print, or as a primary medium. He finds radio particularly forceful in building up awareness of the store's various departments. He said radio is used not only for promotions and major events but also on a day-to-day basis "to reinforce our image as the retail center.

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

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

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

**AT&T spots draw fairness cry from two groups**

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

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

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

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

Accordingly, the groups, through their counsel, the Media Access Project, wrote the networks about the matter last week. They asked how often the spots have been aired and at what times, and whether they have been presented or intend to present—
views contrasting with those contained in the Bell spots. (MAP says the two spots have appeared a total of 28 times on CBS between December 1976 and June 1977, 16 times on NBC and 19 times on ABC.)

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

Retailers raise their TV spending
TVB says figures dispute newspaper claims of decrease

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

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

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

Mr. Rice said major retail chains have been increasing their investments in spot TV in the first half of 1977. Department store investments in TV during the first half of 1977 has grown by 15.3% to $87.1 million, Mr. Rice reported. Discount department stores' TV expenditures during the same period have risen by 12.1% to $24.9 million, he added.

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

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

Advertising Briefs

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

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

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

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

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABC</td>
<td>CBS</td>
<td>NBC</td>
<td>Total</td>
<td></td>
<td>Total</td>
</tr>
<tr>
<td>Daytime</td>
<td>$94,200,000</td>
<td>$91,887,200</td>
<td>$99,965,200</td>
<td>$280,052,200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>106,733,500</td>
<td>104,889,000</td>
<td>97,701,300</td>
<td>311,333,800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>100,399,400</td>
<td>104,159,800</td>
<td>97,659,700</td>
<td>302,218,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nighttime</td>
<td>99,494,900</td>
<td>104,905,000</td>
<td>101,676,100</td>
<td>306,076,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$208,842,000</td>
<td>$222,187,600</td>
<td>$1,964,738,700</td>
<td>$2,487,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Broadcasting Sep 26 1977 42
Critics find little to rave about in new offerings

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

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

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

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

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

From there, though, the critical reaction grows more testy, ranging from bemused snickers at NBC's ChiPs and CBS's Don't Boone and bottoming out with almost total derision of ABC's Soap and San Pedro Beach Bums.

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

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

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

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

"Never has so much TV time, money and average talent been expended for such minimal results . . . features humor so puerile it's almost embarrassing. If there is one word that might sum up the hour-long fragmented outburst, it's 'silly'" Rex Polier, Philadelphia Evening Bulletin.

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

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

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

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

Rafferty (CBS, Monday, 10-11)

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

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

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

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

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

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

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

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

"Part of the fun . . . lies in the opportunity it gives its cast and writers to take a few healthy nibbles at the jolly green hand
that feeds them—network TV ... 20 more shows like Betty White might be a few too many, but this one will obviously be nice to have around.” Tom Shales, Washington Post.

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

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

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

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

... about as likeable as a recurring itch ... a motley mixed bag of idiots and near-idiots ... If this is the kind of mindless claptrap we can expect now that the various pressure groups have had their way, forgive us our sins. Bring back violence.” Katie Kelly, New York Post.

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

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

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

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

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

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

... typical television kids, and I didn’t believe them for a moment. It’s as if the parents either.” Bill Donaldson, Tulsa (Okla.) Tribune.

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

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

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

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

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

“If you’re concerned about the trend toward antisocial TV shows, you can start a very effective counterattack ... simply by watching the CBS premiere of Lou Grant ... a psychological pick-me-up for anybody who might have suspected that wit and sophistication have become foreign words on television.” Gary Deeb, Chicago Tribune.

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

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

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

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

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

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

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

... it’s a funny show, the funniest of ABC’s deluge of comedies this season ...” Cecil Smith, Los Angeles Times.

... put together with clever expertise ... a good new series.” John O’Connor, New York Times.

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

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

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

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

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

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

“NBC’s entry to the Starsky and Hutch teen-idol sweeps ... It might as easily be titled Harley and Davidson, since most of the action shots, in these post-
bloodbath days, consist of ground level motorcycle shots . . . . The leads appear to have been chosen by computer for complimentary cuteness . . . extremely boring if your tastes in entertainment are above the comic book level.” Eliot Wald, Chicago Sun-Times.

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

Logan’s Run (CBS, Friday, 9-10 p.m.)

“We have eventually come upon a new television series out there that is violent . . . the producers! obviously know what they’re doing . . . . It is good escapist fare.” Bill Barrett, Cleveland Press.

“If you like effects—like its Hollywood ancestor, the series is heavy on these—if you have the obligatory color set, and if you’re very young, why not?” Alexander Kenuas, Newsday.

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

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

“. . . an entirely new show . . . and, perhaps surprisingly, it shows some promise.” John O’Connor, New York Times.

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

“It’s shallow, simple-minded stuff, and even worse, it isn’t funny.” Tom Margulies, Los Angeles Times.

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

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

“Mchale’s Navy, a show it resembles in both content and form . . . .” James Brown, Los Angeles Times.

**TV code board sex decision strikes responsive chord in most camps**

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

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

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

Those who had threatened to make trouble about the TV board’s vote two weeks ago were considerably soothed when they read that NAB is leaving decisions about sex on TV to the broadcast licensee rather than to a vague standard of what is “generally perceived” to be unacceptable, as had been originally proposed.

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

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

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

He added that he had talked with several writers and producers about the NAB decision and found that “everybody to
Public stations freed from law on tape retention

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

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

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

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

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

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

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

Judge Wright wrote for himself and Judge Gerhard A. Gesell, a District of Columbia district judge, sitting by designation.

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

British research claims linkage in TV violence and real thing

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

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

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

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

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

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

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

ABC gets cake ready

ABC-TV will preempt all of its prime-time programming on Sunday, Feb. 12, for a four-hour celebration of ABC's 25th anniversary (7-11 p.m. N.Y.T.). Special, ABC's Silver Anniversary Celebration—25 and Still the One, will feature past and present ABC stars. Setting will be a banquet at ABC's Television Center in Hollywood, attended by casts and other creative personnel from current and former shows. Dick Clark will be executive producer and Bill Lee producer. Present ABC was formed on Feb. 9, 1953, through the merger of the old ABC with United Paramount Theaters. NBC-TV's second celebration of NBC's 50th anniversary, NBC: The First 50 Years—A Closer Look, has been scheduled for Sunday, Oct. 23 (8:30-11 p.m. N.Y.T.). The network says it will provide a comprehensive view of NBC's history and highlights, from its origins to its present status as a major network.
months. Among the acts mentioned: knocking a boy off his bicycle; throwing bricks at a girl; kicking a boy hard in the crotch; burning a boy's chest with a cigarette; attempting rape, and slamming a boy's head against a wall.

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

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

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

Don’t fence them in

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

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

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

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

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

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

Pro sports-network probe to touch base first on Olympics

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

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

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

Earlier, subcommittee Chairman Lionel Van Deerlin (D-Calif.) said information in the subcommittee’s possession cleared NBC of charges it may have traded journalistic freedom for the rights to cover the 1980 summer Olympics in the Soviet Union (“Closed Circuit,” Aug. 29).

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

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

Program Briefs

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

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

Merrick on miniseries. David Merrick,
Broadcast Journalism

More how to
than hoopla
at RTNDA

The more serious business of broadcast journalism occupies 800-plus dollars in S.F., Sevareid, Goodman, others on agenda join in sounding keynotes of responsibility

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

It was also a confident meeting, bolstered by a nod to the significance of such a gathering of broadcast news directors, given by President Carter, who engaged them in a telephone press conference (BROADCASTING, Sept. 19). Total attendance at the three-day affair was a record-high of 250 of them staying throughout the convention for the final banquet on Saturday night, when CBS correspondent and commentator Eric Sevareid was presented the Paul White Award.

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

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

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

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


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

Mr. Osgood, as did Mr. Sevareid, expressed pride in his profession. "I now feel about it the way John Barrymore did about acting," he said. "Somebody once asked him what he'd do if he could not be an actor, 'I'd shine actor's shoes,' he said. I'm
judging at find enough that's ple on "One that there misses the visual ment than the the built especially the come too far to not American listening nology, then said, the profession of radio-TV news has come too far to lose all that's gained, especially the "confidence that has been built by the first generation of news broadcasters," said Mr. Goodman. "News is a serious business and must be considered that by those who are in charge of it," he said. That does not mean the news has to be dull, he added. "But it does mean," he said, "that the substance of the news and the way it is covered is more important than the window dressing around it, that the quality of thought in editorial judgment and quality of writing as well as the visual content, have a place of primary importance for which there is no substitute."

And all the uproar over hair and teeth misses the point, Mr. Goodman said. "I remember telling applicants in the 1930's that there were three basic criteria for judging on-the-air reporters," he said. "One should be able to cover a news story on the scene and collect all the relevant details, to be able to write it concisely and to tell it on the air in a way that made people want to listen. I don't know anything that's happened in 20 years to change those standards."

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

Broadcasters, he went on, are fortunate to work with a medium that is appealing enough on its own to get the viewer's and listener's attention. "If any of us lose sight of that, if we deliberately choose thunder over lightning in search of attention, we'll have negated everything we've worked for. And the public will be the great loser."

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

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

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

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

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

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

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

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

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

Unity is the key, he said. "The First

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

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

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

In his last report as treasurer, Mr. Davis said that the association is "facing tough fiscal times, but the structure is sound and we are solvent." To help insure solvency, the RTNDA board approved increases in dues that for active members at stations with staffs of up to four means a decrease from $35 to $30, at stations with five to 24 people an increase from $75 to $95 and at stations with over 25 an increase from $75 to $125. As of Sept. 1, there were 561 active RTNDA members, 651 associate, 166 student members. Total membership, including several other categories, is 1,563, an 18% increase since last December's conference.
The trouble with terrorists. Listening to Fred Heckman of WIBC (AM) Indianapolis play a tape of a conversation he had with Tony Kiritsis are (l-r) panelists David Hubbard of the Aberrant Behavior Center, Dallas; Richard Salant, CBS News president; Bob Gamble of WRTV (TV) Indianapolis, and (partially hidden by lectern) moderator Frank Barnako of WRC (AM)-WKYS (FM) Washington. The session was "Terrorists and Hostage Coverage:"

Amendment may live or die on an indivisible basis.

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

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

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

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

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

Two news directors involved with the Kiritsis story, one of them intimately, were on the panel. They described the several days of tension and terror that culminated in Tony Kiritsis held the media hostage, demanding and getting coverage as he read an obscenity-laced statement while holding a shotgun to the head of a local mortgage banker.

Bob Gamble of WRTV (TV) Indianapolis said that the "media more than covered the story, we were a part of it." Although it was a unique event, he said, there were some practical lessons that he learned: It's essential to have good communications between the station news studio and the scene; there should be field producers on the scene, and there should be someone available continually in the studio to go on-air.

Fred Heckman of WIBC (AM) Indianapolis truly became part of the story as Kiritsis phoned him to complain that no one cared about him. The tape was played on the air, and, admitted Mr. Heckman, "It did make Kiritsis a folk hero. But I felt there was no other course to take. A man's life was at stake."

CBS News President Richard Salant, whose organization has issued guidelines for coverage of hostage-terrorist incidents, said the media must "cut a fine line between our obligation to present what is newsworthy and what is dangerous." But guidelines, he said, "minimize as far as we can the danger."

But guidelines aren't for every situation, he said. When the media themselves held hostage, and coverage is demanded, the "easy answer," he said, "is to say, 'No, we won't.' On the other hand, I don't want to say we would give in, because that would encourage other incidents."

He made it clear, however, who he felt should make any such decisions, "For God's sake, leave it in the hands of professional journalists. This is our job."

There was, however, an outsider on the panel, Dr. David Hubbard of the Aberrant Behavior Center of Dallas, who had his own ideas. "There is as little objective information," on this phenomenon, he said, "as there are strong feelings."

"The thing has not yet been studied," he said. "It is important for your industry to undertake to study this matter so some kook in Washington doesn't pass a law."

He suggested that the media go to one method employed by police for the hostage-terrorist situation—crisis teams.

But he emphasized that those who study these incidents need "a media partner" to help overcome an "inadequate data base."

There are similarities in these episodes, he said, "patterns that can be defined and helpful." But right now, he added, "The media are a whore. Anybody with a $3 pistol can have them."

The final joint session, on Saturday afternoon, was titled, "Cameras and Recorders in the Courtroom, Or How To Get Your Foot in the Door:" Broadcast access to court proceedings is off to "a halting start," said Judge Eric E. Younger of the Los Angeles municipal court and a member of the American Bar Association Free Press-Fair Trial Committee. But he offered the news directors their best hope to make more progress: "Technology is on your side."

Judith L. Kreeger, chairman of the Florida Bar-Media Relations Committee, described the efforts of Post-Newsweek Stations that resulted in a one-year experiment allowing cameras and recorders into the state courts. "Most lawyers and judges at broadcast trials," she said, "have been favorably impressed" by what they've seen so far. She urged news directors to demonstrate the unobtrusive qualities of new electronic equipment by covering ceremonial occasions in the courts, which they are now allowed to do by the ABA code.

James Murphy, president and general counsel of the Washington State Broadcasters Association, described the 14-year process that ultimately resulted in cameras gaining entry to many of that state's courts. The basis for the agreement with the Washington bar and the one he recommended for other broadcasters hop-
Getting there first. One joint workshop addressed the issue of "Reporter's Access to News Scenes" (l-r): Ron Lowen of KAKE-TV Wichita; moderator Foster Morgan of KOOC-TV Oklahoma City; Harold Wahl, a Jacksonville, Fla., attorney, and Walt Hawver, KTRK-TV Houston.

ing to get their feet in the courtroom door is already in the ABA code when it refers to coverage of courtroom ceremonies: "Proceedings in court should be conducted with dignity and decorum." But above all, he said, "Judges should respect the professionalism of broadcasters as broadcasters respect the professionalism of the judge."

"All news," said Ted Feurey of KCBS(AM) San Francisco at a Thursday radio workshop on that subject, "is a very tough business. It eats up people, information and money. But the format can be a success, he said, and the key to success is local news. "The station with the best local news is likely to dominate the market," he said.

Ken Draper of KFWB(AM) Los Angeles, a program director turned news director, offered his perspective: "I used to be concerned with hit records, now it's hit news stories." He said he still thinks of himself as a programmer and asserted that there "aren't that many differences between formatting for all-news and other types of stations." As did Mr. Feurey, Mr. Draper said that local news is the key to success, including those basics of local news—"time, temperature, traffic—are they sold out tonight at the stadium?"

The all-news story from another angle came from Frank Georg, head of a newly operational Canadian all-news network of 100 kw FM stations bought for that purpose. Mr. Georg, who was involved in the ill-fated NBC News and Information Service, said that "this past year has seen all-news stations disappear like the Japanese fleet in the Coral Sea." Yet, he said, "all-news works." He blamed the demise of NIS on "a lack of faith," and said: "You don't have to do radio just because you know how to do it."

Mr. Georg estimated that his new network, CKO, cost about $3 million to start up, excluding the capital costs for the stations.

At a Thursday TV session on ENG, Ken Tiven of KYW-TV Philadelphia, who was on an RTNDA panel last year devoted to that topic, noted the difference this time around: "Last year most of us were discussing whether we should get into ENG and at what level. That's really not the question this year for many of us—it's what to do with it now that we've got it."

His station does it all with tape; it's been all-ENG for 14 months, a time in which people, equipment and product have all improved. He cautioned, however, against a reliance on equipment. "What's going to make the difference in the quality of your journalism is how you use it," he said.

Al Buch of KJMI-FM Fresno, Calif., said that for a market of that size, a mixture of tape and film is called for: "If you're going to want something flexible and reliable and you've got to get it done, then you put it on film. If you want to be artsy and you have more time to play with it, then video tape is the way to go. But if you want to crash deadlines, tape's also the way to go," he said. For the foreseeable future, he said, his station would be 50-50 tape to film, maybe 60-40.

Bill Miller of KOO-L-FM Phoenix praised the editing capabilities of tape, and said that feature "helped sell ENG to our people." But, he noted, ENG brings its own special problems to a news department that relies on it heavily. Two engineers spend most of their time keeping KOO-L's ENG gear in working order. And, he said, the editing speed of ENG has "made us all active procrastinators," often editing tape for the 6 O'clock show as it's on the air.

**Mickelson warns**

Nebraska broadcasters hear RFE/RL president report on efforts of Soviets and others to suppress the free flow of news information

"Restrictions" and "rigid clamps" on international news organizations are among the goals of the Soviet Union and some of its allies, the president of Radio Free Europe/Radio Liberty told the Nebraska Broadcasters Association last week. Attempts are now being made to impose strictures on foreign journalists that "would enable the leadership of any individual country to impose a virtual blackout on all information available to and about that country."

So said Sig Mickelson to the members of the NBA at their convention in Scottsbluff. He also described several attempts by the Soviet Union to limit the influence of RFE/RL, including an effort to deny the agencies credentials to cover the 1976 Olympics in Montreal.

He said that Communist nations "and a number of Third World countries" are trying to "write as many of these controls [on international news] into international law or regulations as possible." Their underlying principle is clear, Mr. Mickelson said: "To gain control of communications. Run them as adjuncts of the state. Keep the lid on the news."

**Ga. Supreme Court lets cameras in**

And possibility is left open for coverage of trial courts

Georgia joined the growing list of states that allow some form of broadcast coverage in the courtroom when Atlanta's WAGA-TV, WSB-TV covered a morning session of the state supreme court on Sept. 13. Simultaneously, radio stations plugged into the court's newly installed public-address system and, according to one observer, print-media photographers "shot pictures all over the place" for the first time in Georgia's high court.

Chief Justice H. E. Nichols, speaking in nearby Marietta the next day, was enthusiastic: "The media behaved better than some of the lawyers do. They behaved beautifully; there were no incidents whatsoever."

The court decided last February to let the media in, hoping the action would, as Justice Nichols put it, "remove the mystery from the courts and bring them into the 20th century." Shortly thereafter he appointed a 31-member advisory committee of attorneys with media expertise, print and broadcast newsmen, editors and chief executives "to tell the court how to do it."

As the committee recommended, the state's code of judicial conduct was amended giving the high court power to "authorize the broadcasting, televising, recording, filming and taking of photographs in its courtroom, or the courtroom of any other state court of Georgia, during any judicial hearing." (BROADCASTING, May 30). Provisions to insure the decorum of the courtroom were drafted by the committee and adopted by the court as follows.

- Both attorneys must give written approval before their oral arguments can be covered directly.
- TV cameras are allowed only in the courtroom's alcove.
- The presence of more than three TV cameras requires a special court motion.
- Still photographers are restricted to one area.
- A permanent sound system was installed and 10 radio outlets provided under back-row seats.
- A lighting system designed to cut down glare was installed above the bench.

Broadcasting Sep 26 1977
Haley questions public interest in high-court proceedings. "I just don't think that Joe Six-Pack is going to sit down and watch, especially the Supreme Court. When we feel there's sufficient interest in a case, we'll cover it but I guarantee you that most of the visual we carry will be shot at the scene of the contested incident, not in the courtroom. It's at the trial level that the real interest will occur," he added.

Any Georgia court can write its own plan for an open courtroom and submit it to the supreme court for approval. The high court has received one such plan to date—from the Albany trial-level court—and expects to act on it soon.

WAGA-TV Executive Producer Don Smith sees both trial-level broadcast coverage and abuses as inevitable. "I cannot believe there will not be some people who take advantage of trial coverage," he said. "I think the courtroom decorum will not be violated by us because if not discretion will prevent that, but by the lawyers."

CBS offers its perspective on Bernstein, Schorr replays of CIA link

Company statement says connection was 'limited' and in keeping with the times; Salant makes separate rebuttal of allegations; NBC's Wald contends writer misled in bobbetailing his original quote

Two "exposes" of Central Intelligence Agency dealings with news media—and conspicuously, in the broadcast field, with CBS—have prompted CBS's first official statement describing its version of what those connections were. One is a Carl Bernstein article in the Oct. 4 Rolling Stone, the other an article by former CBS correspondent Daniel Schorr in the Sept. 26 New York magazine.

At the same time, two network executives quoted in Mr. Bernstein's article—CBS News President Richard Salant and NBC News President Richard Wald—have said they believe they were treated unfairly in it.

An advance copy of the article, supplied by Rolling Stone magazine to the press, says that more than 400 journalists and news executives, including some employed by ABC, CBS and NBC, have cooperated with the CIA. The article is to appear in Rolling Stone on Oct. 4.

About CBS, Mr. Bernstein generally repeats previously published reports concerning CBS Chairman William Paley's and former News President Sig Mickelson's cooperation with the agency. Mr. Mickelson has described the relationship on a number of occasions and a spokesman for Mr. Paley acknowledged it last spring (Broadcasting, May 30, June 6).

Mr. Schorr's article, excerpted from his forthcoming book, "Clearing the Air," quotes Mr. Paley as telling Mr. Schorr, "I cooperated with them [the CIA], was helpful to them a few times on a very personal basis, and nothing whatsoever to do with CBS. I approached as somebody who could cooperate with them to their advantage. And this was in the early 50's, when the cold war was at its height and when I didn't hesitate for a second to say, 'Okay, it's reasonable, I'll do it.'" Mr. Schorr says Mr. Paley refused to specify the nature of that personal cooperation.

CBS's statement says that favors asked of the company by the CIA during the early years of the Cold War "seemed not only innocuous but patriotic." Those favors included, the statement says, providing outakes of news film, allowing foreign correspondents to be interviewed by CIA officials and permitting a CIA interpreter to observe the Soviet delegation to the United Nations from the CBS-TV broadcast booth when Nikita Khrushchev appeared at the UN in 1959.

The statement, and Mr. Bernstein's article, also mention Mr. Mickelson's allegations that he had approached Mr. Paley's office and that during the meeting Mr. Mickelson was informed that a CBS stringer also was working for the CIA. Mr. Paley still "has no recollection" of such a meeting, the statement said. But the statement adds that Mr. Paley does recall another meeting with Mr. Mickelson and CIA officials in which they discussed arranging press credentials for a CIA agent. "No one currently at CBS knows whether these credentials were indeed arranged," according to the statement.

The statement concludes: "CBS's cooperation with the CIA during the Cold War years was definitely limited and it was terminated completely in 1961. Given the tempo of the 1950's, we do not apologize for our actions. We do acknowledge, however, that prior to 1961 we were not as sensitive as we have been since to the compelling need for a distant and clear-cut separation between journalism and government."

However, Mr. Bernstein alleges that news chief Richard Salant had "extensive dealings of his own with the agency," and that he "continued many of his predecessor's [Mr. Mickelson's] practices" through the early 1970's. Mr. Salant denied the charges last week, saying the agency had been allowed only to buy news film from the CBS newsfilm library. "We treated them just like any other customer," he said. That relationship ended in the early 1970's, Mr. Salant said, because the government began recording its own tapes off the air at about that time.

The article also describes Mr. Salant's participation in 1961-62 on a "super secret CIA task force" charged with exploring methods of broadcasting government radio programs to China. Mr. Salant said that he did not believe the CIA had sponsored the project, but that he had known it was interested. The article did not mention that at the time Mr. Salant was assistant to the president of CBS and a vice president of corporate affairs, not president of the news division. Mr. Salant said last week that he would not work with the government at the same time he held a news position.

A brief paragraph on ABC and NBC quotes anonymous CIA officials as saying that both networks cooperated with the agency during the 1960's and 1961's. Mr. Wald is quoted as saying that "he wouldn't be surprised" if NBC people had cooperated with the CIA. But he said that he had also told Mr. Bernstein that the network had attempted unsuccessfully to confirm reports that such a relationship existed. Mr. Wald said that the quote referred to his feeling that a CIA-NBC connection "can't be ruled out."

An ABC spokesman said last week that "these allegations have been circulating for some time. We have denied them in the past and we deny them now."

Three in TV get NPC honors

Newspersons from three television stations were among the winners of the National Press Club's consumer journalism awards.

First place in the TV category went to Gene Strul, news director of WCKT-TV Miami and his staff members Don Dare, Chuck Dimond, Mike Juliano, Stan Matthews, Don Seger and Richard Whitcomb. Donna Deeaner of WTAZ-TV Pittsburgh took second place and honorable mention was awarded to Lea Thompson of WRC-TV Washington.

Awards were presented in five categories (newspapers, television, magazines, periodicals and books) and an over-all award of $1,000 was presented to Herb Deneberg of the Philadelphia Bulletin.

Kinsolving turndown

The FCC has denied action on a complaint by the Rev. Lester Kinsolving that WTO-AM-TV Washington violated the commission's personal attack rule.

In a letter to Mr. Kinsolving, Complaints and Compliance Division Chief William B. Ray said the commission had concluded that "there had been no attack" on Mr. Kinsolving's "honesty, integrity or other like personal qualities."

Mr. Kinsolving's complaint had stemmed from a comment by Time magazine's Washington bureau chief, Hugh Sidey, on the stations' Agoramark & Company a weekly public affairs program. In discussing a news conference held by President Carter in June, Mr. Sidey said a question raised by Mr. Kinsolving about the sexual activities of White House staff members was of "dubious" significance and he questioned its legitimacy.

Mr. Kinsolving argued to the FCC that Mr. Sidey's statements constituted a personal attack. Mr. Kinsolving is a former news commentator with WAVA-AM-FM Arlington, Va. (Washington) and is now a print journalist. He is an ordained Episcopal minister.
Buffett ballad. Changes in Latitudes, Changes in Attitudes (ABC), little cut from Jimmy Buffett's latest album, is a fast follow-up to *Margaritaville*, a tune that hit top 10 on both country and contemporary "Playlists." This crossover artist is having regional success, especially in the South. Woksina Coca Beach, Fla., is on the record and music director Jason Douglas reports Mr. Buffett, a Floridian, is "a smash in Florida. The guy is phenomenal. Changes is a nice, bouncy tune." The single is also on at WMMW Charleston, S.C., where Bob McLain reports the tune "fits in with what people in this climate are into: laid back in the sun, have a good time ... he's a strong artist in this market." Harmony. Some music directors agree on *We Just Disagree* (Columbia), Dave Mason's latest single from *Let It Flow*. "It sounds good on AOR, WQR — it sounds good on any format. It's an easy, relaxing song, but the words are heavy," says Bear Bradley of WWMX Nashville. Consensus on Carpenters. Calling Occupants of Interplanetary Craft (A&M), first released by Klaatu earlier this year, is back on the airwaves — this time by the Carpenters. It's an unusual selection for the duo, but that's part of its appeal. Says Mr. Douglas of wkos: "It's not typical Carpenters. That's why it's good. They're not hopscotching their way down the yellow brick road anymore." Eric Fox of WWWW Omaha, Neb., sees promise in it: "I think it's going to be a smash. If a station doesn't play it, it's missing something." Watch this space. *Isn't It Time* (Chrysalis), single from The Babys' second album, is one to watch, says Dave Bishop of WCUC Columbus, Ohio, and Bear Bradley. Says Mr. Bradley: "They've cleaned up their act. This record is well produced."
Fates & Fortunes

Media

Stephanie R. McClelland, director of sales and profitability analysis, CBS Television Stations Division, New York, named director of broadcast services for division, to assist Lee Currrin, programing VP, in development and acquisition of programs to handle commercial clearance matters and monitor community affairs activities affecting CBS's five owned TV stations. Sherman Wildman, general sales manager of WCBS-TV New York, appointed general manager, retail sales, CBS Television Stations Division.

Connie Grubb, promotion director-merchandising manager, KGMB-AM-TV Honolulu, named promotion director, WGMS-FM Washington.

Tom Collins, program director, WKKO(AM) Cocoa, Fla., promoted to operations manager.

Jane Maschmeier, account executive, assumes additional duties as promotion manager.

Newly elected officers, Illinois Broadcasters Association: Phil Nolan, WINDI(AM) Chicago, president; Bob Rice, WRAU-TV Peoria, president-elect; Charlie Wright, WBSY-AM-FM Canton, VP-radio, and Bob Farrow, WICS-TV Springfield, secretary-treasurer.

Broadcast Advertising


Bruce A. Hoenig, director of broadcast and programming, Kenyon & Eckhardt, New York, named senior VP-media director, Avrett, Free & Fischer advertising there.

Marvin Honig, executive VP and creative director, Doyle Dane Bernbach, New York, named executive creative director. Roy Grace and Mike Mangano, senior VP's and associate creative directors, appointed creative directors.

Edward M. Stern, VP in charge of media and programming, Foeze, Cone & Belding, Chicago, retires at end of this year after 29 years with agency. He will be succeeded by Robert M. Daubenspeck, VP-media director.

Willard Dougherty, director of Southeast sales, Television Bureau of Advertising, Atlanta, and Charles (Chuck) Hanson, director of Southwest sales, Dallas, appointed VP's.

David Johnson, director of sales for ABC Television Spot Sales Inc., named VP-general manager of division.


Harry J. Durando, account executive with RKO Television Representatives (RTVR) since 1975 and earlier president of Metro Radio Sales, New York, named national sales manager of RTVR.

Lucien DiSalvo, senior VP-director of marketing research services, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named director, media and marketing research services
"I can't buy without it."

At a recent court hearing, a leading figure in media testified: "You asked if I can buy media with SRDS. I have to tell you I can't buy without it."

That's indispensability. It's also why advertising in SRDS enjoys a unique selling climate: the climate of use — intensive, extensive, repeated use. Why your ads in SRDS can presell, sell and resell your market and your medium throughout your prospect universe.

Continuing research keeps reaffirming it, too. And the latest studies* conclusively establish three essentials of usership:

- Decisionmakers start using SRDS at the very beginning of the media selection cycle — from the earliest planning stages — and continue to use it consistently when recommending, reviewing, revising, approving and buying.

- The vast majority of advertiser company influencers — as well as virtually all agency planners and buyers — use SRDS whenever they're involved in media evaluation.

- Your prospects use the ads in SRDS just like its editorial content — to get vital buying information.

So give yourself a competitive edge by taking advantage of the unusual selling opportunities this usage, itself, creates... by running useful, informative, consistent advertising in SRDS.

It's axiomatic. Because your customers and prospects rely on SRDS like no other buying tool, you can count on SRDS like no other selling tool.

We're a lot more than just rates.

Lee E. Walther, account executive, Cunningham & Walsh, New York, joins Jos. Schlitz Brewing Co., Milwaukee, as assistant advertising manager.

Bob Lee, with WTMV(TV) Columbus, Ga., promoted to general sales manager.

Bob Glassburn, general manager, KGLR(FM) Reno, and VP of broadcast operations for parent, Leisure Time Communications, named general sales manager, KOLO(FM) Reno.

Pat B. Parker, VP Keith Smith poultry and meat packing firm, Hot Springs, Ark., and former sales manager at Gray Communications, Albany, Ga., and Fujiya Industries, Atlanta, joins KFPW-TV Fort Smith and co-owned KTVP(TM) Fayetteville, both Arkansas, as national and local sales director.

H. Joseph Lewin, account executive, WMLT(TV) Cincinnati, named local sales manager.

Tim McReynolds, account executive, WDAF(FM) Chicago, named local sales manager.

Mary L. Kellogg, account executive and production research coordinator, retail sales department, KNX(FM) Los Angeles, named manager of advertising and promotion there.

Gloria Cabrera, from Newsweek magazine, and Timothy P. Cresci, from WTXR(TV) St. Petersburg, Fla., join sales staff at WTVK(TV) Miami.

Marie Clare, from KYAM(AM) Portland, Ore., and Dennis Mederos, from KYXAM(AM) Oregon City, Ore., join local sales staff, KOIN-TV Portland.

Frances A. Sharp, from WWDC-AM-FM Washington, joins WMSI(AM) there as account executive.


Mike Wilson, from WIZZ(AM) Cocoa, Fla., joins WKOK(AM) there as account executive.

FOR SALE:
TV/FM TRANSMISSION EQUIPMENT

TV Transmitter
General Electric TT42A
35 KW low band VHF (channel 5)

TV Antenna
General Electric TY-60-N
5 section Batwing omnidirectional (channel 5)

FM Antenna
RCA BFG-16A
16 bays—101.5 MHz—ratioced 62.5% and 37.5% V

TOWER
STAINLESS, INC. 1,100 FOOT
10 foot face—uniform cross section—black iron—bridge guyed at six levels. 40 pound tower while supporting GE 4 bay Batwing low band TV antenna.

TRANSMISSION LINE
3,735 feet
ElA flanged 3 1/8 inch by various suppliers

All equipment currently operating in good condition. Available after July 1, 1978.

Contact Lee Poole, Chief Engineer
WRAL-TV
PO. Box 1200
Raleigh, NC 27605

appointed programming VP for Paramount Television Service.

Fred Ahern, production manager for Barnaby Jones series, Quinn Martin Productions, Los Angeles, promoted to VP-dramatic program production.

Annette Campbell, promotion manager, Metromedia Producers Corp., New York, named promotion and advertising manager, East Coast. Bill Doty, promotion copywriter, MPC, named manager of promotion and press relations, West Coast, Los Angeles.


Paul Block and Howard Papush, talent coordinators, NBC's Tonight Show, Burbank, Calif., signed to develop and produce daily afternoon television series with Group W Productions and Westinghouse Broadcasting, New York.

Jon Holiday, program consultant, Broadcast Programming International, radio syndication firm, Bolleevea, Wash., assumes additional duties as sales manager.


Shirley E. Frederick, research director and executive producer of public affairs programming, WRK-TV Cleveland, appointed executive program producer.

Dale Andrews, operations manager, KXYZ(AM) Baltimore.

Chip Taylor, assistant program director, WKKH(AM) Cocoa, Fla., named program director.

Michael O'Shea, national program director, Amatro Group, St. Louis, named program director, KXK(AM) Seattle.

John H. Hutchinson Jr., manager of administration and installation, Jefferson Data Systems, Charlotte, N.C., named program operations manager, co-owned WBTV(AM) there.

Andy Ulrich, producer-director, KMST(TV) Monterey, Calif., named production manager, KSBW-TV Salinas, Calif.

Eric Elfrig, reporter-air personality, WYVO-AM-FM Mount Vernon, Ohio, promoted to assistant program director.

Patrice Fitcher, producer-director, WHAS-TV Louisville, Ky., and Margot Wain, associate producer of WBBM-TV Chicago's weekly magazine program, Two on Two, named co-producers of that show.

Susan E. Burdick, executive editor, WBBM(AM) Boston, named editorial and public affairs director.

Don Ellison, sports anchor man, WMAR-TV Baltimore, appointed sports director.

Harriet Lapedes, audience research program, WRBH(AM) Memphis, promoted to music and research coordinator.

Peter F. Bradley, program director in film, TV/media and literature for New York State Arts Council, named director-sPECIAL projects, noncommercial KTCA-TV and co-owned non-commercial KTCI-TV Minneapolis-St. Paul.
Broadcast Journalism

Sid Davis, chief of Westhinghouse Broadcasting Co.'s Washington news bureau for past nine years, joins NBC News as director of news, Washington. He will be responsible for day-to-day operations of NBC News in Washington, reporting to Donald Meany, VP news, Washington.


Jack Jones, newsmen, WSPA-AM-FM Spartanburg, S.C., named news director.


James Griffin, assistant director of engineering, WJLA-TV Washington, named assistant news director for operations, responsible for supervision of news administrative functions. Barbara Matusow, member of WJLA-TV news operations department, named news producer.

Alan Goldberg, from KNX-TV San Francisco, rejoins KCTU-TV Portland, Ore., as executive news producer.

Jim Thebeau, freelance writer-photographer and former producer-managing editor, KTRK-TV Houston, joins KMCTV-St. Louis as news producer.

John Hambrick, co-anchor, KABC-TV Los Angeles, named anchor, KRON-TV San Francisco.


Burd Bullock, from WTVF-TV Nashville, joins WFTV-TV Orlando, Fla., as reporter-weekend weatherman.

Stephen Doyle, weekend anchor, KMPX-TV Minneapolis-St. Paul, appointed special projects manager, reporter and anchor of local cut-ins in Good Morning America program.

Martin H. Bass, graduate, radio-TV department, Southern Illinois University at Carbondale, named reporter, KENS-TV San Antonio, Tex. Rochelle B. Ogershok, SIU graduate, joins news team at KBIR-TV Superior, Wis.

Phil Jennrich, from KTHI-FM Los Angeles, and Maggi Scura, from KTXL-TV Sacramento, Calif., join KTVN-TV San Jose, Calif., as co-anchors of weekend newscasts. Jeff Richmond, from KSTV-TV Monterey, Calif., named KTVN weekend sports anchor.

Gail Anderson, reporter-anchorman-assignment editor, WANDIAM Windsor, Conn., named anchor/reporter, WDRCTAM Hartford, Conn.


Cable


Carmella Caridi, associate with law firm of Morris Woolek, New York, named counsel for Cablevision Corporation.

Ronald A. Hoodak, teacher, Elmira, N.Y., school system, named program manager, Telepromoter Cable, Horseheads, N.Y.

John Raines, from Jackson Communications, Clayton, Ohio, has been appointed interim at-large member of National Cable Television Association board, replacing Jerry Green of Classic Cablesystems, Scarsdale, N.Y., who died Aug. 11. Mr. Raines was on board before, but had to resign earlier this year after moving to another district.

Equipment & Engineering

Newly elected VP's, Scientific-Atlanta, Atlanta: William L. Davenport, corporate counsel, named VP-director of human resources; Harry Topliss Jr., secretary-treasurer, appointed VP's, Scientific-Atlanta, and Charles S. Young, who has served in various engineering and management positions, appointed instrumentation VP.

Len Deitch, TV engineering VP Zenith Radio, Chicago, named VP-product development.

Robert Hansen, executive director-color TV engineering, named executive director television engineering. Robert Adler, research VP, has announced desire to resign at end of this year and will continue as full-time consultant until then. He will serve as part-time consultant after that date.

For Radio:

Gord Atkinson's
A Very Merry Christmas!

Join Bing and some very special friends in a 2 hour Holiday Spectacular! Your listeners will hear Bing Bingle talk about Christmas' past; present and future. Along the way, Bing will introduce many of his most memorable Yuletide recordings. This Very Merry Christmas Special is available for exclusive play in your market. Write or Call us (Collect) for your FREE Demo Cassette and very affordable price to:

Pete Kline
CONCEPT BROADCAST SERVICES
14937 Ventura Blvd.
Sherman Oaks, Calif. 91403
(213) 789-5984 or (213) 990-7414

Broadcasting Sep 26 1977 57

Karol Freed, chief engineer, Unimedia Corp., manufacturer of color TV monitors and monitor-related products, Auburn, Calif., promoted to engineering VP.

John F. Schneider, broadcast equipment sales manager, CETCO Inc., Goleta, Calif., named district sales manager, Martin Industries, Kirkland, Wash.


Reed McIlroy, district sales manager of southern California and Arizona for Polaroid Corp., joins Ampex tape division, Redwood City, Calif., as Western regional sales manager-consumer products.

Ed Lowry, engineer, WCNJAM Atlanta, joins WAXT-AM there in same post.


Allied Fields

Frank Call, media broker, R.C. Crisler Co., Tucson, Ariz., office, appointed VP.


George G. Milliken, partner in Bold Venure Inc., marketing consulting, manufacturing and manufacturing.


distribution operation, Los Angeles, joins Atwood Richards barter firm, New York, as VP-Western region, based in Los Angeles.

Carl J. Fielsa, attorney and consultant on communications law and regulation policy, has become associated with John M. Eger, former head of White House Office of Telecommunications Policy, who is now independent communications attorney, Washington.

Kalmann (Koonie) Schaefer, senior policy development officer in international section of Office of Telecommunications Policy, is moving over to FCC as special adviser to commissioners on international matters. One principal concern is World Administrative Radio Conference to be held in 1979. Mr. Schaefer's post, which is new, was created by commissioners to meet need they felt for assistance in international area.

Marla Spehar, from Katz Radio, joins Kelly, Scott & Madison, media services organization, Chicago, as media buyer.

H.G. (Jay) Holland Jr., VP of media administration, Cunningham & Walsh, New York, appointed client service executive of A.C. Nielsen Co's Nielsen Station Index.

Stephen B. Labunski, former executive VP of Merv Griffin Stations and previously president of NBC Radio Network, New York, named general consultant to Webster Group, New York management consultants firm in radio.

Frank S. Colligan, with A.D. Ring & Associates consulting engineers, Washington, elected senior member, Institute of Electrical and Electronics Engineers.

Richard H. Frishman, producer, The Barry Farber Show, WORIAM New York, joins Planned Television Arts Ltd., broadcast public relations firm there, as publicity director. PTA specializes in booking talk-show guests.

Death

Raymond A. Plank, 61, president-general manager, WKLAMAM Ludington, Mich., died of cardiac arrest there Sept. 17. He spent two terms as National Association of Broadcasters board member (from 1966 to 1970) and during that time was first chairman of its small market radio committee. Survivors include his wife, Millie; son, R. Thomas, WKLAM sales manager, daughter, Sandra.

For the Record

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 12 through Sept. 16.

Abbreviations: ALI—Administrative Law Judge.
ali.—alternate. ann.—announced. ant.—antenna.

New stations

TV actions

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WFTV Chicago (BMFH-15191), Jan. 4, 1978; WPBT Miami (BMET-891), Feb. 15, 1978.

■ Jacksonville, Fla.—Crowd Broadcast Corp. seeks ch. 30 (566-572 mhz); ERP 3612 kw vis. 208 kw aud. HAAT 990 ft.; sect. above ground 1030 ft. PO. address: Box 2210, Springfield, Mass. 01101. Estimated construction cost $2,548,513; first-year operating cost $924,000; revenue not given. Legal counsel Stein, Halpen & Miller, Washington; consulting engineer John A. Fergil. Principals: Wholly owned by Springfield Television Corp., which is principally owned by William J. Purman and other members of his family. They own WWLP-TV Springfield, WRLF (TV) Greenfield, both Massachusetts, and WKEF (TV) Dayton, Ohio. Ann. Sept. 15.

FM actions


■ Boulder City, Nev.—Garrett, Andrews & Leitzia Inc. seeks 105.5 mhz, 12 kw; HAAT 1470 ft. PO. address: 500 S. Fourth Street, Las Vegas 89101. Estimated construction cost: $35,500; first-year operating cost: $47,100; revenue $228,000. Format: contemporary country. Principals: William C. Andrews (53%), his wife, Rivers (5%), Thomas Leitzia (20%) and Ronald J. Giarragano (Garrett) (20%). Mr. Andrews is sales manager for Sandy Frank Films. Other principals are owners of Western Advertising agency, Las Vegas. Ann. Sept. 2.

■ Pebble Beach, Calif.—Robert Louis Stevenson School seeks 91.5 mhz, 10 kw; HAAT 42 ft. PO. address: Box 657, Pebble Beach 93953, Estimated construction cost $7668; first-year operating cost $1,080. Forms: educational. Applicant is private school; Norman H. Low, director of development. Ann. Sept. 2.

■ Victoria, Tex.—McDougall Broadcasting Inc. seeks 107.9 mhz, 75.85 kw; HAAT 359.5 ft. PO. address: 402 East Virginia, Victoria 77901. Estimated construction cost $133,849.25; first-year operating cost $97,535; revenue not given. Format: "regular music." Principal: Dudley B. McDougall (100%), former program director of KVIC (AM) Victoria. Ann. Sept. 13.

Ownership changes

Applications

■ KWUNZ (AM) Concord, Calif. (1480 kHz, 500 w-DJ)—Seeks transfer of control of Adler Communications Co. from William D. Adler (100% before; none after) to Arthur L. Youngberg (none before; 100% after). Consideration: $338,000. Principals: Mr. Adler has no other broadcast interests. Buyer is syndicated journalist. He formerly owned KPRL (AM) Pebble Beach and KVON (AM) Napa, both California. Ann. Sept. 14.
Applications

Call

Call Sought by

New TV's

WYIS

*KBDI-TV
Front Range Educational Media Corp., Boulder, Colo.

New AM

WGNH-TV
Good News TV Network Inc., Winston-Salem, N.C.

New FM's

KMDX
B.J.L., Broadcasting Co., Parker, Ariz.

*WBHB
East Baton Rouge Parish School Board, Baton Rouge, La.

WFCD
Fredrick S., Fannand & Sally S. Stannand, Chillicothe, Ohio.

WCVJ

Existing TV

KYEL-TV
KBLJ-TV Yuma, Ariz.

Existing All-M's

WMYQ
WBRW Newton, Miss.

WSM
WRUL Winston-Salem, N.C.

WZZD
WBIG Philadelphia

KPHM
KQAM San Antonio, Tex.

Existing FM's

KBTG
KRCK-FM Sheffield, Ala.

WJSE
WPVM Utica, N.Y.

WIXO
WBTI McComb, Miss.

KOZ
KOPR-GM Great Falls, Mont.

WLEZ
WENT-FM Elmira, N.Y.

WLYK
KCHR-FM Sioux Falls, S.D.

Grants

Call

Assigned to

New All-M's

Kأهل
Mesac Broadcasting Inc., Beulah, N.D.

WKCK
Radio Soul Broadcasting Corp, Ocoeeville, Puerto Rico

New FM's

KAVN
Graham Broadcasting Co., Nogales, Ariz.

KOEZ
Brandon-Dorsey Communications Inc., Shreve, Calif.

*WBRM
Moody Bible Institute of Chicago, Boulder, Beach, Fla.

*WEAX
Tri-State College, Angola, Ind.

KUSB
KUHI Broadcast Inc., Bastrop, La.

*WWIS
Trustees of High Point College Inc., High Point, N.C.

KTAS
Taco Communications Corp, Lapes, N.M.

*KDDL
Independent School District No. 283, St. Louis Park, Minn.

Existing TV

WXAN-TV
WCAE-TV Atlanta

*WCMC
WXWW Chicago

Existing AM's

KBK
KDKX Locomo, Calif.

WJXY
WJAL Conway, S.C.

KUG
WXOG Springfield, Va.

Existing FM's

WOTU

KAJN-FM
KHUD Lafayette, La.

WLOM-FM
WRGN Westbrook, Me.

WOKO
WDNH Dover, N.H.

KBEZ
KAKX-FM Tulsa, Okla.

WOAM
WORAFM Mayaguez, Puerto Rico

WOC
WAGG-FM Ponce, Puerto Rico

WODS
WGBS-FM San Juan

WQLS
WCLF-FM Cleveland, Tenn.

KZQZ-FM
KZQZ Seattle

WAXX-FM
WEAU-FM Eau Claire, Wis.

- KFIM(FM) San Diego (98.1 MHz, 28 kW) - Seeks transfer of control of West Coast Media Inc. from Dominic A. Visconti (50.2% before; none after) to Donald J. McCann (49.8% before; 100% after). Consideration: $450,000. Principals: They formerly owned KORL(FM) Garden Grove, Calif. Ann. Sept. 14.

- WGBN(BAM) Indian Rocks Beach, WKX5(FM) St. Petersburg, both Florida - Seeks assignment of license from Southern Keswick Inc. to Moody Bible Institute of Chicago for nothing. Southern Keswick is non-profit, religious corporation, as is Moody Bible. Moody Bible is licensee of WMBI-AM-FM Chicago; WCRB(FM) Cleveland; WDLV(AM) Moline, Ill.; WMBW(FM) Charlotte, and KMBI-AM-FM Spokane. Wash. It has also received CP’s for new FM at Bayston Beach, Fl., and East Moline, Ill. Ann. Sept. 14.

- WYD-FM Palaka, Fla. - Seeks assignment of license from Hall Broadcasting Co. to Sir Radio Inc. for $288,000. Sellers: Richard K. Hall and William (50%) (25%) (25%). They have no other broadcast interests. Mr. Morris is Alexander City attorney, and Mr. White owns furniture store there (BTC-8381). Action Sept. 7.

- KTMN(FM) Trummm, Ark. (1530 kHz, 250 w - D) - Broadcast Bureau granted assignment of license to Trumman Broadcasting Inc to Cape Communications Corp. for $127,000. Seller: Nathan L. Poff, who has no other broadcast interests. Buyer is William N. Cate, who also owns KRLW(AM)-KCAO(FM) Miami; WYPL-FM Pavilion, Ark. (55%); and KETW(AM) Frederick, Mo. (51%) (BAL-8950). Action Sept. 6.

- KFSQ(AM) Denver (1290 kHz, 1 kw - D) - Commission granted assignment of license of estate of Paco Sanchez to Latino Broadcasting Co. for $500,000. Seller: Province court authorized to liquidate assets of estate to pay certain costs of estate of deceased. Buyer consists of ten stockholders, no broadcast interests. Action Sept. 5.

- WAKC(AM) Normal, Ill. (1440 kHz, 1 kw - D) - Broadcast Bureau granted assignment of license from Great Oaks Broadcasting Inc. to Samuel L. Martin and others for $275,000. Seller is owned by Douglas H. Donoho and Mrs. Aila Jackson, personal representative of the estate of her late husband, Allan Jackson, long-time CBS newscaster. Buyers, other than Mr. Martin, are Bob Bivans, Don A. Ruth and Mr. Martin’s son, Richard A. Senior Mr. Martin is president of Iquitos Country Broadcasting Co., licensee of WQFA-AM-FM Waseka, Ill., and WTKM-AM-FM Hartford, Wis. He is also president of Waseka Bank. Mr. Bivans is vice president and general manager of Waseka stations and Mr. Ruth is treasurer and office manager there. Younger Mr. Martin is secretary of Iquitos (BAL-9303). Action Sept. 6.

- WWKN(AM) Leonardsville, Md. (1370 kHz, 1 kw - D, 250 w - D) - Broadcast Bureau granted assignment of license from Sound Media Inc. to Continental Broadcasting Corp. for $340,000. Sellers are George E. Clark II and Richard A. Myers, who also have no other broadcast interests. Buyer is owned principally by Gordon West Broadcasters (92.4%), major group owner. Remaining shares are held by Frank and his wife, Diane, Blas of Ironwood, Mich. GBW has option to purchase Blas’s shares and expects to acquire them soon. Ann. Sept. 14.

- KDYL(AM) Tooele, Utah (990 kHz, 1 kw - D) - Seeks assignment of license from Tooele County Radio and Television Broadcasting Inc. to Thomas Mathis for $90,000. Seller is principally owned by Wendell T. Winegar, who has bought, subject to FCC approval, KSVN(AM) Ogden, Utah, Mr. Mathis is owner of KBRV(AM) Soda Springs, Idaho. Ann. Sept. 14.

- WVPA-AM-FM Petersburg, Va. (AM: 1290 kHz, 5 kw-D; FM: 95.3 MHz, 3 kw) - Seeks assignment of license from Sterling Broadcasting Co. to Atlantic Broadcasting Corp. for $350,000. Seller is owned by Sterling Livingston, who has no other broadcast holdings. Buyer is owned principally by Tom Joyce, vice president of Beasley Broadcasting Group. Ann. Sept. 14.

Actions

- WACD(AM) Alexander City, Ala. (1590 kHz, 1 kw - D) - Broadcast Bureau granted transfer of control of Alexander City Broadcasting Inc. to Bradley J. Davis and others (100% before; none after) to Larry W. Morris and J.P. White (none before; 100% after). Consideration: $100,000. Principals: Mr. Davis (40%); Green, V. Allen 1354%); Mr. Davis (25%). They have no other broadcast interests. Mr. Morris is Alexander City attorney, and Mr. White owns furniture store there (BTC-8381). Action Sept. 7.
Facilities changes

AM applications:

Summary of broadcasting

<table>
<thead>
<tr>
<th>FCC tabulations as of July 31</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On air</strong></td>
</tr>
<tr>
<td>CPs on</td>
</tr>
<tr>
<td><strong>Commercial</strong></td>
</tr>
<tr>
<td>4,476</td>
</tr>
<tr>
<td>2,866</td>
</tr>
<tr>
<td>2,357</td>
</tr>
<tr>
<td>5,716</td>
</tr>
<tr>
<td>512</td>
</tr>
<tr>
<td>242</td>
</tr>
<tr>
<td>149</td>
</tr>
<tr>
<td>963</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>1,039</td>
</tr>
<tr>
<td><strong>Total Radio</strong></td>
</tr>
<tr>
<td>8,186</td>
</tr>
</tbody>
</table>

*Special temporary authorization

**Includes oil-air licenses

Legend:
- **AM** - AM broadcast
- **FM** - FM broadcast
- **CP** - Commercial license
- **L** - License
- **Not** - Not authorized

In context

Designated for hearing
- Jeffersonstown, Ky., FM proceeding: J-Town Radio Co. and Publica Communications Inc., contesting for 101.7 MHz (Docs. 21, 344-35)—Chief, Broadcast Bureau, designated for hearing to determine whether FCC should grant waiver of rules and which proposal, if any, would better serve public interest. Action Sept. 13.
- KDRG (AM) Deer Lodge, Mont.—renewal proceeding: Deer Lodge Broadcasting Inc. (Docs. 21, 398)—Commission designated for hearing to determine whether KDRG transferred control of Deer Lodge without FCC approval, Deer Lodge violated FCC technical rules, station's operating logs were falsified and whether granting renewal would serve public interest. Action Sept. 15.

Procedural ruling
- Lubbock, Monahans, Big Spring and Sweetwater, Tex., renewal proceeding: Grayson Enterprises Inc. and Texas Key Broadcasters (Docs. 21, 131)—FCC found good cause for renewal and scheduled further prehearing conference for Oct. 7 and canceled Oct. 11 hearing subject to further order. Action Sept. 9.

Joint agreement
- Jensen Beach, Fla., FM proceeding: Robert A. Jenkins, Raymond A. Kander (Florida Gospel Network)—Jensen Beach Broadcasting Co. Inc. and Robert L. Lord and Marshall W. Rowland (Lord &
Allocationss

Petitions

- Falls City, Neb.—Southeast Broadcasting Co. requests assignment of FM ch. 237A. Ann. Sept. 13.

Actions

- Tallahassee, Fla.—Broadcast Bureau proposed assignment of FM ch. 240A as community's fifth FM. Action was response to petition by Plamation Radio Inc., licensee of WCCV-AM there. Comments are due Oct. 28. replies Nov. 17 (Doc. 21,393). Action Sept. 13.
- Lexington, Ky.—Broadcast Bureau proposed substituting ch. 36 for ch. 62. Proposal was response to petition by WTVQ Inc., licensee of WTVQ-TV there. Comments are due Oct. 28; replies Nov. 17 (Doc. 21,392). Action Sept. 13.
- Clarksville and Greenville, both Mississippi—Broadcast Bureau proposed substituting ch. 21 for ch. 22 at Clarkville and ch. 44 for ch. 21 at Greenville. Assignment of ch. 21 at Clarksville will require change in offset designation of unoccupied cochannel at Birmingham, Ala. Changes were sought by Big River Broadcasting Co. Comments are due Oct. 21; replies Nov. 10 (Doc. 21,389). Action Sept. 6.
- Columbia, Mo.—Broadcast Bureau assigned TV ch. 23 as community's first noncommercial television. Action Sept. 2.
- Sikeston, Mo.—Broadcast Bureau proposed assignment of TV ch. 45. Action was response to petition by Delta Projects Inc. Comments are due Oct. 18; replies Nov. 8 (Doc. 21,388). Action Sept. 2.
- Lowry, S.D.—Broadcast Bureau has requested comments on proposal to assign three TV chs. (56, 62, 68). Action is response to request by South Dakota Five County Television Translator District. Comments are due Oct. 18; replies Nov. 8 (Doc. 21,386). Action Sept. 2.
- Galveston, Tex.—Broadcast Bureau proposed substitution of ch. 48 for unoccupied ch. 47. Change was proposed by Old Time Religion Hour Inc. Comments are due Oct. 18; replies Nov. 8 (Doc. 21,387). Action Sept. 2.
- Rice Lake, Wis.—Broadcast Bureau assigned ch. 249A as community's second FM. Action was result of petition by Red Cedar Broadcasters Inc. Effective Oct. 17. Action Sept. 2.

Rulings

Petitions

- Motion Picture Association of America Inc. requests determination of whether restrictions should be placed on dissemination of broadcast signals to cable television systems via satellites. Ann. Sept. 13.
- National Stop ERA Committee and Eagle Forum requests amendment of order on ascertainment of community problems by broadcast station applicants to include ascertainment of "responsible representatives of activist women's organizations whose views are substantially different from feminists' women's liberationists."
RADIO

HELP WANTED MANAGEMENT

California Daytimer seeking experienced strong Sales Manager who can sell, and lead a sales staff, promotionally/contemporary oriented. Great market: Great signal. Box J-91.

Group broadcaster looking for aggressive on street sales and promotion oriented station manager for new 50 kw automated modern country/gospel FM. Will be a dominant signal in competitive Mid Atlantic medium market. Will consider experienced sales person ready for responsibility. E.O.E. Call Don Miller, 703–434-1777.

If You Are presently in sales with a good record, have 3 or 4 years experience in all phases of Radio from board to copy and want to work under consultant for 3 months and take over a profitable operation as General Manager on a base, with larger part of salary from station’s overall performance and personal sales. Send resume and past billing records. Prefer Midwest applicant—small market, but sharp, profitable operation—excellent facility—country format—candidate will be checked out thoroughly. Send to: Box M-1.


Leading research and consulting firm for the broadcast industry is looking for a highly qualified individual with a thorough working knowledge of radio. Candidate must have a college degree. Research experience is also preferred. Resumes to: Frank N. Magid Associates, Radio Division, One Research Center, Marion, IA 52302.

Top 50 market Modern Country Sales Manager. Must carry list, build and train new sales team. Salary, car. bonus. Reply to Box M-42.

Sales Manager seeking enthusiastic, energetic, organized person with sales/administrative experience. No contemporary stations in market. Good remuneration for right person. EOE. Send resume to Mark Kravetz, WTOB, Post Office Box 5126, Winston-Salem, NC 27103.

HELP WANTED SALES

Learn To Sell at professional Midwest radio station. Box H-107.

WVL/D AM & WLGA FM are looking for qualified Sales & Production personnel. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Wanted: California daytimer seeking Strong Sales Manager, who can sell, train and motivate sales staff, familiar with workable promotional and merchandising sales aids. Box J-100.


Sales manager to sell, direct, and oversee. 4 hour ethnic block. Spanish/Portuguese. Must be able to sell, and direct others to sell. Right person will be eventually, brought into ownership. Central Cal. Radio. Proven, Ethnic sales record, only. Box K-124.

Experienced and dedicated salesperson wanted to become member of professional staff at busy MOR AM and Contemporary FM Gulf Coast Stations. Maximum opportunity for lucrative earnings with established local money and major growth Deep South market. Reply immediately, resume to Box K-106.


Sales person needed immediately. AM in fast growing dynamic market. Unlimited potential. Frank Barrett, KATI, Casper, WY. Collect 307–266-1400.

Middletown, Connecticut's WCHX has openings for salesperson established its unique role in urban community. Salary plus commission necessary. Sales experience preferred although we will train a unique single station market of 40,000. Send confidential resume to Kenneth Smith, Manager, Box 359, 110156, EEO.

Orlando, FL. 100 kw FM Adult format looking for a seasoned sales pro ready to make major dollars in a major market. Call Bill Kirk, VP/GM, collect 505–6254848.


Excellent sales person with good track record wanted. Small market Country Music FM station, 25% will make you happy. Why you? Send resume to Box M-11.

Medium Market Number One Country station in upper Midwest is looking for a Radio Farm sales person. Must have background in agriculture. Send resume and agriculture background to Box M-39.

Sales People for California small market radio. Will train inexperience... expect action from experienced. Guarantee, plus higher than usual commission structure. Medical insurance provided. An Equal Opportunity Employer. Send resume and dates available for personal interview. Box M-34.

Central Jersey's No. 1 station is expanding its sales force. EOE. Immediate opening for experienced self-starter. Send resume to Box M-23.


Wanted: Aggressive, go-getter, ready to move up to group-owned dominant station in major New England market. Potential management opportunity with acquisition oriented group. EOE. Send resume today to Box M-48.

Medium Market Number One Country station in upper Midwest is looking for a sales person. Send resume and sales history to Box M-53.

Palm Springs, California two most powerful radio stations, KDES & KDES-FM need an aggressive, experienced salesperson to handle a strong local list. Send resume to: Joe Tourtelot, 613 N. Palm Canyon Drive, Palm Springs 92262, An Equal Opportunity Employer.

A Rare Opportunity for the right career motivated broadcaster exists a medium Florida Contemporary MOR. We're seeking a dynamic morning personality who wants to sell leading to eventual management. You may even be in a market under 100,000. But if you're truly gifted we want to hear from you. Income range $11,000 to $19,000 for the successful applicant. Send complete information, in confidence, including resume, tape, references, sales record and earnings history to H.W. Heaviside, 5573 North Semoran Blvd., No. 2906, Winter Park, FL 32792.

WSGA/WZAT, Savannah, looking for an experienced account executive to work for the dominant radio stations in the market. Write to Local Sales Manager, WSGA/WZAT, Box 8247, Savannah, GA 31402, EOE.

100 KW FM In Florida seeks experienced Sales Person. Exceptional income potential selling the most successful contemporary station in Top 20 market. E.O.E. Call Joe Bell at 813–577–1111.

Salesperson—Learn RAB techniques. Resume to Danny Woodland, WRKT, Box 3843, Cocoa, FL 32922. EOE.

Position Open Immediately for qualified sales person to run sales dept, At top rated 5,000 watt station in Southeast. Excellent chance for right person. Let's talk. Al Garner 404–738-0686.


Experienced Sales Manager or Assistant Sales Manager, Strong Daytimer. Must be able to lead, sell staff and is promoting a Community oriented. Immediate opening. WKMC, Roanoke Spring, VA 61832. EOE no calls.


One of New York State's great radio stations needs a personable, witty, morning personality. Ability to entertain more vital than long years of experience. Immediate opening. Box X-135.

Major Eastern 50kw FM Adult Contemporary needs powerful Director with good production background. Top 50 ADI market with major radio group. Excellent company benefits and plenty of room to move up. MF. E.O.E. All replies in confidence to Box K-108.

Adult contemporary personality needed for AM Drive slot with multi-station Group. Must be bright, aware and community oriented. EOE-M/F. Send resume and salary requirements to Box K-81.

Communications aren't easy to find... but then, good companies are rare, too. We are actively seeking at least one good Adult Communicator to join our Adult/Contemp. team in the Beaumont/Port Arthur, Texas market. Tapes and resumes immediately to Scott Scrogg, P.O. Box 338, Port Arthur, TX. Salary negotiable... KOLE-AM, an E-O-E.

Morning Drive needs experienced communicator, mature voice, good commercial production. Great Indiana medium market. Information—contemporary good rock/old format. All resumes to M & P, Maywood Broadcasting—Chesterton, IN. Resume to Local Sales Staff, Call GM 219–875–5166. Resume to WCMR, Elkhart, IN 46515.

Two announcers needed for number one Midwest contemporary medium-market station. Personality a must! Send tape, resume to Joe London, WMOH 220 High Street, Hamilton, OH 45011. EOE/MF.

If you’ve dreamed of creative freedom and have production experience, a variety of character voices, and air experience, the Imagination Station wants you. Call 815-332-3436.

wanted, bright contemporary GM morning man, PD ability very helpful. Great Indiana medium market. Good line, aggressive operation. Christian staff. Call GM 219-875-5166; resume to WCMR, Elkhart, IN 46515.

Announcer/Personality—At least 3-5 years experience. FCC 3rd class license with broadcast endorsement. Experienced in radio production. Entertain on music show from 7:00 PM to Midnight, Monday-Friday, and 4-hour weekend program. Some production work will be involved the week. Applicant should be committed to involvement in the community. An equal opportunity employer. Send resumes and tapes to Norm Schultt, General Manager, WKBW-AM, 1430 Main St., Buffalo, NY 14209.

wanted, a dedicated self starter with experience who can handle a combo Sports Director, DJ position. The majority of time will be spent on sports. Must be able to do Play By Play, write and gather sports news and do production. Send tape and resume including salary requirements to Jim Wilkinson, KLMR, Box 890, Lamart, CO 80152.

If you're more than just an announcer: If you're a good communicator, then you'll want to apply for a staff announcer position at WZOE. Work in new facilities. Excellent pay, benefits. Tape with first letter, please. Write WZOE, Box 69, Broadcast Center, Princeton, IL 61356.

farm director for full-time AM & FM in Central Virginia located. Contact W. Bultyns, WINAWQM at 804—977-3030 or Box 1230, Charlottesville. An EOE employer.

immediate opening for major announcer for golden oldie stereo format. Some production. Send tape resume to Bill Watt, WM, WDAF-FM, Box 811, Darlington, SC 29532.

Wanted: Announcer with First Ticket willing to work any shift. WAMD Aberdeen, MD 21001.

Virginia Fulltime Contemporary desires announcer with good voice and Program/Music Director abilities. Excellent opportunity with great future. EOE. Resume to Box M-25.

Can you run tight Modern Country? Heavy Voice? Good Production? Do engineering and repair? Four yes’s and a good track record, and you’re in. SouthEast, Box M-12.

immediate opening for major voiced, afternoon, top market engineer. Send resume and tape, Steve Round WVIN, Bath, NY 14810.

see “Rare Opportunity” under Help Wanted Sales.


immediate opening for professional announcer, for on air shift and news and commercial production. 3rd Class Endorsed license required. Send tape and resume to Ralph Smith, WRAT, P.O. Box 249, Rutland, VT.

Announcer—strong on production—at Central California, adult-oriented station. Tapes and resumes only. Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93401. EOE/EMF.

MOR Personality wanted. 3rd, Resume, air-check, salary requirements to Chet Austin, KLAV, Las Vegas, NV.

Staff Annunciators (2). Good voices and versatility. Experience preferred. Must have license endorsed. Send resume and tape to WCJS, Midline Rd. Amsterdam, NY.

Top Medium Market operation has opening for newswoman. Also accepting tapes for future job positions. Good opp. Minority & women. Send tape & resume to John Raymond, KIXY, City Hall Plaza, San Angelo, TX 76903.

WCCC AM-FM Hartford looking for strong morning personality. Must be creative. Previous experience necessary. Good salary. Send tape, resume to Program Director, 11 Asylum St., Hartford, CT EOE.

Warm, friendly announcer for 10PM to 6AM shift with top-rated beautiful music AM-FM. Fri-Sun, Saturday nights off. Must operate automation equipment and transmitter. Deliver commercials and news convincingly. Tapes, resumes but no phone calls to: Program Director, WRSO, 341 North Blvd., Albany, NY 12204. Equal Opportunity Employer, Male/Female.

Mature, Sales Oriented, six hours Mon thru Sat, 6PMMidnight, fast paced Top 40 type for Modern Country hit format. Nerves must stand. Resumes must be sent immediately. WWW. 803—533-4374. St. George, S.C. 29477.

Ann. needed for Modern Country format, Exp. pref., but not required. Must have 1st Class License. Send tape and resume to Gary Laing, P.O. WDSD-FM, P.O. Drawer B, Dover DE 19901. EOE.


HELP WANTED TECHNICAL


1st Class Engineer maintained, 1 KW small FM, Good salary. Box K-47.


Chief Engineer for aggressive AM in Hawaii. New FM equipment, ideas. Contact Donald E. Winget, O’Day Broadcasting Co. 1305 3rd Ave., Suite 400, Seattle, WA 98101. 206—582-2882.


no fancy words, we are a good company with little staff turnover. We operate AM/FM consortium Yakinia and Kennewick, Washington. We need a capable chief engineer for Kennewick, Washington. Strictly engineering, no board work. Talk to our present engineer at KOWR and then contact Don Heinen, KUTI, Yakima WA. EEO.

Cape Cod’s Leading station seeks Chief. Studio and transmitter engineer excellent, automation experience helpful. Outstanding facilities, ideal living area. All applications considered. Send resume and salary requirements to Ray Brown, WCOD-FM, 105 Stevens St., Hyannis, MA 02601.

Chief Engineer: Midwest Family AM/FM in Rockford, IL. 1 kw directional daytime/AM. Class A. with comparable STUPM. Some experience with salary requirements to: Chris J. Cain, Box 2058, Madison, WI 53701.

One person staff needed. Must be engineer, salesperson and programer for automated FM station. Assistant manager too. Salary plus sales commission plus bonus. Has to be good and willing to live in the relaxed atmosphere of a Southeastern town of 20,000. Box M-49.

Chief Engineer—Directional AM, FM automation. Start $2000 weekly. Box 3845, Cocoa, FL 32922, EOE.

Maintenance Engineer, experienced in AM, FM stereo, cable TV equipment. First phone and minimum 3-year experience required. Send resume to Manager, Communication Department, University of Texas at El Paso, El Paso, TX 79968. An equal opportunity, affirmative action employer.


Wanted—Chief Engineer. Chief Engineer for Christian Format Station FM. First class license. Experience in Transmitter and audio system maintenance. Limited board work. Box 55, Radio Co., 1111 NW 3rd, OKC, OK 73103. EEO.


HELP WANTED NEWS

Wanted—News Director with administrative ability for three man Midwest local news operation. Box M-55.

People reporter whose talents to interview and investigate will enlighten listeners on the people and events behind the hard news. We’re expanding our AP award-winning news department with a unique position. If you have unusual creativity, proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some investigative reporting, and on-air anchoring. WDF, P.O. Box 524, Marion, OH 43302.

Major market, full time, suburban, looking for News and Public Affairs Director. This could be your chance to build a winning News Department. An Equal Opportunity Employes. Resumes and ideas to Program Manager, Box K-111.

We are seeking a top flight talent experienced in all facets of news. This person must be self motivated and be absolutely “in love” with his craft. We offer a top salary and exceptional benefits to the right party. This person will be in charge of our expanded department. Tape resume to Tom Allen, WVOJ, Jacksonville, FL 32205. EOE.

Experienced Newsreporter (male or female) for AM/ FM operation. Boxes No. 1 and No. 2 in North Central PA. Local emphasis with growing, aggressive company, stations in Pennsylvania and New York, with an eye toward the future. You talk quality, we’ll talk money. If you’re a communicator, send tapes and resume to: Program Director, WLYC/WIL, PO Box 1176, Williamsport, PA 17701.

Market-Leading contemporary station seeks morning show with dynamic & engaging delivery. Talk Show experience helpful. Send resume and salary requirements to Box M-4.

News Director, college background, medium mar ket experience, with solid leadership and administrative qualities, to head six-person news and public affairs department in Midwest. Good voice, professional delivery, writing and interviewing skills, plus an understanding of government and community affairs qualifies you for substantial salary and fringe benefits in a sound, stable organization. Write Box M-10.

Needed Morning Anchor, good voice and writing, who can work the street as well as the studio. Award winning news department. Excellent reputation, stable, advancement opportunities within a major chain. An Equal Opportunity Employer. Tape and resume to News Director, WXYK, Box 12526, Raleigh, NC 27605.

Editor for morning shift at all-news independent. Requires experience, strong writing and organization skills. Resume, writing samples and salary history to Michael S. Perl, News Director, WEBR, Drawer A, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Immediate Opening Newswoman aggressive all-around approach. Gathering, writing, reporting local news and national wire. Weathers and possibly equiped Mobile News, Tom Wall, News Director, WBHP, P.O. Box 547, Huntsville, AL 35804. 205—534-3521.
HELP WANTED NEWSPAPER
CONTINUED

WIBM-Jackson, Michigan, has immediate opening for News Director. Must have writing experience and good delivery. Long hours with good pay. Tapes and resumes to Gary Osbon, PD, Box 1450, Jackson, MI 49204. EOE.

Prosperous Small Market looking for experienced newsmen. 57200 to start. Resume, tape to: Rich Adams, Box 603, Crawfordsville, IN 47933.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Need Program Director for Southern medium market. Up-tempo Contemporary station. Two years P.D. experience needed. Should be good administrator and experienced with music. Send resume, references and salary requirements to Box K-31.

Major Eastern, 50kw FM Adult Contemporary needs Program Director with good production background. Top 50 ADI market with major radio group. Excellent company benefits and plenty of room to move up. M.F. E.O.E. All replies in confidence to Box K-109.

Senior Producer for daily five minute public affairs radio program in Washington. Must have good political judgement and proven journalism skills. Responsibilities include production, editing, scheduling and administration of entire project. Should have familiarity with all aspects of radio production. Salary Open. Box K-145.


North Carolina high-power FM station seeks assistant operations manager. Must be interested in automation, very strong in commercial production, do good news, and capable of a little airshift. Station is rated No. 1 in the market. No beginning, please. Minorities are especially encouraged to apply. Tape of production and air work to: Don Perkins, WQSM, Box 35297, Fayetteville, NC 28303.

California fast growing station needs innovative copywriter/production person. Must be experienced and capable of top notch production and copy. E.O.E. Send resume to Box M-15.

Experienced program director. Community minded. Pennsylvania semi-automated. Send resume, references and salary requirements to Box M-54.

Experienced broadcaster for Operations Director position with 100,000 watt public radio station. CANDIDATES with Masters degrees preferred. Send resume, audition tape and all requirements to: Greg Mahoney, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. Applications must be received by October 7. Equal Opportunity Employer.

See “Rare Opportunity” under Help Wanted Sales.

SITUATIONS WANTED MANAGEMENT

Tired of selling insurance ... want back into radio. Mature, solid family man with 20 plus years experience, PD, SM, GM, seek position in smaller town station. CW—MOR family listening type station. Personality type operation. Civic minded. Make me an offer I can’t refuse. Write to the billing booster: Fred Andrews, 533 So. Kenyon Dr., Tucson, AZ 85710.

Small Market Station owner with extensive n/tap, rep, spot sales background available shortly. Can stimulate n/tap. Spot sales, help with administrative details. Local sales. West Coast preferred. Reply Box M-46.

GM/GSM—20 years all phases radio seeks small to medium market opportunity. Presently employed Northern California. Broadcasting Box M-43.

27 years in radio, all phases. Last 16 years General Manager & VP. Sold interests. Free to go anywhere. Box M-49.

Capable general manager of group with top 100 flagship ready for management in major market. Strong marketing and financial backgrounds with college degree. Street sales and air experience. Very conversant with technical side and thoroughly knowledgeable about rules, regs and compliance. Have worked with rock, adult rock, country, beautiful music, mor, AM and FM products. New construction, acquisitions, dispositions and turnaround situations under belt. 35, married, kids. Fresh ideas and enthusiasm. Result-prone. Box M-41.

General Manager—Experienced pro in sales, programming, administration. Strong leader, hard worker, best credentials. Family man, easy forties, prefer sun belt but consider any solid offer. Box M-33.

Manager—Sales oriented—Experienced all phases. 45, sober, reliable—N.E. USA. Box M-31.

Traffic Coordinator, 26 yrs. old. 4 yrs. experience with major market Radio and TV BIA, B.A. Liberal Arts. Will relocate as Traffic Mgr. Box M-21.

Manager With References—contact F. Daniel Marcy, 734 Mesa Hills No. 191, El Paso, TX 79912, Phone 915-581-3451. Sales, cost and community oriented.

13 year veteran wants GM position with equally new acquisition or as station's general back-up. Strong on management/sales/promotion. Resume, references, family. Dean Craun, 420-727-6163.

SITUATIONS WANTED SALES

Sharp operations, creative expert seeking sales, future growth to management with creative operations director. Excellent references. Box M-14.

SITUATIONS WANTED ANNOUNCERS


DJ, sold news, commercials, tight board, some experience, 3rd, ready now, anywhere. Box J-158.

Hello—I’m 28 and have been broadcasting for eight years. I have graduate degrees in Political Science and Journalism and would like to move into T.Art.-K Radio. My name is Steve and you can give me a call at 817-359-2540.

Morning man wants to move into a medium market. Will relocate. Box K-112.

Classical Announcer, extensive experience as broadcaster and professional musician. Seeking position as announcer/music director with live arts station. Excellent voice, vocal background, comprehensive qualifications. Box K-90.

Experienced air personality with good production, looking for position at progressive station. Have worked top 15 market in past. Also interested in possible programming and production openings. Box K-75.


Rock DJ, 3rd Endorsed, B.A. Mass Communications. 3 years college and radio experience. Tape & references available. Phil Gnesin 89 N. Lake Drive W. End, NJ 07740. 201-229-2079.

Young Pro, 23, warm, mature, 5 years experience, very good voice. Loyal and dedicated. Knows music. Top programming potential. Looking for Adult Contemporary/Modern Contemporary Beautiful Music position with quality organization. Joe Caravello, 12217 Renwick, St. Louis, MO 63128, 1-314-849-2829.


Reliable, young, experienced person with good knowledge of sports, desires to relocate. Call Bob Simon 419-683-2874.

Young N.W. Jock looking for new opportunity. 3 yrs in Major Market T40, Soul, 3rd, employed prefer West. Lets get together. Box M-45.

Here’s an experienced professional that loves personality Radio. 29 years in market with first phone seeks new challenge. Box M-38.

Broadcast School Grad, 3rd Endorsed, wants to learn and grow with small market. Box M-32.

Experienced, Hard Working, energetic! Looking for move upwards. Top 40—medium or major market. More than just music, good production too! Hard work bodes success! Box M-29.


Five years experience. Polished, mature, bright, communicative DJ, currently morning drive and M.D., seeking contemporary, MOR, or AOR station in large or good medium market, preferably in New York, Connecticut, State, New York, Connecticut, but all areas considered. Promotion, references, third endorsed. Bill Hunter. 212-759-9190. 9 A.M.-5 P.M.

I Do Thoroughly entertaining Adult Contemp; copy & prod, too. I am now a free agent looking Northeast. You are Northeast Adult Contemp thoroughly in need of an entertainer. You are gonna call me 802-223-7455.

DJ, News, interviews, 3rd Endorsed. Any shift, within one hour driving NYC. Tape and resume, I’ll make your audience larger by using aostrology in a unique way. Call Marcello 212-255-6249.

Positive attitude, year + experience DJ, news, Read, write news, commercials. Greg Mahoney 303-770-0267.

Experienced Announcer, (3rd endorsed) seeks a full-time position at a diversified station, which includes newsicast and production duties. Will relocate. Call Frank Cordell 714-658-1094.

Experienced Country Announcer looking for small town station with family orientation. Box 1085, New Gardens Station, Fort Knox, KY.

Can Relocate in 48 hours. 3 months station experience. Excellent references. DJ, newscaster, time sales. Tape available. Phone, 212-628-7001.


SITUATIONS WANTED TECHNICAL

Chief or Assistant, quality radio operation. Tubby experienced, capable, mature, family, references. Box K-130.

Twelve year pro seeks future with reputable organization. Box M-22.

Does Your Station do a lot us sports remotes, or is your team looking for a full time engineer? Well if you are, look no further. Former VY, Mets Technicial/Producer seeks new home base. Own equipment. Resume on request. Box M-27.

Experienced. Young engineer seeks position as Assistant Chief or Board Engineer. Heavy production and experience in remotes. One year with New York City 50 kW AM Directional and FM. Resume on request. Box M-28.
HELP WANTED MANAGEMENT

Business Manager: Experienced, enlightened up-and-coming computer to help station grow faster. EOE. Box K-116.

Hungry sales manager needed for CBS/TVH affiliate of major group broadcaster. Resumes to L.J. Rocke, General Manager, WDEP-TV, 3300 Broad Street, Chattanooga, TN 37408.


HELP WANTED SALES


Wanted Local Television Sales Manager. Top 100 Markets. Midwest, Creative, Innovative Sales Manager. Minimum one year experience in sales management. Will supervise four sales people and be responsible for significant amounts of local and regional business. Compensation $15,000 plus overrides. Potential $25,000 to $35,000 annual. All inquiries will be handled with complete confidence. Equal Opportunity Employer. Write Broadcasting Box M-7.

Southeast network affiliate is seeking an experienced TV sales representative. Must be highly skilled in successful television marketing. Majority of contracts are currently with area businessmen. E.O.E. Reply to Broad-A.

Television Sales Person (Lansing, Michigan) Minimum six (6) months media or intangible sales experience. Equal Opportunity Employer. Write: WILX-TV, P.O. Box 30380, Lansing, Ml 48809.

HELP WANTED ANNONCERS

Staff Announcer with excellent commercial production voice plus on air experience. Potential for news position equal to: Personnel Manager, Contact Jeff Atkinson, WTVJ, 6-1977.

HELP WANTED TECHNICAL

Engineering Manager. Administer senior management's direction. A working chief. Ampex AVR2 VTR's, RCA TTU 30 TV transmitter, RCA FM transmitter. A growing Public TV/FM station. $15,000. Send resume immediately to: Walter Evans. WSGK, 1030 W. Main St., Prospect Park, IL 60070-5044.

Two Engineers - Maintenance and operating, 1st Phone, experience necessary. EOE. R. Hardie, KAMR-TV, Amarillo, TX 806-336-3521.

TV Engineer First Phone for color tape, video, and similar operations at Columbia City, Indiana. WGBY-TV, Amory Square, Springfield, MA. Public Television. An Equal Opportunity Employer.

HELP WANTED NEWS


TV Maintenance/Operations Engineer - For top 10 indie Quad and Helical VTR, Switching, Video Projection, 3 years experience, 1st phone required. M/F and Equal Opportunity Employer. Box M-8.


Engineer, T.V. Immediate opening for television engineering position at KOMU-TV, Commercial Station for the University of Missouri-Columbia. Will train if applicant has successfully completed an engineering, vocational, or training school specializing in television engineering. Will consider applicants with five years minimum television station operation experience if educational requirements cannot be met. Salary varies according to experience and training. Mail resumes to: Personnel Services, 300 Holt St, Columbia, MO 65201, An Affirmative Action/Equal Opportunity Employer.

Television Services Operations/Maintenance Engineer for modern facility provides unusual opportunity for individual who will share responsibilities for operation, maintenance, repair and installation of component of broadcast quality television systems. Must have at least 5 years maintenance experience. Specific familiarity required with Quad/Heilco VTR's, studiographic TV cameras, production audio and video digital equipment. Individual must be able to work well both independently and under direction. Some travel probable. Generous opportunities for extensive equipment development. Please send your resume in confidence including salary history to: W.F. Schreiber, Employee Relations, TV Services, 101 Wide Way, Riverside, Indiana 47374, Box 200 E. Randolph, MC 0302, Chicago, IL 60601, An Equal Opportunity Employer MF.

Remote Truck supervisor and maintenance engineer for very active major market TV station. EOE. M/F. Box K-12.

Transmitter supervisor needed for new UHF public television facility Shreveport, LA. Position requires six years experience or equivalent, including two years in the construction, design, or maintenance of UHF television transmitters. Starting salary $13,000. Applications should be submitted to the Department of Civil Service, Box 4011, Baton Rouge, LA 70804 so as to be received by October 14, 1977. For more information, contact Coy Simmons, Chief Engineer, Louisiana Public Broadcasting, 504-389-2131. Equal Opportunity Employer.

Iowa State University, College of Veterinary Medicine, needs a Broadcast Television-Radio Technician. If under general supervision performs technical work requiring knowledge and skill in the operation and maintenance of broadcast grade closed circuit television and audio equipment. Minimum qualifications: Associate degree or two years training in electronics and three years experience in a television station or video production facility. Send resume to Personnel Office, Room 18 Beardshear Hall, Iowa State University Ames, IA 50011. Application deadline October 14. An Equal Opportunity/affirmative Action Employer.

HELP WANTED NEWS

Satex - Bureau reporter/photosographer to work under minimal supervision, Gear, car provided. Market medium, Midwest. Top company and benefits. An EEO employee. Resume to Box K-78.

Anchor Position for six and ten PM News. Must be credible, warm, believable, professional and have good track record. Some profits and duties are included. Excellent salary and benefits. Southeast area. Replies confidential. Send resume to Box K-132.
To order your own copy of the Broadcasting Yearbook fill in and mail the attached order form.

Please send me . . .

☐ 1978 Broadcasting Cable Sourcebook—$20.00 (if payment with order: $15.00)
the complete guide to all cable television facts and figures

☐ 1977 Broadcasting Yearbook—$30.00 (if payment with order: $25.00)
the complete guide to television and radio facts and figures

Name: two initials and last name

Company Name

Address

City

State

Zip Code

Type of Business

Title/Position

Are you or your firm engaged in cable TV operations? ☐ Yes ☐ No

Signature
To order your own copy of the 1978 Broadcasting Yearbook and/or the Sourcebook, fill in the attached order form and mail it in. No postage necessary.
HELP WANTED NEWS
CONTINUED

Mature anchor person with news-gathering and on-air experience for medium sized market in Northeast. Production background helpful. Send resume to Box K-128.

Meteorologist wanted to do noon and early news show. Stays active at weather service, Los Angeles. WR-100 Weather Radar, NAFAX and instruments. Must have broadcast experience. Send tape and resume to John Span, WB22-TV, PO Box 2906, Baton Rouge, LA 70821. An EEO Employee.

News Producer for Midwest market. TV journalism and production background essential. Salary open. Send resume to Box M-51.

Top 15 S.E. Market needs in house and field News Promotion person capable of handling general newswroom duties ranging from typing and filing to production. Must be organized and self starter, resume and salary first letter. Equal Opportunity Employer. Box M-17.

Sports. Need aggressive, energetic sportscaster that knows how to get the local angle on spots that interest all of the audience, not just the major league fans. On-Air TV experience desirable, but not a requirement. Salary determined on ability and experience. Send resume to Box M-2.

Meteorologist: Must be qualified meteorologist and member of AMS. Experience as on-air weather talk personality. Able to work with TV, radio, fax equipment and other weather instruments. We want a professional, credible, and anchoring the weather portion of early and late news. The salary is high, but we want only the best. If you have what it takes, send resume to Box M-5.

Aggressive, dependable, experienced, hard-working; reporter/editor, needed for beautiful small Rocky Mountain market news. Call or write General Manager, KFFB-TV, Great Falls, MT.

Sports Anchor—Strong air personality with previous spots reporting and one year sports anchor experience. Audition and resume to KCRA-TV News Director, Pete Langlois, 310 Tenth St, Sacramento, CA 95814.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director/Salesperson for commercial production. Salary plus commission. Outstanding facilities for outstanding director. EOE. Box K-117.

Public TV station needs Producer/Director to produce and direct local television programming. Two years experience in producing and directing programs required. For further information, contact Personnel Commission, Office of the Santa Clara County Superintendent of Schools, 100 Skyport Drive, San Jose, 95178. In care of M, 409-2907. Application deadline: October 7, 1977. An Equal Opportunity Employer.

Creative copywriter with some sketching talent and enormous ambition for dominant station in market. ABC, EOE, Replies please to Ken Martin, KIMO, 3910 Seward Highway, Anchorage 99503.


Lighting director for busy PTV production center. Excellent experience necessary in large-scale studio and location lighting, film and tape. EOE. Box M-44.

TV Copywriter/Announcer... Degree and experience necessary. Send tapes and copy samples to Jeft Davis, WBTV-TV, 3719 Central Ave., Fort Myers, FL 33901. EOE. Salary open.

Production Manager Send resume and sample of work experience to PO Box 4154, Madison, WI 53711. Equal Opportunity Employer.

Producer/Director—Mid South Station in Top 30's Market needs creative type with heavy commercial/music background. Must also be competent film cameraman. Position now open. Send resume and salary background to Production Manager, WSM-TV, Box 100, Nashville, TN 37202. WSM is An Equal Opportunity Employer.

Documentary photographer/editor with previous experience in 16mm film cameras/editing; familiarity with electronic mini-cam operations. Must have valid driver's license; ability to lift 60 lbs., of electronic mini-cam gear. Top 20 market in Pacific NW. Carl Personnel for employment application 206-624-7077. An Equal Opportunity Employer.

Supervisor Instructional Television needed immediately. Must have Bachelors Degree in Educational Media or Television Production with education minor, special training in instructional design, three years current experience in television production. Demonstrated Supervisory ability required. Salary commensurate with qualifications and experience. Send complete resume to General Manager, WOI-TV, Ames, IA 50011. EOE.

Assistant Extension TV Specialist to plan and film video tape location presentations; edit and send to stations. B.A. in comm. related field; 1 yr experience in film or EPP, creative proficiency; and ability to work with people required. Position no. ST-78-06 Application deadline October 14, 1977. Requests to William Milbath, 240 Coffey Hall, University of Minnesota, St. Paul, MN 55102. An equal opportunity affirmative action employer.


Director of Research for WDCA-TV Washington, DC with strong working knowledge of modern TV programming and sales research techniques. At least five years experience required. Excellent opportunity and salary. EOE. Box M-57.

Program Director: Minimum 5 yrs experience in all phases of programming including administration of programming and promotion, negotiation of syndicated shows and feature movies, formatting, FCC/ NAB regulations, license renewal procedures, traffic, production. Familiarity with ENG and working knowledge of sales. Resumes, salary requirements to Don Saraceno, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814.

Art Director: Immediate opening in Top Ten Market TV Station. Strong experience emphasized in in-house animation/ set design/newsgraphics with SBA. Send resumes and inquiries to: P.O. Box 8538, Friendship Station, Washington, D.C. 20016, Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Major market television production manager and multiple award-winning producer/director desires new challenges with upward mobility, 10 years experience with major broadcast groups in areas of management and creativity. Top references. Box K-98.

Successful National Rep with strong local sales background with proven track record wants to be your national Sales Manager. Box K-100.

20 years television experience. Seeking position as G. M. Small or medium market station, Earl L. Mehaffey, 3308 W. Loma Lane, Phoenix, AZ 85021. 602-265-5691.

SITUATIONS WANTED TECHNICAL

Television Studio Engineer, First Phone, Call Bob Smith after 7 p.m. EDT. 315-478-8986.

1st Phone, seeks position as control room engineer/ operator. Experienced professional in- terlocate: Michael Winston, 306 South 12th East, Salt Lake City, UT 84102.

SITUATIONS WANTED BUSINESS

Award Winning Radio Journalist wants TV reporter's 6 years experience, good looking, top references. Box K-38.

25 Year Old Anarchon with four years experience. Good working knowledge of film, tape, while doubling as producer, in city of 100,000. Will relocate anywhere. Prefer anchor, Prefer microman/radio/TV. Director job. Dan Corporon, Odessa, TX 915-367-6249.

 Experienced reporter, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer 301-797-0126.


Experimental Medium Market Anchor ManProducer seeks anchor or co-anchor position in larger market. Will relocate anywhere for job in solid news operation. Box K-91.

Meteorological Personality: Television is a visual medium and I do a very visual weather show. I am looking for quality, if you are too, let's get together. Box K-94.


Reporter/photographer, back-up anchor, experienced, degree. I'm looking for a solid, professional news department to help me grow. Top 60's preferred. Box K-127.

Southern New England radio sportscaster/news- caster seeks television spots post. Young ivy gradu- ate. PBP all sports, background TV network experi- ence, quite willing to travel. Might seem a gamble, but you won't be disappointed. Box M-30.


Need an industrious, young communicator who knows TV weather? Contact: Tim Hailer, OS466 East St., Winfield, IL 61809, 312-688-7285.

Stop! I'm the one. Dedicated reporter wants job in news or sports. Radio and television background. Ply Eryng 312-831-3201.

Rare Rare Interview/News Show host! Unusual back- ground, creative articulate air-work. Powerful public affairs communicator. Master's. Past three years top network show. Exclusive sale, multi- ple TV assignments where strong personality, solid grasp of news, events, savvy ability to draw people breaks through at all levels from co-anchor to studio anchor. Seek coanchor interview position. Will be Number One. Have high TV standards—do you? Replies Cal 2120 Outpost Drive, Hollywood, CA 90026.


SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Experienced Field/Studio producer/Director seeking station with strong commercial, excellent news, and state-of-the-art facilities. Presently employed in medium market. Box K-121.

Promotion, programming, production; eager to apply training on entry level. B.A. degree, will relocate. Audio Video tapes, copy resume available. John McGowan, 219 Oak St, Weehawken, NJ 07087. 201-864-0715.


COMEDY


“Free” D.J. Catalog: Comedy, Wild Tracks, Production, FCC Tests, more! Command Box 26346-B, San Francisco 94126.

Hundredst have renewed! We guarantee you’ll be funnier. Freebie! Contemporary Comedy. 5804-B Twiniking, Dallas, TX 75227.

Free sample of radio’s most popular humor service! O’LINERS, 366-C West Buiter, Fresno, California 93704.


MISCELLANEOUS


Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barrier or trade ... better! For fantastic deals, write or phone: Television & Radio Features Inc., 166 E Superior St., Chicago, IL 60611. Call collect 312—944-3700.

Days of America: Are you sometimes at a loss for words? We at G & B Enterprises have the answer: informative and entertaining programs written especially for broadcasters by our staff of research and gag writers. Everything from “On this day in History”, Sports flashbacks, Celebrity’s Birthdays and more. Don’t be disappointed! Send $5 today, and receive a lauded package of our current scripts. P.O. Box 89 Northfield, IL 60093.

RADIO

Help Wanted Sales

LOCAL SALES MANAGER

Position to be open on or about January 1, 1978. Centrally located. Contemporary format. Account list plus override. Send full details of experience and personal history. EOE. M/F. Box K-72

Help Wanted Announcers

Afternoon Drive

Illinois Medium Market

MOR-Contemporary


MAJOR OHIO MARKET

FM Contemporary needs air talent. Good pipes a necessary. No top 40 screamers or time and temp robots. Send tape and resume to WLW, 501 Elm Street, Cincinnati, Ohio. Attention S. Howe. EEO M/F

WANTED

Creative Adult Personality Needed by Major Market Group owner for 50 KW Facility

The opportunity you’ve been waiting for is here! EEO M/F

Help Wanted Technical

Chief Engineer

for Class C FM in Tampa Florida. Must have pher FM experience and ability to work with programming dept. Looking for committed individual to work with team of professionals. Contact Raymond Tome, WNFN Box 2147, St. Petersburg, Fla. 813—577—1111.

HALL COMMUNICATIONS

Seeks Broadcast Engineer for station in Northeast part of country. Should have First Phone and be knowledgeable in A.M., FM, Stereo and Automation with at least five years experience as Chief with these responsibilities. EOE/M/F. Reply in writing, with resume to:

Jerry L. Beavis. T.D.

HALL COMMUNICATIONS INC.

WNBH/WVMS Radio

737 County Street

New Bedford, Mass. 02740.

Help Wanted News

Sports Reporter

and Sport Talk Show Host wanted for WOAI Radio. 50,000-watt clear channel. Top salary and excellent opportunity. Send tape of sportscast and 2 weeks to Greg Haber, Sports Directors WOAI Radio, 1031 Navar- no, San Antonio, Texas 78235 E.O.E.

Broadcasting Sep 28 1977

68
Help Wanted News Continued

WOAI San Antonio
50,000-watt clear-channel news and information giant needs experienced, talented reader/writer to voice alternate drive block. Good salary and excellent working conditions. Tape and return to John Barger, General Manager WOAI Radio, 1331 Navarro, San Antonio, TX 78205, E.O.E.

General Manager. WOAI Radio. afternoon drive block. Good salary and needs experienced, talented 50,000-watt clear-channel news viewing. Looking for Sports reporting and commentary. Extensive programming, production experienced personnel. All equipment, good condition and motivating engineering personnel; well management with demonstrated success standards. You must be able to manage a major network production center demanding the highest technical standards. We are in a new, modern facilities and growing fast. If you have a EE degree or equivalent and at least five years experience in broadcast engineering management with demonstrated success at organizing and motivating engineering personnel; have experience with high power VHF, UHF and FM transmitters as well as microwave systems, have practical knowledge of engineering union contracts and have had experience in studios and remote production, then we want to talk to you! An Equal Opportunity Employer. Send resume to Personnel Department, KOED, Inc., 500 Eighth Street, San Francisco, California 94103.

Help Wanted Programing, Production, Others

TV PERSONNEL NEEDED
Religious broadcaster has continuing need for experienced personnel in all areas of programming, production and engineering. Send resumes to Box M-35 Broadcasting.

Situations Wanted News

SPORTSCASTER
Play by play of football, basketball and baseball. TV Sports reporting and commentary. Extensive interviewing. Looking for sports-minded station or team ... write.
J.L. SPORTS
6350 Siera Elena
Irvine, California 92715 or call (714) 833-2087 evenings.

Audience Research

Professional Research Services
SURVEYS from $339.00 - Write or call for brochure:
- Iron Morgan salaries/revenue
- Ad junior (firms) respect at the agency level trend
- Iron Morgan (TV) high - earning households
6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

Business Opportunity

BROADCAST CONSULTATION
firm designed to help small and medium station owners seeking increased profitability. Rates compatible with your budget. Write or call Walt Mitchell for details.
The Mitchell Group
Danter Hill Road
Easton, PA 18042
(215) 252-1982

Wanted To Buy Stations


AM-FM—AM/FM
Up to $1 million on equitable terms. Principals only reply to:
Mr. Roger M. King
Box 41
Berkeley Heights, N.J. 07922

FM
Well financed and qualified buyer wants to buy "B" or "C" FM in medium or large market. Turn-around ok. Write principal direct: Duane Hill, 840 Skyline, San Luis Obispo, Ca. 93401.

For Sale Stations

- THE HOLT CORPORATION WEST
  A New Professional Service for the Southwest

ROBERT D. HANNA

- THE HOLT CORPORATION

BETHLEHEM, PENNA. DALLAS, TEXAS BOGOTA, COLOMBIA, SA
BOX 111-18016 BOX 8205-75205 APARTADO AERO 11997
215-865-3775 214-526-8081 OVERSEAS 41-50-45

Broadcasting Sep 26 1977
For Sale Stations

NORTHEAST AMs

Metro market daytimer with fulltime possibilities. Good current increases in billings and audience. Priced at $315,000 with terms available. Contact Dick Kozacko.

Pennsylvania fulltimer in excellent market has rising revenues and much growth potential. Unit operation with valuable land and building. Asking $530,000—excluding substantial consultancy, balance in cash. Contact Keith Horton.

THE KEITH W. HORTON CO., INC.
Post Office Box 948 - Elmira, NY 14902 - (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles
Washington
Contact: Will Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

H.B. La Rue, Media Broker
RADIO, TV, CATV, APPRAISALS
NORTH COAST: 1204 ROUS BUILDING, SAN FRANCISCO, CALIFORNIA 94104
(415) 673-0876
EAST COAST: 110 EAST 33RD ST. N.Y. 20, NEW YORK 10016
(212) 869-0757

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W. Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR’s are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, $1000 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifacations: 80c per word, $1000 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $6.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising (display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5.00, per inch. All other classifications: $6.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising (display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5.00, per inch. All other classifications: $6.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising (display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $5.00, per inch. All other classifications: $6.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising (display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.
### Broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exec.</th>
<th>Closing Wed. Sept 21</th>
<th>Closing Wed. Sept 14</th>
<th>net change in week</th>
<th>% change in week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>A</td>
<td>38 3/4</td>
<td>38 1/4</td>
<td>1/2</td>
<td>+1.30</td>
</tr>
<tr>
<td>LEON</td>
<td>C</td>
<td>27 3/4</td>
<td>25 7/8</td>
<td>1/2</td>
<td>+7.77</td>
</tr>
<tr>
<td>NEWSCAST</td>
<td>C</td>
<td>24 1/8</td>
<td>24 1/8</td>
<td>3/8</td>
<td>-1.63</td>
</tr>
<tr>
<td>KINGSTIP</td>
<td>C</td>
<td>1 1/4</td>
<td>1/4</td>
<td>-3/4</td>
<td>-2.15</td>
</tr>
<tr>
<td>LINC</td>
<td>C</td>
<td>18 1/2</td>
<td>18 1/2</td>
<td>3/8</td>
<td>-1.48</td>
</tr>
<tr>
<td>MCNEELY</td>
<td>C</td>
<td>2 5/8</td>
<td>2 5/8</td>
<td>1/4</td>
<td>+1.73</td>
</tr>
<tr>
<td>RAUL</td>
<td>C</td>
<td>1 1/8</td>
<td>1/16</td>
<td>3/8</td>
<td>-1.75</td>
</tr>
<tr>
<td>Stern</td>
<td>N</td>
<td>5 1/2</td>
<td>1/2</td>
<td>+9.09</td>
<td>+3.15</td>
</tr>
<tr>
<td>TAFT</td>
<td>F</td>
<td>26 3/8</td>
<td>24 5/8</td>
<td>1/4</td>
<td>+1.79</td>
</tr>
</tbody>
</table>

### Total market capitalization (in 000s)
- **78,520**: 321,179

### Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exec.</th>
<th>Closing Wed. Sept 21</th>
<th>Closing Wed. Sept 14</th>
<th>net change in week</th>
<th>% change in week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS-RUSSELL</td>
<td>A</td>
<td>5 3/4</td>
<td>5 3/8</td>
<td>1/8</td>
<td>+2.22</td>
</tr>
<tr>
<td>AVCC</td>
<td>A</td>
<td>14 3/8</td>
<td>13 1/8</td>
<td>1/2</td>
<td>+5.73</td>
</tr>
<tr>
<td>JOHN BLAIR</td>
<td>N</td>
<td>16 3/8</td>
<td>17 3/4</td>
<td>1/2</td>
<td>-1.63</td>
</tr>
<tr>
<td>CHEROFILEN</td>
<td>C</td>
<td>7 5/8</td>
<td>8 3/4</td>
<td>1/4</td>
<td>-2.33</td>
</tr>
<tr>
<td>GRAY CAMPBELL</td>
<td>C</td>
<td>22 1/8</td>
<td>21 1/8</td>
<td>1/2</td>
<td>+1.24</td>
</tr>
<tr>
<td>MARVIN JOHNSON</td>
<td>C</td>
<td>12 1/4</td>
<td>11 1/4</td>
<td>1/4</td>
<td>+1.04</td>
</tr>
<tr>
<td>KANSAS SPACE</td>
<td>N</td>
<td>8 1/4</td>
<td>7 3/4</td>
<td>1/4</td>
<td>+1.04</td>
</tr>
<tr>
<td>LIBERTY</td>
<td>C</td>
<td>22 1/2</td>
<td>21 1/2</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>MCGRAW-HILL</td>
<td>N</td>
<td>15 3/8</td>
<td>14 1/8</td>
<td>1/2</td>
<td>-1.63</td>
</tr>
<tr>
<td>PEERLESS</td>
<td>C</td>
<td>12 1/2</td>
<td>11 1/2</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>MICHEL</td>
<td>N</td>
<td>7 1/2</td>
<td>6 3/4</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>MULTIMEDIA</td>
<td>C</td>
<td>21 1/2</td>
<td>20 1/2</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>NEW YORK TIMES</td>
<td>C</td>
<td>16 1/4</td>
<td>15 1/4</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>CUTLER CO.</td>
<td>N</td>
<td>18 1/2</td>
<td>17 1/2</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>PCS CO.</td>
<td>C</td>
<td>21 1/2</td>
<td>20 1/2</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>ROLLS</td>
<td>N</td>
<td>19 1/4</td>
<td>18 1/4</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>ROLL</td>
<td>N</td>
<td>15 1/4</td>
<td>14 1/4</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>SAN JUAN RACING</td>
<td>S</td>
<td>11 1/4</td>
<td>10 1/4</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>SCHERING-PLCHG</td>
<td>G</td>
<td>29 1/8</td>
<td>28 1/8</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>SONDRAI</td>
<td>A</td>
<td>11 3/8</td>
<td>10 1/2</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>TECH OPERATIONS</td>
<td>C</td>
<td>3 5/8</td>
<td>3 5/8</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>TIMES MIRROR CO.</td>
<td>C</td>
<td>23 3/4</td>
<td>22 1/8</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>WASHINGTON POST CO.</td>
<td>C</td>
<td>28 1/2</td>
<td>27 1/2</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
<tr>
<td>WATSON CO.</td>
<td>C</td>
<td>11 1/1</td>
<td>10 1/8</td>
<td>1/2</td>
<td>+1.04</td>
</tr>
</tbody>
</table>

### Total
- **353,921**: 814,278

### Cablecasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exec.</th>
<th>Closing Wed. Sept 21</th>
<th>Closing Wed. Sept 14</th>
<th>net change in week</th>
<th>% change in week</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTRA CORP.</td>
<td>A</td>
<td>6 5/8</td>
<td>6 3/4</td>
<td>1/8</td>
<td>+1.05</td>
</tr>
<tr>
<td>APECOS</td>
<td>C</td>
<td>1/8</td>
<td>1/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>AMERICAN TV C. C.</td>
<td>APTV</td>
<td>30 1/4</td>
<td>29 1/4</td>
<td>1/4</td>
<td>+2.22</td>
</tr>
<tr>
<td>ATHEMA COMP.</td>
<td>C</td>
<td>3 3/8</td>
<td>3 3/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>BURNUP &amp; SIPS</td>
<td>C</td>
<td>4 4</td>
<td>4 4</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>CABLE INCF.</td>
<td>C</td>
<td>3/4</td>
<td>3/4</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>COASTS</td>
<td>C</td>
<td>4 5/8</td>
<td>4 5/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>COMPUC. PROPERTIES</td>
<td>C</td>
<td>7 1/8</td>
<td>7 1/2</td>
<td>3/8</td>
<td>-5.00</td>
</tr>
<tr>
<td>ENTERC</td>
<td>C</td>
<td>1 3/8</td>
<td>1 1/8</td>
<td>1/4</td>
<td>+2.22</td>
</tr>
<tr>
<td>GENERAL INSTRUMENT</td>
<td>A</td>
<td>18 3/8</td>
<td>17 1/8</td>
<td>1/2</td>
<td>+2.33</td>
</tr>
<tr>
<td>GENERAL CORP.</td>
<td>C</td>
<td>8 3/8</td>
<td>8 3/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>TELE-COMMUNICATION</td>
<td>TCM</td>
<td>5 1/2</td>
<td>5 1/2</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>TELEPHONEPG</td>
<td>T</td>
<td>8 7/8</td>
<td>8 7/8</td>
<td>3/8</td>
<td>-5.00</td>
</tr>
<tr>
<td>TEXAS CO.</td>
<td>T</td>
<td>1 1/8</td>
<td>1 1/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>TIME INC.</td>
<td>T</td>
<td>32 3/4</td>
<td>32 3/4</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>TCGC</td>
<td>T</td>
<td>4 5/8</td>
<td>4 5/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>UNITED CARLY CABLE</td>
<td>UCC</td>
<td>20 1/2</td>
<td>20 1/2</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>UNITED CABLE TV CO</td>
<td>UTV</td>
<td>4 5/8</td>
<td>5 5/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
<tr>
<td>VITACOM</td>
<td>V</td>
<td>17 3/8</td>
<td>17 3/8</td>
<td>0</td>
<td>+2.33</td>
</tr>
</tbody>
</table>

### Total
- **85,499**: 1,294,173

---

*Broadcasting Sep 26 1977*
### Programming

<table>
<thead>
<tr>
<th>Network</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLUMBIA PICTURES</td>
<td>CPS</td>
</tr>
<tr>
<td>DISNEY</td>
<td>DIS</td>
</tr>
<tr>
<td>FILMMAKERS</td>
<td>FLY</td>
</tr>
<tr>
<td>FOCUS STAR</td>
<td>FCR</td>
</tr>
<tr>
<td>GULF + WESTERN</td>
<td>GW</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA</td>
</tr>
<tr>
<td>PGM</td>
<td>PGP</td>
</tr>
<tr>
<td>TELEVISION INT'L.</td>
<td>TEL</td>
</tr>
<tr>
<td>20TH CENTURY-Fox</td>
<td>TF</td>
</tr>
<tr>
<td>WARNER</td>
<td>WCI</td>
</tr>
<tr>
<td>WEAVER</td>
<td>WCC</td>
</tr>
</tbody>
</table>

### Service

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Price</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBDO</td>
<td>27 1/2</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>CDK</td>
<td>30 1/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>DVL-PARK</td>
<td>DVL</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>FCTE</td>
<td>17</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>GREY</td>
<td>23 1/2</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>INTL GROUP</td>
<td>3 7/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>MCI</td>
<td>2 3/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>MGVLTR</td>
<td>1 1/4</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>RPC</td>
<td>4 3/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>RCI</td>
<td>21 1/2</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>ESKD</td>
<td>58 7/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>FARKN</td>
<td>8 5/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>HBRIS</td>
<td>36 1/4</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>MRRV</td>
<td>5 1/2</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>TVG</td>
<td>1 7/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>PICHA</td>
<td>23 3/4</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>PPW</td>
<td>50 1/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>POTRC</td>
<td>44 1/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>KPC</td>
<td>29 1/2</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>DAK</td>
<td>13 1/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>RCA</td>
<td>26 7/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>RCKN</td>
<td>30 7/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>FSC</td>
<td>1 7/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>SFA</td>
<td>18 1/2</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>SNE</td>
<td>8 3/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>TEK</td>
<td>36 1/2</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>TEPT</td>
<td>7 7/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>VAR</td>
<td>16 1/7</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>WNC</td>
<td>17 1/8</td>
<td>-1 1/4</td>
</tr>
<tr>
<td>ZE</td>
<td>15 1/7</td>
<td>-1 1/4</td>
</tr>
</tbody>
</table>

### Electronics/Manufacturing

<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEL INDUSTRIES</td>
<td>AELRA</td>
</tr>
<tr>
<td>APPS</td>
<td>APPX</td>
</tr>
<tr>
<td>ARVIN INDUSTRIES</td>
<td>ARV</td>
</tr>
<tr>
<td>CCA ELECTRONICS*</td>
<td>CCA</td>
</tr>
<tr>
<td>CETEC</td>
<td>CETEC</td>
</tr>
<tr>
<td>CGHS</td>
<td>CGHS</td>
</tr>
<tr>
<td>CDNARC</td>
<td>CDNARC</td>
</tr>
<tr>
<td>EASTERN KODAK</td>
<td>ESKD</td>
</tr>
<tr>
<td>FARKN ELECTRIC</td>
<td>FARKN</td>
</tr>
<tr>
<td>GENERAL ELECTRIC</td>
<td>GE</td>
</tr>
<tr>
<td>HARRIS CORP.</td>
<td>HARS</td>
</tr>
<tr>
<td>MARVEL INDUSTRIES</td>
<td>MARRY</td>
</tr>
<tr>
<td>INTEL Videocorpri</td>
<td>INVCP</td>
</tr>
<tr>
<td>PICKWHAVE ASSOC, INC.</td>
<td>PMI</td>
</tr>
<tr>
<td>3P</td>
<td>3PP</td>
</tr>
<tr>
<td>MOTOCRA</td>
<td>MOTCRA</td>
</tr>
<tr>
<td>K. AMERICAN PHILIPS</td>
<td>KAMPH</td>
</tr>
<tr>
<td>DAK INDUSTRIES</td>
<td>DAK</td>
</tr>
<tr>
<td>RCA</td>
<td>RCA</td>
</tr>
<tr>
<td>ROCKWELL INTL.</td>
<td>RKG</td>
</tr>
<tr>
<td>PSC INDUSTRIES</td>
<td>PSC</td>
</tr>
<tr>
<td>SCIENTIFIC-ATLANTA</td>
<td>SFA</td>
</tr>
<tr>
<td>SONY CORP.</td>
<td>SNE</td>
</tr>
<tr>
<td>TELEDYNE</td>
<td>TEK</td>
</tr>
<tr>
<td>VARIAN ASSOCIATES</td>
<td>VAR</td>
</tr>
<tr>
<td>WESTINGHOUSE</td>
<td>WNC</td>
</tr>
<tr>
<td>ZENITH</td>
<td>ZE</td>
</tr>
</tbody>
</table>

### Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Average</th>
<th>Davis Price</th>
<th>Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>104.8</td>
<td>106.3</td>
<td>-1.5</td>
</tr>
</tbody>
</table>

### P/E Ratios

<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
</tr>
</thead>
</table>

P/E ratios are based on earnings per share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcastings own research. Earnings figures are exclusive of extraordinary gains or losses.
NBN's Eugene Jackson: money and media are power for blacks

Eugene Jackson got into the broadcasting business five years ago not out of any great love for the medium. Rather, it was out of a recognition of its power.

His story isn't one of hanging out at stations waiting for the chance to spin a record. "I had never been in a studio until I owned my own," he admits. It was as much the times as his own drive that took him from Kansas City, Mo., to his office on New York's Avenue of the Americas, from which news feeds and other programming are sent to the National Black Network's 83 affiliates. At 34, he runs a corporation which last year made $100,000 on revenues of $3.2 million.

At six-foot, four-inches and 220 pounds, Gene Jackson found no problem early on with the "automatic" assumption that he'd play sports — "that's what the block called for," he recalls. Where he did have problems was with the advice that "blacks from my school just didn't become engineers." Despite the conventional wisdom of the times he went on to Kansas State Junior College. Although he "commenced to flunk everything in sight" there and dropped out, he later went on to earn a degree in electrical engineering from the University of Missouri at Rolla in 1967.

A job as an industrial engineer with Colgate-Palmolive Co. in his home town of Kansas City followed. But the death of Martin Luther King Jr. and the ensuing riots changed his perspective. "When the riots began ... I just didn't show at work. I was on the streets trying to quell the community so the whole thing wouldn't burn down," he says, explaining that as one of the few from his home turf who was college-educated, he was able to assume a role in the negotiations with the mayor and the local chief of police.

"After the riots in Kansas City," he continues, "I didn't think there was a possibility of solving national problems there, having had a terrible experience in trying to communicate with the city fathers." So when he returned to Colgate-Palmolive six days later, he says, it was a "fait accompli" that he was leaving, and it was only a matter of months before he packed his bags for New York.

At the time, he recalls, "I was probably one of the biggest radicals in the United States" — radical, however, in the sense of being a "business-oriented strategist. New York City was the controller of the financial world and that was the place to go."

With New York as his base in 1968, he traveled around the country, working with minority businesses as a production and project engineer for the Ford Foundation-funded Black Economic Union. Again Ford money employed him in the venture-capital business, from 1969 to 1971, as director of the Major Industries Program for the Interracial Council for Business Opportunity. Along the way he earned a master's degree in business from Columbia University.

In the early 1970's when pressure was mounting from black politicians and academics for a black place in the business spectrum, "opportunity came to me," Mr. Jackson says. He was approached by Robert Pauley, former ABC Radio and Mutual Broadcasting System president, with the idea of a black radio network. Introductions were made to two broadcasters: Sydney Small and Del Rayce, who later were to become NBN executive vice presidents.

Mr. Jackson took on the assignments of raising capital and recruiting a president on the conditions that the network be 51% black-owned and that the chief executive be black. The first requirement was filled with Messrs. Jackson's and Small's 26.7% ownership interest each (the remainder held by venture-capital firms). The second, according to Mr. Jackson, was completed when he was asked to take over the top seat by Mr. Pauley. (Mr. Pauley himself dropped out of the NBN picture when he joined E.F. Hutton.)

With 32 affiliates, NBN's news service was launched on July 2, 1973. It now has a station tally of 83, said to cover 47 of the top-50 black markets and 70% of the nation's black population. All but about 10% of the NBN staff of 50 is black.

The basic service remains its hourly (6 a.m. to midnight) five-minute newscasts Monday through Friday and its 12 feeds on Saturday. Newscasts include 90 seconds of national advertising, which along with other NBN programming, is bought by a list including nine of the top-10 national advertisers (with the 10th expected soon).

All major issues are covered for its target audience, says Mr. Jackson. At considerable expense, the network brought the Reuters eastern and western Africa lines to the U.S. for the first time. Going out from NBN, signals are transmitted either by land line or satellite, and NBN claims to be the largest and first line-connected nationwide black-owned and controlled radio service.

Aside from news feeds other programming consists of Black Issues and the Black Press, a minority version of NBC's Meet the Press moderated by Vince Sanders, whose most prominent guest last year was President Carter, One Black Man's Opin- ion, a two-and-a-half-minute daily feature providing commentary with Roy Wood; poetry, folklore, music and history on the weekly Ossie Davis and Ruby Dee Story Hour.

For the immediate future, there's a commitment from UN Ambassador Andrew Young for a guest appearance on a TV pilot of Black Issues and the Black Press. And further down the road, Mr. Jackson hopes to give NBN international status as a supplier of news to countries in Africa and the Caribbean.

On the future of black radio, Mr. Jackson is optimistic. But among the hurdles he says still remain the ratings services, which he says underestimate the listening habits of blacks to black-formatted stations, and advertisers which he says underestimate black demographics.

But as might be expected, broadcasting is only one factor in his over-all concern for black enterprise. He recently started on a formidable task he set for himself to approach all of Fortune's 500 companies with the idea of locating a plant in the black community and providing housing with it — not to mention the black business community he's thinking about forming.
Happy ending

In amending the television code's restrictions on sexual presentations, the television board of the National Association of Broadcasters wisely left responsibility where it belongs (BROADCASTING, Sept. 19). The new language affirms the right of the individual broadcaster to determine for himself whether material is obscene, indecent or profane. The board had been exhorted to adopt a standard based on community perceptions that would have been impossible to define.

Thus ends a period of rancorous dispute within the NAB establishment over what to do about sex on the air. The board, by its action, has served notice that the association is genuinely concerned about the reasonable control of sexual matter but unwilling to usurp the individual broadcaster's editing authority.

The board's action bespeaks a realistic understanding of the true purpose of a code—to assert general guidelines with which the great majority of broadcasters can agree, but to stop well short of the explicitness that would deny subscribers their individual interpretation. The board knew when to quit.

Presto change-o

The National Cable Television Association is about to raise the curtain on Act II of its carefully rehearsed magic show in Washington. Act I, those with short memories are reminded, went on for several years before the United States Congress was befuddled into the passage of a copyright bill that gave cable systems unlimited use of broadcast programing at a scale of fees well below the average sales tax on opera hats and rabbits.

The NCTA directors lifted the curtain just enough for a peek backstage a week ago (BROADCASTING, Sept. 19). Out came a teaser announcement of a drive to obtain relief from the FCC's distant-signal restrictions. But, folks, this is only the beginning. Just step inside the tent and see the NCTA ask for relief from FCC rules requiring cable systems to provide channels for public access and leased services, from what is left of FCC rules defending the exclusivity of local broadcast programing, from whatever else cable operators see standing in the way of total freedom to use broadcast programing at virtually no cost in any way they think will be profitable. The main show takes place this week before the House Communications Subcommittee, which is engaged in an overhaul, rewrite, modification or editing—depending on who describes it—of the Communications Act.

No one should be surprised that the cable industry is now asserting a right to be relieved of federal rules—except those protecting it from free-market negotiation with utilities whose poles it wants to use or from state and local regulation. Before the new copyright act was adopted a year ago, the cable interests emphasized that they were "accepting" copyright liability only with the understanding that it would lead to the lifting of other federal restraints. The Congress's gullibility may be measured by noting that the scale of licensee fees that was eventually adopted coincided almost precisely with the NCTA's draft.

The true effect of the new copyright act is to deprive broadcasters and their program suppliers of their property rights in programs picked up by cable and thus to eliminate normal market forces. Without the FCC rules now in effect, broadcasters would be helpless to protect their own program interests against cable competition, and program companies would be helpless to prevent cables from carrying their broadcast productions all over the country, at inevitable loss of local sales.

If from the beginning cable had been exposed to the same copyright liability affecting other forms of communication, there would have been no need for FCC rules to protect broadcast rights. Bargaining among cable operators, broadcasters and program sources would have eventually established a free-market system without governmental control.

It is too late now to start over again. Unless broadcasting and broadcast program sources are to be stripped of all defenses against cable usurpation of broadcast programing, the government must continue to act as a restraining force. The House Communications Subcommittee will do better than some of its counterparts on the copyright side if it demands proof that broadcasting can be sawed in half without leaving blood on the floor.

Sweetness and the light

The House Commerce Committee last week voted against the imposition of restrictions on broadcast advertising of freely marketed products containing saccharin, while further tests are conducted to determine whether saccharin presents any danger to health. A week earlier the Senate rejected the same restrictions. Broadcasters must do something right.

It was a difficult struggle against the same sort of added liberal-ism that voted the ban on broadcast advertising of cigarettes—also freely marketed—back in 1971. This time, however, conditions were considerably different.

For one thing, broadcasters united as rarely before to take their case to Congress. Some credit may be claimed by all of the organizations that participated, the Radio Advertising Bureau, the Television Bureau of Advertising, the National Radio Broadcasters Association and the National Association of Broadcasters. It was the NAB, however, on the scene in Washington with an organization designed for just such purposes, that was the main force in what amounted to a federated action.

For another thing, broadcasters faced no double-cross by saccharin interests as they did by the tobacco companies, which conspired to give up broadcast advertising as the trade-off to prevent restraints on other advertising and distribution.

As optimists about the political process, we'd like to think a third factor figured in the defeat of the antibroadcasting move-ment. Perhaps a significant number of legislators are learning that tinkering with advertising can be merely a pretentious exercise to conceal an unwillingness to confront basic problems. If that is indeed the case, broadcasters may have won more than they think they did in the past two weeks.
Meet America's Only Major Market UHF Independent News Team!

KTXL-TV Sacramento/Stockton now in its third year of news has established itself as America's pioneer Independent UHF nightly news service. TV40 has thirteen news people backed by full ENG capabilities, plus the world wide facilities of ITNA News Service in which KTXL-TV is the only UHF member.

America's only Major Market UHF Independent News Team! Sixty minutes nightly - Monday through Friday.

KTXL-TV40
At Home. Or Away.

At home in the studio, or away on location, Ward-Beck's flawless performance comes through for you.

The same engineering expertise, imaginative design concepts, and unparalleled craftsmanship, provide a depth of quality that is inherent in every Ward-Beck console, whatever its application.

For those who want a consistent winner, there is really only one choice.