The Ferris chairmanship: coming into focus
The anti-establishment: coming in out of the cold

Broadcasting Oct 31
The newsweekly of broadcasting and allied arts

DR. BERRY IS A HEALTHY ADDITION TO OUR NEWS.
The new KPRC TV "House Physician" is a medical breakthrough for Houston. Dr. Charles Berry is now dispensing medical commentary on our early-news-casts. Formerly the astronauts' physician, and endorsed by the Harris County Medical Society, Dr. Berry is good for whatever ails our viewers.

KPRC TV 2 in HOUSTON
Perry Television, Incorporated, National Representatives/NBC Affiliate
A great station

KBMA-TV, Kansas City, one of the nation's great independent
changes hands.

Rations, is now a Scripps-Howard Broadcasting Company station.

SCRIPPS-HOWARD BROADCASTING COMPANY
Cleveland, Cincinnati, Memphis, Tulsa, West Palm Beach, Knoxville, Kansas City
Now, more than ever, it's time to buyonic!

NBC's number one share of audience!
And a 43% network share of 18-49 women!

The Bionic Woman*  
MCA TV
FERRIS SHAKES DOWN □ The new FCC chairman moves into office and immediately makes first two appointments and begins to make it clearly known what his opinions are on matters for which he shares responsibility. PAGE 21.

MR. CARTER’S WASHINGTON □ There’s been a dramatic shift in vantage, if not advantage, for a number who were teething on public interest cases and now hold key government jobs. PAGE 22.

NO PROBLEM □ FCC nominee Tyrone Brown breezes through his confirmation hearing on Capitol Hill. PAGE 23.

NBC MAKES A MOVE □ Paul Klein replaces Irwin Segelstein in charge of all programming and promises the emphasis will be on quality series, specials. PAGE 24.

STUNTING □ The networks plan to keep on with it, and the agencies have mixed feelings about the wisdom of such programming. PAGE 24.

COME IN □ The House votes to allow broadcast coverage of its proceedings, but postpones the decision on how it should be done. PAGE 25.

HOT TIME IN HOT SPRINGS □ The Association of National Advertisers throws its weight behind the concept that sponsors must become involved in TV program content. PAGE 26. Kraft’s Chester R. Green and Revlon’s Sanford Buchsbaum are elected ANA chairman and vice chairman, respectively, at the convention. PAGE 28. The delegates are warned by Kellogg’s William LaMothe that they must fight to protect their right to advertise to children. PAGE 30. Television gets some hard raps at an ANA panel on ways to eliminate media waste. Participants came down with particular force on TV’s rising costs, though admitting the studies they offer as evidence are flimsy. PAGE 30. Former FCC Commissioner Lee Loevinger tells a Hot Springs session that he sees “terrorist” overtones in the PTA’s proposed boycott of violent show sponsors. PAGE 30.

WHERE ARE THEY NOW? □ A study by the National Cancer Institute reveals the number of antismoking public service announcements has rapidly dwindled. PAGE 32.

DOUBLE LOSER □ An FTC judge orders Block Drug to stop making certain advertising claims for Poli-Grip and Polident. PAGE 33.

FCC TRAVELS □ A rundown of the trips by commissioners in fiscal 1976 shows that they were fewer in number, but cost much more. Attendance at sessions outside the U.S. ran the tab up almost 80%. PAGE 33.

USAIC PROPOSAL □ Ribicoff’s committee hears a number of misgivings and warnings about President Carter’s proposed reorganization of the nation’s international information machinery. PAGE 36.

GRiffin’S CONCERN □ Irby Turner seems to come up with the right answers for Senator Robert Griffin during the Mississippian’s hearing on his nomination to the Corporation for Public Broadcasting board. But the Michigan senator uses the occasion to sound off on the course that public broadcasting seems to be taking. PAGE 39.

TOGETHERNESS □ The National Radio Broadcasters Association board is preparing a plan to present to the broadcast industry for a “congress” of industry associations. NRBA Chairman Bob Herpe says the proposal is designed to allow each group to maintain its own autonomy. PAGE 40.

WAITING IN THE WINGS □ The TV networks push hard on program development for midseason and next fall. Here’s a look at their thinking. PAGE 40.

‘CLEARING THE AIR’ □ That’s the title of Daniel Schorr’s new book and is in keeping with his attempts to revisit his own problems and those of CBS. PAGE 42.

SHOWTIME LOOKS UP □ The Viacom International subsidiary plans to be the second pay cable network by satellite. It announces a contract with RCA Americom and says it hopes to have 300,000 subscribers by the end of next year. PAGE 45.

NO SURPRISE □ ABC Inc. reports that its broadcast operations set a pace that enabled it to chalk up profits in the first nine months of 1977 that exceeded all of 1976. PAGE 46.

FARBER’S FORESIGHT □ Erica Farber decided in 1974 that radio was her cup of tea. Since then the vice president and general manager of WXLO(FM) New York has been proving the wisdom of her choice and that a young executive and an old medium can be ideally suited. PAGE 65.
Producers of quality papers since 1864, the P. H. Glatfelter Co., of Spring Grove, York County, Penna., is another of the many nationally known industries whose substantial payrolls make significant contributions to the economic growth and stability of the great WGAL-TV coverage area. Shown are the pulp processing and paper manufacturing facilities of this long established company.

WGAL-TV delivers strong buying power in a diversified area

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

WGAL-TV 8
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

STEINMAN TELEVISION STATIONS
Missing homes
Advertising community has been fretting over decline in prime-time viewing for past several months—but far more dramatic decline is evident in daytime viewing. Comparing monthly homes using television (HUT) figures this year to last, A. C. Nielsen shows prime-time drop fluctuating between one and five percent since March (HUT levels were higher than year before until last March). That's not enough difference to worry about in short-term, ratings experts say.

But in daytime, HUT levels have lagged behind last year on week-by-week basis by between seven and eight percent since Aug. 29, and that is considered significant amount. There's no definitive explanation yet, but network researchers are looking for one. Not surprisingly, Nielsen error is high on their list of suspects.

One-sided interest
Drafting omnibus bill revising Communications Act and getting it passed by House of Representatives will be monumental task for Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee, but getting bill through Senate might prove even tougher. Despite declarations of good will between Mr. Van Deerlin and his Senate counterpart, Ernest Hollings (D-S.C.), Capitol Hill watchers note that Mr. Hollings and his panel have demonstrated little interest in Communications Act rewrite.

Senator Hollings is "very sensitive" to "anomalies and inadequacies" in current act, especially in areas affecting cable television and new technologies, rural telecommunications service and common carriers, one spokesman says, but his inclination is to study these problems individually, according to their urgency. Whether Senate subcommittee takes up House measure, ignores it, or goes to conference with several little bills may depend on how compelling issues seem on day-to-day House acts. And that, contrary to Mr. Van Deerlin's optimistic projection, could be years away, Senate workers say.

Attacking the pile
FCC's broadcast license division's new chief, David Weston, is instituting changes in office that has been responsible for much of commission's backlog of applications ("Closed Circuit," Sept. 26). Three new staff members are expected to join office within next month, bringing total force to 42. Major changes will be in "restructuring" of staff assignments, official has said. Part of backlog problem, he said, was that "nobody had overview" of what office was doing and what assignments were. Emphasis now is to get "clerks clerking and examiners examining." First step Mr. Weston has taken is to have some staff members working Saturdays to put dent in mountain of pending applications.

Next up
While satellite spotlight focused on Viacom's new Showtime service last week (see page 45), Wometco Enterprises, Miami, was proceeding quietly with plans for satellite transmission of both basic and pay programming to cable and broadcast operations. Start-up date has not been scheduled, but with transmission arranged by Southern Satellite System, Tulsa, Okla., Wometco subsidiary expects to offer children's, religious and perhaps religious shows in afternoons. Barter arrangement will be used. Evening fare will be package of movies called Wometco Home Theater and now available over-air by subscription on wtvg-tv Newark, N.J.

Dickering
Outlet Co., Providence, R.I., is said to be on inside track to buy Post-Newsweek's all-news WTOP (AM) Washington. Station was put on market three months ago for reported $8 million ("Closed Circuit," Aug. 15). Publicly traded Outlet recently announced sale of wnws-tv Syracuse, N.Y., to group headed by Washington Post Co.'s former president, Larry H. Israel, for $11 million (BROADCASTING, Aug. 29). Post-Newsweek official said Outlet is "one" of companies it's been talking with and added it was "likely" candidate for agreement. Outlet official denied deal was near.

In demand
Frank Washington, consultant to Office of Telecommunications Policy on issue of minority ownership of broadcast properties, apparently does not have to worry about future employment once OTP disappears into Department of Commerce. Mr. Washington, who graduated from Yale Law School and worked for Arnold & Porter, is in running for job on staff of new FCC Chairman Charles D. Ferris. But he is also being considered for jobs with Tyrone Brown, President Carter's nominee to succeed Benjamin L. Hooks on commission (see page 23) and with commission's new general counsel, Robert Bruce. What's more, Henry Geller, who is set to be new assistant secretary of commerce for telecommunications, reportedly would like to use him also.

Might have been
Reorganization that moves CBS's key TV programming function to West Coast—under Robert A. Daly, new president of CBS Entertainment (BROADCASTING, Oct. 24)—has strong parallels to plan advanced by Robert D. Wood when he was president of CBS Television Network and wanted to shift headquarters to Studio Center in Los Angeles. Had it happened then, Mr. Wood might still be with company instead of, as at present, working as independent producer.

Arthur Taylor, then CBS Inc. president, and William S. Paley, then and now company's chairman, weren't prepared to go along with Wood plan at time, feeling that president of largest (in revenues and profits) CBS division should not be separated from corporate management. Mr. Wood argued, instead, that division chief should not be separated by continent from principal activity, programming. New arrangement—with sales and affiliate relations remaining in East under CBS-TV President James Rosenfield—seeks to answer both aims.

That ugly head again
Statements by network program standards heads that National Association of Broadcasters' new code amendment on TV sex won't cause them to change their habits (BROADCASTING, Sept. 26) have prompted flurry of angry comments from members of NAB TV board who want issue reopened. Les Arries of WBNF-TV Buffalo, N.Y., wrote other board members that network officials' statements show "a substantial disrespect for our efforts, a total disservice to the image of our industry at this crucial time."

That and letters from Bill Bengston of KOAM-TV Pittsburg, Kan., and A. James Ebel of KOLN-TV Lincoln, Neb., urging that TV board must once again "reaffirm" its position for cleaning up TV sex, persuaded board leadership to schedule matter at NAB executive committee's next meeting Nov. 22. Said one NAB policy maker: "Here we go again."

Snubbed?
In protocol-conscious Washington, some FCC members are still rankled by their omission from guest list at swearing-in ceremonies for new FCC Chairman Charles D. Ferris (BROADCASTING, Oct. 24). At time Mr. Ferris explained it as "a going-away party, not a coming aboard."
In real time, it's the best helical. In slow motion, it's the only helical. VPR-1.

Ampex has the first one-inch helical VTR ever produced that records and plays back broadcast quality material in real time, slow motion or still frame.

VPR-1 is a High Band Color recorder designed to deliver the finest audio and video program material. Totally new signal concepts elevate the VPR-1 far above other helicals.

The real magic, though, comes from the optional Automatic Scan Tracking (AST) accessory. AST delivers slow motion and still-frame material, directly from tape, without a noise bar. And AST means absolute tape interchange, even across wide extremes of temperature and humidity. The pictures are sharp, color true, and just the ticket for special effects and instructional programs. AST even helps in post production editing, where the touch of a finger unfolds a frame at a time in the manual jogging mode.

You'll want to add a TBC-1 digital time base corrector to your VPR-1 system; it's the only TBC on the market that can handle AST special effects work.

A companion unit, the new VPR-10 portable one-inch recorder, takes a full hour of battery-powered material in the field, automatically back-spaces every shot for a smooth assemble edit, and provides audio and video verification playback. VPR-10 tapes are compatible with VPR-1 tapes, so you can take advantage of all VPR-1 special effects capability.

It's been a long wait for a broadcast quality one-inch system with full special effects, but the wait is over. VPR-1 takes you all the way down to a frame at a time.
Maaco Inc. Corporation is placing approximately $30,000, 12-week TV push for its auto-painting starting this week. Printz Advertising, Philadelphia, is buying spots in about 75 markets during fringe, news and sports time. Target: men, 18 and over.

Eureka Tent Co. Outdoor tents will be subject of 10-week TV buy beginning in early March. Wm L. Baxter Advertising, Minneapolis, will buy spots in at least 30 markets during fringe and prime time. Target: men and women, 18-49.

Jim Dandy Grocery products and feed manufacturer is arranging eight-week TV campaign for its dog food starting this week. Weltin Advertising, Atlanta, is buying spots in approximately 30 Southeast markets during most day parts. Target: women, 18-49.

Alpo Division of Allen Products features its Alpo dog food in seven-week TV buy starting next week. Weightman Advertising, Philadelphia, is scheduling spots in six markets during all day parts. Target: women, 25-64.

Ocean Spray Ocean Spray cranberries debuts new commercial with Frank, the Cranwagon man, in two, two-to-three-week TV flights beginning this week and in early December. Kelly, Nason, New York, is placing spots during day and fringe time. Target: women, 18-34.

Browne Vinters Paul Masson wine will get five-week TV flight starting in mid-November. Doyle Dane Bernbach, Los Angeles, will handle spots. Target: adults, 25-49.

Pfizer Pharmaceutical company will place four-week TV promotion for its fragrances starting in late November. SFM Media, New York, will schedule spots in at least six major markets during fringe time. Target: adults, 18-34.

Pfeiffer's Foods Company will feature its salad dressings in four-week TV campaign beginning in mid-November. Weightman Advertising, Philadelphia, will buy TV spots during day, fringe and prime time. Target: women, 25-64.

Playtex Control top pantyhose will get four-week TV promotion starting in late December. Ted Bates, New York, will place spots in at least four markets during fringe and day time. Target: women, 35 and over.

Quaker Oats Aunt Jemima frozen waffles will be highlighted in six-week TV drive beginning next week. J. Walter Thompson, Chicago, will place spots in five markets during fringe time. Target: women, 18-49.

Andrew Jergens Co. Subsidiary of American Brands focuses on its Gentle Touch antiperspirant in four-week TV promotion starting in mid-November. Cunningham & Walsh, New York, will seek spots in about 20 markets during day, fringe and prime time. Target: women, 18-49.

Superior Pet Products Chew-ez dog product will be given five-week TV promotion starting next week. Harold Cabot & Co., Boston, is purchasing spots during day and fringe time. Target: women, 25-54.

Mailey's Fine Foods 100% Corn chips are subject of four-week TV flight beginning in early-November. Della Femina, Travisano & Partners, Los Angeles, is handling spots in 12 markets during day, fringe and prime time. Target: women, 18-49.

Ore-Ida Foods Division of Heinz arranges four-week TV buy starting this
Something is up in St. Louis: St. Louis!

$15.6 Billion
+12%
$13.9 Billion

Talk about upward mobility! St. Louis has just become the 12th market in the country — ahead of Houston, Minneapolis/St. Paul and Miami/Fort Lauderdale — in both ARB and NSI Television Household Rankings.

And in Effective Buying Income, says the 1977 Survey of Buying Power, St. Louis has jumped from $13.9 billion to $15.6 billion, an increase of 12 percent over last year, and one of the best growth rates among the top 15 markets.

But one thing hasn't changed. In St. Louis, KMOX-TV is Number One. It's first in primetime ratings. It's first with women 18-49 and with all adults 18-49 — in the daytime; in early fringe; in early news; in prime access.

So St. Louis is moving up sharply in importance for advertisers. Your best move in this market? We've got one for you.

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<th>ARB Rating Women 18-49</th>
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Source: All audience data based on October 1976—July 1977 ARB and NSI estimates subject to qualifications which CBS Television Stations National Sales Research will supply on request.

© CBS Television Stations National Sales
Representing WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia. KMOX-TV St. Louis.
The new kid on the block isn't a kid anymore! Five years ago with the five Meredith stations and six offices, MMT became the first new independent national TV representative to start in over twenty years. With a couple of dozen adventurous and dedicated people, MMT launched a new era of station representation. The professional, contemporary and determined people of MMT have built a company with thirteen stations, eleven offices, and over seven hundred percent growth in revenues since November 1, 1972.

Now, we didn't just run an ad to tell you it's our birthday . . . We ran an ad to express our heartfelt thanks to our partner stations and the hundreds of advertising agencies from coast to coast.  

Thank you from MMT
SIX MAJOR GROUP BROADCASTERS ARE GROWING WITH US.

WE MUST BE DOING SOMETHING RIGHT!

MEREDITH
WOMETCO
TAFT
NEWHOUSE
POOLE
EVENING NEWS ASSOCIATION

The sales growth of our stations consistently outperforms the national average . . . and for good reason. We're professionals. Our concentrated sales approach brings us loyalty, support and a success story that's the envy of the representative industry.

We've come of age in a tough business.

MMT SALES, INC. 747 THIRD AVENUE, NEW YORK, NY 10017 (212) 758-3838
week. Foote, Cone & Belding/Honig, Los Angeles, is placing spots in six to seven markets during day and fringe time.

Target: women, 18-49.

Diamonair Division of Litton Industries features its Diamonair gold jewelry in two three-week TV campaigns beginning in late November. Marshalk, New York, will handle spots in 20-25 markets during day, early and late fringe time. Target: total women.

Kinney Shoe company features its Glass Bottom shoes in three-week TV campaign beginning this week. Sawdon & Bess, New York, is scheduling spots in about 30 markets during fringe time. Target: teen-agers.

International Multifoods Corp. Consumer products division is arranging three-week TV promotion for its KauKaua Club cheese, starting in early December. Della Femina, Travisano & Partners, New York, is buying spots in 10 markets during day, prime and early fringe time. Target: total women.


Savin Business systems firm will arrange two-week TV flight to begin in late November. Western International Media, New York, will place spots in 12 markets during news and sports time. Target: men, 35 and over.

Geo. A. Hormel Meat products group states two-week TV buy for its Little Sizzlers starting in late November. BBDO, Minneapolis, is placing spots in approximately 13 markets during all day parts. Target: women, 25-64.

Taylor Wine company launches two-week TV push for its heavy and light wines beginning in mid-November. Kenyon & Eckhardt, New York, is selecting spots in 30 markets during fringe and prime time. Target: adults, 18-49.

United Artists Film production company is scheduling one-week TV push for its latest film, "Semi-Tough," starting in mid-November. RDR, New York, is placing spots in about 12 markets during fringe and prime time. Target: adults, 18-49.


Carling Brewery will feature its Stag beer in 10-13 week radio drive beginning this week. W.B. Doner, Baltimore, will place spots in four markets including, St. Louis. Target: men, 18-34.

Datsun Sponsors first annual North American Rock Radio Awards, Nov. 24, through Wm. Esty, New York. Two-hour special will air on 258 progressive FM stations. Other sponsors include Lee Jeans (Bozell & Jacobs), 3M (BBDO); and Pioneer (Scaql, McCabe, Sloves).

Neutrogena Corp. Acne cleansing bar gets four-week radio buy starting in mid-November. Hall & Levine, Los Angeles, is handling spots in at least 10 markets including, San Diego. Target: teen-agers.

Turn Style Stores Division of Osco Drug plans four-week radio push beginning in late November. Grey-North, Chicago, is picking spots in about five markets including Omaha. Target: adults, 18-49.

Jaccards Division of Gordon Jewelry Corp. readsies four-week radio promotion for its Jaccards traditional jewelry stores starting in late November. Ketchum, MacLeod & Grove, Houston, is placing spots in about 47 markets including, Cleveland, Kansas City and St. Louis. Target: adults, 18-34.

Au Vid/The Un خاصة Co. Game company features its Un spécial in four-week radio flight starting in late November. Haddad, Lawrence Advertising, Los Angeles, is selecting spots in at least 18 markets. Target: adults, 18 and over.

Monsieur Henri Winresa Vago Sangria ready two-week radio buy beginning this week. Ogilvy & Mather, New York, is buying spots in 20-30 markets including, Baltimore, Boston, Chicago and Miami. Target: adults, 18-34.
These stations have ability, style, timing, programming know-how, foresight, initiative, money and success. They also have Welcome Back, Kotter.

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WARNER BROS. TELEVISION DISTRIBUTION

A WARNER COMMUNICATIONS COMPANY
A larger role for regional agencies in advertising's tomorrow

The basis for success in any dynamic business is the ability to plan for the future and not be afraid to make innovative changes to meet new demands. And I think what is called for in today's and tomorrow's marketplace is an awareness of the interrelationships and cooperation necessary for a smooth, effective, total advertising program.

At our agency we believe, from our research and experience, that the wave of the future will be regional advertising. I predict that by 1980, 60% of all manufacturers' advertising and promotional dollars will be spent in local advertising. Further, most of these dollars will be spent in co-op with retailers. And this business will be placed by regional ad agencies.

Regional advertising is coming of age because of the waste that has been created over the years by lack of coordination between manufacturer and retailer. On one hand we see national marketing men who cry about the problem of spending dollars on empty shelves. Yet most continue to place advertising schedules in the hope that the campaign will force distribution and customers will seek out retailers where the product could be purchased.

Frank Lloyd Wright said that life is like a road, and anyone can stand on his tiptoes and see two inches over the horizon. And generally that's enough. When I stand on my tiptoes and see two inches over the horizon, I see an excellent period of growth for regional advertising agencies that are dedicated to regional advertising, to the media and to the clients they serve.

By 1980 advertising will have become more regional, even local, because retailers are now the marketing kings. A few years ago giant corporations had the power to pull their products through the market. All they had to do was produce enough mass advertising and retailers would follow by putting the product on the shelf and waiting for buyers to come through the door. But now retailers are asking, "We know what we can do for your product; what are you going to do for us?"

The strategy of using national advertising campaigns to force distribution produces a high waste factor. The success or failure of a campaign, regardless of the quality of advertising, too often depends on whether you are advertising to empty shelves or not.

This means the attitude of the retailer is growing in importance. Today even co-op programs—designed to encourage retailers to spend their money telling customers where to find an item—are not working well. Major chains and strong local stores want their own identity, not just the traditional tag at the end of the spot.

As I see it, national marketers and their regional agencies are going to be turning more and more to strong regional advertising shops for planning and execution of co-op efforts that are keyed as much to the stores as to specific products.

In addition, regional agencies must be in tune with local media. The regional agency should aid the national agency in getting in tune with the sales efforts of local dealers.

And the regional advertising agency staffs to back up retailers by going on the road to check shelf space, thus assuring national advertisers that their campaign has every opportunity to be effective. Top quality, local television production should be made available to the retailer so the local spot that is made will give him the weight and image he is trying to create. It must be of the same quality as the national manufacturer's top-drawer commercial.

Regional agencies must bypass for the most part the practice of waiting for local television stations to produce after-hours, quick-and DIRTY commercials. The use of good regional production houses should be encouraged as well as the use of national footage in producing retail co-op spots, which usually consist of a five-second retail lead-in, followed by a 15-second national product sell and 10 seconds of the retailer's own product push.

But there are other relationships to consider.

Recently the telecasters of the Indianapolis area who are members of the Television Bureau of Advertising gave an impressive presentation which showed the effectiveness of television and softly communicated that stations need the help of regional agencies. Regional agencies work with the media because we realize our commissions come from the media; we earn our right to those commissions from our clients. Regional agencies must depend on the media for their reputation outside the area as well as inside.

A regional agency has a rapport with the media on a one-to-one basis. We are with them almost daily and are pledged to warm and friendly cooperation. Recently we made the decision that if we believed in advertising we had to believe in supporting the media while at the same time using the principles of good regional advertising to our mutual benefit. A regional agency must look after the national manufacturer and the local retailer.

As a regional agency, we want to consolidate our relationship with television, our bread and butter. It is understood that television is sold through gross rating points and cost-per-thousand. People pay for the privilege of television with their time. Demographics and C-P-M decide television costs and the types of programs generate the audience, not the television station. A cost-per-thousand on an independent station, as a general rule, is a better buy for the client when the demographics are correct, than on a network affiliate. But equally important, a successful independent makes the entire market that much more competitive. It perpetuates the idea of free enterprise and keeps the media in an advantageous position to clients.

As a regional advertising agency, we are for the media as a whole without discrimination. But all agencies are out for the best buy for their clients; therefore they should be interested in the collective competition of the television broadcasters in the area.

When one stands on his tiptoes, he can see a bright future for regional advertising agencies. National advertising agencies will never be replaced, but regional agencies will continue to be more important in the retail relationship between the manufacturer and the customer. Today's national manufacturer needs more regional services and the retailer needs better control over his image in the market as well as price point sales. He is concerned with the rising cost of media and the necessity to sustain his weight and increase his share of mind.

It is the regional advertising agency's responsibility to be of service to both.
**This week**


Nov. 1 — FCC’s new deadline for comments on proposal to add tower ID drop. (Charleston, W. Va.: Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Dec. 1 (Docket 20418). FCC, Washington.


Nov. 2 — Federal Communications Bar Association dinner meeting, Representative Lionel Van Deerlin (D-Calif.) will speak at Capital Hilton hotel, Washington.

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

Nov. 2-3 — House Communications Subcommittee hearings on networks’ influence on sports, with focus on telecasts of professional boxing and tennis matches and college football. Room 2123, Rayburn House Office building, Washington.

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

Nov. 3 — FCC’s new deadline for comments on proposal to require 45-day advance notice of intent to sell broadcast stations. Replies are now due Dec. 1 (Docket 21352). FCC, Washington.

Nov. 3-4 — Institute for Democratic Communications “Media Ethics: Problems and Pressures” conference. Speakers will include Ron Nessen, former presidential press secretary; Anthony Lewis, New York Times columnist; Robert Maynard, Washington Post correspondent. George Sherman Union, Boston, Information: Conference coordinator, School of Public Communications, Boston University, 640 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450.

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

Nov. 4-5 — National Broadcast Editorial Association regional seminar. Former FCC Chairman Richard Wiley will keynote Friday dinner speaker Sheraton Plaza hotel, Chicago.

Nov. 4-5 — Fifth annual Midwest Seminar on Videotape and Film, sponsored by the Chicago Film Council, Chicago Television Guild, IFFA Film and Video Communicators and Society of Motion Picture and Television Engineers, Downtown Marriott hotel, Chicago.

Nov. 4-8 — Eighth annual national radio conference of Loyola University of Chicago. Open to all college and high school station personnel. Downtown Lewis Towers campus, Chicago.

Nov. 5 — Mississippi Broadcasters Association program seminar. Jackson Inn, Jackson, Miss.

Nov. 6-7 — National Association of Broadcasters management seminar. Marriott hotel, Denver.

Also in November

Nov. 7-8 — National Association of Broadcasters fall regional meeting for radio, TV and engineering executives. Marriott hotel, Denver.

Nov. 8 — Evening panel discussion, “Television on Trial,” sponsored by Phi Delta Phi legal fraternity. Participants will include Representative Timothy Wirth (D-Colo.); David Gerber, TV producer; Tom Swafford, National Association of Broadcasters, and a network representative to be announced. George Washington University’s C-101 auditorium, 2201 G Street, N.W., Washington.

Nov. 8-10 — Midcon electronic convention and exposition, sponsored by regional Electronic Representatives Association. O’Hare International Convention Center and Hyatt Regency O’Hare hotel, Chicago.

Nov. 9 — Ohio Association of Broadcasters-Ohio Retail Merchants joint meeting, Maurice Webster, Webster Group, will be principal speaker. Sheraton Columbus, Columbus, Ohio.

Nov. 9-10 — National Association of Broadcasters management seminar. Sheraton Harbor Island Inn, San Diego.

Nov. 9-11 — Western Cable Show, sponsored by the Arizona Cable Television Association, California Community Television Association and Howard Cable Television Association. Town and Country hotel, San Diego.

Nov. 10 — Fall meeting of National Association of Broadcasters radio code board. Sheraton Harbor Island Inn hotel, San Diego.

Nov. 10-11 — National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn hotel, San Diego, Calif.


Nov. 10-11 — Practicing Law Institute seminar, “Communications Law 1977.” Session in antitrust area will include discussion of television-newspaper crossownership. The new copyright law, access by the press to courtrooms and prisons, and recent developments in libel practice are also among topics. Bar-bizon Plaza hotel, New York.

Nov. 10-13 — National Association of Farm Broadcasters convention. Crown Center, Kansas City, Mo.


Nov. 11 — National Association of Broadcasters public meeting on TV programing. San Diego.

Nov. 11-12 — West Coast convention of Intercollegiate Broadcasting System. University of California at Berkeley’s KALX-FM will be host station. Jack Tar hotel, San Francisco.

Nov. 11-20 — The Virgin Islands International Film Festival and awards that will include TV productions as a category. St. Thomas, Virgin Islands. Information: J. Hunter Todd, Festival of the Americas, Box VIFF 7769, St. Thomas USVI 00801; (808) 774-7708.

Nov. 13-14 — National Association of Broadcasters management seminar Fairmont hotel, Dallas.


**Major meetings**


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


April 21-25, 1978 — MIP-TV 14th annual international marketplace for producers and distributors of TV programing. Palais des Festivals, Cannes, France.


Better than both competing stations combined!

Our news is good news!

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<tr>
<th>Time</th>
<th>ADI Rating/Share</th>
<th>TV Households</th>
<th>(000) Women</th>
<th>(000) Men</th>
<th>(000) Adults</th>
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<tr>
<td>6-6:30 p.m. Monday-Friday WWTW/WWUP-TV (CBS) Local News</td>
<td>38</td>
<td>58</td>
<td>62</td>
<td>52</td>
<td>45</td>
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<tr>
<td>Station #2 (NBC) Local News</td>
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<td>15</td>
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<td>Station #3 (ABC) Local News</td>
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<tr>
<td>11-11:30 p.m. Monday-Friday WWTW/WWUP-TV (CBS) Local News</td>
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<td>Station #2 (NBC) Local News</td>
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<td>Station #3 (ABC) Local News</td>
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<td>Source: FEB/MAR ’72 Arbitron</td>
<td>Station Share of County Viewing Total Daypart (%) (23-County ADI - Averaged)</td>
<td>Daytime</td>
<td>Early Fringe</td>
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Source: Arbitron County Coverage Report - 1976

You’ve captured the market in Northern Michigan when you buy WWTW/WWUP-TV. Combine the shares of both competing stations and they still can’t match ours for delivering all segments. Ask your Avery-Knoedel representative about WWTW/WWUP-TV. In Northern Michigan, you can’t make a better buy.

*Source: 1976 ARB County Coverage

December

Dec. 1 — FCC’s deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience division, audience-revenue relationship and service to public (Docket 21284). FCC, Washington.

Dec. 12 — Society of Broadcast Engineers (Kentucky chapter) regional convention, and equipment exhibit. Senator Barry Goldwater (R-Ariz.) will be banquet speaker on role of engineers and proposed revamp of Communications Act. Marriott Inn, Clarksville, Ind. (Louisville area).

Dec. 2 — Meeting on “Television in New Jersey” sponsored by New Jersey Coalition for Fair Broadcasting. FCC Commissioner Joseph Fogarty will speak at opening morning session; Representative Andrew Maguire (D-NJ) will be luncheon speaker. Other workshops and panels will explore broadcasters’ responsibility and commitments to New Jersey public. Gateway-Hilton, Newark, N.J.

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


January 1978


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


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

Jan. 16-30 — National Association of Farm Broad-
Parallel development

EDITOR: By golly, I think you've got it! E.S.P. really does exist. Your editorial, "A name big enough to fit," [BROADCASTING, Oct. 17] has made a believer out of me. It must have been your finely tuned E.S.P. that picked me up on my proposal to the National Radio Broadcasters Association board of directors [see story, page 46] suggesting the possible formation of a "Congress of Broadcast Organizations." Or is it that great minds travel in similar directions?

But, to quote Archie Bunker, "Whatever!" The burner is lit and further study is in the offing. As I see it, however, no restructuring or change in purpose of any participating organization need or should be made.—Robert G. Horpe, WPLR (FM) New Haven, Conn., and board chairman, NRBA.

(BROADCASTING's editorial, written with knowledge of the talk of federation during the NRBA convention in New Orleans but in ignorance of Mr. Horpe's specific suggestion, concluded with the statement that "A restructured NAB could easily grow into the National Congress of Broadcasters").

Better off without it

EDITOR: I am shocked to see what an uproar the recent news about the possibility of the FCC discontinuing its third-class license has caused. Contrary to what the FCC says, the test is not easy—more than half of those who take the test fail. This prevents many well-qualified people from entering the industry. As most broadcasters know, passing the test is no assurance that someone is qualified. The public will be served just as well if the third is discontinued. Maybe the lack of restrictions will spur the interest of other talented people to enter the industry.—Harris Salomon, Scarsdale, N.Y.

Close to home

EDITOR: I am tempted to say that if BROADCASTING has any information on "World Team Hopsotch" (as shown in the editorial cartoon in your Oct. 17 issue), I would appreciate getting such information. I am tempted to say that, but I won't.

In any case if I could obtain the original of the Bill Davey cartoon as something of a memento of my current work for the subcommittee, I would appreciate it.—Phillip R. Hochberg, special counsel, House Communications Subcommittee, Washington.

(The full cartoon has been omitted.)
Health care abuses. Profit abuses. Bureaucratic fumbles. These and other attacks leveled at nursing homes have always appeared as front page news.

When these stories appear, we are just as outraged at the shame and the scandal. We abhor the tales of unsafe facilities, inadequate diets, patient neglect.

Perhaps, unwittingly, we have built a serious communications gap. A gap between what most critics believe to be the facts and what actually are the facts related to the nursing homes in our nation today.

Nursing home care is a relatively recent development in this country. From the early community-sponsored shelters that served as poor houses, the nursing home was born. Usually a small family-run home that planted the seeds for today's modern facility.

But as human life spans continued to increase, so did the problems of aging and the care for the aged and the chronically ill. So that by the early 1950's, the need to improve conditions and facilities was critical. A major growth took place, not only aided by public awareness, but by the private investment of billions of dollars for land, construction and qualified personnel.

Suddenly, the number of long-term facilities tripled from 6,500 to 25,000.

Suddenly, from 172,000 available beds in 1953, the number of beds became 1.2 million by 1973.

Today, there are 20,000,000 Americans aged 65 and over. But, as many as 600,000 need nursing care and can't get it. Because for all the growth, for all the improvements, the number of Americans needing professional health care has skyrocketed.

Where can these people go? As fast as new, modern, professionally staffed facilities are built, just as quickly the waiting lists multiply. Many remain residents of boarding houses, independent homes, some inadequate, too many unsafe.

The incidents that have stigmatized the entire health care industry are mainly focused on those homes.

But these stories mask the progress of the vast majority of AHCA members who provide a wholesome, enriching environment for their residents. We are constantly improving both the social and physical environment; we are working to build individual dignity to its highest level; we are recruiting more qualified full-time specialists, searching for methods to train and re-train doctors and nurses in geriatric care. The nursing home profession has outgrown the county poor farm.

Certainly the story of progress in health care is just as valid as the story of abuse. Let's report them both.
Ferris begins to put new stamp on FCC

Chairman, in words and deeds first two weeks in office, indicates new directions for agency; among his thoughts: financial disclosure for broadcasters

After less than two weeks in office, Charles D. Ferris has taken charge as the new FCC chairman. It's evident not only in the fact that he moved quickly to make his first two appointments—Frank Lloyd as his administrative assistant and Robert Bruce as the commission's general counsel ("Closed Circuit," Oct. 24)—but also in the thoughts he is beginning to express on matters for which he now shares responsibility. And those thoughts indicate an administration that will in some matters veer sharply from the path taken by its predecessor, Richard E. Wiley.

Chairman Ferris, for instance, is talking of public financial disclosure for stations and networks. And he thinks it would make sense for the commission to make public the percentage of "informational" programming it expects broadcasters to air, because he would probably limit that policy to television.

Mr. Wiley, as had most commissioners over the years, rejected almost automatically suggestions that broadcasters' financial data—supplied in confidence—be made public. Increasingly, citizen groups have requested access to that information. Last week, Chairman Ferris cast the issue in terms of broadcasters' role as public trustees.

He would, he said, "protect truly proprietary information whose disclosure would put an entity at a disadvantage." But, he added, "These are public airwaves; these are public trustees. Their responsibility goes beyond that of private persons." And he likened their responsibility in that regard to his own. "My own finaces have become public knowledge," he said (Broadcasting, Oct. 10). "Licensees are public trustees as well."

And Mr. Wiley had always shied away from formally embracing percentages as a means of nudging broadcasters toward airing different kinds of programming. However, the commission has delegated authority to renew, without referral to the commission, the licenses of stations that meet certain percentages, provided the renewal application poses no other problems. The percentages for television, for instance, are 10% for total nonentertainment, and 5% for informational and 5% for-loc.al. (The commission makes an exception for non-network-affiliated UHF's; these are considered on a case-by-case basis.) And Chairman Ferris thinks it might be a good idea to make public the guidelines the commission uses.

He has no firm idea on what percentages the commission should use, and he said it is "just a notion" he has—"not a master plan—just an instinct." But, he said, "It would be fair to licensees to give them certainty." Actually, it is assumed that broadcasters—at least those with Washington attorneys—are aware of the staff's delegation of authority.

Suggestions for using percentage guidelines generally raise First Amendment questions. But Chairman Ferris sees no conflict in the use of such guidelines with his expressed commitment to the First Amendment. There is "no First Amendment abridgement," he said, as long as the commission does not involve itself in the content of the programming.

He also indicated that the question of whether radio should be treated differently from television is also on his mind. In discussing the guidelines issue, he said, "We hope to get into it to the point where radio and television could be separated. There are separate problems."

Chairman Ferris's feelings about other matters also came out last week in an interview and in a commission meeting. In the meeting, for instance, the commission dealt with the case of WBLE in Batesville, Miss., whose renewal application was opposed by a citizen group on, among other grounds, allegations of employment discrimination. The problem was not regarded as serious by the staff—the station has only three full-time employees—but Chairman Ferris complained that the remedies available to the commission in such matters are either "drastic" or nonexistent. That knowledge, he said, "prejudges your factual determination as to what took place." Richard Shiben, chief of the renewal and transfer division, noted that the commission has frequently conditioned renewals in such cases on the licensee reporting on steps taken to improve EEO performance. The decision in the WBLE case was to renew the license with a strong admonition regarding the station's employment record.

Chairman Ferris said he had not yet begun to think about jobs in the bureaus. He indicated he wanted to get to know the personnel better before making any decisions. So it seemed no jobs are secure, or in jeopardy. Donald Jansky, a top engineer with the Office of Telecommunications Policy, is reportedly being urged on Mr. Ferris for the job of chief engineer, now held by Raymond Spence. Mr. Ferris last week said talk of a job for Mr. Jansky, whom he has not met, "is premature."

Although he was sworn in only on Oct. 1, Mr. Ferris is thinking ahead to a possible management study of the commission to see if it needs reorganization. Such reorganization "might make sense," he said, pointing out that his initial observations indicate there might be some "overlapping functions." But such a study, he indicated, would not be considered for some time. "It's on the longer agenda," he said.

FCC Chairman Ferris. Moving in, taking over.
Mr. Carter's Washington: the outs are increasingly in

There's been a dramatic shift in vantage, if not advantage, for a number who were teethed on public interest causes and now hold key government posts.

Not so many years ago, Albert H. Kramer was a struggling young public interest lawyer wondering where his next foundation grant was coming from and how he and a small band of lawyers at Citizens Communications Center, which he had founded in 1969, could keep up with the workload involved in taking on singlehandedly, it seemed—the broadcast establishment.

Today, Mr. Kramer is the director of the Federal Trade Commission's Bureau of Consumer Protection, with a staff of 360 lawyers in Washington and in regional offices helping him to carry out a broad mandate of protecting the public from unfair or deceptive advertising and business practices. But his aim, he says, is no different from what he insists it was in the old days: "to get the government to do its job.

This transformation from public interest lawyer to powerful government bureaucrat (by way of, it should be noted, the National Citizens Committee for Broadcasting and the Arnold & Porter law firm) is not unique these days. President Carter, during his campaign last year, said he would bring into government regulators of whom Ralph Nader would approve. And now the administration is studded with men and women who in the past eight or 10 years—the years in which the citizen movement was spawned and developed—had challenged government regulatory agencies and the activities of those they regulated in pursuit of what they perceived to be the public interest. The selection of such individuals is increasingly evident in areas of concern to broadcasters and advertisers.

Mr. Kramer's deputy, for instance, is Tracy Westen, a one-time aide to former FCC Commissioner Nicholas Johnson who went on to run the Stern Community Law Firm and then moved to Los Angeles where he headed the communications law program at the University of California at Los Angeles. (That program is now headed by Charles Firestone, who until this summer was a lawyer at Citizens.)

Last week, Frank Lloyd, who succeeded Mr. Kramer as director of Citizens and who for nine months this year was a consultant to the Office of Telecommunications Policy on public broadcasting, joined the FCC as administrative assistant to the new chairman, Charles D. Ferris ('Closed Circuit,' Oct. 36).

The commission's new general counsel, Robert Bruce, does not at first glance fit into the ex-public-interest-lawyer mold. Indeed, his five years with the substantial Washington law firm of Hogan & Hartson qualify him for impeccable establishment credentials. However, he is, as some observers are apt to note, a 'boy' lawyer who came to the FCC as 

experienced with and has an understanding of the people who are regulated," acknowledged his "ties to the public interest community."

Then, too, there is Henry Geller, who is to be nominated by President Carter to be the new assistant secretary of commerce for telecommunications. (He becomes a consultant to the Commerce Department on Tuesday in order to help shape the new office, which will absorb the functions of the Office of Telecommunications Policy. His nomination probably will not be submitted to the Senate until January.) He has served in the Kennedy and Johnson administrations, and although he was chairman of the Citizens board of directors.

In fact, most of Mr. Geller's professional background is in government, and he made his reputation principally as FCC deputy general counsel and general counsel during the Kennedy and Johnson years. But in recent years, he has acquired something of a name as the "guru" of the nonestablishment communications law profession.

After he left the commission, in 1973, the Rand Corp. and then the Aspen Institute Program in Communications and Society provided him with a base that enabled him to remain active in the field of his expertise. He wrote papers on communications policy matters, filed pleadings with the commission and challenged commission actions in court. He also consulted not only with public interest lawyers but with the staffs and members of the House Communications Subcommittee and with Carter staffers concerned with communications. The experience and influence he gained in the process figures largely in his selection to head the new unit at Commerce.

Nor can Michael Pertschuk, chairman of the Federal Trade Commission, be ignored in any discussion of consumerism in government. As chief counsel of the Senate Commerce Committee, Mr. Pertschuk had not only been one of the most powerful of the Senate staff members, he had also played a leading role in the enactment of a long list of consumer-oriented legislation. His selection of Messrs. Kramer and Westen for the FTC staff indicated his enthusiasm has not abated.

Those six names and backgrounds indicate that "old boy networks" are not necessarily restricted to members of what is often cynically thought of as the establishment.

The Ferris connection with Mr. Bruce was established after Mr. Bruce had helped Mr. Ferris prepare for his confirmation hearing before the Senate Commerce Committee. They had been brought together by Mr. Geller, who had first met Mr. Bruce at an Aspen Institute conference, at Aspen, Colo. Mr. Lloyd also participated in the preparation, "on behalf of OTP" (Mr. Geller helped, too, for that matter.) And the cramp course produced more than a well prepared FCC chairman designate. Said Mr. Lloyd of himself and Mr. Bruce: "Both of us are kinds of neat rapport with Ferris. Out of that, he asked us both to be part of his team."

After years of being out in the cold, how does it feel to have the levers of power in hand, and the responsibility that goes with them? "It's good. It's a lot of fun," said Mr. Kramer at 9:35 p.m. last Wednesday, as he and Mr. Westen worked at the FTC on a package of proposals aimed at protecting the public from deceptive practices in the sale of energy insulation and at requiring the disclosure of information that would enable the public to compare different kinds of energy-saving devices. They also are looking into the question of whether ads aimed at children should be banned if unfair—in the sense of taking advantage of them—even if not inaccurate. "We think we have a good chairman, and we're at an exciting agency," Mr. Kramer said. "We have a lot of potential to do a lot of exciting things."

Perhaps it is because of the newness of
the jobs, but that enthusiasm is shared by others moving into positions of responsibility. Mr. Bruce talked of the "challenge" of the FCC general counsel's job: "It's one of the most exciting and difficult jobs at the commission. . . . There are so many dimensions to the job." And, he said, "It's an opportunity to engage in public service, which is important to me."

But what of the prospect of the public interest lawyers pursuing old goals now that they are a part of government and have, in a sense, changed sides? Mr. Bruce sees no problem. "I don't bring any set of biases," he said, "My job is to take each question on its own facts, and try to present the commission with the best legal advice I can give."

As for Mr. Lloyd, who has had a varied career, he said he has been "on so many sides, I don't know what being on 'the other side' means." Over the years, he has been a clerk to a federal circuit court judge, a lawyer with Wilmer, Cutler & Pickering, a member of the staff of the Office of Economic Opportunity, and general counsel of the National Public Affairs Center for Television. The experience, he says, should help him sift out the "extreme positions on both sides of issues and try to find the course that satisfies the public interest and moves in the direction of sensible regulation."

Mr. Westen also indicated different disciplines were required of him than those he had grown at the Stern Community Law Firm. "As an advocate, I would file a complaint stating out a single view." In his present job, he said, "you can't stake out single views; you have to accommodate all kinds of views."

But Mr. Kramer rejected the suggestion that his new role conflicts with the one he played as a public interest lawyer: "I always thought that what we were trying to do was get the government to do its job," he said of the days when, in behalf of citizen groups, he filed petitions to deny license renewals and station transfers, arguing that the proposals did not meet the commission's best standards. "Now I'm trying to get government to do its job by being a part of it. So I don't think I was on 'the other side.'"

None of that means that those ex-public-interest types don't anticipate changes. They talk of opening up the processes of government to all points of view. Mr. Westen said that in his days as a public interest lawyer practicing before the FCC, he felt citizen groups were "shut out of the debate. . . . We want to change the processes of government. . . . Our commitment is to be open, to bring in the public." And Mr. Kramer talked of a commitment to be "fair."

But fairness is a matter of perception. What is fair to the new breed of bureaucrats populating Mr. Carter's Washington may not have been so regarded in the days of Republican rule. And that possibility is giving pause to the broadcasters and their lawyers who seem to regard the Kramers, Westens and Lloyds as having been "on the other side."

One have, three have-mores. There was a kind of upstairs-downstairs look—at least relatively—to the financial statements of two Carter nominees on whom the Senate Commerce Committee held confirmation hearings last week. Tyrone Brown, a Washington tax lawyer nominated to the FCC, reported a net worth, on total assets of $140,072, of $83,298. On the other hand, Irby Turner Jr., who was nominated to the Corporation for Public Broadcasting board (see page 39), reported a net worth of $96,782, on total assets of $917,782.

Nor was that all. Mr. Turner reported that his wife had a net worth of $48,000, and that each of their four children had healthy net worth also—$131,160 (Irby III), $127,588 (Paul B.), $127,028 (Richard E.), and $130,855 (Pamela A.).

Not surprisingly, however, the wealthiest net worth reports filed with the Commerce Committee, at least in some time, were those of Sharon Percy Rockefeller, wife of Governor Jay Rockefeller of West Virginia. She reported her own net worth at $748,651 and her husband's at $977,490. In addition, she reported net worth of $60,376 for one son, Charles Percy; of $131,121 for another, John, and of $110,384 for a daughter, Valerie B. Gillian Sorensen, whose nomination to the CPB board was confirmed on the same day as Mrs. Rockefeller's, two weeks ago (Broadcasting, Oct. 24), also reported substantial net worth. Her own was put at $712,215, and that of her husband Ted, a New York lawyer, $739,228. The net worth of their daughter, Juliet, was listed as $17,069.

FCC nominee says he's reserving judgment on some issues until he gets better oriented on them; the answers he does provide make no discernible waves

Tyrone Brown breezed through a Senate Commerce Committee hearing on his nomination to the FCC with little trouble last week. Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, who conducted the hearing, did not press Mr. Brown very hard. As Mr. Brown, a Washington tax lawyer whose background includes three years as general counsel for Post-Newsweek Stations, did not go looking for trouble. "Although I'm familiar with some issues," he said, "I've prejudged none, and I won't be in a position to make judgments until I've considered them in light of the views of the interested parties and the comments of my fellow commissioners, if I'm confirmed." It was all over in 35 minutes.

However, although Mr. Brown in many of his responses—oral and in writing, in answer to written questions posed by the committee—prepared his answers to make a judgment, he did enunciate a set of principles he said would guide him as a member of the FCC:

■ "I intend to be equally accessible to all interests, industry and nonindustry, and I'll keep an open log."

■ "I intend to take every precaution to guard against a conflict of interest or even the appearance of a conflict of interest."

He will have no continuing interest in the firm he is leaving, Caplin & Drysdale. And he will disqualify himself from any proceeding in which Post-Newsweek or a subsidiary is a party. He also will refrain from participating in any rulemaking in which Post-Newsweek or a subsidiary filed comments while he was with the company.

■ "I believe competition should be encouraged whenever it's a viable alternative."

■ "I strongly oppose government regulation or censorship of program content." The commission, he said, "should be concerned about the First Amendment interests of broadcasters and the communities they are licensed to serve."

■ "I don't believe in regulation for the sake of regulation."

■ "The public and interested parties are entitled to reasonable and expeditious handling of matters by the commission."

■ "Minority groups are entitled to full participation in broadcasting, in terms of employment and ownership" of stations. He said there has been improvement in employment, and hopes to see that continue. "I personally intend to pay particular attention to renewal to whether licensees are meeting their equal employment opportunity obligations," he said in one of his written answers. As for minority ownership, he said he would support proposals, which, "consistent with other public interest objectives of the Communications Act," encourage it.

Mr. Brown, whose confirmation will bring the commission up to full strength for the first time since July, has been nominated to fill out the remaining 20 months of former Commissioner Benjamin L. Hooks's term. But he has hopes of a stay at the commission that is longer than the 20 months. Asked, in the written question, whether President Carter had given him reason to believe he would be reappointed, Mr. Brown confirmed the report at the time his nomination became a certainty, in September, saying: "The President indicated that he presently intends all possible reappointments for a full term upon the completion of Commissioner Hook's unexpired term."

Fellow Democrat, District of Columbia Delegate Walter E. Fauntroy (1) introduces FCC nominee Tyrone Brown.-
**NBC-TV coaches count on Paul Klein**

He replaces Segelstein as head of programming, says his emphasis will be on quality series, specials; he'll narrow program sights, avoid lowest common denominator.

In its third major executive shuffle in two months, NBC-TV has replaced Irwin Segelstein as head of programming with his former right-hand man, Paul Klein. Mr. Segelstein has been appointed executive vice president, program planning, according to the announcement made Wednesday (Oct. 26) by Robert Mulholland, the network's new president.

The outspoken Mr. Klein, who has been with NBC off and on since 1961, assumes his new post immediately and will have responsibility for, by his own description, series development, the allocation of programing dollars and the definition of the network's over-all programing philosophy. Both he and Mr. Segelstein will report directly to Mr. Mulholland.

In a view of his new job, Mr. Klein said that his philosophy would include the continuation of NBC's events-oriented scheduling while at the same time focusing on building new series, with an emphasis on quality.

"We will always do quality even if the program goes down the drain," he said. "It'll be quality that people won't be embarrassed about."

Clearly, Mr. Klein does not expect to develop shows that will go down the drain, but he did indicate that he intends to steer away from the lowest-common-denominating type of show toward narrower demographics.

"Gross circulation has to vary between certain levels," he said, "and it's important competitively. But it isn't the end-all and be-all. What is the circulation—Is it Marvel comics or 'The Incredible Hulk'?

Mr. Klein has previously referred to ABC-TV's programing as "comic book" material, and "The Incredible Hulk" is one of the specials in CBS-TV's November sweep line-up. By way of contrast, Mr. Klein named two of his network's new series, "James at 15 and Mulligan's Stew," as the type of program he hopes to develop—with the central theme being interpersonal relationships.

He has often been a critic of network programing in the past—it was Mr. Klein who conceived of the "least-objectionable-program" theory—and of late has been particularly contemptuous of the series on the network of his rival, ABC's Fred Silverman. "I'm not jealous of ABC's programs," he said. "I am a little more envious of the size of their audience, but only five percent envious." The program-to-date standing of the day of his appointment stood at 21.0 for ABC, 18.2 for NBC and 17.1 for CBS.

Mr. Klein acknowledged that the network's line-up of new series is not performing as well as he had hoped, and he said that, despite the consistent stunting of NBC's series, he's had enough opportunity to judge most of his series' prospects and that he expects to make some changes shortly.

But Mr. Klein also reaffirmed his confidence in NBC's events strategy, which, he points out (as does Irwin Segelstein) leaves six hours of each week (two hours on Saturday, Sunday and Monday nights) open for special programs or movies without having to pre-empt, or buy, other programs. This Mr. Klein considers as tantamount to a series.

The reason for having a series is that the advertiser can predict what the next three weeks will be like. But, in the old days he got the same competition in the past.

Of course, the same competition is now past; if you have a successful series, affiliate board of governors in Puerto Rico last week. "Range and diversity are the essence of broadcasting," he said, "and this unprecedented [special] schedule is designed to utilize that essence fully."

Those 100 hours entail more than 60 programs, he said, including more than a dozen "superstar hours" with pop music personalities, 14 holiday specials, a four-hour special on ABC's 25th year of television, four Barbara Walters specials, three John Wayne specials, a 10-part "How the West Was Won," and a special on Benji, the popular movie dog.

NBC had already announced a 100-hour events schedule of its own for 1977-78 (Broadcasting, May 23) and the possibility that the total might go as high as 150 hours is, no doubt, evidence of the network's satisfaction with the ratings of events for the full 1977-78 season.

For November, almost 60 hours of specials are scheduled on all three networks. In addition, some of the biggest theatrical movies have been saved for the sweeps, such as "Three Days of the Condor" and ABC's "Butch Cassidy and the Sundance Kid." And there will be many souped-up versions of regular series—two-part or extra-length episodes—such as CBS's two-hour Waltons on Nov. 3 (which deals with the birth of Mary Ellen's baby, and which CBS is promoting as a "blessed event").

Beyond November, it looks more like the same, as ABC Entertainment President Fred Silverman told his network's schedule of the three commercial television networks through the upcoming November sweeps, as expected. And there are increasingly solid indications that, for ABC-TV and NBC-TV at least, the pattern may continue indefinitely.

ABC announced late last week a specials schedule from November through May that totals more than 100 hours of preemptive programing. NBC, meanwhile, estimates it may air as many as 160 hours two points of view on network stunting

This year's strategy of the television networks to "front-load" with special programs and to shift time periods of regular series is evoking a mixed reaction from advertising agencies.

One underlying concern of some agency executives is that these network tactics may be affecting adversely the levels of homes watching television. But even in this area there is scant unanimity of opinion.

One school of agency thought holds that those maneuvers, designed to build up ratings in the early part of the season, disrupt planning and projections made as long as six months earlier.

Other agency officials are less complain-
the substitute resolution keeps alive the possibility of network operation of the system, Mr. Brooks, present at the Rules Committee meeting, fumed that the action was a "foolish" delay.

But after consulting with Speaker O'Neill, Mr. Brooks softened considerably, saying in a speech on the floor Thursday that the Sisk-Lott resolution "will accomplish almost precisely" what his committee recommended.

Representative John Anderson (R-Ill.), long a supporter of letting the networks run the system, admitted defeat in a floor statement Thursday, and Representative James Cleveland (R-N.H.), cosponsor of the original Brooks resolution, asserted that "we are not going to turn this over to a monopoly of the big three TV networks." Mr. Cleveland argued that under network control, small radio stations "would have to pay through the nose" for tapes and feeds of the House proceedings.

Under House control, they would get the free.

During floor debate, Representative Van Deerlin inserted a plug for cable television, which unlike the major TV networks, he said, has the capacity for airing complete coverage of the House's proceedings. There are currently two million cable subscribers hooked up to systems with satellite receivers, which could facilitate live coverage, he added, and predicted that by the early 80's that number could jump to as many as 12 million.

Other participants in the debate revived some of the classic arguments against TV and radio in Congress. Some said broadcasting would be demeaning to the dignity of Congress. "Can you imagine what our lead-in will be (on TV) - the House of Representatives theme song?" one member asked.

said another, "We are about to change this place from a forum to a theater." Every time there is a major issue before the House, he said, members will want five minutes to talk so they can be seen by their constituents.

One member raised the concern that the public might get the impression that members rarely present on the floor are not working. That would be unfair, he said, because some, especially those on the Appropriations Committee, have to spend most of their time in committee meetings. "We don't want to give people the impression that some members are running the House, while the rest are away doing the work," he said.

Another suggested the cameras might capture some members in embarrassing positions-in slumber for instance. While he spoke one member was spotted dozing.

But as the final vote showed, the vast majority of members concurred with the congressman who said television House proceedings could not be put off any longer. "We're in an electronic age," he said. "The time has come.
In Brief

Discussing increasing divergence of broadcasters' and advertisers' programming objectives, Arch Knowlton, director of media services for General Foods, told Los Angeles Advertising Club Oct. 26 that General Foods and National Citizens Committee for Broadcasting are working on qualitative evaluation system because, he said, "while broadcasters are still following programming strategies designed to attract the largest audiences...advertisers are far more concerned about communicating a sales message." Qualitative system, he said, "negates some possible actions that might be taken in the current debate [concerning sex and violence] becomes too hot and heavy. It would keep government agencies at bay...would forestall unfair economic boycotts by special interest groups...would mean that advertisers would not be accused of attempting to usurp editorial prerogative through the weight of their advertising dollars...would give concerned parents the information they need—and don't now have—to exercise control over their children's viewing practices."

House of Representatives will debate Wednesday (Nov. 2) revised bill for consumer protection agency—renamed Agency for Consumer Representation. Unlike bill pending in Senate, it does not have provision prohibiting proposed agency from intervening in FCC license renewal proceedings. Revised because original version didn't have enough votes to pass, this version gives agency no "interrogatory" powers to force businesses to answer questions about their practices. That and other compromises, however, have not weakened business' opposition to bill.

American Conservative Union has purchased time on 29 TV stations in Texas, Louisiana and Florida to air half-hour TV documentary it produced on Panama Canal. Program, which features congressmen and other public figures, presents positions against turning canal over to Panama. Union hopes $20,000 it has spent in TV time will be defrayed by pledges from viewers. Program contains appeal for financial support and toll-free phone number viewers can call to pledge. Program will be shown in rest of country if enough money is raised.

Legislation to permit federal regulation of cable pole attachment rates passed House of Representatives last week. Bill differs significantly from one in Senate that imposes federal standards only where there is no state regulation. House bill also does not have Senate bill's provision authorizing FCC to fine cable systems for rule violations. Senate bill is stalled while Commerce Committee awaits word from Interior Department about impact of pole attachment section on Indian reservations.

American Psychiatric Association has filed fairness doctrine complaint against ABC with FCC for its May 26 program, Madness and Medicine. APA says network failed "to present conflicting viewpoints" and that it "rejected out of hand" requests for redress and for review of materials used in making documentary. Complaint also charges network promoted show in "furid terms" and that it has "cast cloud over America's psychiatric community."

National Cable Television Association is supporting petition filed with FCC by National Association of Broadcasters requesting commission to issue tax certificates to broadcasters who sell station to minority buyer (Broadcasting, Sept. 5). It has urged FCC to apply same plan to sale of cable systems.

Controversy appears to be growing around Corporation for Public Broadcasting's new vice president for human resources development, Thaddues Garrett Jr., concerning charges that he may have abused power while on Consumer Products Safety Commission. House Subcommittee on Oversight and Investigations, chaired by Representative John Moss (D-Calif.), is studying anonymous letter charging that Mr. Garrett misused CPSC travel funds, was involved in possible conflict of interest regarding his position on CPSC and elected office on Ohio State Board of Education, demanded personal favors of his staff, conducted personal business from his office, exaggerated his position in letter to foreign government and used undue political influence to get present $50,000 per year CPB job. Subcommittee is expected to decide soon whether to proceed with formal inquiry. Mr. Garrett, who is 29 and black, called letter "work of obviously bitter and sick person" and labeled charges "ridiculous" and "incredible." On allegation that former Vice President Nelson Rockefeller pressured CPB into hiring him, Mr. Garrett said last week, "That's the kind of crap you have to put up with. Anything that I have ever done I'm proud to say that I have worked for." Mr. Garrett assumed CPB post Oct. 17 (Broadcasting, Sept. 26).

U.S. Court of Appeals in New York has reversed decision of lower court holding that action of Western Stamford, Conn., in "censoring" scripts of mayoral candidates in 1969 race constituted state action. Circuit Judge J. Edward Lumbard, who was sitting by designation, issued that ruling in holding that two candidates claiming to have been censored could sue licensee, Western Connecticut Broadcasting Co., on ground it had violated their First Amendment rights. He was not persuaded by fact that FCC had condemned licensee—it fined Western $10,000 for violating equal opportunities and, in separate proceeding, administrative law judge has proposed stripping license from WSTC and giving it to competitor—but appeals court was. Under those circumstances, it said, station's action was private and therefore not subject to First Amendment. Court directed Judge Lumbard to grant Western's motion for summary dismissal of former candidates' suit.

CBS has followed up latest executive reorganization (Broadcasting, Oct. 24) with number of office repositionings within 51 West 52d Street headquarters in New York. President Eugene F. Jankowski has established new CBS/Broadcast Group (CBG) headquarters on 24th floor, previously occupied by television network; he has moved into space held previously by Robert D. Wussler as CBS-TV president. With him on that floor: vice presidents Gene Mater, Jack Cowden, Van Gordon Sauter, Frank Smith and Tom Miller. Key TV network officers will now be on 24th floor, formerly headquarters of CBG and (still) of TV Stations Division. Jack Schneider, former CBG president now senior VP and general executive of CBS Inc., retains his presidential suite; James Rosenfield, new head of CBS-TV, and Thomas F. Leahy, new (since late September) head of stations division, and their chief lieutenants will also be on 24th floor.

First group new FCC Chairman Charles D. Ferris has managed to alarm is FCC employees. With support of other commissioners, Chairman Ferris has ordered change in FCC business hours from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. Reason, he says, is to bring commission hours in line with those of other government agencies, Congress, and law firms. When word reached employees through their employee representation board members, who were asked to assess feelings, there were in at least some sections expressions of dismay about car-pool arrangements, baby sitters who would be lost and late arrivals at home. However, Frank Lloyd, chairman's administrative assistant, said plan would be implemented in next several weeks. In meantime, he said, employees could make necessary adjustments in their personal arrangements. He also noted individual offices could work out "flex time" arrangements, which enable employees to begin and end hour earlier or later than official hours.

Richard Neustadt, deputy to Barry Jagoda, special assistant to President Carter for media and public affairs, has transferred to White House Domestic Council staff (headed by Stuart Eizenstat), with continuing responsibilities in area of communications. Shift was anticipated as part of President's reorganization plan (Broadcasting, Aug. 1). Mr. Neustadt will be principal liaison between White House and new assistant secretary for telecommunications in Department of Commerce.

Jacob L. Barowsky, 85, who made fortune and TV advertising history with successful promotion of Lestoil liquid household cleaner in 1950's, died Oct. 25 in Holyoke, Mass.
June 15, 1977

Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301

Gentlemen:

I have noted your accounts of various stations' highly complimentary reactions to their new Harris MW-5 AM transmitters. Those stations probably had, in most cases, an old transmitter that had seen its better days, was fully depreciated, and ready to be retired to pasture, or at best kept for emergency purposes.

Well, our situation was different. We had a good, relatively new transmitter; we thought it was modern and up-to-date. We were not planning to buy a new transmitter, but we suddenly had no choice. We had a fire, and our existing main transmitter was destroyed.

I have already written, expressing our appreciation for the fine help that we got during the emergency, but I have now had an opportunity to evaluate the performance of the transmitter that we did not even want to buy.

Entirely within the FCC rules relating to power, modulation and directional service, the improvement over our preceding transmitter is unbelievable. You can tune across the crowded Chicago dial blindfolded and tell the difference in any of the areas that we formally deemed critical to us.

I haven't the slightest idea why our Harris MW-5 performs so well, but I would like to confirm that, in reality, it does perform.

Sincerely,

Edward A. Wheeler
President

For the whole story, contact Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301
ANA to members: Don't just take what the networks are handing out

Advertisers are urged to get back into the programming process and make their presence known

The Association of National Advertisers, representing most of television's biggest users, this week took the lead in what has been called the concept that advertisers must become involved in television program content.

Buying "by the numbers" is not enough, the ANA board of directors said, because the public regards TV advertisers as responsible for program content or, at least, as co-partners with networks and producers in responsibility for content. Therefore, the board said, it would be impractical if not unwise for advertisers to fail to speak out on matters involving the content of programs in which they advertise.

Where possible, the board said, advertisers or their agencies should involve themselves "continuously" in each episode of a TV series in which they advertise, as well as in the broad outlines of the series itself.

However, the board continued, this whole question is one for each advertiser to consider, and decide for himself. And the board emphasized that it was not advocating advertiser "censorship."

The board's views were put forth as recommendations to ANA members at a closed meeting of members and agency and media guests at the ANA's annual meeting at the Homestead, Hot Springs, Va. One advertiser reportedly asked whether the advertisers couldn't act collectively in response to the recommendations and was told, in effect, "no way."

The recommendations were a switch from ANA's stand last spring when, in response to growing criticism of so-called violence on television, the board suggested that each advertiser develop its own policy on TV program selection or sponsorship and suggested there were at least three alternatives:

(1) To say that advertisers should not meddle in program content and that the company would limit itself to making the most efficient buy—that is, would buy by the numbers; (2) to say that program environment affects the value of commercials and that the company therefore would determine the kind of programs its messages would appear in, or (3) to say that since advertisers pay for it, the advertiser has the ultimate responsibility for programming and must exercise that responsibility.

Last week's recommendations specifically rejected the first of these alternatives—that of buying solely by the numbers—and seemed to reject the second by proposing that advertisers not cut themselves off from—and indeed actively involve themselves in—decisions about program content.

Some television representatives at the meeting—which was closed to news men, though details leaked out through authoritative sources—said that it didn't seem to them to have produced, as one put it, "much that we hadn't heard before." To others, however, it seemed a clear bid to regain a stronger voice in program matters than advertisers have had in the years since the networks took program control away from advertisers and agencies.

The board's recommendations followed meetings in recent weeks between ANA representatives and representatives of program producers and networks, in which the advertisers reportedly expressed fear of excesses in programming—not only "violence," which they hoped was now a thing of the past, but also, since successful shows often breed imitators, other themes as well, including those with sexual overtones.

The ANA representatives were said to have insisted they were not responding to pressure groups and did not object to occasional shows involving action, sophisticated themes or controversial topics so long as they were done well and presented in reasonable time periods. What they objected to, they said, was a glut of programs that substantial numbers of viewers might find objectionable and become alienated because there were no acceptable alternative programs they could turn to.

"The problem," one advertiser source said, "may not be individual programs as much as a spate of similar programs. If every station in town is offering action programs at a given hour—or sophisticated, sexy programs or whatever—many viewers may have no programing to watch.

The off switch isn't the answer. What we're urging on the networks is a diversity of programing."

Producers and network officials were said to have told the ANA representatives that they agreed on the desirability of diversity but that there is always a risk that one particular type of programming might dominate at a given time. They were also said to have given assurances that they would maintain high standards and stay in line with contemporary values while at the same time undertaking to deal with provocative and even controversial themes.

The networks were especially fearful, according to advertiser sources, that pressure groups might tend to stifle programing, and in effect establish minority control of a medium designed for the majority. They were also said to be fearful that some advertisers would automatically refuse to be identified with any program that carried a qualifier such as "parental guidance advised." On this point the ANA board said "unconsidered rejection of any program would not prove sound in the long run and might support charges of...

Green new ANA chairman, Buchsbaum vice chairman

Chester R. Green, Kraft Inc.'s senior vice president for product development, marketing and research, was elected chairman of the Association of National Advertisers last week at the ANA's 68th annual meeting. He succeeds William M. Caggett, vice president and director of advertising and marketing services of Ralston Purina Co.

Sanford Buchsbaum, senior vice president, advertising worldwide, Revlon Inc., was elected vice chairman. Peter W. Allport was re-elected president.

Four new board members were elected:

H. A. Ericson, Monsanto Co.; William K. Pederson, Eastman Kodak Co.; William Sharp, Co., Cola USA, and Harry F. Up ton, Consumer Products Division of Abbott Laboratories. In addition, John T. McLoughlin of Richardson-Merrell was re-elected to the board to fill an unexpired term, and Michael Roarty of Anheuser-Busch was re-elected to a three-year term.

Retiring directors were R. Ross Garrett of 3M Co., Derek J. Carroll of Thomas J. Lipton Inc., Biair R. Gettig of Aluminum Co. of America and W. M. Morris of Life Savers Inc.

Incoming, outgoing and continuing. Top past and present officers of Association of National Advertisers are pictured following elections last week at ANA's 68th annual meeting: (l to r) Sanford Buchsbaum of Revlon Inc., elected vice chairman; William M. Caggett of Ralston Purina, retiring chairman; Chester R. Green of Kraft, new chairman, and Peter W. Allport, re-elected president.
"Don't Take Our Word For It!"

"An excellent series — we use these spots daily in the early morning."
KOLR-TV Springfield, Mo

"I feel very deeply that the announcements make a positive contribution toward easing the tensions and frustrations of this busy time, and consider it a privilege to use them on WPIX."
WPIX-TV New York, NY

"May I extend continued success in "THE WORD" series and pledge our continued support."
WSBK-TV Boston, Ma

"Since adding your feature to our programming a couple of months ago, we have been pleased with the content of THE WORD and have received some nice comments from our listenership."
WCMB Harrisburg, Pa

"I just wanted to thank you for the lovely thoughts in these spots and encourage their continuance."
KMJ-TV Fresno, Ca

"The Word" is Unity School's public service series, now being broadcast by over 1,000 television and radio stations across the nation. Each spot in the series features a major celebrity and a "word" around which is woven an inspiring, uplifting, cheerful, hopeful, human, often touching, never gloomy, 60-second message.

The entire Unity program is available to you without charge.

So seek a unique and beautiful balance in your station programming. Write or call for films or radio tapes today... for "The Word."

A few who have donated their time and talent:

Eddie Albert
Jack Albertson
Steve Allen
Ed Ames
Edward Asner
Richard Bach
Jim Backus
Pearl Bailey
Ned Beatty
Ernest Borgnine
Beau Bridges
Lloyd Bridges
Joe Campenelle
Macdonald Carey
Ellen Corby
Charlie Dierkop
Phyllis Diller

Irene Dunne
Henry Gibson
Monty Hall
Shirley Jones
Diane Ladd
Art Linkletter
Emily McLaughlin
Johnny Mathis
Jayne Meadows
Lee Meriwether
Greg Morris
Lou Rawls
Sugar Ray Robinson
Wayne Rogers
Robert Stack
Robert Wagner
Robert Young

Unity Radio-Television Department
Unity School
Unity Village, Missouri 64063
Phone: (816) 524-3550, extension 294
Hold that line on kids' ads, ANA is warned

If efforts to ban TV advertising to children are success, Kellogg's LaMothe says, other groups of consumers may be next; Kristol has other ideas, however.

The nation's biggest advertisers were warned last week to protect their right to advertise to children or risk losing the right to advertise to other consumer groups.

The warning came from William E. LaMothe, president of the Kellogg Co., at the opening session of the 68th annual meeting of the Association of National Advertisers, held Monday through Wednesday at the Homestead, Hot Springs, Va.

Earlier in the same session, the 550 ANA members and guests heard a speaker predict that advertising to children on television would be—and should be—eliminated within 10 years.

Irving Kristol, New York University professor, economist, author and adviser to business, said he was "horrified at the thought" of advertising on "children's television." Such advertising, he said, "undercuts parental authority."

"I would not let a salesman into my living room to sell to my child," he declared. "Why should I let him come in on the tube?"

Professor Kristol, stressing the importance of self-regulation, said the advertising community should itself have banned TV advertising to children. Now, he said, the Federal Trade Commission is moving in that direction, however "haltingly," and he said he was confident that "10 years from now there will be no advertising on children's TV."

Mr. LaMothe, who followed him to the podium, disagreed pointedly with Mr. Kristol's position.

"Advertising to children," he said, "is in my judgment only the tip of the iceberg. The ethics of advertising to children really dislike advertising in its entirety. They view it as economically wasteful, socially unjustified and therefore it should be abolished.

"I believe every advertiser in this room should take very seriously—and follow very closely—the issue of our right and our ability to advertise to the child audience. Because if we lose this battle, that is the first step toward eliminating our ability to communicate with consumers of different groups—non-English-speaking portions of the population, minority groups, women, men, the aged, the young.

"Once we start dividing our society into groups and deciding which group can be advertised to and which group cannot, advertising as an efficient and economic marketing method will be on its way to oblivion and so will democracy."

Mr. LaMothe noted that the FTC and other groups and individuals seem increasingly disposed to restrict or ban advertising to children. "We do not know of any hard data that would support any kind of ban or restriction of television advertising to any group," he added. The answer for advertisers, he said, is first to make sure the integrity of their products and then to defend them "in every forum that will listen to criteria.

"I firmly believe," he said, "that products will not be banned from advertising to any group, so long as the products being advertised can be shown to make a prosocial contribution to our society. But you and I are going to have to prove that. Opinions, judgment, experience are not good enough to quiet the activists and regulators today."

Mr. LaMothe contended that advertising to children would not be an issue if the only products that were advertised to children were apples and oranges, peaches and pears, dental floss and toothpaste.

"The issue exists because a vocal minority of consumerists believe that products that are advertised to children are somehow inappropriate for children. That's the only reason the issue exists."

The solution, he said, "lies in our collective abilities to show that the products we market make an important contribution to either the health, social or physical well-being of the children who consume and use the products. If we can't make that case, then I think that it will be difficult to maintain our right to advertise to the child audience."

Loevinger's analogy

Former FCC commissioner sees 'terrorist' overtones in proposed boycott of 'violent' show sponsors

The National Parent Teachers Association plan to boycott advertisers who place their messages in "violent" television programs was compared last week to the hijacking of airlines by terrorists.

Lee Loevinger, Washington attorney and former FCC commissioner, told the Association of National Advertisers' annual meeting that the PTA "wants to force advertisers to force broadcasters to change their programs."

This is an effort, he said, "to restrain free speech in advertising in order to restrain free speech in programming," and "it sounds like the terrorist activities that are happening all over the world," in which terrorists take hostages to satisfy their own demands.

In this case, he said, "advertisers are merely passengers on the communications line."

Mr. Loevinger said he would not equate the PTA with the Palestine Liberation Organization, "at least not yet."

"The PTA won't shoot you," he told the advertisers, "but they just may hound you out of the community."

Mr. Loevinger cited the PTA plan as one example of battles that lie ahead for advertisers even though, he said, advertising's "basic constitutional battle" has been won in Supreme Court decisions that broadly accorded First Amendment protection to advertising.

He said many dissatisfactions are focused on television because it is the most "ubiquitous" symbol. "We may soon see television sets being smashed the way slot machines used to be, before the state decided that gambling is not good for you," he asserted.

TV picked apart in ANA session on ways to eliminate media waste

Panelists have some hard raps for television, though admitting their evidence is flimsy; Achenbaum suggests $2 million budget is lost in prime-time TV, urges a more efficient method to replace gross rating points

A formula approach to reducing waste in advertising campaigns was offered cost-conscious advertisers last week in a clinic on "Weighing Media Alternatives" at the Association of National Advertisers' national meeting.

The formulas—in one case based on admittedly "flimsy" evidence and in others calling for the assignment of subjective, judgmental values to such factors as media and creative differences—will result, one panelist said, in more widespread use of media mixes as opposed to primary concentration on, say, television.

Some TV executives in the audience regarded the presentation as designed primarily to "put the pressure on TV," as one phrased it.

One panelist conceded that he had cast television "in the worst possible light" in order to make a point and also concluded, at another point, that "anyone spending $2 million or less on an individual brand certainly cannot afford to be in prime time television" even though "I am sorry to say, some national advertisers are."

In general, however, he and his fellow
We have a New Name and a New Design

And that is...to place a priority on value.
The value of radio and the value of our stations.

We want an advertiser to get the most for his money, so we have especially
equipped ourselves to handle his need for
information. We can give him a profile on his customers...his target
markets...or his competition. We can help his agency buy a local
market or plan a nationwide campaign.

The value of our stations is
their ability to sell product...and the value of the RKO Radio Sales
force is the help we can provide through the resources of our
Research and our Marketing Divisions. So that an advertiser gets
the most...value...for his money.

That’s why RKO Radio Representatives
is now RKO Radio Sales.
panelists insisted that they were only trying to help advertisers get the most for their money.

The money involved, at least in television, was stressed by panelist Alvin Achenbaum of Cantor, Achenbaum, Heekin: "Next year a television dollar will buy only half the exposure opportunities it bought in 1975.'

"It could well be," Mr. Achenbaum continued, "that network television—historically the most efficient national advertising medium—is no longer the golden goose for all brands. Or what may be more bothersome, a bargain compared with other media, but no longer affordable for some advertisers."

Yet he saw no tailing-off in television's share of the advertising dollar. "Although there is talk in the trade that the television market is softening for the first quarter of 1978," he said, "I would still venture a guess that it is based more on hope than on fact and that television will continue to account for approximately 55% of national advertising expenditures in 1978."

He based this guess on several factors, including "a strong emotional bias toward television on the part of advertisers and agencies, and a strong reliance by them on buying gross rating points (GRP)."

To counter the GRP concept, he offered ERP—effective rating points. Where GRP measures "exposure opportunities," he noted, ERP provides a measure of "effective exposure." ERP is based, he explained, on a growing but "flimsy" body of evidence suggesting that "the first few exposures to a television commercial—about two or three—have little value; that after 10 exposures little further benefit is gained, and that after 15 the additional exposure could be detrimental."

Thus, he said, an advertiser buying 240 GRP's for example, might in fact get only 172 ERP's, in that case losing almost 30% of his exposure. He conceded that "the evidence on where effective exposure truly begins and ends is far from definitive," but said that "of one thing you can be sure: Effective exposure will always be less than total exposure"—an especially serious consideration for small-budget brands.

It was on this basis that he concluded that a brand should not go on prime-time TV with a budget of $2 million or less—and might in fact find magazines a better choice. But he insisted that "I am not here to push magazines or knock television" but rather to push for "recognition that the new media reality calls for an open mind, for a reconsideration of what you are currently doing."

A.B. (Gus) Priemer, director of advertising services for S.C. Johnson & Son, who presided over the session, told the advertisers that "rising media costs will be an even bigger problem in the future than in the past, and questioned how much farther "miniaturization"—the shortening of commercials—can go.

The time has come, Mr. Priemer said, to begin to "measure the waste in our media programs" by such approaches as Mr. Achenbaum's ERP concept and by assigning arbitrary values, based on judgment, to different media vehicles and such other factors as frequency and creative considerations to evaluate alternative media plans.

The latter approach was described by Jules Fine, executive vice president and director of marketing services of Ogilvy & Mather, who also emphasized, however, that each situation must be judged on its own circumstances.

"It may be discouraging to find there are no simple truths, no universal answers," Mr. Fine said, but "you can start [applying] these disciplines even with crude approximations based on your experiences and existing brand research."

From the audience, William Rubens, NBC vice president in charge of research and corporate planning, challenged Mr. Achenbaum's suggestion that small-budget advertisers might be better off in other media, saying they could attain their objectives in daytime TV or fringe periods if they could not afford prime-time television.

He also questioned the parameters of the ERP concept, and lead Mr. Achenbaum to concede he had not shown television in its best light.

In response to another question, Mr. Achenbaum said the studies on which the ERP concept was based were done five to 14 years ago and, except for one by Ogilvy & Mather, were "pretty lousy studies."

Anticigarette spots: Where are they now?

According to one study, they're not on television very often

The number of antismoking public service announcements on television is declining, according to a recent study of PSA's in the St. Louis and Baltimore markets by the National Cancer Institute. An analysis by NCI of anticigarette spots appearing on the six network affiliates in those cities during one week of May found that antismoking spots constituted only about 3% of all PSA's broadcast. The study also said that the frequency of antismoking messages has dropped significantly since Congress banned broadcast cigarette ads in 1971.

NCI's Office of Cancer Communications examined PSA's in those two markets to determine the extent to which antismoking spots were being aired. Among the study's findings:

- In Baltimore, health-related PSA's were aired 164 times (second only to announcements for service and charitable organizations), and 23 (14%) of those were antismoking spots. In St. Louis 13 (4.2%) of 315 health PSAs were anti-cigarette messages.
- In both markets antismoking announcements accounted for only 2.9% of all PSA's (1,233) broadcast for the week by six network affiliates.
- Roughly two-thirds of all PSAs were broadcast between 7 a.m. and 5 p.m. In St. Louis, 10 (76.9%) of the antismoking messages were aired during that time. In Baltimore, the comparable figure was 15 (65.2%).
- Only one antismoking PSA appeared in prime time in St. Louis in that week. Five were shown in prime time in Baltimore, all by WMAR-TV.

According to NCI, generalizations about the extent of antismoking broadcasts are difficult to draw from the report, but it does state: "Once cigarette advertising was banned . . . the appearance of antismoking messages on television declined significantly." NCI explains this occurrence on the fact that "broadcasters were no longer legally bound to air them" under the FCC's fairness doctrine.

Television PSA's are considered by the
public to be "an important source of medical and health information," NCI claimed, and among health messages, "one of the most prevalent topics of PSA's carried by the media," antismoking messages were carried "more often" than any other topic.

Mark Garkovich, executive director for the American Lung Association in eastern Missouri, said that he has been "satisfied" with the amount of air time his association's spots have been receiving in St. Louis stations. "They haven't been short-changing us at all," he said, and although he agreed that "compared to 10 years ago" there has been a decline in antismoking spots being aired, "we haven't noticed" any serious decline in recent years. Mr. Garkovich said as well that some of the St. Louis stations have been showing antismoking spots during their local commercial breaks in nationally broadcast sporting events.

John C. Campbell of NCI said the study "confirmed our suspicions" that antismoking PSA's were not as prevalent as they once were. "We're not happy at all," he said, "to see only one antismoking message appear in a major city in prime time.

According to Mr. Campbell, since the cigarette advertising ban went in effect there has been a "continuing decline" in the proportion of the percentage of the adult population that smokes. But at the same time, he said, there has been a rise in over-all consumption.

**Airline promotion costs are subject of inquiry**

**CAB is studying requirement to report lobbying, institutional advertising expenditures**

The Civil Aeronautics Board is considering a proposed rulemaking that would require that airlines report the amount of money they spend on lobbying and institutional advertising. The proposal the CAB is considering would prohibit airlines from passing the costs of such efforts along to the public.

A citizen group, the Aviation Consumer Action Project, asked the CAB to consider the proposal. According to ACP's associate director, Pat Kennedy, the organization's "whole focus is really on the lobbying." It is concerned with advertising primarily "as it is used in conjunction with lobbying." ACP is attempting to make a distinction between the types of ads that are "used to sell a seat on a plane," said Ms. Kennedy, and "those that ask you to write your congressman.

If the CAB adopts ACP's proposal, the airlines would not be allowed to include their institutional advertising and lobbying expenses in their operating budgets. The result, according to Ms. Kennedy, would be that the costs of such efforts would have to be borne by shareholders and not by passengers.

According to the CAB, the Federal Power Commission already "segregates" lobbying expenses and requires them to be treated as nonoperating expenditures in interstate ratemakings. The FCC, too, it said, has "required certain carriers under its jurisdiction to disclose lobbying expenditures."

"Most" airlines advertising, said Ms. Kennedy, is justified, and the ACAP petition does not try to limit "informational or promotional" ads—those that discuss times, cities, rates and the like. Rather, she said, ACAP is attempting only to limit advertising that "urges you to act in a political vein."

The National Passenger Traffic Association has backed ACAP in its petition and has even suggested that the proposal be extended to include "advertising devoted to competitive gimmicks or give-aways."

**FTC judge shoots down claims for Poli-Grip, Polident**

Brown orders Block Drug to stop saying its denture adhesive makes certain foods easier to eat, and that its denture cleanser is superior to competitors.

A Federal Trade Commission administrative law judge has ordered Block Drug Co. to stop making certain claims in advertising for some of its denture products.

Under the ruling, Block can no longer claim that its denture adhesive products will allow wearers to eat "problem" foods, regardless of their particular holding problems.

Judge Miles J. Brown also found that Block's claims that its Extra Effervescent Polident cleanser was significantly better than a competitive product do not have a reasonable basis in fact.

In response to a July 1975 complaint against Block, the judge ruled that the company should stop advertising that its Poli-Grip and Super Poli-Grip adhesives will aid users in eating such foods as apples and corn on the cob. The judge ruled that an adhesive corrects "only one of the various factors that affect a wearer's denture performance, namely retention."

Unless that is a wearer's only problem, he said, "an adhesive will not solve the biting or chewing problems."

Judge Brown said that the problems Block claimed its products would remedy are, in part, the result of the "very nature" of denture construction, and many wearers will experience difficulties "with or without the use of an adhesive."

In the second part of his ruling, the judge said that Block's claims that users of Extra Effervescent Polident could, upon comparison with Extra Strength Efferdent, "see a visible and significant improvement in the cleanliness of their dentures" are unfounded.

Although Judge Brown's initial decision may be appealed and is not a consent order, both the FTC and Block agreed to abide by the ruling.

**Travels of FCC commissioners: fewer trips, but costing much more**

Attendance at sessions outside U.S. runs tab up almost 80%; Lee's $14,340 is at top of list.

Travel got to be a relatively big budget item for the FCC last year—$45,023. Indeed, that was almost twice the $25,557 the commissioners spent on travel in fiscal year 1976. The reason: trips abroad. But the commissioners were actually traveling less in fiscal year 1977, which began Oct. 1, 1976—107 trips compared to 118 the year before.

What's more, one commissioner accounted for almost one third of the travel expenses—Robert E. Lee. His 13 trips accounted for $14,340 of the total.

Travel was the principal reason. For a five-week period last January and February, he served as head of the U.S. delegation to the 1977 World Administrative Radio Conference in Geneva. His expenses for travel, accommodations and per diem—$7,526. But this tab was picked up by the State Department.

Commissioner Lee, who was abroad more than any other commissioner, also spent 16 days, beginning Sept. 24, traveling to Tokyo, for an international symposium on information utilities, by way of Lake Tahoe, for the Nevada Broadcasters Association convention, and returning to Washington. The cost was $2,904.

Other foreign trips by commissioners included those that former Chairman Robert E. Wiley and Commissioners Abbot Washburn, Joseph Fogarty and Margita White made to an international meeting on telecommunications facilities in Rome in June. The cost for each varied between $1,000 and $1,400. Commissioner Washburn also traveled to Prague for a week last month to address a symposium on communications satellites, at the 28th Congress of the International Astronautical Federation. Total cost to the government: $1,415.

As for the commissioner who traveled the most, that distinction went last year to Mr. Wiley, as it did every year since he joined the commission in 1972. All told, he made 31 trips between Oct. 1, 1976, and Sept. 30, 1977, to talk with and industry groups, citizen groups and others in the course of which he saw as an important part of his job. The cost to the government was $8,866, some $3,400 more than it spent on the 29 trips he made in fiscal year 1976.

The second most traveled commissioner was James Quello, with 16 trips, at a cost of $5,401. As for the others, commission records show that, like Commissioner Lee, Commissioners Fogarty and White and
How John Dobson uses automated sales system to win bigger share of TV budgets.

An Atlanta timebuyer calls reps, urgently requesting avails for a heavy-up buy in a major TV market.

Without Katz automated sales system, it would take John Dobson, Katz American’s Atlanta sales manager, almost a day to plan, calculate and type this presentation.

But Katz sales people in all 15 offices are on-line to the computer center in New York. After discussing sales strategy with a station, data can be input, machine-computed and printed at a branch office in minutes.

Avails can be requested with data from as many as five books, including estimates, sports and specials. When prices are entered the computer calculates CPM’s by package or individual spot.

John Dobson’s avail presentation is first—with the most. It includes an audience and cost analysis of all stations in the market. Speed and completeness win the biggest share of budget for the station repped by Katz American.

An automated sales system is just one of the resources a rep needs to be the best in the business. Katz has them all.

Katz. The best.
former Commissioner Benjamin L. Hooks (who resigned in July), took 13 trips each, at costs, respectively, of $4,308, $4,507, and $3,373, while Commissioner Washburn made eight trips at a cost of $4,858.

For the most part, the commissioners' destinations were less glamorous than Rome or Geneva. There were the usual assortment of Lansings, Birminghams and Portlandians, but he story ran into more criticism from eight members, as commissioners addressed broadcast meetings, cable meetings and telephone company meetings. But there was at least one sentimental Journey—Commissioner White's trip to Redlands, Calif., for a speech to his alma mater, the University of Redlands, which awarded her an honorary degree.

The travel did cut into commissioners' attendance at meetings, though not in the case of former Chairman Wiley, who left the commission on Oct. 17. He didn't miss a regular or scheduled meeting during the fiscal year beginning Oct. 1, 1976. Commissioner Lee was recorded absent 10 times. (His attendance at the 1977 WARC caused him to miss another 11 meetings, but he voted after hearing them.) Former Commissioner Hooks was absent from eight meetings, while Commissioners Washburn and Quello missed seven, Commissioner Fogarty four and Commissioner White one.

More nays have their Senate say on USAIC proposal

Ribicoff committee hears number of caveats to President Carter's reorganization of overseas information and cultural service

President Carter's proposed reorganization of the nation's international information machinery ran into more Hill criticism last week, this time in the Senate. And indications were that the White House will be asked to incorporate some amendments in the plan.

Witnesses, some of whom had criticized the plan a week earlier in testimony before the House Government Operations Committee (BROADCASTING, Oct. 24), appeared before the Senate Governmental Affairs Committee, expressing concerns about the plan.

And when they concluded their remarks, the committee chairman, Senator Abraham A. Ribicoff (D-Conn.), said work would proceed on amendments he thought the "President would accept." "These have been very valuable hearings," he said. "The witnesses were knowledgeable and experienced, and made valuable suggestions."

Essentially, the plan envisages the consolidation of the functions of the U.S. Information Agency and the State Department's Bureau of Educational and Cultural Affairs into a new U.S. Agency for International Communications. A principal aim of the plan, in terms of reorganization, is to combine the Washington offices involved.

However, the President has also talked of the need to broaden the country's informational, educational and social interchange with the rest of the world and to assure the independence and credibility of the Voice of America, which now operates under the USAID. And critics of the plan said the language of the proposal needs clarification to assure the achievement of those aims.

For instance, a provision stating that the director of the new agency shall carry out his duties "under the direction of the secretary of state" was criticized by representatives of the American Federation of Government Employees, the American Foreign Service Association and the U.S. Advisory Commission on Information as likely to bring the new agency under the domination of the State Department at the expense of the agency's credibility.

Lars H. Hyde of the AFSA added that the language could aggravate what he is the existing "dilemma" of conflict between VOA's newspapering activities and the foreign policy role of the ambassadors running foreign missions. If a VOA correspondent is assigned to interview the representative of a group that the U.S. government as a matter of policy does not approve of—for example, the Palestine Liberation Organization—the correspondent is either prevented from doing his job, with consequent loss in VOA credibility, he said, or he is permitted to do it, "raising suspicions that it is really a political signal from American policy makers."

Harrison Wellford, of the Office of Management and Budget, who is in charge of the reorganization effort, said the plan was not intended to place the director of the new agency under the control of the secretary of state. The director, he said, "will have a direct and independent relationship with the President." He said the aim is only to assure consultation. "Where conflicts result," he said, "the President will have the last word."

But, said Hobart Lewis, chairman of the U.S. Advisory Commission on Information, "if the agency is to be autonomous, as professed by OMB, then the current phrase becomes an unnecessary contradiction." He suggested the "under-the-control" phrase be rewritten to state that the director "shall receive foreign policy guidance from the secretary of state."

Several of the witnesses also were critical of the proposal to cast the new advisory commission in a nonpartisan mold. They said that unless the commission were limited to a certain number of members of a particular party, the President could select all seven members from one party. Senator Ribicoff agreed that possibility existed, and said he was sure political party members could be found who would operate in a nonpartisan manner.

Among other changes suggested was one offered by Kenneth T. Blaylock, president of AFGE, dealing with the section of the proposed legislation that stated the President "may appoint four associate directors." Mr. Blaylock would make it clear that the President "shall" appoint the associate directors and, what's more, make clear the jobs they are to perform by specifying their respective titles—associate director for the Voice of America, associate director for cultural and educational affairs, one for the office of management and one for the office of planning and program direction.

The administration's name for the proposed agency also came in for criticism. The initials by which it will be known, several witnesses noted, would be AIC—or CIA spelled backwards. Mr. Hyde said he suspects "that, in many foreign languages, the acronym would be the same for both agencies." Mr. Lewis suggested an alternative: Agency for International Understanding.

The hearing also exposed what appeared
8 P.M. or 11 P.M. or 1 A.M. or anytime. Because great movies and great stars are great anytime. And there are hundreds of enduring MGM Pre-48 movie classics available. We've purposely rested these classics for many years, making them first-run again.

Great achievements in movie-making include: Tortilla Flat—San Francisco—A Yank At Oxford—Green Dolphin Street—Tennessee Johnson—The Clock—The Pirate—Three Comrades—Cry Havoc—Easy To Wed, and more. Call your UA-TV sales representative today. We've got the movies. We've got the stars.

Great Movies Are Great Anytime.
to be bad feelings on the part of some witness toward the administration, and even toward the President, as a result of the manner in which the plan was drafted and presented. Mr. Blaylock and Mr. Hyde said they had not been consulted on the drafting, at least to the extent they would have preferred. And Mr. Lewis said the President "could not find the time to see us and could not respond to our repeated efforts to obtain an appointment."

Mr. Lewis also made it clear the advisory commission did not appreciate OMB's suggestion, in its testimony, that the USA engages in a "one-way propaganda exercise to sell a monolithic, rosé view of the U.S." or what he said was presidential "spokesmen's" suggestions that USA has been a "one-way" me talk—you listen, "manipulative," "covert" devious character. Actually, it was President Carter, in his message accompanying the reorganization plan, who said, "The agency must not operate in a covert, manipulative or propagandistic way" (BROADCASTING, Oct. 17).

### Changing Hands

**Announced**

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

- KGO-TV Missoula and satellites, KCFW-TV Kalispell and KTVG(TV) Butte, all Montana: Sold by Western Broadcasting Co. to Eagle Communications Inc. for approximately $6.5 million, plus $300,000caption not to compete. Seller is owned by Dale G. Moore, chairman, and owner of KGOAM Missoula and KCFW-FM Helena, both Montana; KSEE(FM) Pocatello, KIDO(AM) Boise and KMTV-TW Twin Falls, all Idaho, and WAPA-TV San Juan, P.R. Buyer is owned equally by Advance Corp. and by Sullivan Productions Inc. Advance, licensee of KFBT-TV Great Falls, Mont., is principally owned by Don Nathanson, former president and chairman of Grey-North, advertising agency. SPI is owned by Robert Precht and his family and is engaged in television production. Mr. Precht was producer of Ed Sullivan Show during its long run on CBS-TV and is son-in-law of late Mr. Sullivan. He has interests in cable systems in Illinois, North Carolina and Maryland. All stations are primary affiliates of NBC and have secondary affiliations with CBS. KGO-TV is on channel 7 with 231 kw visual, 23.2 kw aural and antenna 2,003 feet above average terrain. KCFW-TV is on channel 9 with 26.5 kw visual, 5.3 kw aural and antenna 2,794 feet above average terrain. KTVG is on channel 6 with 100 kw visual, 12.6 kw aural and antenna 1,936 feet above average terrain.

- KXON-TV Mitchell, S.D.: Sold by Buford Television Inc. to George N. Gillett Jr. for $1.5 million. Seller is owned equally by brothers, Robert P. Geoffrey and Gerald Buford, owners of KFSG-TV Fort Smith, Ark., and KTEX-AM Lufkin and KTVG(TV) Tyler, both Texas. Buyer is vice chairman of Globe Broadcasting Corp., which is to be acquired in $13.8 million merger agreement announced by Combined Communications Corp. (BROADCASTING, May 2). Mr. Gillet has also purchased, subject to FCC approval, KTVG(TV) Bakersfield, Calif., for $2.2 million and WAEW-AM Rhinelander, Wis., for $723,625 (BROADCASTING, Aug. 8; Nov. 11, 1976). KXON-TV is on channel 6 with 104.5 kw visual, 11.5 kw aural and antenna 1,510 feet above average terrain. Broker: Blackburn & Co.

- WFGO(AM)-WFMU(FM) Fitchburg, Mass.: Sold by WFGO Inc. to Golden East Broadcasters Inc. for $612,000. Sellers are Mr. and Mrs. George Chatfield, who are retiring and have no other broadcast interests. Buyer is owned by Simon Goldman (51%), his wife, Marilyn (29%), and George Cameron (20%) who also owns WYMT(AM) Burlington and WWSY(AM)-WRUT(FM) Rutland, both Vermont. Goldmans are also owners of WITN(AM)-WWSF(FM) Jamestown and WDOE(AM) Dunkirk, both New York, and WLRK(AM)-WLWVF(FM) Erie, Pa. WFGO is on 960 kHz with 1 kw full time. WFMU is on 1,045.45 kHz with 50 kw and antenna 280 feet above average terrain.

- WDKN(AM)-WTNQ(FM) Dickson, Tenn.: Sold by Dickson County Broadcasting Co. to Dickson Communications Inc. for $500,000. Sellers are William A. Potts (60%) and John H. Bailey and James M. Hayes (20% each). Mr. Bailey owns 22.5% of WJUN(AM) Clarksville, Tenn. Neither Mr. Potts nor Mr. Hayes has other broadcast interests. Buyers are Charles S. Hawkins (75%) and Richard Albright (25%). Mr. Hawkins owns Dickson petroleum distributor. Mr. Albright is sales manager of stations. Neither has other broadcast interests. WDKN is 1 kw daytimer on 1260 kHz. WTNQ is on 102.3 MHz with 3 kw and antenna 250 feet above average terrain.

- WQRF-FM Lewiston and WJUN(AM) Mexico, both Pennsylvania: Sold separately by Lewiston Broadcasting Co. to Mifflin County Broadcasting Co. and Mid-State Broadcasting Inc. for $300,000 and $190,000, respectively. Sales prices will also include value of accounts receivable at time of closing. Seller is owned by Thomas W. Metzger, Ralph S. Parker, who have no other broadcast interests, and Prank T. Troiani. Mr. Troiani and his wife, Eleanore, own Mifflin County Broadcasting, buyer of WQRF-FM. Buyer of WJUN, Mid-State Broadcasting, is equally owned by Mr. and Mrs. Richard C. Lyons and Mr. and Mrs. William H. Berry Jr. Mr. Lyons is program director of WYQA(AM) Lewiston, and Mr. Berry is former sales manager there. Mr. Berry is mass transit consultant. WQRF is on 1490 kHz with 1 kw day and 250 w night. WQRF-FM is on 95.9 MHz with 2.8 kw and antenna 55 feet above average terrain. WJUN is 1 kw daytimer on 1220 kHz.

- WEZQ-AM-FM Cocoa, Fla.: Sold by
WEZY Inc. to Sound Stage Communications Inc. for $475,000. Seller is owned by Ted A. Taylor, who has no other broadcast interests. Buyer is owned by Don Clark, Herman Brown, Robert McKenzie, William Gaither, Ron Huff, Doug Oldham and Ron Kerr. Mr. Clark is former vice president and general manager of WDAE-AM/FM Tampa, Fla., and Mr. Brown is Alexandria, Ind., real estate broker. Other buyers are owners and associates of Sound Stage recording studios, Nashville. WEZY is on 1350 kHz with 1 kw full time. WEZY-FM is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Reggie Martin.

**KOYN(AM)** Billings, Mont.: Sold by Meyer Broadcasting Co. to Robert J. Robinson, his brother, Michael, and J. Steven Rails for $425,000. Seller is principally owned by Marietta M. Ekberg, owner of KOYN-FM Billings and KEIN(AM) Great Falls, both Montana; KFYR-AM-FM Bismarck, KUMV-TV Williston and KMOT-FM-TV Minot, all North Dakota. Robert Robinson is employe of state of Montana. His brother is Helena, Mont., accountant. Mr. Rails is former general sales manager of KXST-TV Helena. KOYN is 1 kw daytimer on 910 kHz. Broker: Richard A. Shaheen Inc.

**KAIN(AM)** Nampa, Idaho: Sold by First National Broadcasting Corp. to Broadcast Inc. for $300,000. Seller is owned by Brent T. Larson (60%) and Mr. and Mrs. Jack R. Bolton (40%). Mr. Larson owns 50% of KXXA(AM) Seattle and KOJL(AM) The Dalles, Ore., and 100% of KUUZ(AM) Nampa. Mr. Bolton, who is general manager of KAIN, and his wife own 25% each of buyer. Other buyers are Mr. and Mrs. LeRoy T. Roper (25% each). Ropers own motion picture theaters in Northwest. KAIN is on 1340 kHz with 1 kw day and 250 w night.


Approved

The following station sales were approved last week by the FCC:

**KGNS-TV** Laredo, Tex.: Sold by Western Communications Inc. to Gulf Coast Broadcasting Co. for $1 million, plus $250,000 for property lease. Seller is principally owned by Donald W. Reynolds (98.5%), newspaper publisher and owner of KORK-AM-FM Las Vegas, KOLO-AM-TV Reno, KBSI(AM) Springfield and KFAS(AM) Port Smith, both Arkansas. Buyer is owned by T. Frank Smith (88%) and five others. They also own KRIS-TV Corpus Christi, Tex. KGNS-TV is affiliated with ABC and NBC on channel 29 with 316 kw visual, 42.2 kw aural and antenna 1,021 feet above average terrain.

**WBHM(AM)** San Juan, P.R.: Majority control sold by Mid-Ocean Broadcasting to Gerald Masucci for $725,190. Sellers are Bob Hope, entertainer (64%). Los Angeles law firm of Gang, Tyre & Brown (10%), estate of James L. Saphier (10%) and Charles L. Pincus (7%). Remaining 9% is held by Robert L. Bennett and James C. Capstaff, who are not selling. Mr. Hope is also principal in applicant for new fast ownership. All of his interests, of which estate also has interests in KVEC(AM) San Luis Obispo and KMBY(FM) Monterey, both California. Principals in law firm are Martin Gang and Norman Tyre. Buyer, Mr. Masucci, is New York attorney and principal in record companies there. WBHM is on 1190 kHz with 10 kw day and 5 kw night.

**WTBO(AM)-WKGO(AM) **Cumberland, Md.: Sold by Welborne Broadcasting Inc. to Wooster Republican Printing Co. for $600,000, plus $100,000 covenant not to compete. Seller is owned by David P. Welborne, who also owns 50% of WNCA(AM) Siler City, N.C. Buyer is owned by Raymond E. Dix and family, Wooster, Ohio. Dix family owns WWTZ-AM-FM Wooster and WRMZ(FM) Rockefeller, Va., and publishes Wooster Daily Record, Alliance Review, Ashland Times-Gazette, Cambridge Jeffersonian, Defiance Crescent-News, Martins Ferry-Bellaire Times-Leader and Raveno-Kent Record Courier; all Ohio, and Frankford (Ky.) State-Journal. WTBO is on 1450 kHz with 1 kw day and 250 w night. WKGO is on 106.1 mhz with 4 kw and antenna 1,400 feet.

**KPMJ(FM) **Oxnard, Calif.: Sold by Paul P. Schneider (77.7%) and his five children to Channel Islands Broadcasting Corp. for $380,000 plus accounts receivable, notes and assets amounting to $220,000. Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Children's Television Workshop, nonprofit corporation based in New York which produces Sesame Street and other educational programming for public television. CTW also owns KACY(AM) Port Hueneme, Calif., and has interests in cable television franchises in Honolulu and Dayton, Ohio. Joan Ganz Cooney is president. KPMJ operates on 104.7 mhz with 2.85 kw and antenna 1,580 feet above average terrain.

**KAPX(AM) **San Clemente, Calif.: Sold by El Camino Broadcasting Corp. to Radio Apex Inc. for $342,237. Seller is owned by Kirk Munroe (who also owns KDFP(FM) Wailuku, Hawaii) and David and Joanne Mathews and Mr. and Mrs. Frank Domenichini, who have no other broadcast interests. Buyer is owned by Cliff Gill (30%), Jack Bell (23%), Martha M. Aspegren (16.5%) and five others. Mr. Gill has various petroleum interests in southern California, was formerly in broadcast ownership. Mr. Bell is general sales manager of KWIZ(AM) Santa Ana, Calif. Miss Aspegren is part owner of Fullerton, Calif., hotel. Group is also applicant for new FM at Pasadena, Calif. KAPX is on 107.9 mhz with 28.5 kw and antenna 490 feet above average terrain.

**KATY(AM) **San Luis Obispo, Calif.: Sold by Hill Radio Inc. to Riverside Broadcasting Co. for $409,000, plus $100,000 covenant not to compete. Seller is owned by Duane E. Hill and his former wife, Dee Anne Hill. Buyer is owned by Victor Armstrong, executive vice president of Riverside; Seymour Berns, Beverly Hills, Calif., movie and television producer; Robert Lewine, program executive with NBC-TV Hollywood; Robert Heumann, president of Los Angeles clothing manufacturer; William Hallen, Lake Tahoe, Calif., builder, and Dr. Thomas Calcaterra, Palo Alto, Calif., surgeon and husband of actress Sandy Duncan. Riverside also owns KVLG-AM-FM La Grange, Tex. KATY is on 1340 kHz with 1 kw day and 250 w night.

**WGGO(AM)** Gainesville, Fla.: Sold by Quality Broadcasting Corp. to Miller Broadcasting Inc. for $500,000. Seller is principally owned by family of late Frederic M. Ayres (60.2%), Victor M. Knight (24.9%) and five others. They also own WDBF(AM) Del Ray Beach, Fla. Buyer is owned by Howard A. Miller, owner of WNRR(AM) Rockford, Ill. Mr. Miller is also freelance radio and television performer. WGGO is on 1230 kHz with 1 kw day and 250 w night.


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**Griffin doesn’t cotton to course public broadcasting seems to be taking**

Irby nomination hearing provides forum for Michigan senator to sound off about his misgivings, but proposed new CPB board member goes along with much of his thinking

Irby Turner, the former chairman of the Mississippi Authority for Educational Television, took a little heat last week at the Senate Commerce Committee hearing on his nomination to the board of the Corporation for Public Broadcasting. But it wasn’t Mr. Turner that Senator Robert Griffin (R-Mich.) was concerned about much as in direction he saw public broadcasting headed in its handling of controversial issues.

If confirmed, “would you support repeal” of the existing ban on editorializing by public broadcasting stations?” Senator Griffin asked. The Carter administration, in its public broadcasting bill, would repeal the ban. But Senator Griffin made it plain he did not think publicly funded broadcasting stations should editorialize.

And what about the apparent lack of machinery for enforcing the statute requir-
Killed type. One of few radio-only columns in mass circulation newspapers, "Radio Roundup," was discontinued on Oct. 8 by New York Sunday News. Column, written by Val Adams, TV critic-reporter for Daily News and Sunday News, had been appearing weekly for more than five years. Move was protested by William O'Shaughnessy, president of WVOX(AM)-New Rochelle, New York, and district two director of National Association of Broadcasters radio board in letters to paper.

Collection. Broadcast Pioneers Library, Washington, has announced receipt of correspondence and library of late Elmo Neale Pickerill, electronics pioneer who died in 1968 at age of 82. Mr. Pickerill was student of Guglielmo Marconi, was taught to fly by Wright brothers and conducted early experiments in air-to-ground radio communication. He was RCA scientist from 1929 until retirement in 1950.

NRBA is working on togetherness plan

Herpe in charge of studying proposal looking to semiannual gathering of broadcasting organizations

The board of the National Radio Broadcasters Association is preparing a plan to present to the broadcast industry for a "congress" of industry associations that would include NRBA and the National Association of Broadcasters.

NRBA Chairman Robert Herpe of WPLR(FM) New Haven, Conn., author of the plan and chairman of a committee that will study it, said it envisions a twice yearly gathering of all broadcast-related associations to talk about and act on problems affecting the industry as a whole.

Associations such as the NAB, NRBA and the Daytime Broadcasters Association would each have a vote and a veto. Organizations such as the Radio Advertising Bureau and the Television Bureau of Advertising would not have votes, Mr. Herpe said, because he sees them as "advertising wings" rather than mainstream broadcast associations, but they would have advisory roles in the congress.

Mr. Herpe said the plan is designed to allow each association to maintain its own autonomy. Rather than having a central force, the association would be headed on a one-year rotating basis by the member associations, and there would be no executive committee.

Mr. Herpe said he was moved to draft the proposal after the industry's cooperative success in defeating proposed restrictions on saccharin advertising in Congress.

"There are times when all-industry cooperation is greatly beneficial to all of us," he said. This proposal would allow everybody to do his own thing, but it would create a platform for communications."
the boards which break away from the "living room" sitcom formula.

When any of these shows will make it onto ABC's schedule is something else again. But Mr. Gentry and Mr. Silverman say they have confidence in every show on the network's schedule—including those, such as San Pedro Beach Bums, Fish and Operation Petticoat, which seem relatively weak at the moment.

"You have to be very careful before you start throwing things away," Mr. Silverman said. "That's why I say that even the shows that right now could be considered to be in the bottom part of our schedule, that there is great long-term potential in each of them. We have not written these shows off."

Given the feeling, as expressed by NBC's John McMahan, that the strike points in ABC's schedule are likely to stay strong for the foreseeable future, might ABC find itself in a somewhat paradoxical, if enviable, bind between the need to be cautious and the desire to be innovative? "We will continue to try out series throughout the year," Mr. Silverman said, "either on a single episode or in miniseries of four or five episodes. These shows will play somewhere."

**CBS has aging starters, looks widely for new, young talent; its outlooks for program development are 75% bigger than last year**

Like NBC, CBS has set for itself a far heavier development schedule than in previous years—in the area of 50 projects—"for the simple reason that we never needed it so much before," according to B. Donald Grant, the network's vice president of programs.

Also like NBC, CBS developed a separate department in charge of made-for-TV movies and miniseries in the last year. This is in contrast with the previous year, when the 24 projects (four of which have aired) as compared with three the previous year. The combination of those two factors, Mr. Grant said, resulted in an increase in CBS's development budget of as much as 75%. A more specific problem with CBS's series line-up is age. Old standbys such as Carol Burnett and The Waltons have slipped badly in the ratings this year, and if the trend continues, it's a safe bet their days will be numbered. "We do have a number of shows that have undoubtedly passed their peak," Mr. Grant said, "whether they have another year in them or not—I certainly hope they do. But we're not taking any active development program is motivated by the fact that we recognize that we have a number of long-running shows that were in the hit category at one time and that are no longer. The cycle is on the downside."

But there are other weak spots in CBS's prime-time schedule as well (and one empty spot—Fridays from 9 to 10 p.m.—recently vacated by Logan's Run, which shifted to Young Don't Boone's former position on Mondays from 8 to 9 p.m.). The network's third-place standing in the ratings will presumably provide some impetus for going ahead with changes, and Mr. Grant seems willing to make them.

Mr. Grant listed a number of series which are ready to go in the schedule at any time: Another Day, a working-class family show; Sayznik with Ned Beatty, which played six times last summer; Baby I'm Back, with Demond Wilson, "a hot one" at CBS, Mr. Grant said, since a preview showing on Oct. 22 pulled a 27 share against ABC's Starsky and Hutch; Sam, a cop-and-dog show from Jack Webb, and Big City Boys, a bachelor-father-type program.

Projects in the works for midseason include Down Home, a black Waltons; Gypsy Warriors, a World War II adventure show; Kentucky Run, a western about two cowboys; Sparrow, about a young detective in New Orleans; Spiderman, a fantasy show; The Wilds of 10,000 Islands, about a veterinarian's family in a naturalistic setting; The World Beyond, an occult show about a man who finds himself in "rather weird, rather scary situations on a weekly basis"; Shields and Yarnell, the variety show featuring two mime artists, and Husband and Wives, a one-hour comedy for a late-evening time slot.

**NBC has as many as 60 pilots in the works, plans that many more for next season, an indication that it will rely more on series**

NBC this year is just hitting stride in terms of program development, according to John J. McMahon, the network's vice president of programs on the West Coast.

Mr. McMahon said NBC found itself short of backup material last year, and that its development efforts for this fall, midseason and next fall have been intensified significantly not only to compensate for the past shortage, but to make sure the same thing doesn't happen in the future.

A big factor in the network's comeback effort is the order for 50-60 pilots for this year and about the same number for next year. Also important has been the establishment and growth of a separate made-for-TV movies and miniseries
Schorr revisits his own problems and those of CBS

Correspondent’s book traces pressures he said were brought to bear on him from both inside and outside the network; he attempts further to document CBS entanglement with the CIA

"It had been self-delusion," writes former CBS Correspondent Daniel Schorr in his newly published "Clearing the Air," "to believe that one could practice old-fashioned no-holds-barred investigative reporting of the government while representing an organization that felt vulnerable to government pressures, its proprietor ambivalent about his conflicting commitments."

In his 333-page work (Houghton Mifflin, Boston, $11.95), and in a speech kicking off its promotion at the Washington Press Club last week, Mr. Schorr tells of the pressures from outside CBS and sometimes from its own chairman, William S. Paley, that caused the news department to "falter" on some stories in ways newspapers wouldn’t.

Some of his material is old, but is told with new twists of his own, such as the CIA-Paley connection back in the 1950’s and the CBS News Watergate story that was allegedly cut in half and watered down after pressure was put on CBS by the White House. There is some new material too, such as in Mr. Schorr’s account of his forced resignation after admitting to be the source of the secret House intelligence report published last year in the New York Village Voice.

The book includes a four-hour interview with "the sole proprietor," Chairman Paley — "his tape recorder alongside mine — once ‘taking a feed’ from his former employee when he accidently erased part of the tape."

Among those interviewed, Mr. Schorr at times leaves one wondering which teller to trust.

"Explaining that I was impelled not by vindictiveness but inquisitiveness," he writes, I asked to interview old bosses — and their bosses. All of them talked to me — most of them on tape. Often they were in startling contradiction with each other about the course of events, and about the role of Paley."

An example Mr. Schorr uses:

"It looked as though Paley may have had reason of his own for wanting to bury the past. That was when it had been my lot to go on the Cronkite show with the story (involving CBS and the CIA), based on the disclosure of Sig Michelson, former president of CBS News, that at least two former part-time correspondents for CBS News in the 1950’s had been CIA agents. The story’s most startling aspect had been that Michelson had learned about one of them, Austin Goodrich, from two CIA officers right in Mr. Paley’s office, introduced by Paley, who listened while they identified Goodrich as one of their men."

"Paley denies the story; Michelson sticks to his guns."

At another point in the book, however, Mr. Schorr quotes the chairman as admitting a personal connection: “I cooperated with them — was helpful to them a few times on a very personal basis and [had] nothing whatsoever to do with CBS . . . I was approached as somebody who could cooperate with them to their advantage. And this was back in the early fifties, when the cold war was at its height and where I didn’t hesitate for a second to say ‘Okay, it’s reasonable, I’ll do it.’”

Mr. Schorr said in his speech last week that he doesn’t fault Mr. Paley for lending a hand to the CIA — not when considering the climate of those times.

Other interviews such as one with Mr. Goodrich leave one to believe much of the story remains untold.

"From a continued sense of loyalty, Goodrich would not officially break his own cover — or the cover of anyone else. He had never met Paley. He was sure that Paley had acted out of patriotic motives."

"Maybe, one of these days when Paley retires, I can be of more help," said Goodrich."

Mr. Schorr said in his speech that his experience at CBS News in incidents such as the one involving the chopped Watergate story taught him that “when you’re dealing in a licensed medium and a regulated medium, somehow the stakes are different and the answers come out a little differently” from the way they would in print. His recollection of the Watergate story carried the episode right into Mr. Paley’s office. Quoting from the book:

"A few weeks later, at a cocktail party, I ran into Henry Cashen, an assistant to [Charles] Colson. Expansive in triumph, he waggled a finger at me. "Well, Mr. Schorr, we didn’t stop your goddam Watergate spectacular, but we sure cut you down a bit, didn’t we."

"It was my first indication that outside pressure might have been involved in throwing CBS off stride at a climatic moment after so steady a march."

Mr. Schorr pursues a possible link bet-
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Admits that "CBS and we make hell so running economic underbelly of the network" says Mr. Paley. Mr. Paley's response in the matter: "Was it then any true -- as former CBS President Arthur Taylor had told me -- that during the controversy over the Pike report in 1976, Paley had said he should have let it go, as he had wanted, in 1964? "No, no, I said, I said (quoting Mr. Paley) I've had this thing about Schorr in my mind for a long time. I was a great admirer of yours, but ... under fire you failed me, so to speak."

Whether Paley specifically talked about firing me in 1964 involving an incident with Senator Barry Goldwater [R-Ariz.], as Taylor remembers, may, perhaps, not be crucially important. When the chairman says, 'I've got this thing about someone, no one misses the message.'

And as for the reasons he turned to the Village Voice to publish the confidential House Intelligence Committee or so-called Pike Report: "In those circumstances, my conclusion that, with CBS part of the problem rather than part of the solution, I had to go elsewhere to prevent suppression of the report turned into an ultimate showdown between unfettered information and fettered television -- and between me and the sole proprietor."

Mr. Schorr explains that issues later surfaced as to whether he had chosen the right vehicle for the report or who owned it or "my initial lack of candor with CBS. He views himself however as personifying "the conflict between the make-believe world of corporate television and the abrasive world of news." Almost invariably, the alleged bias appears to be pro-left.

AIM, which now has four full-time employees, including Mr. Irvine, operates on a budget of close to $250,000. The money is said to come from small contributions as well as from subscriptions to the newsletter, which one AIM employee said has a circulation of more than 7,000.

Happy journalism makes Salant sad

Serious new suffers, he says; Mobil official says business news on TV is underplayed or slanted

The trend toward "happy talk" on television news and "happy news" in newspapers was deplored by Richard S. Salant, president of CBS News, in a talk before the Financial Communications Society in New York.

Mr. Salant appeared on a panel with Herbert Schmertz, vice president, public affairs, Mobil Oil Corp., New York, who described Mobil's experience with "advocacy advertising" in printed media and the company's unsuccessful efforts to buy time for such advertising on network TV.

Mr. Salant said "happy" journalism, which has taken hold on a number of TV stations, has now spread to newspapers. He cited the New York Post, with its growing emphasis on crime and sensational news, and the New York Times, with its new feature sections, ("It carried a full-page article on wicker furniture").

He pointed out that the drive for ratings and circulation were the pivotal factors, but he said this new emphasis tends to reduce the amount of serious and significant news that can be carried on TV and in newspapers.

"I have to be fearful about what's happening when on the night before the World Series began, one TV network's top story was the World Series itself," he said. "And that was a day when developments on the Panama Canal and energy were erupting." He did not identify the network but presumably meant ABC-TV, which also had the World Series TV rights.

Asked about the paucity of financial and business news on network TV, Mr. Salant said it's a question of lack of time.

Mr. Schmertz said Mobil decided in 1970 to speak out on issues affecting business and the oil industry with paid advertising because it felt the media were devoting insufficient attention to the subjects or were providing distorted information.

Mr. Schmertz reeled off three factors that inhibit the presentation of business news on television: there is the time factor which restricts coverage to 10 to 12 major stories on the evening programs; there's a tendency for TV to employ generalists rather than business specialists and "there's been too much of an emphasis in TV news on 'show business' rather than hard news."
Viacom becomes second-by-satellite pay cable network

It announces deal with RCA; hopes to have as many as 300,000 subscribers by end of next year for its Showtime program service

Showtime, Viacom International's pay cable arm, last week confirmed industry speculation and announced its intention to offer program service through satellite networking. If all goes as planned, Showtime would be the first competitor to challenge Time Inc.'s Home Box Office, which pioneered that form of transmission for pay cable two years ago.

Showtime expects to begin satellite feeds next March or April under a six-year, $7.5 million contract with RCA American Communications (the same carrier used by HBO). Showtime service, currently delivered by cassette and microwave, is now taken by 90,000 subscribers in 50 cable systems in 10 states. Viacom International broke into the pay TV business about a year and a half ago, adding it to its cable (some 350,000 basic subscribers presently) and television syndication operations.

With satellite networking, Showtime President Jeffrey Reiss predicted that the Showtime pay subscriber numbers will triple by the end of next year, and perhaps go as high as 300,000. For the immediate future, he does not expect much head-on competition between Showtime and HBO within the same cable systems (although earth stations directed at the RCA satellite would have the capacity to pick up both packages).

Marketing attention has been directed at introducing non-HBO systems to pay, and cable operators that approach have been made by Showtime "on futures" if pay cable contracts already have been signed with other companies.

Home Box Office currently serves more than 800,000 subscribers with its network programing and another 250,000 with its customized Telemission Program Service packages—together representing some 80% of the pay cable industry. On the financial status of Showtime, Mr. Reiss said it has incurred a $700,000 operating loss this year, absorbed by the parent company, yet despite the expansion, the loss is expected to be lower next year.

Under its satellite contract with RCA, Showtime plans to offer satellite programming on weekdays from 6 p.m. to 2 a.m. and on the weekends from 2 p.m. to 2 a.m. - times that do not vary considerably from HBO's. Like HBO, time zone differences will be accommodated through two satellite feeds.

A major difference between HBO and Showtime, according to Mr. Reiss, rests in the program concept. While HBO owns a multimillion-dollar studio from which it creates about 20% of its programs and transmits its schedule to the satellite, Showtime has no such plans. "Everything's jobbed out," said Mr. Reiss.

The Showtime package—priced at an average of $9.75 monthly to consumers—consists of about 80-85% films and the remainder specials (news and documentaries are among the forms that Mr. Reiss is pursuing for this category); sports are not included. HBO's package—costing some $8 to $10. Next year is anticipated at 75% films, 20% entertainment specials and 5% sports.

In a prepared statement following the announcement of Viacom's plans, HBO Chairman Gerald Levin iterated his earlier words that the company never expected to have "automatic squatters" rights. He added that the Showtime plans are "another in a series of proposed satellite uses which we believe continue to demonstrate the vitality of HBO's original concept of cable networking and the increasing strength of the cable TV industry."

Doing the town. Co-hosts Lauren Hutton, American TV personality and model, and Yves Monroux, French TV journalist, leave the Lido club in Paris during the production of a two-hour special for pay television, A Spectacular Evening in Paris. The show, which focuses on a tour of Paris by the co-hosts, is being co-sponsored by Warner Cable Corp. and Societe Francaise de Production at an estimated cost of $400,000. Warner's Oube service in Columbus, Ohio, will offer the initial showing of the program during the week of Jan. 15, 1976 for a $3.50 fee and it will then be offered to other pay systems in the U.S.

FCC asked to give public larger slice of cable-TV pie

Three citizen groups have suggested that a federal regulatory program be established in order to insure that pay-cable revenues are used to increase local access to cable systems and to assure greater program diversity. Their proposal was contained in a rulemaking request filed at the FCC.

The Office of Communication of the United Church of Christ, Consumers Union and UNDA-USA (the national Catholic communications organization) have asked the FCC to review the cable industry with an eye to: (1) determining how much money is required to make cable television available to a majority of consumers; (2) setting "specific goals" for the delivery of broadcast, public access, local origination, pay television and non-video transmission services, and (3) identifying the financial and cultural contributions pay cable might make to attaining these goals.

The groups contend that pay-cable revenues could be "used to attain the over-all goals" of greater public access and that the FCC should see that the revenues are used for that purpose, "to subsidize the range of community services and program origination."

Cable lines up major addresses for San Diego

Speakers at annual Western Show will include Van Deerlin, Hollings, White and Quello

The annual Western Cable Show and Convention scheduled for Nov. 9-11 at the Town and Country hotel, San Diego, has set a tentative agenda that includes some heavyweight speakers from the communications world.

Those announced so far: Ernest F. Hollings (D-S.C.), chairman, Senate Communications Subcommittee; Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee; Louis Frey Jr. (R-Fla.), ranking minority member, House Communications Subcommittee; Henry A. Waxman (D-Calif.), House Communications Subcommittee member; John E. Moss (D-Calif.), chairman, House Oversight and Investigations Subcommittee; Harrison Schmitt (R-N.M.), Senate Communications Subcommittee member, and FCC Commissioner Margita White and James H. Quello.

Program highlights include sessions on deregulation, pole attachments, fiber optics, pay cable, satellites, the Communications Act rewrite, customer field service, copyright and financial management.

Among industry representatives who will be speaking are Viacom International President Ralph M. Baruch, who will discuss the Communications Act rewrite, and Warner Cable President Gustave M. Hauser, who will talk about cable deregulation.

The convention is jointly sponsored by the California Community Television Association, the Arizona Cable Television Association and the Hawaii Cable Television Association.
ABC profits in first nine months outpace those of all 1976

Increase of 58% means record net income of $76 million; revenues top $1 billion

Paced by its broadcast operations, ABC Inc. achieved record net income and revenues for the third quarter and the first nine months of 1977.

In announcing the results last week, Leonard H. Goldenson, chairman, and Elton H. Rule, president, noted that in the third quarter "our broadcast operations were once again the principal contributors to our substantial gains during the quarter."

They said the television network's revenues were 14% higher than a year earlier and profits rose "even more substantially." They added that despite the third quarter softness in national spot and benefits to the company's television station division last year from coverage of the Olympic games, station profits declined only moderately on slightly lower revenues.

"The ABC Radio Division posted exceptional gains in revenues and profits even before the contribution of the WMAL (Washington) stations acquired in March," Mr. Goldenson and Mr. Rule reported. "Our farm and leisure publishing operations also reached record third quarter revenue and profit levels."

They said that net income for the 1977 nine-month period already has exceeded the record results reported for all of 1976, and 1977 "should be fully in line with our earlier expectations." They said the prospects for 1978 also are "bright" and observed that the outlook "is especially attractive for the television network because of the strong ratings performances already evident in the new fall prime time schedules and sizable advance sales."

For the nine months ended Oct. 1, ABC's net income was $75 million ($4.13 per share), an increase of 58% over the $47.4 million ($2.69 per share) reported a year ago. Revenues rose 17% to $1.1 billion from $951 million in the 1976 period.

Net income for the third quarter was $22.2 million ($1.22 per share), a 31% increase over the $17 million (95 cents per share) in the same quarter last year. Revenues rose 11% to $357 million from $321.3 million for the corresponding period of 1976.

Financial Briefs

Cox gains. Cox Broadcasting Corp., Atlanta, reported increased in revenues for first nine months of year amounting to $135,359,000 compared with $122,184,000 in 1976 period. Net income climbed to $18,295,000 ($3.02 per share) from $14,163,000 ($2.41 per share) in corresponding nine months of 1976. All divisions of company are said to have shared in revenue increases.

Capctities up. Capital Cities Communications, New York, reported net revenues for first nine months of year climbed to $218,918,000 from $153,875,000 last year, while net income rose to $30,032,000 ($4.01 per share) from $25,238,000 ($3.25 per share) in 1976 period. Company said business booked for fourth quarter continues to show increases in all areas except national spot TV, which is now about even with last year's record performances.

Taft too. Taft Broadcasting Co., Cincinnati, reported second-quarter results higher than any other fiscal quarter in Taft history, pushing six-month results to new highs as well. For six months ending Sept. 30 net revenues rose 19% to $78.6 million, operating profit 16% to $23.6 million, net earnings 23% to $12.2 million and per share earnings 23% to $3. Broadcasting division also set records.

Buying in. Metromedia Inc., New York, said its board of directors has authorized purchase of up to 500,000 shares of its own common stock to be used for employee stock options or for general corporate purposes. Metromedia's shares have been traded on New York Stock Exchange in $28 range.

Blair's net zooms. John Blair & Co., New York, registered record net income for nine months ended last Sept. 30 of $6,081,000 ($2.51 per share), up 78% from $3,419,000 ($1.42 per share) last year. Revenues for nine months amounted to $100,697,000, up 26% from $79,890,000 in comparable period last year. Company said its net income from broadcast representation rose in first nine months but dipped in third quarter because of increased operating expenses and industry-wide softness in national spot television.

Interpublic record. Interpublic Group of Companies Inc. reported record net income for first nine months of year totaling $8,154,000 ($2.26 per share) as against $6,230,000 ($1.75 per share) for same period last year. Revenues rose 22% to $172,137,000 from $141,081,000 in first nine months of 1976. Interpublic agencies are McCann-Erickson Worldwide, Campbell-Ewald Worldwide, Erwin Wasey Inc. and Marschalk Co. Inc.
Love unLTD. Back in Love Again (A&M) by LTD is already a top 10 success on R&B charts and it's heading that way on contemporary. The tune from the Something to Love LP bolts on "Playlist" for the second time in a row. It entered the chart last week at 46 and moves to 39 today. Paul Sebastian of WAEFAM in Jacksonville, Fla., predicts "It will be a top 10 record," while Dave Benson of WNKI in Binghamton, N.Y., is not playing it because "it detracts from the older part of our audience." But Tim Watts of WYBO in Richmond, Va., says this record is a plus for stations that play it: "It's a good ARB record [i.e., for sweep periods, when stations tend to play it safe on sound] because it's untempo, positive sounding. It's about a positive thing: love." Manilow magic. From Barry Manilow Live (Arista), Daybreak is now a live single version of the same tune that appeared on This One's for You. It's up to 24 on "Playlist" this week and has bolted every week since it entered the chart three weeks ago. In Hamden, Conn., Ken Devoe of WCOA (AM) says the record is a mover because "this is Barry Manilow territory. Even his stiffs have done well here." In Asheville, N.C., Ray Williams of WISEAM calls Daybreak an "instant" and Terry Nelson of WOKI in Sacramento, Calif., says "anybody could play that record and not be hurt by it." Watch this space. Come Sail Away (A&M), a single from The Grand Illusion by Styx, is "shaking the market" in Little Rock, Ark., reports David Hamilton of WAKJ. Bob Goode of WOKI in Rockford, Ill., is also playing this rocker, but he claims the single is not the winner. It's the album version: "the single is shorter. If you don't play the long version, it won't make it."
Media

I. Martin Pompadur, senior VP of Ziff Corp., New York publishing firm that has entered agreement to purchase Rust Craft broadcast stations and formerly assistant to president to ABC Inc. and VP of its broadcast division, named president of Ziff, replacing William Ziff, who becomes board chairman.

Jack Minkow, VP. and general manager, WRFIFM) Detroit, appointed VP and general manager, WOR(IFM) Chicago. Both are ABC-owned stations.

Doyle Peterson, marketing and sales development manager, Starr Broadcasting, Kenner, La., named general manager of Starr's KMGC(FM) Dallas.

Thomas M. Reed Jr., VP, Braun & Co., Los Angeles, named director, corporate and investor relations, Metromedia, New York.

Charles L. Stanford, attorney, ABC Inc., New York, named assistant general attorney.

Patrick J. Nugent, national sales manager, KBLI-AM-FM Austin, Tex., and executive VP of license, LBJ Co., appointed general manager. He succeeds J. C. Kelham, 77, who died there Oct. 11 at extended illness (see "Deaths," page 50).

Appointments made as part of reorganization of NBC's employee relations department: Bernard Gold, VP-law, West Coast, named VP-employee relations and law, West Coast; Eugene McGuire, director of employee relations, Washington, named VP-labor relations; Robert A. Hurford, VP-personnel, appointed VP-staff labor relations; Sue-Ann Krakover, employment director, named compensation director, and Frank Osborn, director of organization development, appointed director, organization development and employment.

Beth Burrows, traffic manager, WJAR-TV Providence, R.I., named information systems supervisor for owner, Outlet Co.

Susan Eggleton, administrative coordinator, WAWIAM-AM(WJQJ) Evanston, Ill., joins WINDIAM Chicago as public affairs director.


Robert L. Mart, general sales manager, KTUU-TV) Oakland, Calif., assumes additional duties as station manager.

James J. Ridings, news director, WRLI(AM) Knoxville, Tenn., promoted to general manager and VP of licensee, Basic Media Ltd.

Dona Lee Davenport, general manager, non-commercial WTVI(TV) Charlotte, N.C., appointed executive director of WTVI Inc., "non-profit corporation established to guide and support WTVI's community-oriented programing, promotion and operations."


Herb Deremer, regional sales manager-assistant station manager, KXXX-AM-FM Colby, Kan., appointed manager.

Barbara Silverman, account executive, WKRSTIAM New Castle, Pa., named general manager.

Diane Curtiss, from Letters Inc., printing company in Wichita, Kan., joins noncommercial KPTS(TV) there as director of community relations. James McBride, professor of Asian studies, Air University, Maxwell Air Force Base, Ala., joins KPTS as research coordinator.

Sandy Daughters, traffic manager, KVHI(AM) Seattle, joins KDAR-AM-FM Mesa, Ariz., in same post.

Ken Fielding, sports producer/director, non-commercial KWSU-TV Pullman, Wash., named station manager. Rochelle Lulow, associate producer-special projects department, appointed promotion director.

Linda Brown, manager of public relations for Tracy-Locke, advertising and public relations agency, Dallas, joins noncommercial WGBI-TV Boston as director of national program promotion.

Broadcast Advertising


Ronald B. Weston, account executive, ABC Radio network, New York, joins National Black Network as sales VP.

Robert Kennedy, treasurer, and Thomas Bohen, executive VP-management director, Dancer-Fitzgerald-Sample, New York, named to board of directors.

John J. McNamara, client services director, Young & Rubicam, New York; Sid Marshall, manager, Y&R, West, Los Angeles, and Joseph J. Serogy, manager, Young & Rubicam, Detroit, appointed executive VP's. John D. Pare, VP, area manager, Asia/Pacific operations, international division, Young & Rubicam, Hong Kong, and Clark Warren, VP, area manager, Brazil, Mexico and Venezuela, based in New York, named senior VP's.

David K. Levin, partner, Kent Wakeford and Associates, TV commercial production company, Los Angeles, elected president.

Burt Flouders, VP-account manager, McCaffrey & McCall, New York, named senior VP-account manager. Martin Brown, senior VP-account manager, appointed senior VP-administration.

Barbara McCall, account executive, Vincent, Benton & Bowles, New York, and Barry M. Welsh, director of advertising, Aurora Products, West Hempstead, N.Y., join McCaffrey & McCall as VP-account supervisors.


Richard L. Buck, account executive, Christal Co., New York, joins Blair Television, New York, as account executive, ABC red sales team, New York.

L. A. Sturdivant, sales manager, KGO-TV Denver, named general sales manager. Gene V. Grubb, salesman, promoted to local sales manager.

John D. Livotti, national sales manager, WLYI-TV Cincinnati, named sales manager, WBSB-TV Columbia, S.C.

Ed Keane, local sales manager, WJXH(AM) Boston, named general sales manager.

Rob Hasston, account executive, Tacher Co., Seattle, joins KMPS(AM) there as sales manager.

Alan K. Fendrich, salesman, WCVH(AM) Charlottesville, Va., named sales manager, co-owned WVWF(AM) there.

Keith Meyer, from Hy-Crest Developers & Target Tennis, Cincinnati, joins WLM(AM) there as national marketing coordinator.

Jerry Heilman, local sales manager, WITI-TV Milwaukee, named to same post, WTMJ-TV there.

Bill Embry, director of marketing, WDBO-TV Orlando, Fla., joins WDEF-TV Chattanooga as local sales manager.

Gloria Brauer, research analyst and promotion specialist, TVAR, sales division of Westinghouse Broadcasting, New York, joins WSFB-TV Boston as account executive.

Frederick C. (Skip) Painton, account executive, WOAF(AM) Tampa, Fla., joins WLCY-TV Largo, Fla., in same capacity.
Programming

Five current executives in CBS Sports and one from CBS-TV Network named to new posts in newly created CBS Sports division: Barry Frank, VP, to senior VP-programs; Harold Classon, associate director of operations, to VP-operations and production; Martin Cohen, director of planning and administration, to VP-finance and administration; Kevin O'Malley, director of program planning to VP-communications; Neal Pollak, director of business affairs, to VP-business affairs, and Richard T. Robertson, account executive, CBS-TV Network, to VP-sports marketing.

Richard H. Frank, vice president, Paramount Pictures Corp., Los Angeles, named president, Paramount Television Distribution there. Mr. Frank continues his responsibilities for Paramount Television Services, Hughes Television Network, research, cable and pay cable sales and takes on additional duties for nonnetwork domestic and international syndication.


William Josey, assistant professor of broadcast and film at University of Alabama, Tuscaloosa, joins ABC-TV's West Coast contracts department as program attorney.

Jonathan D. Shapiro, from Time-Life Films, New York, joins Worldvision Enterprises there as assistant to Jerry Smith, executive VP-marketing.

Buddy Scott, regional manager, Drake-Chenault, radio format syndicator, Canoga Park, Calif., appointed VP-general sales manager. Danny Atkins, member of programming department, appointed director, of D-C Productions, newly created division to handle development and marketing of special feature programming. Jeff Pollock, program director, KYNO-FM Fresno, Calif., joins Drake-Chenault as director of program services.

Marina H. Pirri, public service director, WPEN(AM)-WMGK(FM) Philadelphia, promoted to director of public affairs. Mary Jane Ovecka Norris, assistant to program director, WMGK and co-owned Music Magic syndication firm.

Joel Katz, president, Andras Enterprises, independent production company, joins MGM Television, Culver City, Calif., as business affairs VP.

John Benedict, program director, WWPJ(AM) Mt. Kisco, N.Y., named to same post, Radio Arts Inc., program producer/distributor, Burbank, Calif.

James Arnold, field producer for Evening Magazine program at Group W's KPRK(TV) San Francisco, joins co-owned WGBS(TV) Boston as producer of Impact, monthly, prime-time public affairs program.

Robin Vierbuchen, news assistant, WMAH(AM) Washington, named public affairs manager, responsible for researching, writing and production.

Ford Colley, music director, music research director and air personality, WLUF(AM) Chicago, joins WIND(AM) there as music director and weekend air personality.

Louis M. Wexner, involved in distribution and administrative work on syndicated TV series and feature movies for Filmways Inc., Los Angeles, named manager of sales services for Filmways subsidiary, Rhodes Production, syndication firm there.

Mark Friedman, operations assistant, WFM(AM) Chicago, joins KPIAH(AM) Palm Springs, Calif., as production director, public service director and air personality.

Susan Franko, promotion director, noncommercial KWSU-TV Pullman, Wash., appointed program manager.

Greg Panattoni, program director, WBYG-FM Kankakee, Ill., named program director, KVOM(AM)-KVYN(FM) Napa, Calif.

Broadcast Journalism

Don Budd, Washington news bureau chief, Mutual Broadcasting System, named news director.

Edward S. Rickards Jr., news director of WINS(AM) New York, named executive director of station. His successor will be announced shortly.

Martha Telchner, general assignment reporter, WMAG-TV Chicago, joins CBS News, Atlanta, as reporter.

Melinda Nix, freelance TV reporter and radio reporter, CBS News, Tokyo, joins WABC-TV New York as new correspondent.

Bill Brown, on staff of U.S. House Committee on Energy, Washington, joins WPLG-TV Miami as managing news editor.

Fred Caesar, assistant news director, KSD-TV St. Louis, named news director of co-owned KSD(AM) there. In related moves Michael Muriel, KSD-TV news producer, becomes assistant TV news director and Rick Guers, news producer from WCKT-TV Miami, joins KSD-TV in same capacity.

Deborah Lee, newswriter, associate producer and weekend reporter, WLS-TV Chicago, joins KING-TV Seattle as reporter.

Ross Becker, reporter-photographer, WFRV-TV Green Bay, Wis., joins WTHI-TV Indianapolis in same capacity. Also joining WTHI news department are Paul Page, voice of Indianapolis 500, as motor sports specialist and Joe Waldman, former air personality at WIBC(AM) there, as movie critic.

Steve Jacobs, news producer, Post-Newsweek's WTOP-AM-TV Washington, joins co-owned WFSB-TV Hartford, Conn., as executive news producer. Pamela Cross, reporter from WSR(AM) Hartford, and Jan Kimbrough, reporter-anchor from WTHR-TV Indianapolis, join WFSB-TV as reporters.

Dave Busiek, co-anchor, WDM(AM) Des Moines, Iowa, named managing editor.

Noble R. Gravell, general manager, WXXI(AM) Bay City, Mich., named anchorman, WELY-Saginaw, Mich.

Neilson Kirkwood, from WIL(AM) St. Louis, joins WIFK(AM)-KAL(AM) Little Rock, Ark., as news director.

Herb Morgan, newscaster, WKST(AM) New Castle, Pa., promoted to news director. Mary Caricca, graduate of Pennsylvania State University, joins WKST as newscaster.

David A. Louie, reporter, ABC's KGO-TV San Francisco, joins co-owned WXYZ-TV Detroit as assistant director of news. He replaces Doug McKnight, who goes to KGO-TV as news special projects producer.

Cable

Iris Dugow, associate producer, ABC-TV, New York, joins Warner Cable Corp., New York, as director, premium program development.

Laing (Ned) Kandel, associate producer, Home Box Office, New York, joins Warner Cable as director, sports programming.

Stephen Powell, member of corporate affairs department, Philip Morris, New York, joins Home Box Office there as director of sports programming.

Gary C. Campbell, Viacom technician, and

HAVE YOU EVER HEARD A RAINBOW?

The Tanner Musical Spectral offers the broadcaster all formats for automated or semi-automated systems with RAINBOW OF SOUNDS.

- BEAUTIFUL MUSIC is Pacific Green, not background but foreground music.
- MOR is Bright Blue in three distinct formats.
- CONTEMPORARY comes in Red Salin Rock designed especially for the 19-36 marker.
- COUNTRY is our TANNE COUNTY from 1929 through 1949 in those four "PROFITABLE TO YOUR SALES" colors that are a Rainbow of Sounds.
As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 17 through Oct. 21.

**New stations**

**AM applications**

**FM applications**
- *Wichita Falls, Tex.* — Midwest State University seeks 90.5 mhz, 2.893 kw, HAAT 300.9 ft. RO: address: 3400 Taft; Wichita Falls 76308. Estimated construction cost $63,693; first-year operating cost $12,000. Format: educational. Applicant is state university. Ann. Oct. 17.

**Ownership changes**

**Applications**
firm in Canton. He has no other broadcast interests.

**Actions**

- **KPMJ(FM)** Oxnard, Calif. (104.7 mhz, 2.85 kw) - Broadcast Manager of control of Oxford Broadcasting Corp. from Paul R. Cook, for $100,000.50, and his five children to Channel Islands Broadcasting Corp. for $380,000 plus accounts receivable, notes and assets amounting to approximately $220,000. Sellers have no other broadcast interests. Buyer is wholly owned subsidiary of Children's Television Workshop, nonprofit educational television station. Seller is producing Sesame Street and other programming for public television. CTW also owns KACY(FM) Port Huron, Mich., and has interests in cable television franchise. Buyer is wholly owned subsidiary of Children's Television Workshop, nonprofit educational television station. Seller is producing Sesame Street and other programming for public television. CTW also owns KACY(FM) Port Huron, Mich., and has interests in cable television franchise.

- **KAPX(FM)** San Clemente, Calif. (107.9 mhz, 20.5 kw) - Broadcast Manager of control of EL Broadcasting Corp. from David J. Sample and Mathews and others (100% before; 0% after) to Radio Annex Inc. (none before; 97% after). Consideration: $54,000.00. Sellers: Mr. Mathews, Kirk Munroe and Mr. and Mrs. Frank Comenchich. Mr. Munroe owns KAOI(FM) Walla Walla, Wash. Other broadcast interests include ownership of KWRN(AM) and KWSN(FM) Seattle, Wash.
In context

Designated for hearing
Acting Chief ALJ Chester F Naumowicz Jr. made following assignments on dates shown:


Procedural rulings
- Michael, Bartell Broadcasting of Florida WJX FM (FM) renewal proceeding (Doc. 20815-4) - ALJ Thomas B. Fitzpatrick granted motion by WJX to extend and ordered to Oct. 21 time for filing proposed findings of fact and conclusions of law and to Nov. 11 time for filing replies. Oct. 14.
- Boston RKO General, (WNAC-TV), Et Al., TV proceeding (Doc. 18379-6) - granted request by RKO and extended to Oct. 28 time to respond to Boston Broadcasting Co. motion on petition to reopen record, enlarge issues and respond. Oct. 14.

Complaints
- A total of 7,361 broadcasting complaints from public was received by commission during August, decrease of 1,970 over July. Oct. 14.

Fines
- KTLA Los Angeles Broadcasting Co. broadcast license to forfeit $250 for repeated failure to show minimum waveform calibrations. Oct. 6.
- KTRT Truckee, Cal. - Broadcasting license to forfeit $300 for repeated failure to operate at times, or with modes or powers, other than those specified in basic authorization instrument. Oct. 7.
- KROS, KSAH Canton, Ia. - Broadcast license of applicant for apparent liability for forfeiture of $100 for violation of obligation application for license renewal be filed with commission only later than first day of fourth full calendar month prior to expiration date of license. Sept. 28.
- KQWC, KQXK-FM Webster City, Ia. - Broadcast license of applicant for apparent liability for forfeiture of $100 for violation of obligations requiring

Broadcasting Oct 31 1977
application for license renewal will be filed with commis- 
sion not later than first day of fourth full calendar 
month prior to expiration date of license. Action Sept. 
28.

WMSJ(FM), Prince Frederick, Md.—Broadcast 
Bureau notified licensee of apparent liability for for-

mance of $500 for apparent repeated violation of 
rules for failing to maintain the power output of the sta-

KFRU Columbia, Mo.—Broadcast Bureau ordered 
licensee to forfeit $500 for repeated violation of 

KFRS(FM), Kansas City—Broadcast Bureau 
notified licensee of apparent liability for forfeiture of 
$25 for violation of rules requiring application for 
license renewal be filed with commission not later than 
first day of fourth full calendar month prior to ex- 
piration date of the license. Action Sept. 28.

KFPK Lincoln, Neb.—Broadcast Bureau denied ap-
lication for reassignment of spectrum for use as 
station nighttime power rules. Action Oct. 5.

WBX, WBEX-FM Chillicothe, Ohi.—Broadcast 
Bureau ordered licensee to forfeit $2,000 for repeated 
failure to enter commercial duration in program logs. 
Action Oct. 6.

WGGS-TV Greenville, S.C.—Broadcast Bureau or-
dered licensee to forfeit $350 for repeated failure to 
perform required power calibrations. Action Oct. 5.

KCLE Cleburne, Tex.—Broadcast Bureau ordered 
licensee to forfeit $500 for failure to maintain operating 

Allocation

Petition
FCC received following petition to amend 
TV table of assignments (ann. Oct. 19):

Boile, Idaho—State Board of Education and Board 
of Regents of University of Idaho requests assignment of 
ch. 5 to Lewiston, Idaho as noncommercial.

Rulemaking

Petition
Beaver Hills, Ca.—California Association of 
the Physically Handicapped requests inquiry and rule-
making to include Rehabilitation Act of 1973 in commis-
sion’s nondiscrimination requirements to insure licens-

Translators

Actions

KONCE Hayden, Co.—Broadcast Bureau granted CP 
to change type of trans. of VHF TV translator station; 
increase output power to 10 w and make changes in 
ant. system (BPTTV-5870). Action Oct. 3.

KONIC Sterling, Soldotna, Kasilor and Kenai, 
AK.—Broadcast Bureau granted CP to add amplifier of 
VHF TV translator station to present equipment and 
increase output power to 10 w (BPTTV-5904). Action Sept. 3.

K10DN Kongsigian & Cape Newenh, Ak.— 
Broadcast Bureau granted CP to change trans. location of 
VHF TV translator station to Tern Mountain, 
Kongsigian, Alaska; change type of trans.; decrease 
output power to 5 w and make changes in ant. system (BPTTV-5876). Action Oct. 3.

Cable

Applications
Following operators of cable TV systems 
requested certificates of compliance, FCC 
announced Oct. 18 (stations listed are TV 
signals proposed for carriage):

Sullivan Cable of North Carolina, for Henderson-
ville, Laurel Park, Henderson, all North Carolina

(CAC-08893-5): to delete: WYAH-TV Portsmouth, 
Va.

Robins Telecast, for Houston, Warner Robins, 
both Georgia (CAC-10257-8): WANK-TV Atlanta, 
to delete: WAYB-TV Albany, Ga.

Transvideo Corp., for Carpenteria, Montecito, 
Goleta Valley, Isla Vista, all California (CAC-10806-10): interim authorization for existing operation.

Winner Cable TV Service, for Winner, S.D. (CAC-10811): certificate of compliance for existing operation.

Midcontinent Cable Systems, for Beldie, S.D. 
(CAC-10812): KDLO-TV Florence, KEDS-TV Brook-
ings, both South Dakota, KQWN-TV Denver, WTCN 
TV Minneapolis, KXON-TV Mitchell, KABY-TV Aberdeen, both South Dakota, KBTX Denver.

Tower Communications, for Napoleon, Greenfield, 
both Ohio (CAC-10813-4): interim authorization for 
existing operation.

Television Cable Service, for Weirton, W.V. 
(CAC-10815): interim authorization for existing operation.

Florence Cable TV, for Florence, Dunes, both 
Oregon (CAC-10816-T): interim authorization for 
existing operation.

Karlen Communications, for Barton, ks. 
(CAC-10818): KCKT Great Bend, KAYS-TV Hays, 
KPTS Hutchinson, KAKE-TV Wichita, both Kansas, 
KMVA-TV, WADF-AM both Kansas City, KMBW-TV 
Topeka, KS., KCMO-TV Kansas City, KTVH Hutchinson, 
KS. KMBC-TV Kansas City.

Haysstack Cable Vision, for Sharon, Norfolk, both 
Connecticut (CAC-10819-20): WFSB-TV, WHCT-TV, 
WEDH all Hartford, WTNH-TV New Haven, WHNB 
TV New Britain, all Connecticut, WCBS-TV, WNEW 
TV, WPIX, WOR-TV all New York, WNMT New 
Jr., WATR-TV Watertor, Ct.

WPX-TV Clearfield, WTAJ-TV Altoona, WJAC-TV 
Johnstown, KDKA-TV, WJZ-TV Pittsburgh, all 
Pennsylvania, WNEW-V, WOR-TV, WPIX, all New 
York, WTAE-TV, WQED, both Pittsburgh.

Community Telecommunications, for Riverton, 

Jal CATV Corp., for Eunice, N.M. (CAC-10824): 
WTGC Atlanta, WYAH-TV Portsmouth, Va.

Teleprompter Southeast, for Huntsville, Al. 
(CAC-10825): WTVT Nashville, to delete: WATL-
TV Atlanta.

Plainfield Cablevision, for Plainfield, North 
Plainfield, South Plainfield, all New Jersey (CAC-10826-B): 
interim authorization for existing operation.

Certification actions
CATV Bureau granted following operators of 
cable TV systems certificates of compliance:

Butte Cable TV, for Butte, Mt. (CAC-08869): 
Valley Vision, for El Dorado, Ca. (CAC-06175): 
Suffolk Cable of Smithtown, for Branch, N.Y. (CAC-
08396): Falcon Communications, for San Benito, Ca. 
(CAC-08430): Cablevision of Fredericksburg, for 
Fredericksburg, Stafford, Spotsylvania, all Virginia 
(CAC-08862): Twenty CATV, for Carrollton, Va. 
(CAC-08711): Cable View of Albert Lea, for Albert Lea, Mn. 
(CAC-08773): Ottawa Cable TV, for Ottawa, Ks. 
(CAC-08842): B & B CATV, for Isola, Mn. (CAC- 
08844): Butte Cable TV, for Walkerville, Mt. (CAC-
08870): Community Telecommunications, for Bill-
ings, Mt. (CAC-08874): Honeoye Cable, for Honeoye 
Fal., N.Y. (CAC-08915): Hearne Cablevision, for Hearne, Tex. (CAC- 
08847): Burnside CATV, for Ferguson, Pulaski, both 
Kentucky (CAC-09074-3): Simmons Communication 
for Pennington, N.J. (CAC-09484): American Cablevision, for Cleveland, Tex. (CAC-09093); Valley 
Cable Vision, for Ansonia, Oxford, Naugatuck, 
Shelton, Derby, Beacon Falls, Seymour, all Connecti-
cut (CAC-09094-10); Sullivan Cablevision, for 
Marion, Clinton, both Illinois (CAC-09176-7); Harlan 
TV, for Harlan, Loyal, Baxter, Grays Knob, all Ken-
tucky (CAC-09193-6); Westmoreland Cable, for 
O’Hara, Pa. (CAC-09223); O & D Cable Ltd., for 
Orion, Newburn, Trimble, Troy, all Tennessee (CAC-
09228-31); Westville Cable TV, for Westville Beach, N.C. (CAC-09237); South Florida Cable 
Television, for Bonisa Springs, Estero, Collier, 
Fort Myers Beach, North Fort Myers, all Florida 
(CAC-09238-42); Mott Media Cable, for Manistee, 
Filer, both Michigan (CAC-09246-8); Alpine Cable 
Television, for Pineville, La. (CAC-09433); Telecast 
and Cablevision, for Goodland, Kentland, Sheldon, all Illinois 
(CAC-09274-63); Suburban Cable TV, for Sellersville, 
Pa. (CAC-09299); Rockingham Cablevision, for 
Rockingham, Hamlet, both North Carolina (CAC-
09294-3); Gulf Coast Cable TV, for Hewitt, 
Village, Tx. (CAC-09348); Cablevision of Long Island, 
for Bayville, Farmingdale, North Hempstead, 
Minueola, Roslyn, Oyster Bay, Hempstead, Laurel 
Hollow, Roslyn Estates, all New York (CAC-
09373-45); Cablevision of New Jersey, for New Milford, Tinton, Cresskill, Dumont, all New 
Jersey, Yonkers, N.Y. (CAC-09753-8); Cablevision Systems 
Suffolk Corp., for Lindenhurst, Babylon, both New 
York (CAC-09771-2); Northern Valley Cable, for 
Bergenfield, N.J. (CAC-09773); Cablevision of Fre-
dericksburg, for Stafford, Va. (CAC-09423); Telecast 
Associates, for Abbeville, La. (CAC-08567); Hannibal 
Cable TV, for Hannibal, Mo. (CAC-08840-4); Simmons 
Communications, for Amity, Andover, Belmont, all 
New York (CAC-08895-978); Northeast Georgia 
Broadcasting, for Gainesville, Hall, both Georgia 
(CAC-08893-9045); Edmond Cablevision, for 
Edmond, Ok. (CAC-09167); Suffolk Cable of Smithtown, for 
Smithtown, N.Y. (CAC-09123); Micro-Cable 
Communications, for Pasco, Kenneth, both Washington 
(CAC-09477-80); Community Television of Utah, for 
Ogden City, South Ogden, Washington Terrace, 
Roy City, Ogden Canyon, Ogden, Salt Lake, South Salt 
Lake, all Utah (CAC-09170); Provo, all Utah; Librar-
y TV Cable, for Orange, West Orange, Pinehurst, all Texas (CAC-09354-36); Texas Telecast, for 
Comox, Portage Village, Willow Creek, all Texas 
(CAC-09781-47); Sierra Vista CATV for Sierra Vista, 
Az. (CAC-09800).

Summary of broadcasting

FCC tabulations as of Sept. 30, 1977

Broadcasting Oct 31 1977
53
Can you sell the No. 1 19-34 year old station from 10AM to 7PM in a six station market? We're building a sales staff this month; positions are open. Send resume and salary requirements. Equal Opportunity Employer. KWU, Box 2427, Great Falls, MT 59403.

WJDJ Radio, seeking an aggressive, experienced sales person. Great opportunity at young, growing station. Want to make a move, want to make more money. Resume to Andy Santoro, WJDJ Radio, 9 Calowell Place, Elizabeth, NJ 07201, EOE/AME.

Fast growing Southern California AM/FM needs aggressive sales manager now! Guarantee against liberal commission. EOE. Call Chuck Fritz 714-688-1570.

HELP WANTED ANNUCERS

Immediate opening for announcer. First Tickets only. Write KCPW, Box 968, Powell, WY 82435, EOE.

Immediate opening for super Production Director and air personality combined. Modern Country in Medium mkt. South, Contact Rick Warren, PD, WBRP, PO Box 547, Huntsville, AL 35804. 205-534-3621.

Midwest medium market group station will accept resumes now for immediately available openings, from air personalities. Decent dollars and excellent company benefits with a darn good bunch of broadcasts, in a neat place to live. Resumes to Box N-47.

Big Talker Wanted for South Florida Station joining opening. MOR format. Must be strong on news and production plus good personality. 13-15,000 year. Equal Opportunity Employer. Send resume, starting salary to Box N-50.

Large Midwest chain looking for a professional one to one personality. Good money, send tape and resume to Leighton Enterprises, Box 1458, St. Cloud, MN 56303. Send in care of Jack Hansen or JJ Justin.

South Florida Coast—Personality Morning D J for Country Music Station. Personality air show and production ability of first importance. At least 2 years fulltime experience in country music required. 3rd class license with Broadcast endorsement mandatory. Salary open but equivalent to large metro market. Send complete resume and audition tape to PO, Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Florida MOR soft format with standard pop fill fills.寻求morality morning personality to open 6AM, also second announcer for day shift, strong on production. Minimum two years experience with Third. No floaters. Must know its FM's and FM format. Send resume to: BSA Broadcast Service, 2414, North 20th Ave, Jacksonville, FL 32205. Excellent medical program. Delightful living by ocean. Send resume, tape and salary requirements, Randolph Miller, WRFA, Fort Pierce 33450, Equal Opportunity Employer.

Operations Manager for Schafer equipped Kalum-Gains Media更大站station in Huntington, West Virginia. EOE. MF will consider announcer ready for advancement. WHEZ, 25701.

Immediate Opening, Talented and dependable adult personality needed for Adult Contemporary Country Station. Please send air check, resume and salary requirements to WPOC, 711 W 40th St, Baltimore, MD 21211, An equal opportunity employer under group ownership of Nationwide Communications.

Air personality with PD, potential. Experience a must. Voice quality and delivery of primary importance. Send resume, salary requirements and tape to Tom Casey WRED-AM, Box 272, Allona, PA, an equal opportunity employer.

Experienced personality local news or play by play ability. Opportunity growing group. West Texas. MF EOE. CSRG, Inc. 12118 Landlock, Dallas, TX 75218.


immediate opening for afternoon drive-time personality. Experience and third class endorsement needed. Send complete resume to: Duncan Dewar, WHEB, Portsmouth, NH 03801.


Maryland Small Market station has announcer opening. Good opportunity for a beginning. Box N-60.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. EOE, Box D-125.

Advance: into a full limit, 7 to mid shift. Tape and resume. WKKI, Box 346, Leonardtown, MD 20650.

DJ wanted. Our last lady DJ now reportedly makes $11,000 a year! In New York. Do you think you can fill her shoes? We're WMAG in Chicago? We're looking for a potential superstar who likes country music. Send tape and resumes (no phont calls please) to: Bill Henness, WMAG Radio, Merchandise Mart, Chicago, IL 60654.

Wanted: Experienced disc-jockey needed for English-speaking radio station in Tehran, Iran. Excellent salary and benefits. Send cassette air check and resume with background information on your knowledge of Iran National Radio and Television, 2800 Virginia Avenue N.W., Suite 206, Washington, DC 20037 or call 722-3-3014.

Opportunity knockoff ... group broadcaster has immediate opening for afternoon drive disc-jockey at its flagship station. Potential and willingness to learn more important than experience. Call Mr. Larry Con at WPWZ, Pitts point, PA. 215-326-4003.

Upper Midwest Swk, Adult Contemporary station expanding. Seeking experienced, mature communica- tor Production and personality a must. Equal Opportunity Employer. Tape and resumes to: Program Director, PO Box 1638, Grand Forks, ND 58201.

Immediate Opening for announcer male or female with strong production, news, EOE. Tape and resume to Ralph Smith, PO Box 249, Rutland, VT 05701.

Immediate openings for announcers at promotion minded station in mountains of Southwest Virginia. 703-964-2502.

Experienced, warm Beautiful Music announcer needed for morning drive. Live and ticket required. Good pay, good benefits, good facility. Tape and resume to John Davidson, WKEZ, 720 Boust St, Norfolk, VA 23610, or phone 804-446-2700 before noon, Equal Opportunity Employer.

Wanted—Personality morning announcer for North Alabama Modern Country Station. Seeking person with gift of gab who can attract and hold No. 1 rating. We also have need of Program Director Fine if you can do both jobs, but personality morning person is our prime requirement. No floaters. At least 2 years ex- perience. Must know its FM. Opportunity for advancement with small public company. Excellent starting salary. Equal Opportunity Employer. Send resume Box N-109.

HELP WANTED TECHNICAL

Coma To Cape Cod. We have one of New England's most modern and attractive facilities, and we're located in New England's favorite vacation area. We need an engineer with some previous experience to serve as our Chief. A fine opportunity. Ray Brown, Operations Manager, WOCD-FM, Hyannis, MA 02601. 617-775-5600.

Chief Engineer for Midwest Major Market FM. Good equipment. Must be experienced and strong on maintenance. EOE. Reply to Box N-85.


classified advertising
HELP WANTED TECHNICAL CONTINUED

Northernwestern College Radio Network Station needs professional engineer who can also do some announcing. This could be your chance to plan new facilities for the station in about 2 years. Equal Opportunity Employer. Send tape, resume and salary requirements to: WNWG (Northernwestern College Radio) 1250 Gammon Rd., Route No. 2, Madison, WI 53711.

Chief Engineer, New Jersey Daytime: Must have working knowledge of directional arrays, studio and transmitter maintenance, Rules and Regulations. Must be able to handle day-to-day engineering assignments including remotes. Five years broadcasting experience required. EOE. Box N-78.


Assistant Chief AM, SOKW FM stereo, experienced in STL, Schafer 902, remote control, heavy solid state. EOE. Resume to Chief Engineer, WTRC/NYES Box 699, Elkhart, IN 46515.

Great Opportunity for progressive, hard-working chief engineer at relatively new, very successful FM in medium-sized Mid-Western city. Excellent pay and benefits. Transmitter studio equal time, preventive maintenance, and operational duties required. Position requires a career person. Reply in confidence to Box M-171.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three person 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. We're looking for someone with unusual creativity proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some invested reporting on-air anchoring. WOIR, PO Box 524, Marion, OH 43032.

News Director, West-central AM. Start $8400. Good digger, creative, aware. Authoritative delivery. EOE. Write Box N-33.

The States Leading News Department in the states leading News Market is looking for a veteran Broadcast Journalist, who can anchor morning drive, and leave the competition breathless on the street. No place for a beginner. We talked to many but have hired none. A unique opportunity to work with a good, solid, professional news operation. Send tape and resume to Scott White, WXO Radio, Box 12526, Raleigh, NC 27605. An Equal Opportunity Employer.

Medium Market AM/FM College Community news needs experienced newscaster. Contact Manager, KRUS/KXKZ, Box 430, Ruton, LA 71270 EOE.


Upper Midwest 5kw, Adult Contemporary station expanding. Seeking NABF Farm Director with experience, Equal Opportunity Employer. Tapes and resumes to: Program Director, RO Box 1853, Grand Forks, ND 58201.

News/Public Affairs Coordinator for 50kw public station affiliated with AAA/EVE University Responibilities include producing news, sports and public affairs programs; community ascertainment activities; supervision of student news producers. Professional delivery and ability to work with students required. BA and 3 years experience (one public). Send tape and resume to WKEU-FM, Eastern Kentucky University, Richmond, KY 40475.

Experienced News Person wanted to gather, write and produce all news. Excellent opportunity Send tape and resume to Bob Catlin, Program Director, WUPE AM & FM, Pittsfield, MA 01201.

Afternoon news reporter for Ohio medium market leads Send tape and resume to Bob Long, WM/WH, 220 High Street, Hamilton, OH 45111. EOE.

HELP WANTED PRODUCING, PRODUCTION, OTHERS

Air personality with PD, potential. Experience a must. Voice quality and delivery of primary importance. Salary requirements and tapes to Tom Casey, WTRA, Box 272, Altoona, PA, an equal opportunity employer.

Programmer-Producer for Texas Public Station. Duties will include hosting morning music program which will be heard in-studio. Feature phones. Person will also assist in development of news and public affairs programming and in the production of radio documentaries. Production ability a must. Degree and experience required. Send tape, resume and salary requirements to: Station Manager, KUTX, Box BB, E, Station Commerce, TX 75428. EOE/AA/Equal Opportunity Employer.

News and Public Affairs Producer/Announcer for fine arts station. Responsibilities: Producing newscasts, features, announcing, interviewing, working on-air as host, coordinating with other stations. Five years experience in Broadcast Journalism, FCC3 and endorsement. TV on-camera experience preferred. Send tape, resume, salary requirements to: Director of Broadcasting, WYSU-FM, Youngstown State University, Youngstown, OH. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Public Affairs Director: Bright, creative, innovative Public Affairs Director with proven ability to produce "in-the-pit" programming. Excellent working knowledge of FCC ascertainment, rules & regulations. Impeccable references upon request. Box N-11.

Operations Manager of most successful small market station in Mid-America. Seeking GM or Operations Mgr. Experience in sales, programming, engineering, 12 yrs. John Carde, PO Box 182, Wallon Lake, MI 49796. 616-547-4653.

Aggressive Sales-Oriented profit builder seeks Midwest medium market. 12-year broadcast veteran experienced in news, sales & management. Box N-86.

Trouble Shooter Consultant total concept radio, specializing medium/small markets. Automation, sales, promotion, organization. Fee by day or project. Available after present assignment, track record, references. Limited available, call today 806-395-4516.

13 years experience from DJ to GM, wants GM position with equity at new acquisition of station that is short of its potential. Strong on management, sales, promotion, Family man with ambition, ability, references, Dean Clawson, 402-727-8163.

SITUATIONS WANTED ANOUNCERS

Thursday DJ, good production, news, commercials, will relocate—some experience, hard worker. Box M-124.


Lady DJ, 1st Phone, BA, 1 1/4 yrs Top 40 experience, good voice, news, production, Prefer SF to Monterey Area. PO Box 535, Daly City, CA 94017.


4-1/2 years experience — Music Director, out of production, news, MOR, EZ, Married, BS, Pennsylvania area or Maine. Box N-10.


Jock 3rd Endorsed, tight board. 4 yrs Top 40 experience. Contact Lloyd Mitchell 212-735-5133 after 6:30 PM.

Bright, Articulate, loyal AOR—Progressive personality currently employed but available. Experienced, college grad, 3rd endorsed. Good interpersonal reader, strong background in Rock, Folk, News, Telephone Talk, and Sports. Provide a challenging opportunity and I’ll provide a true asset to your station & locale. Box N-49.

Exiled WNBC Personality caviar major market air shift, stability, 32, First Phone, Box 1011, Englewood, FL 33553.

 Experienced Top 40, Disco and Contemporary. 3rd Phone. Worked with the best in New York. Living in the South, but would relocate anywhere. Call Paul 301-942-2614, collect.

Experienced Announcer/DJ, Third Phone, currently free-lancing, wants full-time shift at MOR/Modern Country/Beautiful Music station in California/Northern California. Good communication, tight board, good news & production. Have PD background, available now! Will relocate. Call Frank Cordell 714-658-1094.

Bring Jazz Back to Radio. 7 yrs. comm’t jazz—jazz oriented experience. Help! Currently working Contp. M.O.R. Will consider comm’t or public radio. Open up (1) one shift fulltime for good jazz—jazz crossover music. Have own library in mint condition. Prefer your 3rd, 30, single, 1st Phone. If you believe in true jazz, you’ll respond. Box N-53.

3 yrs experience as SD, PBP & sports talk programing. Also 3 yrs experience as DJ. Will relocate anywhere, South preferred. Available now 413—967-3094 or Broadcasting Box N-64.

First Phone, College degree, two years experience MOR, AOR, met with a wall, presently employed but looking to move up. Box N-75.


Top Rated Personality seeks medium market, AC. MOR, any shift, Midwest/Mid Atlantic States. 914–948-4825 after 12 Noon.

Insanity reigns supreme! I am a creative madman with professional experience. I have only one weakness. I enjoy eating baked zucchini. If you can live with that, then contact me. All markets considered. Salary negotiable. After 4 PM call 212—867-2165.


Top 40 Personality—energetic and creative. Seeking contemporary medium market. Relocate anywhere. 412—833-2740 after 5 PM.

Polished, mature, communication second generation announcer seeks contemporary, or MOR station in a large, good medium or preferably in West. 2 1/2 years experience, good to strong production, tight board. Interested? Call Tim Higgins 602—865-2971.

Educated Morning Personality, professionally trained, 1 year experience, seeking adult contempl, or top 40 format. East or Midwest. Market. Good pipes, 3rd Endorsed, very enthusiastic. Phone 301-791-0515 after 2 PM EDT.

SITUATIONS WANTED TECHNICAL

Experienced, Capable. First Phone seeks permanent job with good, active radio station. Box N-7.

Engineer, 2nd Class, college, will work any shift; also will work with fluctuating. Will relocate. Available immediately. Contact: Felix Smith, Colonial Park Station, PO. Box 38, N.Y. 10039. 212—926-0358.

SITUATIONS WANTED NEWS


Four-year broadcasting veteran. Thirty-years old, Brown graduate, three years college. Box N-56.
SITUATIONS WANTED NEWS CONTINUED

Small market News/Sports Director desires full or part-time position on News Team. Excellent interviewers. Call Charles Tartes, Box 95, Fort Dodge, IA 50501, 515-573-5143.

Broadcast news/feature writer with two years experience including some art work, desires news position. 3rd endowed. Call Stan Fronleich 521-526-1831 daylight hours.


Female News Director seeks change. Experience in administration, reporting, on-air work and public affairs. Box N-84.

Brainy Gel Broadcaster—Vetsed voiced female DJ, “thinking” newscaster, heavy writing skills—journalist background, excellent detail person, soldidity broadcast traditions—Tape resume available. All markets—opportunity primary: salary secondary. Box N-87.


Attention All Phila. Area radio stations, including South Jersey. Overseas Director: experienced sports reporter covering all EPA, Ryders and 76ers games at the Spectrum will feed your station complete coverage, plus USA and international specials. all designed to fill your stations format. For further info, write ROI, Box 25062, Phila., PA 19147.

12 yrs in radio, seek serious news operation in medium or major market—Lynn Babo. 618-532-8171.


SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS

Program Operations: Director with 6 years experience in every phase of radio. First phone looking to program for Adults. Good Production and “Bottom Line” oriented. Box N-15.

My copy is hot. Two years medium market copy/production experience, seeking move up. Southeast or anywhere. Box N-43.

Communications Graduate. Experienced non commercial Radio and Television. Seeks assistant level position any location U.S. or Canada. Production, announcing, or any combination of duties. Elise J. Grienberg, Screen The Loch, Roslyn Estates, NY 11576 or collect 516-521-7683.

Automation Specialist! Top pro in the automation business with dynamic record of achievement wants to get results for you. Send details to: Box N-81.


TELEVISION

HLP WANTED MANAGEMENT

Sales Manager—Aggressive medium market ABC affiliate. Must be achiever and possible future GM. Box N-26.

General Manager—Major Southwest affiliate. Proven applicants only. Box N-28.

Promotion Manager—with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion & sales programs. Equal Opportunity Employee. Contact Jan Hargrove, WTAJ-TV, Altoona, PA 814-944-2031.

HELP WANTED ANNOUNCERS


HELP WANTED TECHNICAL

Chief Engineer. Heavy maintenance experience. Box N-70. 5th Position of this kind. Must be able to get results for you. NBC affiliate in Lubbock, Texas wishes to hire someone who enjoys work. NBC affiliate in Lubbock, Texas, is seeking a Weathercaster/Science reporter. We offer our own weather radar, the services of “Accu-Weather” and one of the most challenging climates to predict in the United States. Send air check and salary requirements to Dick Benedict, News Director, KCBD-TV, P. O. Box 210, Lubbock, TX 79408, Equal Opportunity Employer.

Emmy Award winning news station looking for experienced television news graphic artist. Must be fast and versatile. Send resume and examples to Dick Wilson, News Director, KOMU-TV Channel 2, One Jack Lon- don Square, Oakland, CA 94607, Equal Opportunity Employer.

HLP WANTED NEWS

Feature reporter: Need someone with experience in consumer type reporting. You’ll be helping people every day. Send resume. Salary depends on qualifications. Box N-25.

Farm Director for upper Midwest television network. Must have solid agriculture background and television production experience. Reply Box N-31.

Combo anchor/reporter. Strong on air/ajournalism oriented background required. Minimum two years experience. Prior anchor experience an equal opportunity employer. Send resume to WCKT-TV News, Miami, FL 33138.


Two immediate openings—anchor and ENG camera person/editor for strong news-oriented Wyoming station. Must be aggressive, and who enjoys work. NBC affiliate in Casper, WY. Must have at least two years experience. Box N-32.

Weathercaster who understands weather’s important impact on viewers and who enjoys work. NBC affiliate in Casper, WY. Must have at least two years experience. Box N-32.

Assistant Chief Engineer of Maintenance, independent video tape production facility emphasis on digital equipment. Send resume and salary requirements to Box N-74.

We are looking for a first rate experienced technician capable of caring for a wide range of modern equipment in a large network affiliate. Must have some technical background and some experience in most of the following areas: cameras, switches, and production facilities; transmission equipment and related audio; video editing and recording equipment; digital devices: E.N.G.: etc. 1st Phone required. Swing and some night shifts. Send full resume to Bob Plummer, KOMO Television, Seattle, WA 85105, 206-223-4207, Equal Employment Opportunity Employ.

Video and Audio Engineers needed immediately for expanding tele-production facility. Experience with remote, commercial and sports productions preferred. Submit resumes to Box N-79.

HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

Sales Manager — Aggressive medium market ABC affiliate. Must be achiever and possible future GM. Box N-26.

Program Operations

Manager — General Manager—Major Southwest affiliate. Proven applicants only. Box N-28.

Promotion Manager — with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion & sales programs. Equal Opportunity Employee. Contact Jan Hargrove, WTAJ-TV, Altoona, PA 814-944-2031.

Help Wanted Announcers


Help Wanted Technical

Chief Engineer. Heavy maintenance experience. Box N-70. 5th Position of this kind. Must be able to get results for you. NBC affiliate in Lubbock, Texas wishes to hire someone who enjoys work. NBC affiliate in Lubbock, Texas, is seeking a Weathercaster/Science reporter. We offer our own weather radar, the services of “Accu-Weather” and one of the most challenging climates to predict in the United States. Send air check and salary requirements to Dick Benedict, News Director, KCBD-TV, P. O. Box 210, Lubbock, TX 79408, Equal Opportunity Employer.

Emmy Award winning news station looking for experienced television news graphic artist. Must be fast and versatile. Send resume and examples to Dick Wilson, News Director, KOMU-TV Channel 2, One Jack London Square, Oakland, CA 94607, Equal Opportunity Employer.

Top 70’s Market needs a general assignment reporter who is experienced and creative. Send writing samples, resumes now. Box N-55.

Wanted ...co-anchor for medium market in Beautiful Southwest. Must be journalist with some film and studio experience. Equal Opportunity Employer. Box N-58.

Help Wanted Programming, Production, Others

Creative Service Mgr.—must have knowledge of all production; emphasis on continuity promotion. Major Southwest affiliate. Box N-27.

Creative services director—opening for a working and involved Creative Services Director that is both creative and well organized. Must be thoroughly experienced with television production and must work well with others. Medium to large Southwest affiliate. Salary open. E.O.E. Reply to PO. Box N-32.

Producer/Director. Experienced person needed to direct news and commercials for small Eastern market. Experience necessary. Equal Opportunity Employer M/F Box N-41.
SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS

Producer/Director for TV station. Produces and host series about local Black community and other duties. Bachelor's degree from your year college or university. One successful year's professional broadcast production experience. e.g. Producer, Director, Talent. Assist. P/D. Send resume and request for application form and other materials to H. S. Hendricks, Classified Personnel, 232 Pryor St., SW, Atlanta, GA 30330, as to be received no later than 4:30 p.m. Fri., November 11, 1977. Equal Opportunity Employer.

Public TV Network needs creative lighting designer/director. Must have 5 yrs. experience. Contact Ken Horszman, Production Manager, Connecticut Public Television, 24 Summit Street, Hartford, CT 06106. 203-278-5310. An Equal Opportunity Employer.

Commercial Producer/Director with extensive experience needed immediately for expanding tele-production facility EOE. MF. Affirmative Action Employer. Send Resume and salary requirements to Box N-73.

TV Promotion Director—Minimum 3-5 years TV promotion experience required with strong copywriting and production experience essential, plus a total understanding of film/graphics and marketing media mix. Must be able to plan and implement radio, print and television promotion campaigns; plan and work within budgeted guidelines. Send resume: Don Saraceno, General Manager, KCRA-TV, 310 Tenth St, Sacramento, CA 95814.

Start artist—Versatile graphic artist, strong in illlustration with TV graphics experience for full time position. Call Larry Vivintas 313-222-2040 or send samples and resume to: Art Director, WTVJ-TV, 622 Lafayette Blvd., Detroit, MI 48221.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Televison 20 years; Radio 12 years; Management 17 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, film-buying, news, programming, community involvement, etc. To: Same industry. Very competitive. Produced sales and profits records, plus prestige. Achieved revitalization and rapid turnaround. Can build group. Can produce outstanding ratings, sales, profits and prestige! Box N-54.

SITUATIONS WANTED ANNOUNCERS

First Phone: Broad' radio experience, television production training (college course). Seek weekend work near California, Arizona, Nevada State Colleges. Bernie Bacon 716-343-8604.

SITUATIONS WANTED TECHNICAL

Engineering/Operations management position in station or group. VHF and UHF construction and management experience. Four years with major manufacturer; "Can do" attitude and performance. References. Box N-36.

Director, asst. Director, stage Mgr. Engineers, 1st phone, 17 years experience, major/minor mix, seeks to join small group for creative television. Resume avail. Box N-21.

Experienced Technical/Production 1st Phone is confident his energies and abilities can effectively be applied to make an excellent addition to your staff. Seeking challenging position in top 50 market. Box N-59.

I'm tired of 'spin and grin' First Phone, college degree, two years radio experience with some TV switching, would like to expand into all areas of TV production, start at switcher and learn all fields. Box N-76.

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Award winningproducer/reporter with reporting, writing and ENG experience seeks right move. Box N-9.


IVC-980 w/IVC, TBC. Broadcast quality, excellent condition, $5500. Mike Lincoln 415-856-5101.

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Deejays: New, sure-fire comedy! 11,000 classified one liners. $10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, CA 93637.

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INSTRUCTION CONTINUED

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Help Wanted Programing, Production, Others

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If you're ready to move up to the 28th market, that's what we have to offer. We have just one opening. Tell us why it's yours. Sales experience required, minorities encouraged to apply. Write to David Gerard, General Sales Manager.

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Program Director
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10 years experience with major groups and now looking for opportunity in top 10 market. Extremely bottom-line oriented. CPA, with excellent track record and references. Reply Box N-89.

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**TELEVISION**

**Help Wanted News**

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Candidates should have 3-5 years major market TV news producing experience. Qualified applicants should send resume (no telephone calls please) to the Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer M/F.

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**TELEVISION ENGINEERING SUPERVISOR**

At least 5 years experience in TV/Radio technical field (including transmitter digital and management).

Send resume to: Libby Stevens

W-KAM-TV/FM
6400 York Rd.
Bellevue, Md. 21212
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**HELP WANTED**

**TELEVISION**

**Help Wanted Technical Continued**

ISI is a leading manufacturer of radio and TV broadcasting and other electronic equipment. We are recognized for encouraging and supporting creativity and are looking for a person who values this type of independent, innovative atmosphere to work in our Research and Development department. This position requires a minimum of 5 years general design experience or 2 years of switching system associated experience. Must be familiar with analog and digital visual circuitry with experience in micro processors an asset. We are a M/F Equal Opportunity Employer. Reply in complete confidence to PO. Box 1495, Gainesville, FL 32602.

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**HELP WANTED**

**Programing, Production, Others**

**Director, Public Broadcasting**

Section, Fla. Dept. of Ed. Coordinates and directs Dept. of Education responsibilities in all matters relating to public broadcasting in State of Florida. Requires high level managerial and technical skills. Minimum of master's degree and 7 years directly related professional experience. Salary range $19,397 to $26,287. Send resume to DOE Personnel Office, Knott Building, Tallahassee, FL 32304.

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**CHIEF ENGINEER**

Ball State University has an immediate opening for a Chief Engineer in the center for Radio and Television. Responsibilities include the supervision of Broadcast Engineers; operating and maintaining GE-PE 250 colored television cameras, Quad VTR and related electronic equipment. Six years experience with first class FCC license preferred. Excellent fringe benefits. 24 days paid vacation. Educational opportunities. Application deadline: 11/15/77. Send resume to:

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**Technical**

**Help Wanted Technical**

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**CHIEF ENGINEER**

Ball State University has an immediate opening for a Chief Engineer in the center for Radio and Television. Responsibilities include the supervision of Broadcast Engineers; operating and maintaining GE-PE 250 colored television cameras, Quad VTR and related electronic equipment. Six years experience with first class FCC license preferred. Excellent fringe benefits. 24 days paid vacation. Educational opportunities. Application deadline: 11/15/77. Send resume to:

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W Metro FM         $950k      $323k       Ray Stanfield (213) 467-8764

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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 $, (, ), %, CO, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Broadcasting Oct 31 1977 62
### Stock Index

|--------|-------|----------|----------------|-------------------|--------------------|--------------------|-------------|----------|-----------|--------------------------|---------------------------|

### Broadcasting

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<th>Network</th>
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<td><strong>Fug</strong></td>
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### Approx. shares and total capitalization

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<tr>
<td><strong>VIA</strong></td>
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**Total**:

- Shares: 73,199,000
- Capitalization: 83,344,000

**Broadcasting Oct 31 1977**

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### Programming

<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
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<th>Change in Week</th>
<th>High 1977</th>
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### Standard & Poor's Industrial Average

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<td>B-Average</td>
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### Earnings

- A-American Stock Exchange
- M-Midwest Stock Exchange
- N-New York Stock Exchange
- O-over the counter (bid price quoted)
- P-Pacific Stock Exchange

Yearyy hight - lows are drawn from trading days reported by Broadcasing. Actual figures may vary slightly.

* Stock did not trade on Wednesday. Closing price shown is last traded price.
** No P/E ratio is computed, company registered net loss.
*** Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
WXLO's Farber: from in front of the camera to behind the GM's desk

Erica Farber's is an unlikely general manager's office. A stuffed Mickey Mouse, five feet tall (a gift from her corporate boss, Dwight Case, RKO General radio division president, after her first anniversary with WXLO(FM) New York last August) provides a focal point to a wealth of memorabilia dedicated to the Disney character. Head shots of the original Mouseketeers cover a wall.

"It's what he stands for," explains Ms. Farber, "all of those things that we as adults are afraid to do and show... Mickey has a naiveté about him." It's a quality that she can admire but apparently cannot afford to emulate—not with a staff of 55 and a weekly cume of 1.7 million listeners. Half-serious, half-joking, she remarks: "When I leave here, I will not be remembered for running a Mickey Mouse operation."

If her track record continues as it has in the past, she'll probably be right. The last general manager's seat she held was at RKO's WROR(FM) Boston. When she joined that station in January 1975 as general sales manager, she recalls, there was "no billing" to speak of. By the time she left for WXLO 13 months ago, it was in the black.

Mr. Case talks about her WROR success in terms of "doubling the revenues and tripling the profits," and he adds: "She had it turned around in about four months." And of the youngest general manager in the RKO chain (she's 28), he mentions her ability to tackle more than is expected, with "hands down, straightforward effort" and her "strong desire to succeed."

While she may have made her first mark in sales, Ms. Farber broke into the broadcasting business in front of the camera. She had expected to be an entertainer and while growing up in Los Angeles she availed herself of the opportunities there, including theater, dance and television commercials (Head & Shoulders shampoo was one product she promoted).

Despite the "illusions of grandeur" she gave up dramatics. She recalls being told by another actress to remember that the cameraman is a performer's best friend. "I don't like competing on that level," she says, claiming that it seemed that only a "physical look" was important.

Ms. Farber had planned on college after having worked throughout high school, but when it came time to go, she found herself "growing so rapidly" professionally that she decided not "to wait for four years" to "find out if I could have a career."


than just selling" and found that "RKO was open to mobility based on ability rather than years there."

Her impression of the company proved true within months. She had joined KRTH in September 1975 and by January of the following year she was general sales manager at WROR. It was a move she apparently had asked for unwittingly. Months before, over lunch with Mr. Case (then RKO executive vice president), she said she eventually wanted managerial duties. When RKO decided to break WROR administratively from its AM counterpart, WRKO, Mr. Case remembered.

When she later questioned Mr. Case as to why he offered her the job she recalls being surprised to hear "you're the only one who asked for it." And in hindsight, she now understands "what I was doing was pitching a job without realizing it."

The first assignment she set for herself in Boston was hiring a staff. She credits WRKO General Manager Jack Hobbs with "allowing me the freedom to succeed" (he previously had controlled the FM as well as the AM), and says that when she left as general manager the station "had total autonomy."

As with her other career moves, the switch to WXLO was rapid fire. Ms. Farber was offered the job on Friday, her appointment was announced Monday, and she was in New York on Tuesday. That was in August 1976; she's been there ever since, having had vice president added to her title last February.

Ms. Farber doesn't stress the fact that she knows of only about 15 female general managers across the country. She does admit, however, that "being a woman and relatively young leaves one wide open for incredible comments—that possibly I didn't get here on ability." To that, she answers: "RKO cannot afford to have a token in my position."

There were times when she felt she had to overcompensate, she says, such as using rough language to prove she's "one of the guys." But those times have passed and she says the comments and stereotyping have lessened as she's climbed the industry ladder. She claims to have been fortunate in holding onto her identity without having become "hard-nosed."

Pinpointing that identity, or having her explain it, is difficult. Her hair tucked under a Los Angeles (her hometown) Dodgers baseball cap during the World Series gives one impression; walking into a bank with a three piece tailored suit gives another.

What it comes down to is clear when she says "I don't have to put on a pretense." And therein also lies her fascination with the Disney character.
A little bit noncommercial

A commercial broadcaster clipped an ad (reproduced at right) from the Oct. 21 St. Louis Globe-Democrat and sent it along with a note:

"I know you have editorialized in the past about public television dipping into the commercial domain, and here is an example."

(Channel 9 in St. Louis is reserved for noncommercial, educational use and occupied by KETC-TV, licensed to the St. Louis Educational Television Commission.)

"Also," our correspondent wrote, "one might wonder how a college hockey game fits into an educational schedule."

It fits very well when four commercial enterprises can be found to sponsor it.

One for all

If Chairman Lionel Van Deerlin (D-Calif.) is reflecting the main current of opinion in his House Communications Subcommittee, the forthcoming proposals to revise the Communications Act will treat radio and television as vastly different objects of federal regulation. Addressing the National Radio Broadcasters Association two weeks ago, Mr. Van Deerlin promised "virtually the total deregulation of radio." (Broadcasting, Oct. 17.) Talking with a Broadcasting reporter later, he called television "a different bag" (Closed Circuit, Oct. 17). The TV license term, he said, may be extended to, say, five years, but nothing more.

The justification used by Mr. Van Deerlin and others who foresee looser rules for radio than for television is that radio stations are more numerous than television stations and therefore more competitive among themselves. Competition, the reasoning goes, leads to diversity of programming. Hence in radio there is less need than in television for the government to assure that a range of programing will get on the air.

This of course is merely a newer version of the scarcity theory that has been used to justify federal control of broadcasting, especially programing, since the dawn of radio regulation. Why does the First Amendment not apply to broadcasting as it does to print? Because frequencies are limited; not everyone can get a license to operate.

It is not entirely obvious to us why the scarcity argument is now deemed inapplicable to radio if it is still applicable to television. There are no more radio frequencies in the spectrum today than there ever were. More stations, especially FM, have been able to go into business because of the growth of population and the expansion of the economy. For the same reasons, more television stations are getting and staying on the air, with stronger and diverse programing.

If judgments of the applicability of the First Amendment are to be made on the basis of numerical representation of the media, daily newspapers have been ripe for government control for a long time or more. In no major city are there anywhere near as many newspapers as television stations, and radio, of course, outnumber both.

It is often argued that scarcity in broadcasting is decreed by limitations of spectrum space but that anyone with the money can enter newspapering. The speciousness of that argument was effectively revealed in a benchmark decision of the U.S. Supreme Court, when in 1974 it declared a Florida statute decreeing a fairness doctrine for newspapers to be unconstitutional. Mr. Van Deerlin and his colleagues may find it educational to review a part of Chief Justice Warren Burger's decision for the court:

"The abuses of bias and manipulative reportage are...said to be the result of the vast accumulations of unreviewable power in the modern media empires. In effect, it is claimed, the public has lost any ability to respond or to contribute in a meaningful way to the debate on issues..." "The obvious solution...would be to have additional newspapers. But the same economic factors which have caused the disappearance of vast numbers of metropolitan newspapers have made entry into the marketplace of ideas...almost impossible."

If ever a realistic appraisal of the scarcity factor in newspapering was made, that was it. Yet the chief justice found:

"The choice of material to go into a newspaper...and treatment of public issues and public officials—whether fair or unfair—constitutes the exercise of editorial control and judgment. It has yet to be demonstrated how governmental regulation of this crucial process can be exercised consistent with the First Amendment guarantee of a free press."

With only minor changes that language would fit well into a new Communications Act for radio and television.

CB: out of control

The FCC is belatedly recognizing the monster it has created in the citizen band. To its credit, it is trying to curb the beast by proposing higher standards for CB equipment and prosecuting violators of its CB rules.

But it isn't trying hard enough. By the FCC's own reckoning, it will receive 80,000 complaints this year about CB interference, mostly to television and FM reception. Most of those complaints cannot possibly be satisfied.

Does the FCC have the will to take harsher measures? Its chief engineer, Raymond Spence, has worriedly noted that there are 12 million CB licenses. "Can you imagine what kind of lobby they would have if they organized?"

Can Mr. Spence imagine the kind of lobby he will face if the television audience organizes?

"It's the transmitter's birthday."

Drawn for Broadcasting by Jack Schmidt
WAIA Is The Music Way

The music that accompanies the lifestyle of South Florida is the music of WAIA — Stereo 97. On the beaches, in the car, at home and at work, AIA is tuned in by thousands from Palm Beach to Key West. With our 100,000 watts, AIA covers the Gold Coast with music for all, but we also keep South Floridians informed with timely newsbreaks, weather reports, sea conditions, tides and even surf temperatures. WAIA — Stereo 97...your "Music Way."

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