

Good Morning America...



two years old and still growing!

Two years ago "Good Morning America" premiered on ABC. Since then this very human approach to early morning news and information has captured the interest of America.

Host David Hartman's unique charm and special warmth has set the tone for an increasingly popular way for America to wake up.

Along with the help of Sandy Hill and the rest of the unusually talented GMA family, the show has quickly become a national habit each weekday morning.

Since last year "Good Morning America" has increased its early morning audience by a remarkable 32%. That means an additional 550,000 homes have found a better way to start the day. And that also means ABC has another winner on its hands!

Be sure to join the whole "Good Morning America" family and their interesting guests as the friendly awakening marches on.

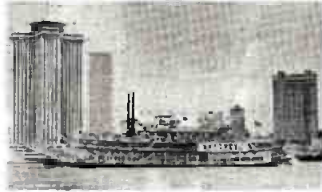
David Hartman, Host
with Sandy Hill

Jack Anderson Inside Washington	Rona Barrett Hollywood Worldwide	Steve Bell News	Erma Bombeck Humorous Housewife	
Helen Gurley Brown Men/Women Advice	John Coleman Weather	Howard Cosell Sports	John Lindsay Roving Reporter	Geraldo Rivera People Reporter

And our Living Better Reporters:

F. Lee Bailey Legal Advice	Bruce Jenner Sports on the Go	Dr. Timothy Johnson Medical Advice	
Joan Lunden Products & Ideas	Sylvia Porter Financial Advice	Dr. Lendon Smith Pediatrician	Al Ubell Household Hints

Good Morning America
The Friendly Awakening
ABC Television Network 



NEW ORLEANS

On a Mississippi riverboat, Mike welcomes aboard such colorful personalities as Burt Reynolds, Kris Kristofferson, singer Rita Coolidge, actress Jill Clayburgh, others. Another of Mike's unique Special People, Special Places program events.

What's **NEW** on the Mike Douglas Show

NEW EXCITEMENT

TV's brightest stars at home and on the sets of their top-rated series in Hollywood. Great names onstage and backstage in Las Vegas. New entertainment and lifestyle features. New cohosts and new guests on the variety-talk show noted for rare, exclusive TV appearances by Robert DeNiro, Sylvester Stallone, Peter Frampton, Stevie Wonder and others. Brought together by Mike Douglas, himself recently named one of America's 10 Most Exciting Men.



NEW YORK

Mike goes all out—and all outdoors—to capture the flavor of the Big Apple. From Broadway, Rockefeller Center, Central Park, Lincoln Center and other spectacular settings, Mike introduces dazzling guests: Elton John, Barbara Walters, Yul Brynner, Robert Preston, Alan King, Tony Randall, David Brenner, stars of "Annie," "The Wiz," "Grease," and other big hits, world famous fashion leaders, TV headliners and many more.



GROUP W PRODUCTIONS

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY

90 PARK AVENUE NEW YORK, NEW YORK 10016

The Week in Brief

HOME-GROWN RATINGS SERVICES □ Radio Advertising Bureau announces an industry-owned organization is being set up for the aural medium. Television Bureau of Advertising committee is working on the first step toward similar service for TV. **PAGE 20.**

BICKERING □ FCC Chairman Charles Ferris starts to put his house in order with briefings, establishing priorities and setting up new working hours. The last stirs up a hornet's nest among commission employees who see it as disrupting their personal schedules. **PAGE 20.**

BAD SPORTS □ ABC and CBS are forced to admit mistakes in sports coverage at Van Deerlin subcommittee hearings. **PAGE 22.**

MONEY PROBLEMS □ Comments come in on the FCC's 45-day sales notice proposal. Industry voices say financing, not notice, is the answer. Some minority groups say the plan could only help. **PAGE 24.**

KEEP THE REINS LOOSE □ Justice officials, speaking at a Federal Communications Bar Association seminar, urge the FCC to "think competition" when formulating regulations. **PAGE 26.**

OUTLET'S NEW OUTLET □ The Providence-based group owner is buying WTOP(AM) Washington for \$6,675,000 from Post-Newsweek. Purchaser will retain all-news format. **PAGE 28.**

SUMMERS OBJECTS □ The National Association of Broadcasters executive charges that the FCC's ex parte rules barring informal contacts with the commissioners leaves broadcasters at the mercy of the Cable Bureau. **PAGE 29.**

CONSUMER BILL FOUNDERS □ Legislation for a new agency is sidetracked in the House for lack of votes. Companion measure in Senate remains stalled. **PAGE 29.**

ATTACKED BY LETTER □ Thaddeus Garrett, new CPB executive, is charged in an anonymous message that he misused his power in a former government post. It's making a few waves on the Hill. **PAGE 30.**

PREHEARING DISCOVERY □ A new round of briefs is filed in the KCBS(AM) San Francisco and KONO(AM) San Antonio renewal cases that involve the rights of citizen groups to be afforded preliminary information. **PAGE 32.**

MISSING VIEWERS □ The erosion in homes-using-television levels during daytime hours is stacking up as 1977's ratings mystery of the year. The networks have some program changes in the works. **PAGE 34.**

AVOIDING A 'DISASTER' □ NBC-TV sees possible legal entanglements from its docudrama, *Buffalo Creek Disaster*, and decides to drop the production. It puts question marks over similar projects. **PAGE 36.**

THERE'LL BE A DELAY □ Paramount Television Distribution has pushed back the date for the start of its fourth network project. The reason: Full advertiser support is not yet available. **PAGE 36.**

WESTWARD, HO! □ Capacity crowds will be in San Diego this week for the annual Western Cable Show and Convention. Top speakers on critical issues and a packed equipment hall are but two of the attractions. **PAGE 37.**

SELLING THOSE VCR'S □ A massive wave of television advertising for the home video cassette recorder is under way. Here's what the major manufacturers are doing. **PAGE 38.**

CALIFORNIA SOUNDS OFF □ The secretary of health, education and welfare attacks advertising that aggravates the nation's health problems. He promises his agency will have a plan of action by next year. **PAGE 40.**

DROP-INS □ The FCC extends the deadline for comments on the proposal to add four VHF's in certain markets. In one filing already made, an MIT professor cites flaws in earlier surveys used by the FCC to support the case for drop-ins. **PAGE 40.**

SETBACK □ The Supreme Court declines to review an Idaho decision that knocked down a newsman's claim that he could protect his source. **PAGE 42.**

TERRORIST VIEWS □ Police chiefs and TV news directors were polled on CBS News's guidelines for covering such acts. The majority goes along with the seven-ply regulations. **PAGE 42.**

BROKER FROM THE START □ Thirty one years ago Jim Blackburn decided the media brokerage business was the niche for him. He was right. Today, as president of Blackburn & Co., he enjoys a well-earned reputation as one of the more astute men in the business of buying and selling broadcast properties. **PAGE 65.**

Broadcast Advertising... 38	Closed Circuit..... 7	For the Record..... 48	Profile..... 65
Broadcast Journalism... 42	Datebook..... 12	Media..... 26	Programming..... 34
Business Briefly..... 8	Editorials..... 66	Monday Memo..... 10	Stock Index..... 63
Cablecasting..... 37	Equip & Engineering.... 40	Open Mike..... 19	Top of the Week..... 20
Changing Hands..... 28	Fates & Fortunes..... 45	Playlist..... 44	Where Things Stand..... 16



Encore.

Because many Nebraska children had never seen a play, volunteer performers toured some 2,000 miles, dancing and singing the story of a goblin who wanted to be the Easter Bunny. "Hob's Choice" delighted audiences numbering 800 to 1,000 in communities where the total population was little more than double the audience.

KOLN-TV/KGIN-TV, who helped sponsor the fine arts presentation, video taped the musical before a live audience of children. "Hob's Choice" aired in prime time, giving all children in the area an opportunity to enjoy educational theater.

Supporting the needs of children in small communities is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac
		WWAM Cadillac	KMEG-TV Sioux City

Closed Circuit[®]

Insider report: behind the scene, before the fact

Next round

What's to come of FCC investigation of boxing "championship" promotion at ABC Sports and "winner take all" tennis promotion by CBS Sports now that House Communications Subcommittee has ended hearings (see page 22)? FCC's investigators will prepare report to commissioners with recommendations that are still unsettled. Word at FCC staff is that only piece of interesting information turned up by subcommittee and previously unknown to FCC was ABC payment of \$10,000 to Alex Wallau, producer who wrote ignored memo criticizing quality of fighters lined up for bouts. ABC officials assert it was recognition of onerous job well done, not payoff to buy silence.

Playing the numbers

Ratings are becoming increasingly hot national news topic. Besides industry concern over local measurements (see page 20) and decline in homes using television figures for last several months (page 21), there'll be three-part pieces on both ABC-TV and NBC-TV nightly newscasts this week (NBC's starts Monday, ABC's Tuesday), and *Newsweek* magazine is working on report, talking to disgruntled station managers around country about vagaries of numbers.

One interviewee was Bob Wormington, president, KBMA-TV Kansas City, Mo., who commissioned independent analysis that turned up conflict with Nielsen ratings in his market. Mr. Wormington has forwarded results to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), asking for full investigation of Nielsen practices. Senate Communications Subcommittee is also showing interest in subject.

Single voice?

Erwin N. Griswold, U.S. solicitor general in 1967-73, may be tapped to argue case-in-chief for media before U.S. Supreme Court in opposition to abolition of media crossownerships in broadcasting. Case is set for argument during January term of court (BROADCASTING, Oct. 3, 10) with briefs due this month.

Time limitations on arguments imposed by highest tribunal are factor in discussion of one outside counsel to represent all media interests. Lee Loevinger, of Hogan & Hartson, former FCC commissioner and one-time chief of Antitrust Division of Justice Department, represents National Association of Broadcasters. American Newspaper Publishers

Association is represented by Aloysius B. McCabe, of Kirkland, Ellis & Rowe. Ernest W. Jennes, Covington & Burling, represents number of newspaper-broadcast owners who espouse him.

Voices of experience

Lawyers who have worked on all three sides of crossownership case (see above) now find themselves working at FCC. New general counsel, Robert Bruce, as lawyer with Hogan & Hartson, worked on brief for NAB, which is attacking FCC cross-ownership rules as going too far in banning formation or transfer of co-located crossownerships. Frank Lloyd, FCC Chairman Charles D. Ferris's new administrative assistant, was counsel for National Citizens Committee for Broadcasting, which won U.S. Court of Appeals decision that FCC had not gone far enough toward breaking up all existing crossownerships. Holdover legal staff at FCC is defending commission's basic ruling. Messrs. Bruce and Lloyd will stay out of case, now that they're at FCC.

Up, up and away

Feature film prices to stations continue to soar, with 30-picture package of MGM Television (distributed through United Artists Television) expected to snare record-breaking \$125,000 per film in New York, \$60,000 in Chicago and at least — and probably more than — \$125,000 in Los Angeles. Three months ago KCOP(TV) Los Angeles reportedly paid \$100,000 per picture for 15 features from ITC Entertainment, and KTLA(TV) Los Angeles shelled out about \$85,000 per title for 50 Universal films, of which 18 were made-for-TV's ("Closed Circuit," Aug. 1). In MGM's new list: "Ben Hur," "Ryan's Daughter," "Sunshine Boys," "Where Eagles Dare" and "Shaft."

Missionaries

Determination by White House not to miss bet in promoting public broadcasting bill explains presence this week at Western Cable Show, in San Diego, of Rick Neustadt and Robert J. Sachs. Mr. Neustadt, member of Domestic Council staff specializing in communications matters, and Mr. Sachs, administration's new shepherd of public broadcasting bill in Congress, were invited by National Cable Television Association board. Among other likely reasons for NCTA interest is provision in bill for possible use of cable in achieving goal of truly national public system.

White on West Coast, White House aides will discuss bill with "constituents"

(as Mr. Neustadt refers to them) of Representative Henry Waxman (D-Calif.) — Hollywood writers, producers (including Grant Tinker and Norman Lear) and directors who would be interested in expanded programing effort called for in bill. Same emissaries are also expected to drop in at National Association of Educational Broadcasters convention in Washington next week and at National Public Radio board meeting in Atlanta, in December.

Pile of mail

Lure of \$250,000 worth of automobiles, cash and other prizes caused about 500,000 people to enter CBS-TV's Viewer's Choice Sweepstakes, according to one CBS executive. Network is happy with number of entries, but unsure how much effect \$1 million promotion had on ratings for new programs, since sweepstakes appeared in Sept. 17 issue of *TV Guide*, two weeks after premieres began.

CBS research people will conduct study to see whether ratings showed jump after Sept. 17, and will break down responses to questions on which members of family liked each program.

Last pitch

If Radio Television News Directors Association succeeds in recruitment project now under way, coalition of news organizations and associations will call on House of Representatives leaders to change mind about letting professional pool operate House TV system. RTNDA thinks House left crack in door when it voted to admit TV system but deferred judgment on who's to run it (BROADCASTING, Oct. 31).

House Speaker Thomas P. (Tip) O'Neill (D-Mass.) is reported dead-set against letting commercial news people man cameras, but RTNDA argues operation by House itself is bad because (1) news should be covered by news people; (2) news people can do it better than House employees; (3) pool coverage would cost taxpayers less, and (4) most important, unions are likely to object to use of non-union feed.

Blank spot

Commentary period on *CBS Evening News* will go silent — at least for near term — after retirement of Eric Sevareid this month. Primary succession candidate, Bill Moyers, has opted to remain with *CBS Reports*; CBS News President Richard S. Salant had insisted that person taking over commentary role give up hard news assignments.

Business Briefly

TV only

General Electric □ Company has purchased full sponsorship of four Barbara Walters specials on ABC Television in 1977-78 season. Specials offer intimate glimpses into the lives of the famous. Ms. Walters first guest will be Henry Winkler, The Fonz of ABC's *Happy Days*, scheduled to air in December.

Folger Cofee □ Subsidiary of Procter & Gamble plans 52-week TV campaign beginning in early December. Cunningham & Walsh, New York, will schedule TV spots in 60 markets during all day parts. Target: women, 25-49.

Queens Way □ In-home selling fashion organization has scheduled 13-week TV push starting in January. Brand Advertising, Chicago, is arranging spots in three markets. Target: women, 25-49.

Rep appointments

- WKTU(FM) New York, WCMQ-AM-FM Miami and WCCM(AM)-WCGY(FM) Lawrence, Mass.: Jack Masla & Co., New York.
- WCIN(AM) Cincinnati and KCEZ(FM) Kansas City, Mo.: Selcom Inc., New York.

Mars □ Marathon and Milky Way candy bars will be focus of 16-week TV campaign starting in early January. D'Arcy-MacManus & Masius, New York, will buy spots in about 150 markets during early fringe time. Target: children, 6-11 and teen-agers.

Westinghouse Corp. □ Company will place two-month TV campaign beginning in late December. D'Arcy-MacManus & Masius, St. Louis, is buying spots during fringe, prime and news time. Target: adults, 18-54.

7-Up □ Company will feature its regular

7-Up in six-week TV push beginning in mid-November. Trends & Associates, Columbus, Ohio, is seeking spots in 10 markets during day, fringe and prime time. Target: adults, 18-34 and teen-agers.

NutriSlim □ Diet protein supplement powder will get six-week TV push starting in early November. Albright & Price, Lafayette, Calif., is selecting spots in seven markets during day, fringe and prime time. Target: women, 18-49 and teen-agers.

Prince Matchabelli □ Perfume manufacturer is placing five-week TV campaign for its Aviance fragrance starting in late November. Della Femina, Travisano & Partners, New York, will buy spots in 22-24 markets during late fringe time. Target: adults, 18-49.

Maybelline □ Cosmetic firm is scheduling four-week \$490,000 TV push for its various products starting in mid-November. Lake-Spiro-Shurman, Memphis, will buy in 56 markets during fringe and prime time. Target: women, 18-34.

Plough □ Pharmaceutical division of Schering-Plough Corp. is placing \$247,000 campaign for its various products in four-week TV flight beginning in mid-November. Lake-Spiro-Shurman, Memphis, is arranging spots in 41 markets during day and prime time. Target: total adults.

Ralston Purina □ Cat chow gets four-week TV push beginning in late November. Della Femina, Travisano & Partners, New York, is buying spots in two markets during fringe time. Target: total women.

Warner Lambert □ Corporation focuses on its Freshen-Up gum in four-week TV flight beginning in late November. J. Walter Thompson, Chicago, will buy TV spots in 24 markets during prime time. Target: total people.

Clorox □ Company will highlight its B & B mushrooms in four-week TV push beginning in late November. Young & Rubicam, New York, is buying spots in six markets during fringe time. Target: women, 25-54.

Citizens Watches □ Watch manufacturer will launch four-week TV drive in mid-November. Target Media, Chicago, will place spots in 40 top markets during news and late fringe time. Target: total adults.

GAF □ Viewmaster gets four-week TV

The Beverly Hillbillies



Consider their assets. A Beverly Hills mansion. Oil in Arkansas. And a comedy style that produced 40% primetime and 39% daytime audience shares. Like most chic rich, the Clampetts are still working. Winning time periods and key demos in syndication.



Source: NTI, Oct.-Apr. 1962-71. Audience estimates subject to qualifications available on request.

promotion starting in late November. Daniel & Charles, New York, will arrange TV spots in 120 markets during children's and early fringe time. Target: adults, 18-49 and children, 6-11.

Bulova □ Watch manufacturer will launch four-week TV campaign in late November. Doyle Dane Bernbach, New York, will seek TV spots in approximately 20 markets during fringe and prime time. Target: men and women, 18-49.

Ford □ Car company features its pick-up trucks in three-week TV drive starting in early November. J. Walter Thompson, Atlanta, is selecting TV spots in 77-78 markets during fringe time. Target: men, 25-54.

Weber Stephens Products □ Kettle grills will be featured in three-week TV promotion starting in late November. The Co-Ordination Group, Chicago, will handle spots in 28 markets during day, fringe and sports time. Target: men and women, 25-54.

Burny Bros. □ Division of Beatrice Foods will feature its baked goods in three-week TV campaign beginning in early December. Campbell-Mithun, Chicago, will handle TV spots during day and prime time. Target: women, 25-54.

Peter Paul □ Candy manufacturer will focus on its Whistle Pops in four-week TV drive beginning in late November. Wilson, Haight & Welch, Hartford, Conn., will seek spots in five markets during fringe, children's and prime access time. Target: children, 2-11.

Eastman Kodak □ Company plans two-week TV buy for its cameras starting in early December. J. Walter Thompson, Chicago, is scheduling TV spots in four markets during fringe time. Target: men and women, 18-49.

Gold Kist □ Consumer products division focuses on its kitty litter in four-week TV promotion beginning in late November. Tucker Wayne & Co., Atlanta, is placing spots during day and fringe time. Target: women, 25-49.

Andrew Jergens Co. □ Subsidiary of American Brands focuses on its Gentle Touch soap 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.

Product Specialties Inc. □ Firm's fabric adhesive is featured in three-week TV push beginning in early November. The Co-Ordination Group, Chicago, is scheduling TV spots in at least five markets during fringe time. Target: total women.

Jamie Industries □ Company will

highlight its Rapitape tape dispenser in three-week TV campaign starting in late November. A. Eicoff & Company, Chicago, is placing in 15 markets during all dayparts. Target: total women.

Hunt-Wesson Foods □ Division of NSI highlights its Reddi-Wip whipped cream in three-week TV drive beginning in early November. Foote, Cone & Belding/Honig, Los Angeles, is handling spots in about 15 markets during day and fringe time. Target: women, 25-49.

Poppin Fresh Pie Shops □ Food service division of Pillsbury is arranging three-week TV flight for its Poppin Fresh Pie shops starting late November. Paragon Companies, Minneapolis, is placing spots in four markets during fringe time. Target: men and women, 25-64.

Mobil Chemical □ Company will spotlight its Mo-Down soybean herbicide in 12-week radio drive beginning in late January. Richardson, Myers & Donofrio, Baltimore, will buy spots in at least 200 markets. Target: farmers.

Western Airlines □ Airline is readying five-week radio promotion beginning this month. BBDO, Los Angeles, is handling spots in three markets, San Diego, Los Angeles and San Francisco. Target: adults, 25-44.

General Motors □ Chevrolet passenger car is set for four-week radio buy beginning in early this month. Campbell-Ewald, Detroit, is handling spots in about 16 markets, including Baltimore, Boston and Seattle. Target: men, 18-49.

Stokely-Van Camp □ Gatorade beverage will be promoted in five-week radio campaign starting in mid-November. Clinton E. Frank, Chicago, is seeking spots in five markets including, Nashville and St. Louis. Target: women, 18-49.

Wool Bureau □ Branch of International Wool Secretariat has scheduled two-week radio promotion in early November. AC&R Advertising, New York, will seek spots in 20 markets including, Boston, Philadelphia and Washington. Target: adults, 25-49.

Chrysler Corp. □ Dodge truck division plans two-week radio push this month. BBDO, Troy, Mich., is scheduling spots in 60 markets including, Milwaukee, Memphis and San Francisco. Target: men, 18-49.

Champale □ Beer and ale company is scheduling three-to-four-week TV and radio buy beginning this month. SFM Media, New York, is buying spots in about two dozen markets. Target: men and women, 18-34.

Kaysar Roth □ Hosiery division will feature its No Nonsense pantyhose in one-week TV and radio promotion in late November. Mars Advertising, Southfield, Mich., will select radio spots in seven markets and TV spots in 66 markets. Target: women, 25-49.

Zenith □ Corporation plans one-week radio and TV buy beginning in mid-November. Meyers & Muldoon, San Francisco, is scheduling spots in four to five markets including Reno and San Francisco. Target: adults, 15-49.

Radio only

Radio-TV

BAR reports television-network sales as of Oct. 16

ABC \$915,950,200 (34.0%) □ CBS \$898,116,600 (33.4%) □ NBC \$879,185,500 (32.6%)

Day parts	Total minutes week ended Oct. 16	Total dollars week ended Oct. 16	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	156	\$ 1,205,700	5,982	\$ 37,956,000	\$ 29,456,700	+28.8
Monday-Friday 10 a.m.-6 p.m.	999	18,003,900	41,170	597,357,900	485,486,700	+23.0
Saturday-Sunday Sign-on-6 p.m.	318	16,317,700	12,594	301,859,000	249,733,700	+20.9
Monday-Saturday 6 p.m.-7:30 p.m.	98	5,826,000	4,096	149,346,700	119,394,500	+25.1
Sunday 6 p.m.-7:30 p.m.	31	2,991,600	869	43,217,300	35,910,700	+20.3
Monday-Sunday 7:30 p.m.-11 p.m.	420	47,633,100	17,304	1,373,488,800	1,133,804,300	+21.1
Monday-Sunday 11 p.m.-Sign-off	213	6,724,200	8,573	190,026,600	164,306,200	+15.7
Total	2,235	\$98,702,200	90,580	\$2,693,252,300	\$2,218,101,800	++21.4

Source: Broadcast Advertisers Reports

Monday Memo[®]

A broadcast advertising commentary from Ken Shearin, account supervisor, Ward Archer & Associates, Memphis

Finding the farmers: Radio gets them where they live

Planning an advertising campaign for any specialized product with limited market appeal presents special problems. Planning an advertising campaign for a product as specialized as Ammo-Phos, a chemically compounded fertilizer, presents very special problems. The solution lay partly in radio, a medium with the capacity to handle the most complex demographic and geographic demands.

Ammo-Phos, a product of the Olin Corp., is a combination of nitrogen, phosphate, potash and, in most grades, sulfur. Because the ingredients are blended into homogenized pellets, Ammo-Phos will not come apart during handling or applications as some fertilizer products often do. And we wanted to convey this advantage to the farmer.

Because of Olin's versatile product distribution and because one crop-growing marketing area offers more sales potential than another, radio has always been a medium to pinpoint and localize the Olin sales effort.

Our radio communications programs concentrate on specific product benefits we feel are of importance to the corn growers in that particular radio coverage area.

Since Olin is a company with a large product line and a fairly well established identity, radio also enables it to keep its corporate name in front of its prime target audience, particularly at a time when a grower is most likely to be making a product decision.

Of course, measurability and accountability in radio advertising do pose a problem. After all, when a campaign breaks, we don't expect to have the phones ringing off the hook with re-orders. Yet the importance of being at the right place at the right time is one selling point that has made radio a working part of the Olin mix.

As I said, however, there are problems in planning a fertilizer campaign. Difficulty number one is the same as for any product that's being advertised on any medium: getting a fix on how many prospective customers will hear, see or read the commercials. And in radio, station signals do not spread uniformly in all directions. And there is more than one station to choose from in any given area.

We plan our radio campaign to reach a target audience that would benefit from using Ammo-Phos. However, we have found that it takes more than just book-sense to accomplish this goal. Accordingly, our planning steps are somewhat different from a campaign designed to reach beer-



Ken Shearin joined Ward Archer & Associates last May. Previously, he was creative and marketing manager for Keenan & McLaughlin, New York, handling two national agricultural accounts—Ciba-Geigy and American Hoechst. Other experience includes copywriting and account management for Monsanto at Muller Jordan Herrick, New York.

drinking men age 18 to 49.

Up-to-date, state-by-state market research provides us with crop and grower information by county. We then know how many acres are grown by how many growers in each county. From this point on, our map-making abilities are almost as important as our market knowledge.

On a state county-outline map, we transfer the contour area of each radio station's primary field of intensity. We then list the counties covered. We record the number of acres and the number of growers within this primary coverage area, the cost for the campaign, there, the station farm directors and the hours of farm programming that reach into that area.

Next we transfer the county-by-county primary coverage areas to a U.S. county-outline map. This enables us to measure visually the overlapping of station signals. Then we also can determine where radio coverage is absent within our area of marketing interest.

Our final map-plotting pinpoints the locations of smaller stations within the primary coverage area of a high-power radio station. The smaller stations are evaluated for their potential and service to the farm audience in their areas.

After this exercise is complete, we

evaluate cost, audience, frequency and all the other considerations any professional would consider. Then we make our recommendation to Olin.

But how do we decide to go with the power station instead of the local market and weather reports on the smaller stations? And how do we recommend the small station instead of the big station that has the power and the farm director that can influence the purchase decisions of the growers in its market?

A good farm director is worth his salt. He has a following. He provides a needed service to his audience and his advertisers.

In addition, a good farm network combines the benefits of a local station and a solid farm director.

But we don't really choose among the big-gun stations, the farm networks or the local outlets. We have all three working together in our final recommendation.

On the creative side, things are not so complex. Before any copy ideas are transferred to paper, we agree on a clearly defined advertising objective and marketing strategy with our client.

Then we start creating, using a principle outlined by a respected agricultural communications professional. His advice: "In a radio commercial, you've got to tell them what you want to tell them. Retell them. Then retell them what you retold them. In a creative way."

Our radio commercials are written as if they are going to be heard, not seen. We know, from the start, that our commercial will not have the advantages of illustration, layout and typography that can attract attention. Therefore we strive to get the listener's attention with an effective blend of interesting opening words, music or sound effects.

The commercial message is short and to the point. Each delves into a single product benefit. Consequently, it is extremely important for us to define clearly the one principal feature or benefit of Ammo-Phos. Then dwell on this point from start to finish in the commercial.

The commercial is written to unfold smoothly and conversationally, making it easy to comprehend as it is being heard. Sentences are simple and each tries to reflect a sensitivity to the farmer's pride in his work and a respect for his occupation. The style is attuned to the farmer's language and his problems. It's a style that comes from getting the boots of everybody involved dirty, and not from some Oxford text on the English language or from a copywriter's ivory tower.

And according to our shirt-sleeve research and our client's reaction, it's working.



Thank you, Early Birds!

ABC Radio Network thanks the advertisers who bought up-front for '77-78.

RADIO^{abc}
Network

Ⓢ Contemporary ⚙ Information ⚙ Entertainment Ⓜ FM

■ indicates new or revised listing

This week

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

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

Nov. 8—Evening panel discussion, "Televiolence 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; Nicholas Johnson, National Citizens Committee for Broadcasting, and a network representative to be announced. George Washington University's C-101 auditorium, 2201 G Street, N.W., Washington.

■ **Nov. 8**—*Hollywood Radio and Television Society* newsmaker luncheon. Fred Silverman, president of ABC Entertainment, will be speaker. Wilshire hotel, Hollywood.

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. Maurie Webster, Webster Group, will be principal speaker. Sheraton-Columbus, Columbus, Ohio.

■ **Nov. 9**—Fall meeting of *National Association of Broadcasters radio code board*. Sheraton Harbor Island Inn hotel, San Diego.

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 *Hawaii Cable Television Association*. Town and Country 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.

Nov. 10-11—Seminar on Canadian-American relations, "Accountability and Responsibility in North American Communications System: Future Perspectives," sponsored by *University of Windsor*. Among participants in panels and discussions: Henry Geller and Ronald S. Homel, Aspen Institute; Karen Possner, House Subcommittee on Communications staff assistant; Benjamin Hooks, National Association for the Advancement of Colored People and former FCC commissioner; Hartford Gunn, Public Broadcasting Service, and Robert Lewis Shayon, Annenberg School of Communications, University of Pennsylvania. Law building, University of Windsor, Windsor, Ont.

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. Baribon Plaza hotel, New York.

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

Nov. 10-13—*American Advertising Federation* western regional conference. Newporter Inn, Newport Beach, Calif.

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

Nov. 11-12—West Coast convention of *Intercollegi-*

ate 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 7789, St. Thomas USVI 00801; (808) 774-7708.

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

Nov. 13-15—*NBC-TV affiliates* board meeting. Maui, Hawaii.

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

Nov. 13-17—*Public Relations Society of America's* 30th national conference. FCC Commissioner Margita White will be among speakers at Tuesday afternoon session on government regulation. Town & Country hotel, San Diego.

Also in November

Nov. 14-15—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Fairmont hotel, Dallas.

Nov. 14-15—Consumer affairs forum of the *Council of Better Business Bureaus* on "Consumerism Today: Alternatives to Confrontation." Royal Orleans hotel, New Orleans.

Nov. 14-16—*Television Bureau of Advertising's* annual meeting. Guest speakers will include James R. Williams, president, National Retail Merchants Association; Roy T. Bergold of McDonald's Corp.; Charles R. Stuart Jr. of Bank of America; William Wade of Alpha Beta Supermarkets, and Bill Brower of Sterling Institute, sales-training specialist. Hyatt Regency hotel, San Francisco.

Nov. 14-17—*The National Association of Regulatory Utility Commissioners* annual convention. Hyatt Regency hotel, New Orleans.

Nov. 14-19—*CBS-TV affiliates* board meeting. Ocean Reef, Fla.

Nov. 16-19—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit.

Nov. 16-20—*National Commission on Cooperative Arrangements* conference on community and telecommunications by community college leadership. Washington Hilton, Washington. Contact: NCCA, 1875 Connecticut Avenue, N.W., Washington 20009; (202)462-0505.

Nov. 17—Awards presentation, *U.S. Television Commercials Festival*. Playboy Towers hotel, Chicago.

Nov. 17-18—*Arizona Broadcasters Association* fall convention and annual meeting in conjunction with the *Arizona Society of Broadcast Engineers* convention. Doubletree Inn, Scottsdale.

■ **Nov. 18**—*Radio Club of America's* 68th annual meeting. All-day program will include address by George Jacobs, director of engineering, Board for International Broadcasting, on "The Future of AM Broadcasting." Sheraton hotel, New York.

Nov. 18-19—Meeting of board of directors, *American Women in Radio and Television*. Los Angeles Hilton, Los Angeles.

Nov. 18-20—Women's video festival sponsored by *Women's Communication Coalition*, which evolved from broadcast communications arts department of San Francisco State University, and the *San Francisco Women's Centers*. Showcased will be videotapes offering perspectives on women's lives. Studio One, San Francisco State University, San Francisco.

■ **Nov. 18-20**—Seminar of *Canadian Broadcasting Corp.*, open to people in various segments of Cana-

Major meetings

Nov. 13-16—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

Nov. 14-15—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

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.

Jan. 22-25, 1978—*National Religious Broadcasters* 35th annual convention. Washington Hilton hotel, Washington.

Jan. 29-Feb. 1, 1978—*Association of Independent Television Stations* fifth annual convention. Vacation Village, San Diego.

March 4-8, 1978—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles, Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

April 9-12, 1978—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 21-26, 1978—*MIP-TV* 14th annual international marketplace for producers and distributors of TV programming Palais des Festivals, Cannes, France.

April 30-May 3, 1978—Annual convention of the *National Cable Television Association*. New Orleans.

June 1-3, 1978—*Associated Press Broadcasters* annual meeting. Stouffer's Twin Towers, Cincinnati.

June 13-17, 1978—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton. Los Angeles.

June 17-20, 1978—*American Advertising Federation* annual convention. St. Francis hotel, San Francisco.

June 25-28, 1978—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul. St. Paul. 1979 convention will be June 6-10, Nashville.

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

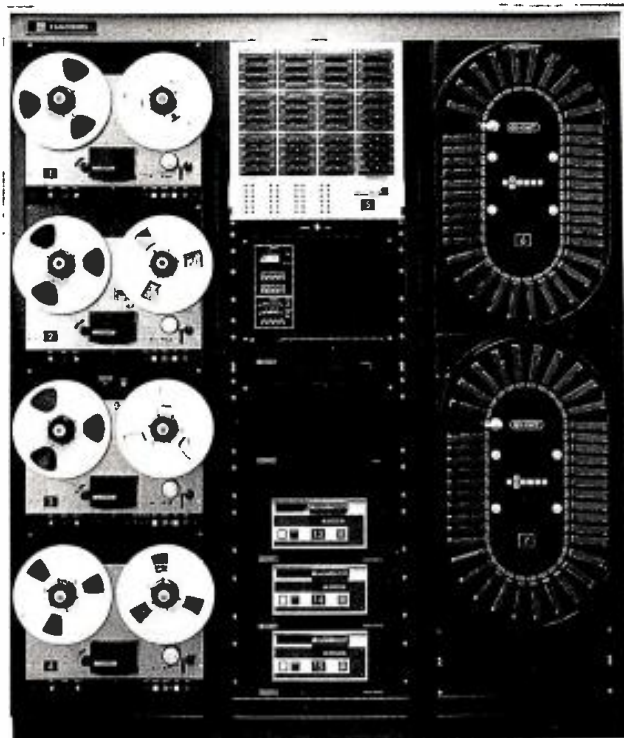
Sept. 17-20, 1978—*Broadcast Financial Management Association's* 18th annual conference, Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York.

Sept. 20-22, 1978—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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dian life to examine effectiveness of electronic journalism in meeting the needs of the community. Trent University, Petersborough, Ont.

Nov. 20-21—Meeting, board of trustees, *American Women in Radio and Television's Educational Foundation*. Los Angeles Hilton, Los Angeles.

Nov. 25—FCC's new deadline for comments in inquiry into use of subcarrier frequencies in aural base-band of television transmitters (Docket 21323). Replies are now due Dec. 9, FCC, Washington.

Nov. 27-Dec. 1—Annual conference of *North American Broadcast Section, World Association for Christian Communication*. Representative Lionel Van Deerlin (D-Calif.) will speak Nov. 29. Towne House hotel, Phoenix. Information: Rev. Edward B. Willingham Jr., 600 Palms building, Detroit 48201.

Nov. 28-29—*Gospel Music Association* meetings and seminars. GMA's annual Dove Awards ceremony will be held Tuesday night. Hyatt Regency hotel, Nashville.

Nov. 30-Dec. 2—*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).

December

Dec. 1—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Jan. 6. (Docket 20418). FCC, Washington.

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

Dec. 1-2—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Hilton hotel, New Orleans.

Dec. 1-4—*Speech Communication Association* annual convention. Speakers include Benjamin Hooks, former FCC commissioner and now executive director, National Association for the Advancement of Colored People, and Erwin Krasnow, general counsel, National Association of Broadcasters. Sheraton Park hotel, Washington.

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-N.J.) 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.

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

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

January 1978

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

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

Jan. 8-10—*California Broadcasters Association*

midwinter meeting. Palm Springs Spa, Palm Springs, Calif.

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

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

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

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

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

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

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

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

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

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

Jan. 22-25—*National Religious Broadcasters* 35th annual convention. Washington Hilton hotel, Washington.

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

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

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

Jan. 31—Deadline for entries in *Eastman Kodak Co.* and *National Press Photographers Association* competition for 1977 "Television News Photographer of the Year" and "Television News Photography Station of the Year" awards. In addition, NPPA will again conduct its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

February 1978

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

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

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

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

March 1978

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

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The surf dashing upon the rocky shore sounded a cacophony in the disappearing night.

A lone gull swooped, a cackling reminder to the angry sea.

Through the mist that crept along the edge of the cliff, two figures moved eerily toward a climactic confrontation.

A sliver of moonlight bathed their faces as he reached out and swept her up into his embrace.

And with the passion born of centuries he whispered, "Did you know that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services?"

Where Things Stand

Status report on major issues in electronic communications

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Advertising legislation. Following extensive lobbying by broadcasters and advertisers, both House and Senate backed away from proposals to ban or restrict broadcast advertising of saccharin products. Saccharin bills that passed both houses would postpone for 18 months proposed ban on saccharin, would leave broadcast and print advertising alone. Meantime, there is another bill broadcasters see as posing threat to their ad revenues: major energy legislative package now in House-Senate conference committee. House version of bill would prevent utility advertisers from passing on to customers costs of institutional advertising. It may be weeks before conference gets to discussion of how to reconcile that with Senate bill, which has no similar restriction.

Agency for Consumer Protection. House leadership last week deleted from legislative calendar for remainder of this year bill to create "Agency for Consumer Representation," proposal once thought dead this year for lack of support, but suddenly revived two weeks ago (BROADCASTING, Oct. 31). "Compromise" bill is no more palatable to broadcasters than old one because it does not have provision preventing proposed agency from intervening in FCC license renewal proceedings. Bill pending in Senate does. Proposed agency would act only as advocate, would have no regulatory authority.

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

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

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

AT&T private line services. New rates for radio amounting to across-board increase of 5% went into effect on Oct. 13. Revised television rates, which generally raise costs for occasional users and lower them for networks, are scheduled to go into effect on Dec. 1. However, tariff provisions dealing with occasional users are being challenged.

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

Cable economic inquiry. FCC has opened hearing into economic relationship between cable television and television. Purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments are due Dec. 1.

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

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

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

Closed captioning. FCC has allowed use of

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

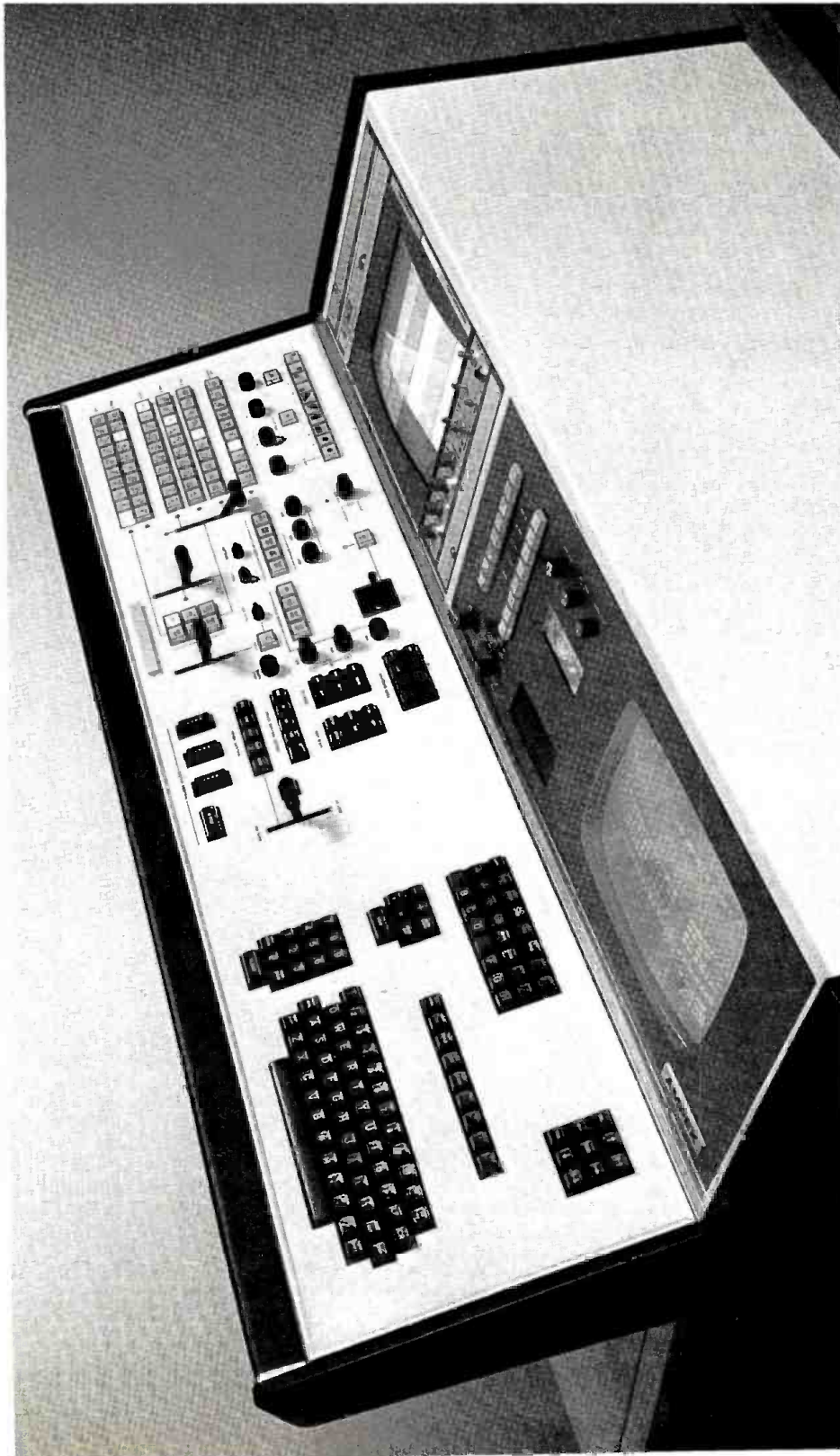
Communications Act. Reading clues put out by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), it appears subcommittee's review of Communications Act of 1934 might lead to substantial deregulation of radio, minimal change for television (BROADCASTING, Oct. 17). Save for one additional session on broadcast ratings and advertising, yet to be scheduled, subcommittee has finished hearings on its massive undertaking. Review project is now in hands of subcommittee staff, which is to have legislative proposals drafted by January 1978. Hearings covered: broadcasting (BROADCASTING, Aug. 1 and 8), public broadcasting (Sept. 12), cable (Oct. 3) and women and minorities in broadcasting (Oct. 24).

Crossownership (newspaper-broadcast). U.S. Court of Appeals in Washington has overturned FCC's policy allowing newspaper-broadcast crossownerships in same market, unless such multimedia holdings can be shown to be in public interest. Court ordered commission to develop rules under which divestiture of crossownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (BROADCASTING, March 7). National Association of Broadcasters, FCC, and newspaper publishers are seeking Supreme Court review (BROADCASTING, March 4); commission contended in its petition for review that appeals court "usurped" FCC's power (BROADCASTING, April 25). Representative Samuel Devine (R-Ohio), ranking Republican on House Commerce Committee, has introduced legislation (H.R. 5577) to prohibit FCC from considering newspaper crossownerships in broadcast license proceedings and to prohibit divestiture of crossowned media.

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

Drug advertising. Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on pro-

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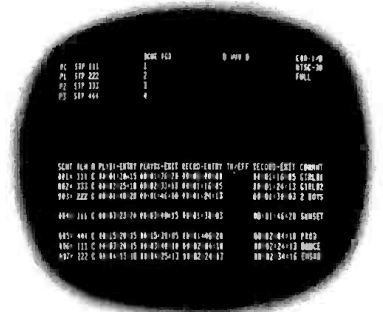
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posed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff,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

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

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). National Association of Broadcasters, could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4). In light of court decision NAB has dropped policy of mandatory subscription to TV code, and rewrote code so as to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19).

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

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

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by

broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission concluded public hearings on first phase of proposal—involving energy, cholesterol, natural, organic and health food claims—in January. FTC presiding officer and staff are preparing reports, with latter study expected to call for significant changes in proposed rule, and perhaps new proposal. Hearings on next two phases of rulemaking proposal, which also concern nutrition claims and comparisons, will not be held until first phase is completed; process is expected to be lengthy (BROADCASTING, Dec. 13, 1976).

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

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WBAI(FM) New York for broadcast of George Carlin comedy album. Appeals court, by 5-to-4 vote, rejected FCC's request for rehearing, and commission has decided to take case to Supreme Court (BROADCASTING, July 25). FCC, meanwhile, appears to be backing off from attempt to police obscenity and indecency on cable TV. It has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25).

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

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

Minority ownership. FCC has asked for comments on proposal to require licensee to provide 45 days' notice prior to entering into con-

tract to sell station. Plan is seen as providing better prospects for minority ownership. Comments have been filed (see story this issue). Also, National Association of Broadcasters has filed petition for declaratory ruling concerning issuance of tax certificate to broadcasters who sell to minorities or minority-controlled companies (BROADCASTING, Sept. 5).

Network inquiry. FCC had instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking examination of network-affiliate relationships (BROADCASTING, Jan. 17), but project is now in limbo as Senator Ernest Hollings, chairman of Communications Subcommittee and of appropriations subcommittee with responsibility for FCC, has turned down commission's request to reprogram \$350,000 to finance inquiry staff pending appointment by President Carter of new commission chairman (BROADCASTING, July 4, 11). Charles Ferris, new FCC chairman, said at confirmation hearing last month (BROADCASTING, Oct. 3) that he intended to carry on with inquiry.

Nominations. Broadcast-related nominations pending in Senate include that of Tyrone Brown to be FCC commissioner and Irby Turner to be member of Corporation for Public Broadcasting board. Barring complications, confirmation of both could be completed this week. Other nomination to come is that of Henry Geller to be new Commerce Department assistant secretary for telecommunications, but that is not expected to be sent to Senate until next year.

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

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

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

Payola. FCC investigation into practice is under way. Commission currently is holding closed hearings in Washington (BROADCASTING, March 14) and plans more in other cities.

Performers royalty. Proposal to create new performers royalties, which broadcasters and other users of recorded music would have to pay performers and manufacturers of recorded music, is currently dormant in Congress. But it might revive after January 3, when register of copyright's legislative recommendations are to be sent to Capitol Hill. Register has held public hearings (BROADCASTING, July 11), has studied royalty structures in foreign countries and is preparing economic impact statement. Performers royalty principle has advocate in Representative George Danielson (D-Calif.), who introduced bill this year to create new right.

Pole attachment legislation. House has passed bill to permit federal regulation of cable pole attachment rates (BROADCASTING, Oct. 31) significantly different from companion bill pending in Senate. Latter bill permits federal regulation only in areas where states have not asserted authority. It is being held up by inquiry to Interior Department about bill's impact on Indiana reservations, probably will be held up until next year, if department has not responded by this week.

Ratings. Nielsen prime-time averages, Sept. 5-Oct. 30: ABC 20.8, NBC 18.2, CBS 17.2.

Telecommunications policy. Office of Telecommunications Policy will be dismantled under President Carter's executive branch reorganization plan that became effective last month. Plan, which is yet to be implemented by executive and department orders, calls for

OTP's functions to be divided among White House (presidential policy options), Office of Management and Budget (arbitration of interagency frequency disputes), with bulk of duties going to new Commerce Department unit headed by assistant secretary for telecommunications (BROADCASTING, Aug. 1) for communications and information (name is not yet definite).

Television in Congress. House of Representatives has voted to permit live daily radio and TV coverage of its floor proceedings beginning probably early next year (BROADCASTING, Oct. 31). Rules Committee is to report to House Speaker by Feb. 15, 1978 on whether House network pool, Public Broadcasting Service, or someone else should produce broadcast feed. Senate, meantime, has proposal pending for networks to be permitted live coverage in Senate chamber of Panama Canal treaty debate, to take place probably next year.

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

spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduced permissible levels of noise in UHF receivers (BROADCASTING, March 28).

VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (BROADCASTING, March 14). Comments are due Dec. 1; beating that deadline is Justice Department, which urged commission to allow drop-ins on a "demand" basis (BROADCASTING, June 27).

WARC '79. U.S. and 152 nations that are members of International Telecommunications Union will meet in 1979 to review international spectrum allocations, and results of this World Administrative Radio Conference are expected to remain in effect for at least 20 years (previous WARC was in 1959). FCC, Office of Telecommunications Policy and State Department are jointly developing U.S. position for WARC '79. Commission has recently issued its fifth notice of inquiry looking to upcoming conference: in it, agency proposes that present UHF spectrum structure be retained. Comments are due this week (BROADCASTING, June 6).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc. Decision has been contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975).

Open Mike®

Cable caveats

EDITOR: John H. Shenefield's comments about cable television (BROADCASTING, Oct. 17) indicate he may be poorly qualified to head the Department of Justice's Antitrust Division. Cable television, like most utilities, is a natural monopoly. If a person doesn't like the service provided by the local cable firm, his only choice is not to have cable.

When cable companies just put up antennas to receive distant signals, local governments could evaluate costs and determine rates. Today, with pay cable and use of satellites to distribute signals, local governments cannot adequately regulate rates.

Without federal regulation, pay cable companies may pay high prices for sports events, movies, etc., and then charge what the traffic will bear. Local governments will have no choice but to allow costs to be passed on to local subscribers, since individual communities cannot separately regulate a national company's rates. The federal can protect pay cable customers.

The FCC needs to regulate cable rates and insure that cable doesn't destroy broadcast television. Without local broadcast stations, cable customers would be

limited to one source of television news. Does anyone believe that a cable company would criticize the local government that licensed it and set its rates?—*Kenneth B. Lucas, Hutchinson, Kan.*

To a different drummer

EDITOR: In regard to the recent brouhaha over network sports broadcasters, I would like you to read the following resolution that was introduced in the Michigan legislature:

"... Whereas, too often outstanding marching band performances [in football half-times] are obscured, ignored, interrupted and even utterly destroyed by the coprophilous driveling and rampant blather spewing from motor-mouthed, self-indulgent sportscasters ...

"Resolved that the major television networks provide their sportscasters with a refreshment stipend to be used during half-time periods ... on sufficient quantities of peanuts, popcorn, hot dogs and other foodstuffs to keep their mouths occupied."—*Charles Ruffing, head, instructional technology program, State Department of Education, Lansing, Mich.*

Budged

EDITOR: Your "Closed Circuit" item of Oct. 17 quotes a Television Bureau of Advertising spokesman as saying that Arbitron officials "refused to budge" with regard to its 39-month early renewal proposal.

That is both strange and inaccurate, since BROADCASTING previously carried an article in its Sept. 12 issue that described in detail modifications that had been made in our proposal. They were: (1) The contract contained a written guarantee of savings (by signing the 39-month proposal). (2) For any stations whose rates were being increased by more than 17%, a step plan was created to spread the increase over three years, rather than taking effect all at once. (3) The 1980 rate adjustment factor was changed to a flat 5% in place of one based on market growth.

Quite apart from that article, we have kept all clients, reps, groups and committees apprised every step of the way, and it's working. Stations from over 35 markets have signed 39-month contracts and more are coming in every day.—*Constance C. Anthes, manager, communications, Arbitron, New York.*

Top of the Week

Radio and TV moving toward home-grown ratings service

Radio is closest to goal of industry-owned association for audience surveys, but television is working on it too; both want to do away with diaries

Radio and television are traveling parallel roads in ratings measurement, with the final destination (1) the establishment of an industry-owned organization and (2) the elimination of the diary as the basic reporting medium.

Radio is farther along. An announcement last week by the Radio Advertising Bureau said an industry-owned association was being formed to measure radio audiences, starting next March. And for television, a committee formed by the Television Bureau of Advertising (BROADCASTING, Aug. 8 et seq.) is holding its second meeting during the bureau's annual convention in San Francisco next week to outline the specifications for a feasibility study on a new ratings service, possibly owned by broadcasters.

For radio, the industry rationale for another research firm is basically that Arbitron Radio is "the only ball game in town": It's the organization requested on about 90% of availabilities from agencies. Broadcasters also are incensed at what they consider to be excessively rising costs to Arbitron subscribers over the past few years. And there's growing impetus for a new organization that would provide healthy competition for Arbitron and lead to improvements that would assist in programming decisions and in sales planning.

In television, there is disenchantment about the accuracy of the measuring firms, with television broadcasters citing the wide discrepancies in local ratings between Arbitron and Nielsen, particularly in the past few years. Broadcasters also are irritated by the fact that although they pay about 90% of the cost of the services, they provide little input. And Arbitron's recent move to renegotiate contracts at a higher cost has added fuel to the fire, it's said.

Norman Walt, president of McGraw-Hill Broadcasting and head of the TV feasibility study committee, cautioned that

the project is still in the preliminary stages. His committee hopes to be in a position to make recommendations at the TVB meeting and the bureau's board will decide whether to go ahead with a full-fledged feasibility study to be conducted by an outside organization. Even if a study is carried out, he said, the project will be undertaken only if preliminary results show that such a service is wanted by broadcasters, advertisers and agencies, that there are funds to support it and that there is a determination as to whether it should be owned by the industry or an outside organization.

Television is at the point where radio was early this year when a Radio Marketing Task Force of the RAB board gave the go-ahead for the development of specifications and engaged independent consultant Herbert Zeltner. He talked to agencies, advertisers and broadcasters.

The specifications developed called for continuous measurement of radio, virtually every week of the year rather than in periodic flights, the provision of intermedia comparisons and information on retail shopping habits, in addition to conventional quarter-hour ratings and seven-day cumulative ratings.

The feasibility study by Audits & Surveys Inc., New York, looked into a system that would employ telephone interviewing from a central location; have direct input to a computer while interviews are being conducted so that tabulating is continuous and have error-prevention programs that would flag problems (incorrect call letters, for example) while the interview is under way.

The task force said the feasibility of the system was tested and proved in Chicago from Sept. 20 to 27. The telephone technique which worked best, it said, employed interviews with the same sample repeated each day for a week in order to obtain a complete record of their quarter-hour and full-week cumulative listening.

A new organization will be set up to furnish measurements using these specifications and will be called Radio Marketing Research Inc. It will be a nonprofit organization with its own staff, and is now in the process of formation.

RMRI will not conduct its own research but will purchase the measurements furnished by an independent company under contract to RMRI. A group of six to 10 organizations will be interviewed, and reportedly the leading contenders are Audits & Surveys and Burke Marketing Research, Cincinnati.

The measurements will begin slowly, starting in the top four markets on March 1 and spreading to markets five to 10 on

June 1 and 11 to 20 on Sept. 1. The plan calls for markets below the top 20 to be measured in 1979.

The cost of the service has not been determined and will depend, in part, on the outcome of discussions with research organizations bidding for the measurement contract. George Duncan of Metro-media Radio, chairman of the Radio Marketing Task Force, said "good research will not be obtainable at low prices, and we anticipate that the methods to be employed may be similar in cost to diary measurements."

A sampling of several advertising agencies said they welcomed the advent of another research service but said they would have to see the resulting system before they could comment.

A spokesman for Arbitron Radio said the firm had a wait-and-see attitude but added that its diary method seemed satisfactory to the industry inasmuch as it has had wide acceptance.

Richard Roslow, president of The Pulse, said the viability of the projected radio ratings service rested with the broadcasters. If they support it, he said, the new service has an opportunity to succeed.

To enlist broadcaster support, James P. Arcara of Capital Cities Communications is heading a committee. Radio station executives interested in the new measurement project may receive additional details from Mr. Arcara at WPAT(AM) Paterson, N.J.

Ferris stirs up a nest of bureaucratic bees

FCC employes fight change in working hours, get postponement of effective date; new chairman adds that problem to those of getting settled in his job

FCC Chairman Charles D. Ferris was busier last week than he had thought he would be in taking hold of the reins of his new job. On the one hand, there was the heavy schedule in which units of the commission staff briefed him throughout the week. That had been expected. But on the other, there was an incipient revolt by the agency's 1,500 employes in Washington who were furious at the chairman's decision to change the agency's working hours (BROADCASTING, Oct. 31).

Staff members and employes, including partisan Democrats, thought the new

chairman had been inept and unfair in the matter. Their criticism was aimed as much at the abrupt manner of the decision without studies or involvement of the staff as at the change itself.

Chairman Ferris attempted to deal with that kind of attitude last week. He conferred for an hour and a half on Tuesday with 17 members of the Employees Representation Board, then issued a memorandum designed to meet at least some of their concerns about car-pool arrangements, baby sitters, schedules of courses for advanced degrees and the like. The effective date of the new hours was moved back from Nov. 14 to Jan. 1—to permit employes to make necessary adjustments in their personal schedules—and employes were assured that considerable flexibility would be built into the schedule to accommodate individual needs; most of those wishing to continue working their present schedule will be permitted to do so.

Chairman Ferris wants to change the commission's official hours from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. to put the agency in synchronization with the hours of other government agencies, congressional offices and professional and consumer organizations. He also notes that the present hours work a hardship on persons living outside the Eastern time zone who want to call the commission in the afternoon. And his office says his decision was reached after he received support from the other commissioners (although Commissioner Abbott Washburn last week said he had agreed only to consider the change). Formal commission approval and clearance by the General Services Administration, which is concerned about traffic flow in the city of Washington, are still needed.

It was not clear at week's end where or whether the controversy would fade. A poll of 1,285 of the agency's employes showed 95% opposed to the change, according to Margie Sharp, head of the Employee Representation Board. And although the survey was made before the employes' meeting with the chairman, she said there was still "a lot of heat" on the issue. "We very much appreciated the chairman giving favorable consideration to our request for a Jan. 1 implementation date," she said. But she also said that in the next two months, "maybe we can get the chairman to change his mind."

One effect of the controversy was to inspire efforts on the part of the National Association of Government Employees and the National Treasury Employees Union to establish a bargaining unit at the commission. Representatives of both were soliciting FCC employe signatures on petitions for an election to establish a bargaining unit. And NAGE, which lost an election at the FCC six years ago, issued a bulletin which said that where federal employes are represented by NAGE, "unilateral and arbitrary changes in working conditions by the agency head are not permitted."

Meanwhile, Chairman Ferris was working hard to grab hold of substantive issues.

Watch on the decline: HUT's are falling off

Percent change by daypart, 1977 versus 1976

Month	Morning	Daytime	Prime time	Late night	Saturday
March	-2	-3	-1	+1	-2
April	-7	-4	-1	-2	0
May	-5	-7	-4	-5	-11
June	+4	-7	-2	-10	-3
July	+1	-4	-4	-10	-8
August	+1	-4	-1	-6	-3
Sept.	0	-6	0	+3	-6
Oct.*	+1	-9	-3	-2	-3
Average	-1	-6	-2	-4	-5

Note: Morning hours are 7-9 a.m., daytime 10 a.m.-4:30 p.m., prime time 8-11 p.m., late night 11:30 p.m.-1 a.m., Saturday 8 a.m.-1 p.m.

*October figures are based on the first three weeks of that month for 1977, the latest available, and are compared to the comparable period in 1976.

These are numbers that try network souls. They compare 1977 monthly homes using television (HUT) figures to the same months in 1976, as compiled by A.C. Nielsen. If the percentages represented by this chart are accurate—and Nielsen said it hasn't found any reason why they shouldn't be—then the television audience may be dwindling at a slow but steady rate. The three commercial networks aren't buying that explanation and are looking, as is Nielsen, for any indication that the audience sample is off kilter.

A Nielsen spokesman said that monthly variations of between 4% and 5% are the peak levels of deviation usually considered acceptable. What is causing the concern is the consistency of the drop-off since March. Daytime has shown the sharpest over-all decline and has caused the most concern (see story, page 34), while the other major daypart, prime time, has shown an uninterrupted but minor slide.

Whether this is a seasonal aberration, a sampling bias or a real trend should become more evident in the coming months. If the drops continue into the winter, of course, the seasonal

excuse will be ruled out. The results of the October Nielsen and Arbitron major market surveys, now being tabulated, will provide more evidence to either corroborate or contradict the national October figures, and the November sweeps by both ratings services should provide an even better check point. Notably, Arbitron's sweeps last May showed a HUT level decline corresponding almost exactly to the decline showed by Nielsen for that month. (Arbitron showed all dayparts down 6% compared to May 1976, with a 7.6% decline in daytime and a 5% decline in prime time.)

Nielsen is steadfastly maintaining that it has found no sample problem which might be responsible; as it did in November 1975 when a number of meters were found to be malfunctioning, a problem not detected by the computers. Another problem in 1975 was a shift in Nielsen's random sample toward a more disproportionate representation of the U.S. population. Sample shifts are traditionally more pronounced during the summer, another reason why a better reading of what is happening should be forthcoming.

The briefing process now under way—it involves discussions with bureau chiefs about problems and issues, and later will focus on sorting out priorities to be assigned projects on which work is progressing—is intended to lead to the reintroduction of the three-month calendar former Chairman Richard E. Wiley had established. The calendar was designed to hold commission and staff to a fairly fixed timetable of work.

In order to free himself for the task at hand, Chairman Ferris has decided to turn

down all speaking engagements for six months. So far, he said, he has turned down two dozen requests. "It makes sense to adopt a uniform policy on that," he said. "I want to concentrate on the job here."

But he is proving an interesting subject for reporters. Last week, he was invited to lunch by representatives of the national press, reporters who usually write about the White House, national politics and foreign affairs. Not much news came out of the lunch, but Mr. Ferris was quoted as saying he favored the family hour and that

groups like the Parent Teachers Association had a right to bring pressure to bear on advertisers to back up complaints about programing.

The present official work schedule is not the only thing the new chairman wants to change at the commission. He intends to make sure the commission building is heated on weekends in the winter and air-conditioned in the summer, to make it possible for professionals who want to work in the office on weekends to do so. (In making that statement, however, the chairman is not dropping a hint, Frank Lloyd, Mr. Ferris's administrative assistant, said last week.)

Chairman Ferris also made it clear at the commission meeting two weeks ago he wants agenda items prepared in simpler English that would be understandable to "a new fellow like me." Later, he said the language in the items he had waded through, several times, ranged in intelligibility from "Sanskrit to at best Elizabethan English."

But the change in working hours was what seemed uppermost in the minds of commission employees last week. One noted that the bad feelings had given rise to baseless rumors reflecting adversely on the new chairman. How, the staffer wondered, could the new chairman get the support he needs in the face of that kind of alienation?

Black eyes for ABC, CBS at sports hearings

NBC escapes relatively unscathed at Van Deerlin sessions, but other two are criticized for handling of boxing and tennis

The House Communications Subcommittee last week drew admissions of error from CBS and ABC in the handling of televised sports events—from CBS for its misnamed "winner-take-all" tennis series, from ABC for its controversial boxing "championship" telecasts. NBC was questioned too, but its testimony was lost in the background of the more spectacular CBS and ABC cases.

The two-day hearing was the final act in an investigation begun last July into alleged improprieties and the relationship between the networks and sports. From the comments of the subcommittee members at the conclusion Thursday, it appears the subcommittee will take no further action, but the publicity the hearings generated, Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said, should be reason enough for the networks to make improvements.

Robert Wussler, CBS Sports president, admitted to the subcommittee he knew "early on" that the four matches in the CBS *Heavyweight Championship of Ten-*



“I am personally embarrassed by the errors.”

—Wussler

nis series from 1975 to this year were not, as advertised, winner-take-all.

Before subcommittee counsel Harry M. (Chip) Shooshan III had an opportunity to lay out all the circumstances supporting the allegation that CBS had misled the public throughout about the tennis series, Mr. Wussler broke in with a confession. "I am personally embarrassed by the errors," he said. "We recognize our wrongdoing."

But he pleaded innocent to the charge of deceit. "Never did we sit in a closed room and say, 'How can we come up with a gimmick . . . how can we deceive the public?'" he said. He and Barry Frank, senior vice president for CBS Sports, maintained instead that the entire episode was the result of "sloppy procedures."

The tennis issue was the climax of the subcommittee's two days of hearings and the issue that seemed most urgent to the few subcommittee members present. "In the entire hearing," said Representative W. Henson Moore (R-La.), "it is this incident the subcommittee feels is improper . . . and almost amounts to fraud."

As Mr. Wussler repeated that he would make sure "at the highest levels" of the CBS organization that nothing like the tennis problem happens again, Representatives Lou Frey (R-Fla.), ranking subcommittee Republican, and Martin Russo (D-Ill.) continued to express disapproval. "It's unbelievable," Mr. Russo said. Mr. Frey said he saw a "pattern" of wrongdoing that led him to the question: "Is it just nonfeasance?"

Representative Edward Markey (D-Mass.) said he was "impressed by the inability of top staffers [at CBS] to read memos." He referred to one in particular he said should have caused Mr. Wussler to stop using the "winner-take-all" label for the tennis events. A letter written to CBS by tennis player Jimmy Connors's attorney prior to the third CBS match between Mr. Connors and Manuel Orantes in February 1977 had attached a contract between Mr. Connors and promoter Bill Riordan indicating Mr. Connors was to receive \$500,000 from the match, win or lose.

Mr. Wussler told Mr. Markey he did not read the contract because "it was not my province" but he said if he had, he would have changed the way the match was being promoted.



“Improper . . . and almost amounts to fraud.”

—Moore

Mr. Wussler admitted that the deception of winner-take-all was allowed to be carried on throughout the series of matches. Regarding the second match, between Mr. Connors and John Newcombe, he said he knew that in addition to the \$250,000 prize money from the host, Caesar's Palace, for the winner, both players would receive \$150,000 from promoter Bill Riordan for appearing in the tournament. "I knew early on the winner would walk away with \$400,000 and the loser would get about \$150,000," Mr. Wussler said.

He said the fourth match "was never promoted as winner-take-all," but the on-air announcer, Pat Summerall, referred to it as that once during the telecast—because, according to the testimony, he had been told it was a \$250,000 winner-take-all in a conversation earlier the same day with promoter Riordan.

Mr. Frank, who heard the error while watching the program, relayed word to Mr. Summerall not to call it that again. But he did not ask Mr. Summerall to make a correction on the air, Mr. Frank told the subcommittee, because he did not have the details of the actual payments to be made to the players at hand and did not want to further mislead the public.

Mr. Frank, who said he also had been aware since the first match that the tournament was not winner-take-all, echoed Mr. Wussler's contention that the network's problem was "weak procedures."

Asked why the network initiated no inquiry into the problems until they began to be exposed in news stories two and a half months after the last match between Mr. Connors and Ilie Nastase in March this year, Mr. Wussler said the issue was "never raised" internally. "I don't think we reflected upon the wrong that we had done."

For ABC, it was again a question of breakdowns in responsibility

In their turn at the hearing, ABC officials also admitted making "mistakes" in the preparation of ABC's *United States Boxing Championships*, the sports series suspended this year amid charges of improprieties.

But Roone Arledge, ABC News and

Sports president, and James Spence, vice president, ABC Sports program planning, also said they felt they had taken strong steps to protect the integrity of the boxing bouts. They took what was for them an unprecedented step of requiring all participants in the events to sign affidavits to insure their honesty. Mr. Arledge said he could not understand how some could have lied.

But ABC's testimony was not altogether satisfactory to the subcommittee members, concerned primarily about whether the network deliberately deceived the public with a boxing "championship" it knew did not represent the best in boxing.

After roughly three hours of questions and answers, Representative Markey said there remained a "gaping hole of responsibility . . . Who could have precluded this disgrace from ever appearing on the air in the first place?" he asked.

"You begin to wonder how big a role profit plays [in the decision of whether a sports program goes on the air]," he said and added, "although I hear the right words [from the witnesses], I'm not sure I've perceived the right actions."

Answering questions from subcommittee special counsel, Philip Hochberg, the chief investigator for the network sports probe, Mr. Spence agreed he "made a mistake" in not reading major portions of a memorandum given him well in advance of the first telecast warning that most of the fighters were unqualified to participate in the event. The memo, by Alex Wallau, producer of on-air promotion for ABC Sports and on that occasion also associate producer for the tournament telecasts, gave Mr. Wallau's opinion that fewer than half the 56 boxers picked for the tournament were qualified and 14 were "disgraces."

The ABC officials said they were relying on *Ring* magazine for the fighters' ratings, which conflicted with the opinions of Mr. Wallau. But the credibility of Mr. Wallau, then a temporary employee, "was untested," Mr. Spence said. Furthermore, Mr. Spence was "preoccupied" with the negotiations with the Soviet Union for the 1980 Olympic games TV rights and did not read beyond Mr. Wallau's cover page.

The tale of Alex Wallau became more complicated when it was brought out that he was given a \$4,000 raise and an additional \$10,000 fee after being dismissed from the boxing tournament telecasts in February.

ABC, learning that the subcommittee staff had asked questions about the payments the week before the hearing, hired outside counsel for a hurried investigation that concluded there was nothing inappropriate involved. The report of the New York law firm, Hawkins, Delafield & Woods, concluded there is no reason to think ABC intended the money to silence Mr. Wallau about the circumstances of the boxing telecasts.

Although he was originally hired for the telecasts at \$3,500, the report says the \$10,000 he was ultimately paid was well earned. It says that in the opinion of Mr. Arledge, "Wallau could not be influenced

. . . by money and . . . is such a highly motivated and principled person, with a great desire to be accepted and valuable, that he would probably be offended if he thought he was receiving money in order to influence his statements or conduct."

During the hearing, the reason given for Mr. Wallau's dismissal from the boxing project was a personality conflict with sportscaster Howard Cosell. The question of the payments to Mr. Wallau played a smaller part in the hearings apparently than the staff had intended. As Mr. Hochberg began asking questions about the \$10,000 fee and salary increase, he was stopped by Representative Moore and Marc Marks (R-Pa.), who in a closed caucus moments later, reportedly persuaded the subcommittee to stop the line of inquiry after the introduction of the ABC report.

Representative Moore said afterward that he did not think there was enough evidence to raise allegations of bribery, and added that in his opinion ABC had "overreacted" with its last-minute investigation, the results of which were received by the subcommittee staff only the night before the Wednesday hearing.

The ABC officials disclosed in further questioning that at one point Mr. Cosell had been dispatched to talk to fight manager Angelo Dundee about the quality of the contestants in the boxing tourney. Mr. Cosell testified that Mr. Dundee told him that "over-all the quality of the boxers in this fight is about as good as you can get." Mr. Cosell said that although Mr. Dundee was managing several of the contestants, he "wouldn't dare lie to me." He said in his opinion, the boxing series was conceptually sound—"knowing that every fighter was invited who should have been invited."

Asked whether ABC might have been trying to pass responsibility for wrongdoing to others when it sought affidavits, Mr. Arledge acknowledged that his motivation was partly defensive, but it was also a way to gather information about improprieties.

With the benefit of hindsight, he said, he thinks ABC should have postponed the tournament, but at the time, there was little more than rumor to support such action. He denied that business decisions involving advertising and affiliate line-ups had anything to do with whether to go ahead with the telecasts.

At another point, Mr. Arledge said he welcomed the subcommittee's inquiry into the controversy because it might help resolve the "classic dilemma in TV sports"—how a station or network should cover sporting events in which it has a financial interest. The ultimate answer lies in industry self-regulation, he suggested, and added that he and ABC are now "more aware of the volatile nature of this and of our responsibility to do everything we can" to prevent it from happening again.

NBC: a breeze compared to other two

Compared to CBS and ABC, the findings on NBC were scant, and queries by subcommittee special counsel Hochberg at times prompted some subcommittee members to question their propriety.

One series of questions for NBC Sports Executive Vice President Alvin Rush and Vice President Chester Simmons focused on the round-by-round scoring of the recently televised heavyweight boxing match between Muhammed Ali and Earnie Shavers. According to the testimony, judges' scoring that was flashed on the TV screen between rounds enabled the fighters to know how they were doing during the fight. That, in a sport where the scoring has traditionally been unavailable to the participants while a fight was in progress, amounts to a "fairly dramatic change," Mr. Hochberg asserted.

But the questions and answers moved Representative Timothy Wirth (D-Colo.) to wonder whether "this is something we ought to be concerned about." The congressman said that and other questions of NBC posed "very, very real problems" with the First Amendment. "We've got some very real suggestions of government intrusion," he said, and urged that the subcommittee take a "prudent approach" in its questioning.

"The issue is how far we're going to intrude ourselves . . . Our concern is very clear to the networks," Mr. Wirth said. "I would like to see us limiting ourselves to very specific false advertising issues that I understand were the original reason for calling this hearing."

Representative Van Deerlin countered, however, that although he personally likes the round-by-round scoring technique as a viewer, "we have to agree that changes the



ABC witnesses (l to r) Wallau, Erlick (Everett Erlick, senior vice president and general counsel), Cosell, Arledge and Spence.

strategy of the fight." He defended the subcommittee's right to investigate the problem, which "does not necessarily reflect discredit on NBC." He said, "We ought to be concerned that big time TV ... is changing the face of sports."

Representative Moore maintained that he does not see anything wrong with the round-by-round scoring. "I think this amounts to a hill of beans," he said.

Representative Russo questioned another series of queries, involving NBC's role in the decision that resulted in the fourth game of the National League baseball play-offs in Philadelphia this year being held in what was described as a driving rain. NBC's Mr. Rush said the network had no part in that decision and supplied the subcommittee with a letter. Baseball Commissioner Bowie Kuhn had written to *Sports Illustrated* magazine saying the decision was his.

When Mr. Hochberg tried to press the point further, suggesting that NBC's ratings for the evening were better than they would have been for the entertainment programs originally scheduled (a rerun of *Bionic Woman* and the movie "Rio



NBC's Rush

Lobo"), Mr. Russo interrupted. "As far as I'm concerned that ends the question," he said. "I don't want us to be on a witch hunt here." Unless there is hard evidence of wrongdoing, Mr. Russo thought it "ridiculous" to pursue the matter. Whether a game is played Friday or Sunday—"that's the free-enterprise system."

There was one nonnetwork witness at the hearings: Alvin Chambliss, a black lawyer from Mississippi who complained that the networks and the National Collegiate Athletic Association are ignoring black college football games. The reason for the dearth of such telecasts is not economic, he said, but racial.

The hearings concluded with the subcommittee members charging the networks to do a better job in the future. Said Mr. Van Deerlin, "We will watch and hope to see a continuing concern for the responsibility of public trusteeship" by the networks. He said the subcommittee has no plans for legislation to follow the inquiry, but said the findings will become part of the general fact-gathering for the subcommittee's Communications Act rewrite project.

Money's the real problem, say comments on FCC 45-day proposal

Industry says minorities need financing, not advance notice; some groups say, however, that such a procedure could only help

Minority group members who wish to enter the field of broadcast ownership are hindered to a greater extent by their inability to get adequate financing than by a "good-old-boy system" of station owners swapping stations behind closed doors, broadcasters and media brokers told the FCC last week in their comments on a proposal to require a 45-day advance notice before a station can be sold. On the other side of the issue, however, representatives of minority groups hailed the idea as a needed opening of the ownership door.

The FCC notice of inquiry had been pushed by former Commissioner Benjamin L. Hooks and was issued on his last day at the commission (BROADCASTING, Aug. 1). It proposes that licensees give advance public notice before selling a station. Mr. Hooks, who is now executive director of the National Association for the Advancement of Colored People, suggested the plan to help deal with the complaints of many minority group members that they did not learn of desirable properties that are on the market before it is too late to make an offer.

The National Association of Broadcasters has made a counterproposal that the FCC issue tax certificates to any broadcaster who sells a station to a minority buyer (BROADCASTING, Sept. 5). In its comments to the commission, the NAB reaffirmed that position and called the 45-day notice alternative a "classic example of regulatory overkill."

There was considerable support for the NAB position. Thomas J. Houser, former director of the Office of Telecommunications Policy, as well as a former FCC commissioner, and now a partner in the Washington law firm of Weitzman & Houser, called the advance notice proposal "traditional negativism" and an example of what he termed typical "regulation by punishment and restriction." The NAB proposal, on the other hand, would go a long way, he said, in "correcting an intolerable situation." He called that a form of "regulation by incentives and rewards" and said that if the FCC adopted such "positivism" the relationship between government regulator and business could well "change from adversary to adviser and counselor."

The broadcasters told the commission that the proposal would fail to do what it intended and would harm station operations. Stephen Trivers, president of Fairfield Broadcasting Co., Kalamazoo, Mich., said the 45-day period could facilitate a

bidding war and make it easier "for the big, well-financed companies to gobble up the choice properties."

"Notification is simply not what is hindering minority ownership," said NAB. The "major problem," it said, was the lack of readily available sources of financing.

Richard Shaheen, a Chicago media broker, echoed that contention. The "problem is financing," he said, "not station availability."

Shreveport Broadcasting Co., describing itself as a "partnership formed by black and white residents" of Shreveport, La., said, "Minority entrepreneurs and groups simply lack access to funds necessary to purchase stations." As long as that impediment is there, Shreveport said, minorities will not be able to get into broadcasting "regardless of advance notice." It called the proposal a "purely cosmetic solution."

Robert O. Magruder of Magruder Media Associates, Dallas, said the idea would "open the door to a form of blackmail that would completely distort the station trading market." Voicing another of the broadcaster's fears, Mr. Magruder said the plan "would play havoc with employe morale."

A handful of citizen groups and members of minority groups generally supported the proposal. Keith S. Donald, general manager of black-owned KOWH(FM) Omaha, said in a brief comment that the notice of inquiry was a "step in the right direction." And Howard University took that idea a bit further and wrote it should "constitute a beginning in the commission's efforts to foster minority ownership."

"A notice period," Howard said, "would enable those who are not members of the existing broadcast 'establishment' to learn of opportunities to acquire stations."

The New Jersey Coalition for Fair Broadcasting said the intended sale notice "will not necessarily" guarantee minority ownership, "but it is most certainly a step in the direction of opening" the field to new, minority owners.

A substantial number of comments were filed at the commission by the Thursday, Nov. 3, deadline. Most, filed by local broadcasters, portrayed various concerns and, almost exclusively, negative opinions of the proposal. A sampling:

"A major disruption of the free enterprise system of buying and selling."—Herbert Hobler, president, Nassau Broadcasting Co., Princeton, N.J.

"Long term contracts would be virtually impossible to secure" during the 45-day period.—George J. Volger, president, Great River Radio, Muscatine, Iowa.

Would "result in a net loss of minority sales."—Chapman Associates, Atlanta.

"The market for radio stations is an open one at present and ... no radical changes are necessary."—J. Paul Salois, president, KPCR(AM) Bowling Green, Mo.

"The proposal can best be accomplished by the government by a program of federally supported purchases by prospective minority owners."—Cecil L. Richards, media broker, Falls Church, Va.

In Brief

Deadline for first draft of House Communications Subcommittee's **rewrite of Communications Act** has been moved back from January 1978 to mid-March, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) told Federal Communications Bar Association in Washington last week. He said "seven or eight" of subcommittee members, in closed meeting last Tuesday (Nov. 1), expressed desire to take part in drafting, rather than leave it strictly to staff. Idea is to try to reach consensus on major issues before introducing bill—and it will be **single omnibus bill**, Mr. Van Deerlin said. He predicted possible final passage in both houses in 1979 or 1980.

CBS-TV came in second in national Nielsen prime time ratings for **first time this season** during week of Oct. 24-30. Network won two nights—Thursday and Saturday—and came in second on Monday, Tuesday and Saturday, ending week with average of 18.5 (1.5 points better than its season-to-date average) against NBC's 18.0 and ABC's 19.9.

Quincy (Ill.) Newspapers Inc. has bought **WBOW(AM)-WBOQ(FM) Terre Haute, Ind.**, for \$785,000 from Eastern Broadcasting Corp. Buyer publishes *Quincy Herald-Whig* and owns WGEM-AM-FM-TV there, WSVJ(TV) Elkhart, Ind., and KTRC(TV) Rochester, Minn. Broker: Blackburn & Co.

Irby Turner, President Carter's choice for director of Corporation for Public Broadcasting, **has come under fire from citizen and civil rights groups**. They note that Mr. Turner is former member of White Citizens Council in Mississippi and say there are "grave charges" that he has "consistently delayed or thwarted civil rights efforts in Mississippi through political gerrymandering and legislative roadblocking and that he donated land for an all-white segregated private school." Charges were contained in letter and Mailgram sent to Senator Ernest F. Hollings (D-S.C.), chairman of Senate Communications Subcommittee, by Congressional Black Caucus and coalition of dozen groups.

Tyrone Brown was expected to be confirmed by Senate as FCC commissioner late Friday. Commerce Committee unanimously reported nomination to full Senate last Thursday.

Senate Communications Subcommittee last week asked General Accounting Office for **audit of public broadcasting entities**, paying special attention to "allegedly high overhead costs" and duplication among them. Bodies included in request are Corporation for Public Broadcasting, Public Broadcasting Service, National Public Radio, Children's Television Workshop, KCET(TV) Los Angeles; WNET(TV) New York, WETA-FM-TV Washington, WGBH-FM-TV Boston.

Over 40 petitions to deny license renewals of California stations were filed at FCC last week by collection of consumer and citizen groups and licensees. Filing by San Francisco groups, including Committee to Save KOED, National Association for Advancement of Colored People and Public Media Center, said commission should refuse renewal to noncommercial KOED(TV), KOES(TV) and KOED-FM there because they "have been operating commercially on a number of fronts." Groups say **stations have abandoned their public broadcasting status** by operating "advertising agency for hire" and in attempt to develop "national production center." Two Los Angeles residents filed against KABC-TV for showing *Soap*, which, they say, "flagrantly advances the advocacy of offensive stereotypes" and "brings into public scorn, derision, deprecation, ridicule, hatred and contempt valid public policies and laws" of California and nation. Gill Industries, licensee of KNTV(TV) San Jose, filed against KGO-TV San Francisco and charged it with restricting availability of programing. But citizen group, Committee for Open Media, filed against KNTV, charging Gill with concentration of media control in San Jose and Santa Clara county. Coalition of groups for deaf and hearing-impaired filed blanket petitions against KHJ-TV, KQOP-TV, KTLA(TV), KTTV(TV), KNBC(TV), KNXT(TV), KABC-TV and noncommercial KCET(TV), all Los

Angeles, for "ignoring" needs of hearing-impaired persons in service area. Community Coalition for Media Change, black group, filed petitions against large number of San Francisco Bay area stations, including: KCBS-AM-FM, KIOI(FM), KFOG(FM), KNEW(IAM)-KSAN(FM), KBHK-TV, KOIT(FM), KRE(AM), KPIX(TV), KTSF-TV, KDTV(TV) and KVOP-TV on hiring practices and editorial positions.

President Carter's plan for **consolidating United States international communications and cultural activities** passed key tests in Congress last week. House Government Operations Committee rejected, by 34 to 3 vote, resolution that would have killed plan. Senate Governmental Affairs Committee rejected similar resolution by largely party-line 6 to 4 vote. Committees acted after **President Carter submitted amendments to meet criticisms** that had been expressed in hearing about plan that will combine functions of U.S. Information Agency and State Department's Bureau of Educational and Cultural Affairs. One amendment specifies that one of four associate directors to be named will be in charge of broadcasting and another in charge of educational and public affairs. Originally, legislation referred only to four associate directors. Another amendment changes name of organization from U.S. Agency for International Communications ("That's CIA backwards," one critic noted) to U.S. International Communications Agency.

David Horowitz Consumer Buyline, weekly prime time access half-hour that's had conspicuous ratings success on KNBC(TV) Los Angeles (BROADCASTING, Aug. 29), **is going into national syndication** for second season start next January, with four other NBC Q&O's as initial backers. Property is first for new distribution company, Burt Rosen Co. (Burt Rosen, president; Gene Wilkin, executive vice president). Eighteen episodes will be offered first season (with repeat cycle to carry stations through September). NBC stations' option is exercisable in April for second 48-week season (24 originals plus repeat cycle). Show will be sold outright, not bartered.



Still speaking after all these years. Charles Crutchfield, retiring at year's end as president of Charlotte, N.C.-based Jefferson-Pilot Broadcasting Co., came away with two significant souvenirs from meeting of North Carolina Associated Press Broadcasters in Asheville Oct. 29. First was award by governor of state's distinguished citizens award. Second, from CBS News President Richard S. Salant, was two-volume set of correspondence between two over 16 years. In frankly sentimental speech, Mr. Salant called Mr. Crutchfield old friend and "a genuinely great broadcaster." Reviewing correspondence and disputes they reflected—Mr. Crutchfield has been among most vocal affiliate critics of CBS News—Mr. Salant said "one of the paradoxes of the dialogue Charles and I had over the years was that each in his own way was dedicated to a war against advocacy journalism and to the preservation of what he and I both regard as the essence of good journalism—**objectivity, accuracy and freedom, insofar as humanly possible, from bias.**" Pictured above (l to r): Mr. Salant; Daniel F. Giddens of Durham Life Broadcasting (WPTF(AM) Raleigh), president of state AP association; Mrs. Salant; Mr. Crutchfield.

National Association of Broadcasters has sold **record amount of exhibit space** for its April 9-12, 1978, convention in Las Vegas—114,000 square feet (at \$7 per square foot) to 233 exhibitors, according to NAB figures. That compares with 85,000 square feet to 188 exhibitors at 1977 convention in Washington.

Keep the reins loose, FCC told

Justice officials, speaking at FCBA seminar, say commission should 'think competition' when formulating regulations

John Shenefield, the new assistant attorney general in charge of the Justice Department's Antitrust Division, used bumper-sticker language last week to advise the FCC on dealing with the technological revolution overtaking communications: "Think competition."

If the FCC does not "think competition," he suggested, the Antitrust Division "would be more than willing" to haul it into court. He noted the division has filed an independent appeal of the commission's summary approval of the proposed IBM-Comsat domestic satellite joint venture. But neither the commission nor the Justice Department, he said, can really "create" competition.

"Market forces, new customer demands and new technologies are strong imperatives that even the most intransigent of regulators would find difficult to stop," he said. "Indeed, the historical record demonstrates that government systems, including regulatory ones, that cannot accommodate changes tend to be overridden."

Mr. Shenefield made the comments before the Federal Bar Association's Communications Law Committee and Antitrust Law Council, as the keynote speaker at a seminar on the relationships between communications and antitrust laws. And he mentioned a number of technology-related competitive controversies on the FCC's horizon.

In television, he noted that the commission is re-examining the validity of its technical rules in its VHF drop-in proceeding (and in that connection said that while the U.S. is served by 500 VHF stations, "there are more than 5,000 things that look suspiciously like television stations currently broadcasting in Japan", with a land area 10% smaller than California's) and predicted it would soon consider the "advent of real direct broadcast satellite services." (The Japanese stations are VHF's and UHF's with varying degrees of power.

He expects to see "steady, probably accelerating cable and pay cable television growth, and indeed, the emergence in the near term of cable TV as a significant advertising medium." He also sees pay cable as having the effect of expanding the programming market. One of the major reasons there are not more national networks, he said, is the lack of programming. And there hasn't been the software, he said, "because there hasn't been the demand ... to encourage its development."

But if regulatory agencies cannot prevent the competition created by new tech-

nologies, he said, they can foster industries convinced they are entitled to protection from change. Government, Mr. Shenefield said, should try to minimize if not eliminate the "regulatory friction" that accompanies commercial change. And that, he said, should be easy in the communications industry, where "the total pie at stake is not static but instead is rapidly growing."

Indeed, he said, things have gotten better for established industries, in spite of competition. He said that although the number of cable television systems has doubled since 1968 and, the National Association of Broadcasters says, pay cable subscribers are "all over the place," nearly every year has been "a bigger bonanza year for television than the one before, and there are no signs that the quality of programming has gone down." He noted that the World Series and the Super Bowl "are still on 'free' television."

Barry Grossman, chief of the Antitrust Division's appellate section, pursued the theme in his remarks, in a panel on antitrust and cable television regulation. The commission, he said, "shouldn't run scared of competition. The experience with it to date hasn't been disastrous. It's been beneficial. We hope the commission shares that view."

Mr. Grossman also had an answer for those communications lawyers who sometimes grow impatient with Justice's intervention in commission matters. "We're offering a view from a different bias, or perspective," Mr. Grossman said. "Maybe you'll find we have the perspective of an outsider not caught up in the minutiae of the industry."

Because preparations for the seminar began several weeks ago, the FCC was represented by two ex-officials—Richard E. Wiley, now with Kirkland, Ellis & Rowe, who was identified in the program as FCC chairman, and Werner Hartenberger, former general counsel who is now with Dow, Lohnes & Albertson.

Although Justice and the FCC increasingly have been at loggerheads over the role antitrust principles should play in commission proceedings, Mr. Hartenberger, for one, did not appear to be in sharp disagreement with the Justice officials. While he stressed that the commis-

Reid redivivus, almost.

Former FCC Commissioner Charlotte T. Reid was in the running for another federal job last month. House Minority Leader John J. Rhodes (Ariz.) and Senate Minority Leader Howard Baker (Tenn.) added her name to a list of two they had submitted to the White House as suggestions for the Republican seat on the Federal Elections Commission. Her name was added after liberal Republicans suggested Samuel D. Zagoria, former administrative assistant to Senator Clifford Case (R-N.J.). Mrs. Reid was interviewed by senior White House aides, but the nomination went to Mr. Zagoria in what has become bitter controversy involving President Carter and the Republican leadership in Congress.

sion can consider antitrust principles only as one factor in attempting to determine the public interest, he said that the television industry is indeed doing better than ever and that there is no reason to believe that competition will adversely affect the publics it and the cable industry serve.

Furthermore, he said, "antitrust principles are gradually taking on greater significance in FCC decision making, and it's reasonable to expect that the trend will continue." He said decisions in the common carrier area have influenced the commission's decision-making in the cable area, and added: "Over the past several years, the commission has become more bullish on letting the marketplace competition play a role in shaping regulation."

"I anticipate cable television regulation will become more relaxed as evidence mounts that television service is not endangered by cable television." But that determination would be "appropriately made" under the public interest standard, he said. "It should not signal a new policy objective of promoting competition for its own sake."

Former Chairman Wiley indicated he favored the philosophy underlying one of the benchmark decisions in broadcast regulation—the Supreme Court's 1940 decision in *Sanders Brothers*—which held that "the field of broadcasting is one of free competition."

However, he noted that in the *WEFM* case, the U.S. Court of Appeals in Washington has held that broadcasters are severely limited in their freedom to change formats in the face of protests from members of the public.

"A return to *Sanders Brothers* would recognize competition—rather than pervasive regulation—as the basic scheme through which Congress aimed to secure maximum benefits of radio to all of the people of the United States," Mr. Wiley said. "And this, I believe, would be in the public interest."

Another participant in the seminar was Henry Geller, who is the Commerce Department's choice to be the new assistant secretary for telecommunications. Mr. Geller, who joined Commerce on Tuesday (Nov. 1) as a consultant—his nomination by President Carter is not expected to be sent to the Senate until January—expressed, as he has in the past, views in favor of a lighter regulatory hand on cable. His remarks at the seminar on Monday were his last public ones as a member of the staff of the Aspen Institute Program on Communications and Society and as chairman of the board of Citizens Communications Center. He resigned from both later that day.

While nonduplication protection should be afforded small market stations where such protection is found to be necessary, he does not believe major market VHF's need protection. "There's no way for VHF's to be hurt," he said. UHF's "may be different," he conceded, but a "rational judgment" should be made as to where protection is needed.

But as for the controversy over the copyright payments cable is now required



Affirmative action. The Southern California Broadcasters Association held its third annual minority employment interview day Oct. 12 in Los Angeles as part of its campaign to assist member stations in affirmative action campaigns. SCBA said its members interviewed more than 100 applicants during the day-long event. Standing l to r: Bob Light, SCBA president; Gordon Mason of KJOL(FM), Los Angeles and Harry Spitzer, SCBA sales director—seated: John Winnaman (l) of KLOS(FM) and Robert Nelson of KNX-FM, both Los Angeles.

to pay—whether they are in fact too low, as copyright owners and broadcasters contend—he said “an economic analysis is needed, and a political judgment, in the highest sense of that abused term.”

Mr. Geller also warned the cable television industry it will be inviting close government regulation if it succeeds in blocking proposals to bar cable owners

from controlling the programming they transmit. It would not be wise to impose the separations principle at this point in cable’s development, he said, but such a scheme would be important if cable becomes a successful industry.

“I don’t think cable can have it both ways,” Mr. Geller said. “If they succeed in stalling separations, and succeed [as an in-

dustry], there will be close government regulation. Cable has a dilemma. It wants deregulation but a scheme that calls for more regulation.”

NAB names names for minority task force

Thurston will head group; first meeting set for December

The National Association of Broadcasters has named eight members to a new task force that will study ways to improve minority participation in broadcasting (BROADCASTING, Sept. 26).

Donald A. Thurston, NAB chairman, will head the task force. Other members: Regan A. Henry, president, Broadcast Enterprises Network, Philadelphia; Benjamin L. Hooks, executive director, National Association for the Advancement of Colored People, New York; William A. Leonard, vice president, CBS Inc., Washington; Donald H. McGannon, chairman and president, Westinghouse Broadcasting, New York; Lloyd Morrisett, president, John and Mary Markle Foundation, New York; Thomas S. Murphy, chairman, Capital Cities Communications, New York, and Vincent T. Wasilewski, NAB president.

Mr. Thurston hopes the first meeting of the task force will take place around the middle of December. After that meeting,

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he said, the group will probably begin to break up into various subcommittees to study specific problems of minority entry into the industry, including the availability of financial resources and management.

The task force, Mr. Thurston said, is NAB's "second positive step to try and provide practical solutions" to the problems minorities have. The first step, he said, was NAB's petition to the FCC to allow a tax certificate to broadcasters who sell their stations to minority buyers (BROADCASTING, Sept. 5).

Outlet moving into Washington radio ranks

Providence-based group owner to purchase Post-Newsweek's WTOP for \$6,675,000; all-news format to be retained for at least two years

The Outlet Co., Providence, R.I., has bought WTOP(AM) Washington from Post-Newsweek Stations for \$6,675,000, the companies announced last Wednesday ("Closed Circuit," Oct. 31). The sale, subject to FCC approval, marks Outlet's entry into a top-10 radio market.

Outlet also announced that under the terms of the agreement it will retain

WTOP's all-news format for at least two years and will be permitted to retain the radio station's call letters.

The seller is a major group owner and subsidiary of the publicly held Washington Post Co., publisher of *The Washington Post*, *Newsweek* magazine and the *Trenton (N.J.) Times*. The Post-Newsweek station group includes: WTOP-TV Washington; WFSB-TV Hartford, Conn.; WJXT(TV) Jacksonville, Fla., and WPLG(TV) Miami.

The Post acquired WTOP, with CBS, in 1949, and became full owner in 1954.

Katharine Graham is chairman and president of the Post Co., and Joel Chaseman is president of the broadcasting subsidiary. According to Mr. Chaseman, the company is "months and months away" from selecting new call letters for WTOP-TV, which, under FCC regulations, must be changed to reflect the new ownership arrangement. Post Co.'s most recent broadcast acquisitions have been named for Mrs. Graham's late husband, Philip L. Graham (WPLG), and the company's late chairman, Frederick S. Beebe (WFSB-TV). WTOP was the last radio station in the Post-Newsweek group. In 1971 the company donated WTOP-FM (now WHUR-FM) to Howard University. It sold WCKY(AM) Cincinnati last year to Truth Publishing Co. for \$3.6 million (BROADCASTING, Feb. 23, 1976). According to the Wednesday announcement, the WTOP sale was in line with an ongoing Post-Newsweek policy to "focus broadcasting activities in the televi-

sion field."

The Outlet Co., a publicly owned major group owner and retailer, has over the past 17 years embarked on a vigorous expansion program that has made it a major retailer in the East and Midwest and owner of five VHF stations, two AM's and one FM. Outlet has also applied for a new UHF in Oklahoma City. In a recent "Profile" Bruce Sundlun, president and chief executive officer, said it was Outlet's intention to eventually own 21 broadcast stations (BROADCASTING, July 25).

At present, Outlet owns WJAR-AM-FM-TV Providence, WDBO-AM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio; KSAT-TV San Antonio, Tex., and WNYX-TV Syracuse, N.Y., which it has sold, subject to FCC approval, for \$11 million to a group headed by the Washington Post Co.'s former president, Larry H. Israel (BROADCASTING, Aug. 29).

WTOP operates on 1500 khz with 50 kw full time.

Howard E. Stark was the broker in the transaction.

Changing Hands

Announced

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

■ WTOP(AM) Washington Sold by Post-Newsweek Stations Capital Area Inc. to Outlet Co. for \$6,675,000 (see story this page).

■ WMAS-AM-FM Springfield, Mass.: Sold by Valley Broadcasters Inc. to Lappin Communications Inc. for approximately \$600,000. Seller is principally owned by Marvin Sameth and his sister, Marcia L. Bernstein, both of Scarsdale, N.Y., who have no other broadcast interests. Buyer is owned by W. Robert Lappin, president and chairman of Pepsi-Cola bottling companies in Hartford and New Haven, both Connecticut, and in Springfield. He has no other broadcast interests. Zachary W. Land, present general manager of stations, will remain under new ownership and assume added title of vice president. WMAS is on 1450 khz with 1 kw day and 250 w night. WMAS-FM operates on 94.7 mhz with 22 kw and antenna 170 feet above average terrain.

■ KOBs-FM Orange, Tex.: Sold by Charles H. Kobs to North Star Broadcasting Inc. for \$350,000. Seller has no other broadcast interests. Buyer is wholly owned by Leighton Enterprises Inc., Alver G. Leighton, president and 67.9% owner. There are seven other stockholders. Buyer also owns KDLM(AM) Detroit Lakes, Minn., and 80% of KLVR(FM) there; 57.76% of KOUR-AM-FM Independence, 46% of KCH-AM-FM Washington and 89.1% of KNIA(AM)-KRLS(FM) Knoxville, all Iowa. North Star earlier this year received FCC approval of \$600,000 purchase of KOLE(AM) Port Arthur, Tex. (BROADCASTING, May 16). KOBs-FM operates on 104.5 mhz with 55 kw and antenna 215 feet



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■ KIQQ-FM Bishop, Calif.: Sold by Inyo-Mono Broadcasting Co. to Listeners Network for \$185,000. Seller is owned by Roy Mayhugh and Jay Stevens, owners of More Music Inc., programing syndication service. They have no other broadcast interests. Buyer is owned by Gary W. Crowder, station manager of WADK(AM) Newport, R.I., Brent W. Lambert and Eric Johnson, both with various business interests in Boston area. None has other broadcast ownership interests. KIQQ-FM is on 100.6 mhz with 5 kw and antenna 880 feet below average terrain. Broker: Blackburn & Co.

■ Other station sales announced last week by the FCC include: KCUZ(AM) Clifton, Ariz.; WAID(FM) Clarksdale, Miss.; WBLB(AM) Pulaski, Va., and KRNK(AM) Cheyenne, Wyo. (see page 48).

Approved

■ Station sales approved last week by the FCC include: KALG(AM) Alamogordo, N.M., and WAAK(AM) Dallas, N.C. (see page 49).

Summers says FCC's Cable Bureau has it in for broadcasters

And ex parte rules are making it hard for them to state their case, NAB official contends in speech

Ex parte rules barring informal broadcaster contacts with FCC commissioners and staff during the course of rulemaking proceedings have left broadcasters at the mercy of a Cable Bureau that has a demonstrated antibroadcasting bias, John Summers, National Association of Broadcasters executive vice president and general manager, has charged.

In an address to the North Dakota Broadcasters Association in Fargo, Mr. Summers said the FCC "should take immediate steps" to insure that rulemaking actions emanating from its Cable Bureau do not suffer from an "inherent staff bias in favor of the cable industry."

That there is a bias in the Cable Bureau "has been recognized in independent studies," Mr. Summers said, but added that broadcasters have been able to overcome it "by direct ongoing communications with the commissioners and key staff personnel."

"If broadcasters are to be restricted to the submission of formal comments in this new rulemaking atmosphere, they have to be guaranteed a fair shake at the hands of the Cable Bureau," he said.

Mr. Summers also indicated NAB deserves a pat on the back for its efforts in winning a prohibition from Congress against cable systems substituting their own commercials on retransmitted radio and TV signals. The ban was added as a provision of the copyright bill that became law last year.

Media Briefs

Stop it. FCC administrative law judge denied Adolfo and Elias Liberman renewal of their permit to deliver programming by wire to XEGM(AM) Tijuana, Mexico. Judge said since station operates at 10 kw full time (according to treaty, 5 kw is limit) and interferes with stations in Los Angeles, Lompoc, Apple Valley and Fresno, all California, he could not let Libermans supply programming.

One out of two. U. S. Court of Appeals in Washington affirmed FCC's denial of application to modify construction permit of WSTE-TV Fajardo, P. R., but sent back to commission application for new UHF translator station there. Court said station's request to change transmitter site would decrease signal strength to "significant portion" of town. On translator issue, court said FCC should consider application because new station could "correct" existing WSTE-TV signal strength defects.

Baker over new unit. ABC Inc. has established ABC Publishing as division of corporation and has named Seth H. Baker, former chairman of CHC Corp., Los Angeles, as president. ABC acquired earlier this year publishing portion of CHC, which includes *Los Angeles* magazine, *American West* and National Insurance Law Service. ABC's various

leisure magazines, farm publications, book publishing firm and Word Inc., religious communications company, now will report to Mr. Baker instead of Elton H. Rule, ABC Inc. president.

Consumer agency bill founders in House

Legislation sidetracked for lack of votes; companion version in Senate is stalled

The down-again-up-again consumer protection agency bill is down again after the House leadership last week took it off the legislative calendar for the remainder of this year. House and administration officials backing the legislation said their counts showed it did not have enough votes to pass.

Revived as a "compromise" measure to create a new "Agency for Consumer Representation" two weeks ago (BROADCASTING, Oct. 31), the newest bill was just as strongly opposed by the business community as earlier versions. Among those seeking its defeat are broadcasters, who were having no luck getting the House to attach a special provision to the bill to prevent the proposed agency from intervening in broadcast license-renewal proceedings.

A similar bill pending in the Senate does

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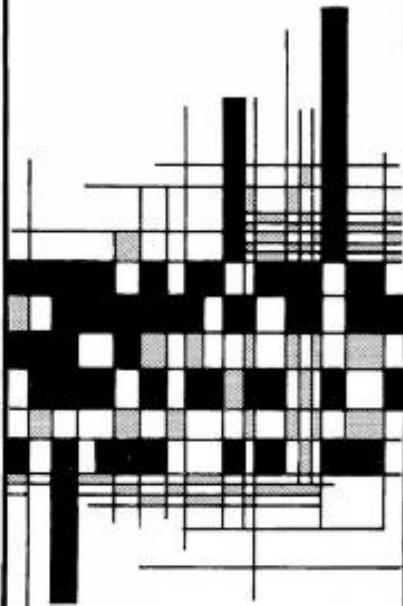
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have such an FCC exemption, but Senate leadership said earlier this year they would not act on their bill until the House moves on its version.

Another NPR vacancy

Coffey quits senior VP position after five years in public radio

Another high-ranking official at National Public Radio has resigned. Matthew B. Coffey, senior vice president of representation, announced his decision to leave the network last week. His resignation came just two months after Senior Vice President Lee Frischknecht was asked to leave by new President Frank Mankiewicz (BROADCASTING, Oct. 3).

There were no indications, however, that Mr. Coffey had been asked to resign, and Mr. Mankiewicz expressed his regret at accepting Mr. Coffey's decision to leave public radio, which he joined in 1972 as the president of the Association for Public Radio Stations. He assumed his present position in May of this year when APRS and NPR merged.

Mr. Coffey will report Nov. 14 at his new assignment, in which he will head a special project on unemployment for William G. Miller, chairman of the board of Textron Corp., a Providence, R.I.-based conglomerate.

CPB's Garrett may have to run a gantlet

Anonymous message alleging he misused his power while serving on consumer safety commission gets circulation in Congress; Moss subcommittee studying matter to see if probe is warranted; however, Garrett's answers to charges satisfy Proxmire

Several persons on Capitol Hill are interested in Thaddeus Garrett Jr., the new \$50,000-a-year vice president for human resource development at the Corporation for Public Broadcasting, who assumed his new post Oct. 17. Their interest has been prompted, in part, by an anonymous letter charging Mr. Garrett with abuses of his power while serving as a member of the Consumer Products Safety Commission (BROADCASTING, Oct. 31).

Copies of the letter have been received by the House Subcommittee on Oversight and Investigations, of which John Moss (D-Calif.) is chairman; Representative Henry Waxman (D-Calif.), a member of the House Communications Subcommittee; Senator William Proxmire (D-Wis.) and Senator Wendell Ford (D-Ky.). Representative Moss's subcommittee staff is now studying the charges raised and is ex-

pected to decide soon whether to proceed with a formal investigation.

The letter charges that Mr. Garrett misused CPSC travel funds, was involved in a possible conflict of interest, demanded personal favors from his staff, conducted personal business from his office, exaggerated his position in a letter to a foreign government and used undue political influence in getting his new CPB job.

Senator Ford questioned Mr. Garrett about the charges at a CPSC oversight hearing by the Senate Consumer Subcommittee on Oct. 7. Senator Proxmire has written Mr. Garrett about the charges and received a lengthy denial.

In that denial to Senator Proxmire, Mr. Garrett called the letter "the work of an obviously bitter and sick person" and said the charges were "ridiculous" and "incredible."

Every trip he took at government expense while on the CPSC, Mr. Garrett wrote Senator Proxmire, was "to conduct commission business or in my capacity as a commissioner." He called the charge that he accepted personal favors "ludicrous" and said an allegation that he used commission drivers to chauffeur him about was untrue. "The only time I used the services of a commission driver was when performing commission business," and even then, he said, he used the services "infrequently." Mr. Garrett offered similar denials to the other charges.

Senator Proxmire wrote him back saying he was "convinced the allegations are unfounded." "As far as I am concerned," the senator said, "this matter is closed."

Mr. Garrett is also said to have misrepresented his position on the CPSC in a letter to the United Arab Emirates, in which he called himself the United States Commissioner of Consumer Affairs, a title he did not hold and that does not exist. Mr. Garrett is said to have planned a visit, as commissioner for consumer affairs, with his associate and roommate, William Dalton, to the UAE.

According to Mr. Garrett, the UAE "invited me to lecture at their university" as a black public official. He explained the misnomer as a mistake by his secretary, who typed the letter and "just used" that title. Mr. Garrett said the letter was never mailed and that he never made the trip.

Mr. Garrett, an ordained minister and holder of an honorary doctorate of divinity from Allen University in Columbia, S.C., is 29 and black, two qualities, he feels, that have been responsible, in part, for the attention being paid him: "If I were white and 29 would this be unusual?" he asked in an interview two weeks ago.

By any accounts, however, he has had an unusual, if not phenomenal, rise up the Washington appointment ladder. Seven years ago he went to Washington as an aide to then Representative William H. Ayres, a Republican from Mr. Garrett's native Akron, Ohio.

After Mr. Ayres left office, Mr. Garrett served on the staff of Representative Shirley Chisholm (D-N.Y.) and later joined the staff of former Vice President Nelson Rockefeller as his "assistant for



Garrett

minority affairs." Just prior to the 1976 presidential election, Mr. Garrett was nominated by President Ford to serve as a commissioner on the CPSC.

That appointment was a "recess nomination," Mr. Garrett said, and the Senate failed to confirm him after it received a ruling from the Justice Department that he could not legally hold both the CPSC position and his elected office on the Ohio State Board of Education. According to Mr. Garrett, his own attorneys and those at the White House disputed that contention, and President Ford granted him an interim appointment to the commission, which is not subject to Senate confirmation but is not a permanent position either. Mr. Garrett, a Republican, did not expect to keep his chair on the CPSC under President Carter.

Some time in late summer (Mr. Garrett said he could not remember when) he read about the new position at CPB in *Jet* magazine and wrote a letter to Henry Loomis, president of CPB. Upon receiving a reply, Mr. Garrett said he then submitted a formal application. Mr. Garrett said Executive Vice President Courtland Anderson called him some time in early to mid-August for an interview, and "within a two-week period" he met again with Mr. Loomis.

Mr. Garrett said he was never asked by them about his failure to be confirmed for the CPSC position, and he "assumed" they knew. "I don't recall whether we discussed that or not," he said.

In April of this year CPB posted the job opening for its new vice president's position. The corporation received 396 applications for the job and by August, when Mr. Garrett applied, Mr. Loomis and Mr. Anderson had called about 20 applicants back for second interviews. According to Mr. Anderson, they were "more than satisfied" with two candidates when they received Mr. Garrett's late application. The "finalists changed," said Mr. Anderson during the process, and after his preliminary digging he and Mr. Loomis concluded

Mr. Garrett was the "best candidate" for the \$50,000-a-year position.

Mr. Garrett has insisted that neither of his former employers attempted to pressure CPB into hiring him. "I wish I did have the kind of power to make the Vice President of the United States pressure someone into hiring me," Mr. Garrett said. "Anything that I have ever done I'm proud to say that I have worked for."

The names of the former Vice President and Mrs. Chisholm were included on the resume Mr. Garrett submitted to CPB—"obviously," he said, because they were "people I worked for." He said he is

"proud of the fact I worked for the Vice President."

Mr. Anderson was adamant that neither the former Vice President nor Mrs. Chisholm attempted to pressure CPB into hiring Mr. Garrett. "We're very careful about that sort of thing," said Mr. Anderson, who also said it was he who initiated contacts with Mr. Garrett's former employers as part of the regular practice of "checking out Mr. Garrett's references." The Vice President, Mr. Anderson said, wrote a letter "highly commending" Mr. Garrett, and Mrs. Chisholm was "absolutely enthusiastic" about him. "No



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pressure, no external factor entered" into their decision to hire Mr. Garrett, said Mr. Anderson. Mr. Garrett "had the right background for the job."

According to Mr. Anderson, the CPB "heard nothing" about any charges of mismanagement against Mr. Garrett until after his selection was confirmed by the CPB board Sept. 14.

Teachers will gather to learn at the NAEB convention

Annual meeting offers educators look at new film on broadcasting history, discussions on minorities, one-inch video tape, satellites and talks with Carnegie members

The National Association of Educational Broadcasters will hold its 53d annual convention in Washington next week. Among the scheduled events are a presentation of a new film by the Eastman Kodak Co., an awards ceremony, appearances by the heads of all the principal public broadcasting organizations and a meeting with the Carnegie Commission on the Future of Public Broadcasting.

The opening session Sunday, Nov. 13, at the Sheraton-Park hotel in the capital will

be the scene of the first showing of "The History of American Broadcasting," a sound and light presentation produced for NAEB by Kodak. Later that evening NAEB will present its Distinguished Service Awards to Hartford Gunn Jr., vice chairman of the Public Broadcasting Service, and Dr. Richard B. Hull, chairman emeritus of the Ohio Educational Television Network Commission.

PBS President Lawrence Grossman and his counterpart at National Public Radio, Frank Mankiewicz, will share the limelight at a Wednesday luncheon on national programming plans. Later that day they will be joined by NAEB President James Fellows and Henry Loomis, president of the Corporation for Public Broadcasting, at a special session on "Minority Concerns in Public Broadcasting."

The four presidents will discuss the status of minorities in public broadcasting with a look at how more of them might find their ways into the field. The session chairman will be Mary Umolu of the NAEB's committee on minorities and telecommunications, and moderated by Ernest T. Sanchez, NPR general counsel.

About half a dozen members of the Carnegie Commission will meet Thursday morning to hear from the directors of the NAEB's four professional councils. Representatives of the association's divisions on television management, television programming, radio and instructional

broadcasting will present papers at the open meeting, and members of the public will be invited to make statements to the commissioners.

Other highlights of the five-day meeting include:

- A presentation by Thomas Keller, chief engineer at WGBH(TV) Boston, on the implications of the new one-inch videotape standards Monday morning.

- "Funding for Minority Stations," a Tuesday session that will include presentations by Nolan Bowie of the Citizens Communications Center, and Patricia Russell, an FCC attorney.

- Another Tuesday session, an update on satellite interconnection by PBS's Daniel Wells, vice president for engineering and operations.

- What is billed as the "First NAEB Speak-Out" has been scheduled for Wednesday afternoon. Station managers will give their opinions on subjects facing public broadcasting. Participants will include Fred J. Rebman of WJCT-TV Jacksonville, Fla., and Henry J. Cauthen, president of the South Carolina ETV Commission and a member of the Carnegie Commission.

The convention will begin with an opening session and the film showing Sunday night and run through Thursday, Nov. 17.

New round of not very briefs in KCBS, KONO renewal cases

Prehearing discovery is at issue in latest filings by Justice Department and other parties in contest before appeals court

For years, citizen groups have been seeking the authority to require stations whose renewal applications they are opposing to answer written questions about the stations' operations. Last week, they received some qualified support from the Department of Justice. Although "unlimited prehearing discovery rights" would impose an "unmanageable burden" on broadcasters and the commission, the department said, "there are strong policy reasons which favor prehearing discovery in the employment practices of licensees in appropriate cases."

Justice made the comment in a brief filed with the U.S. Court of Appeals in two cases that the court has reopened for a wide-ranging review of the question of prehearing discovery in such license-renewal cases. Justice contends that a public interest question should be resolved either by hearings or through prehearing discovery.

At issue are the license renewals of CBS's KCBS(AM) San Francisco and Mission Central Co.'s KONO(AM) San Antonio, Tex. The commission had rejected citizen group complaints and granted both,

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although it attached equal employment opportunity reporting conditions to KONO's renewal. But a panel of the court, in what at the time seemed a major victory for citizen groups generally, held that the commission had erred in not affording the Chinese for Affirmative Action (CAA), in San Francisco, and the Bilingual Bicultural Coalition on Mass Media (BBCMM), in San Antonio, the opportunity to engage in prehearing discovery in the EEO matters involved (BROADCASTING, April 25).

That victory was short-lived, as the full nine-member bench of the D.C. circuit, in response to a petition by the commission, vacated the decision and agreed to rehear the cases en banc (BROADCASTING, July 4). In the process, it invited comments from a wide variety of presumably interested parties. The aim, apparently, was to develop the most extensive record possible on which an opinion with far-reaching ramifications could be issued.

As of Nov. 2, two days after the Oct. 31 deadline, however, only four briefs from parties not directly involved in the two cases—or in others likely to be affected by their outcome—had been received. They came from the Justice Department, the National Association of Broadcasters, the United Church of Christ and three women's groups filing jointly—National Organization for Women, National Women's Political Caucus and Women's Legal Defense Fund.

The FCC, NAB and the individual broadcast licensees who filed (CBS, NBC, Mission Central, Doubleday Broadcasting Co. and Metromedia Inc.) contended that it is not necessary for private parties to file prehearing interrogatories—that the commission not only routinely collects voluminous and detailed information on EEO matters but also is prepared to conduct its own focused inquiry when that appears necessary. Some broadcasters saw prehearing discovery as a license to engage in fishing expeditions.

The commission, NAB said, should not be "deprived of its lawful discretion to fashion its own methods for conducting administrative inquiries." They all stressed, also, that a heavy burden would be imposed on both the commission and licensees. The commission noted that since January 1975, some 315 petitions to deny alleging employment discrimination have been filed with the commission, said the trend could be expected to continue and added that to require the 13 administrative law judges to pass on the propriety of all interrogatories "could only be expected to create a regulatory nightmare."

NBC, whose renewal of KNBC(TV) Los Angeles is being challenged in one of the court cases awaiting the outcome of the proceedings involving KCBS and KONO, indicated that stations have heavy burdens, too, in dealing with interrogatories. To deal with a civil suit involving an EEO complaint, NBC said, a senior attorney and other lawyers on his staff spent a collective total of two months on the project, while outside counsel devoted "many weeks" to it and a full-time paraprofessional was assigned to it for about four

months. "Finally, other NBC staff employes at a number of different locations were also used extensively to assist in gathering responsive material."

Justice indicated it was aware of such burdens, but it also argued that they need not always outweigh the interests of citizen groups. Justice said that, in opposing license renewals, those groups play an important role in assuring compliance with the statutory mandate that licensees serve the public interest. But, Justice said, unless they are given the tool of prehearing discovery, they cannot play "a meaningful role," at least in cases where discrimination in employment is alleged.

Justice does not contend that the right to prehearing discovery is automatic. It says that if a prima facie showing that a renewal grant is not in the public interest is not made, then the commission must grant the renewal. And if such a showing is made, Justice added, the commission could make an inquiry in an effort to resolve questions short of a hearing.

But, it added, if the inquiry is inadequate, the commission must either set the matter for hearing or grant prehearing discovery.

And while the commission is satisfied it resolved all questions before renewing the licenses of KONO and KCBS, Justice said questions remain. It said the commission order in the KONO case should be set aside on the ground that there is a "substantial and material question of fact as to whether Mission engaged in intentional discrimination" against Mexican-Americans. Justice noted that the commission found that the number of Mexican-Americans employed was "outside the zone of reasonableness" and that the station's affirmative action plan was "inadequate." (The commission said the case "did not present an extreme statistical disparity which would require more information before the commission could make an informal decision." It also noted the reporting requirements it attached to the renewal had resulted in a sharp increase in the station's EEO performance.) Justice said the commission should either designate the application for hearing or grant BBCMM's request for prehearing discovery.

And Justice said the order in the KCBS case should be remanded for further findings. Justice said that although post-license term statistics showed improvement, the commission had made no findings regarding allegations of discrimination during the license period. (The commission is in disagreement. It said minority employment was "almost at parity during the license term" and that "there was no significant factual inadequacy requiring resolution which would compel the commission to afford discovery to petitioners.")

One issue the appeals court is being called on to resolve is whether the court can order the commission to require prehearing discovery. The commission contends that the court lacks such authority. The function of the reviewing court, the commission said in its brief, ends when error is disclosed. In deciding

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that the commission could secure additional information "only by granting petitioners prehearing discovery," the commission said, "it usurped the administrative function."

CAA, however, said the logic of the commission's own policy requires that citizen groups be granted prehearing discovery rights. CAA noted that the commission says it fashions its various remedies to fit the EEO violations it finds and that in most cases it employs sanctions that stop short of a hearing. "Thus," CAA added, "if the crucial stage of most license renewals is the fashioning of conditions or sanctions to fit the offense, then in order to participate meaningfully in the processing, petitioners should be able to help develop the facts relevant to compliance or noncompliance at that stage."

BBCMM also said the commission's processes fail to provide adequate information in cases involving allegations of discrimination. And the commission, it said, has "refused to venture forth with much resolution in what it apparently views as an awkward situation." Accordingly, it said, the court's decision calling on the commission to grant the group prehearing discovery should be reinstated.

The briefs from the citizen groups also supported the use of prehearing discovery, at least in some cases. The women's groups said that one instance where it should be granted is in cases in which the employment of women and minorities in the top four job categories is at issue.

In search of those missing daytime viewers

Erosion in HUT levels is stacking up as 1977's ratings mystery of the year; networks have some program changes on their horizons

What's been going on all day?

That's the question network, advertising and A.C. Nielsen ratings experts have been asking about daytime viewership levels—especially since the downward trend that started last March has shown little signs of tapering off now that the fall quarter is under way ("Closed Circuit," Oct. 31).

For the first quarter of this year, the average number of sets tuned to network programs in daytime was 9% above the average for the same quarter of 1976 (for a cumulative network rating of 23.3 versus 21.1 in 1976), according to figures compiled by the CBS research department. But in the second quarter this year, homes in use (HUT) levels dropped 7.4% compared to the year before, and in the third quarter the drop was 4.8%.

Hopes that the anomaly would disappear at summer's end have gone un-



Vane

fulfilled since Nielsen started its fall report on Aug. 29. Comparing each week for which figures are available to the same week in 1976, Nielsen found drops of 6%, 5%, 2%, 8%, 12%, 8% and 6%. It all adds up to between a 6% to 7% decrease in homes. Moreover, CBS figure indicate that the missing viewers are not simply switching to independent channels, since independents increased their average daytime audience by only about one share point over last year.

The phenomenon has everybody looking for explanations, but it is an apparent lack of plausible explanations that is puzzling the networks—and causing them to hypothesize that Nielsen is itself the culprit. Nielsen's response is that the networks are blaming the messenger for the message—but at the same time the company is conducting its own studies, remembering that a similar decline in prime time HUT levels in the fall of 1975 caused the company to change some of its measuring and verification techniques.

There are some demographic changes in the United States that could account for a drift away from the set in daytime—among them, the increase in the number of women who work outside the home and the decrease in the birth rate. But according to CBS researcher Michael Eisenberg, that type of effect would almost certainly not show up within a single year (although

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he predicts those factors will eventually prove to have an effect), and researchers can identify no more immediate changes—such as weather conditions—that might be responsible.

Certainly there doesn't seem to have been any significant change in the types of daytime programming that would cause a massive TV turn-off. Unlike the convulsions that have gripped prime time over the last two years or so, daytime continues to rely on its time-tested formula of soaps, game shows and reruns.

Until today (Nov. 7), the 10-a.m. to 4:30 p.m. Monday through Friday schedules of the three commercial networks showed 12 serials, 11 games and five former prime time series. The continuing trend toward expansion of half-hour serials to one hour, often at the expense of the reruns, is evidenced by CBS's new daytime schedule, when *Guiding Light* goes to an hour and *Here's Lucy* goes off the network. Similarly, on Dec. 6, NBC plans to introduce a new hour-long soap, *For Richer, For Poorer*, that which will push out *Chico and the Man*, and ABC plans to expand *One Life to Live* and *General Hospital* (on Jan. 16) from 45 minutes to an hour. (The network isn't yet saying what will go to make room for the expansions).

Notably, changes in daytime still are made infrequently and without regard to "seasons" (as opposed to prime time, where changes are now coming almost daily), but the network standings in daytime for the period between Sept. 19 and Oct. 23 stand at 6.6 for CBS, 6.1 for ABC and 5.1 for NBC, as compared to the same period a year ago when CBS had 7.6, ABC had 6.6 and NBC had 6.5.

Some members of the industry, such as Madeline David, vice president of daytime programs for NBC, are concerned that the use of the one-hour serial may soon reach the saturation point. But, as Ms. David points out, since the networks' daytime schedules are just now becoming dominated by the expanded form, it's too early to tell how many of them the audience will tolerate—and too late to blame them for a decline in daytime HUT levels since last March.

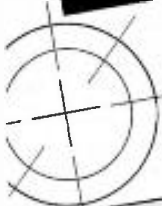
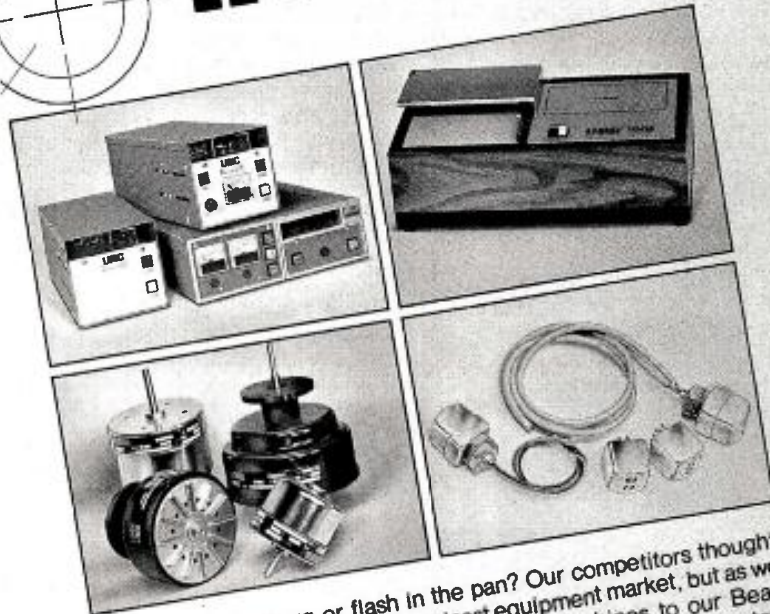
As for coming up with new forms that

might draw a larger or different daytime audience, network programmers say they've tried innovations in the past with a distinct lack of success. "Efforts to change the face of daytime have gone largely unrewarded," said ABC's Edwin Vane, vice president and national programming director. "There has been a massive audience rejection of anything other than serials, game shows and reruns." Thus, in the relatively tranquil world of daytime TV scheduling, Mr. Vane views expansion of two serials from 45 minutes to an hour as "major" and "aggressive" moves. "We're always looking for new forms," he said, "but in my opinion it would be an irresponsible programmer who would develop

programs that stand a poor chance of succeeding."

There has been an evolution of content within the serials, however, in their portrayal of character roles, particularly of women's, and in a new willingness to deal with more controversial themes. Michael Ogiens, vice president of daytime programs at CBS, acknowledged that the presentation of such liberated themes could conceivably turn off some of the more traditionally minded viewers. But he says that not to maintain some connection with the times would be more dangerous in the long run. "I'd rather gamble on staying up to date . . . These [older] women have daughters who watch too."

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NBC-TV decides discretion is the better part

Legal entanglements presented by docudrama, 'Buffalo Creek Disaster,' lead to cancellation of production; other, similar projects are also in question

NBC-TV has gotten out of the docudrama business because of fears that the network might be sued by some of the real-life characters portrayed in its first production.

The network began the docudrama project about a year ago, hoping to save money by producing in-house the fictionalized versions of actual events. The unit's first project was to have been entitled *The Buffalo Creek Disaster*, which described how 600 members of a West Virginia community successfully sued a mining company after several dams built by the company gave way in 1972, killing 125 people and damaging 17 communities. Based on a book by Washington lawyer Gerald Stern, the program was to have gone into production in October.

According to an NBC spokesman and Robert Northshield, who had headed the docudrama project and who is out of a job with its termination, the network canceled the show over concern that it might influence other lawsuits involving the same incident.

Since NBC was itself producing *Buffalo Creek*, it apparently could have been held responsible if such an influence was proved. Another problem, the spokesman said, was the fact that the mining firm, the Pittston Co., had presented the network with a list of alleged errors in the proposed script, and corrections had been demanded.

Although Mr. Northshield agreed that NBC had a legitimate concern over the litigation in progress, he said he feels strongly that the project should have been completed and aired. But he added that members of the communities hit by the tragedy believe the network "knuckled under" to Pittston's demands.

NBC had committed more than a million dollars to the program, over half of which had been spent before the cancellation, Mr. Northshield said. Options on a number of other properties also had been purchased as potential docudramas, and it is apparently undetermined whether they will be used.

Program Briefs

On its way. ITS Entertainment has placed *The Comedy Ball*, half-hour comedy-music series starring Hudson Brothers, into syndication for prime-access in 1978-79 and has completed initial sales to five CBS-owned TV stations. Series also will feature Bob Monkhouse, British comedy star, and major guest star each week.

Production team that produces ITC's *The Muppet Show*, also will work on *The Comedy Ball*.

Tribunal choices. Senate has confirmed five nominees to newly created Copyright Royalty Tribunal. To seven-year terms: Thomas Brennan, former chief counsel, Senate Copyright Subcommittee; Mary Lou Berg, former broadcaster and vice chairman of Democratic National Committee, and Douglas Coulter, author from New Hampshire. To five-year terms: Buddy James, lawyer from Ohio, and Frances Garcia, certified public accountant from Austin, Tex.

Record-breakers. Metromedia Producers Corp., through deal with David Paradine Productions, has acquired rights to *David Frost Presents the Guinness Book of World Records*. Series, available for first-run off-network play, consists of six one-hour specials.

Critical mass not yet in sight for Paramount's fourth network

Company delays its start date until 1978-79 season;

Paramount Television Distribution has pushed back the start date of its fourth network project, claiming that commercial time on the other three isn't yet scarce enough to spin off full advertiser support for its weekly prime time service.

Instead of the earlier announced spring 1978 kickoff (BROADCASTING, June 20, Aug. 1), the company now expects to launch the Paramount Television Service during the 1978-79 season. In three-hour blocks for 52 weeks, Paramount plans to include 22 new one-hour episodes of the science fiction series, *Star Trek*, 21 new two-hour Paramount made-for-TV movies and a handful of specials produced by Paramount or placed by advertisers.

Remaining as national advertisers are Bristol-Myers and Gillette. However, according to W. Randolph Reiss, vice president, sales, "other advertisers are somewhat cautious under the present economy." He added, however, that they are "enthusiastic about supporting the concept." Richard Frank, president of Paramount Television Distribution, said that other advertisers who had been approached said that they already had placed their television budget but gave indications they would "set aside money" if the project was delayed until next season.

Said to be already on board are 58 stations, representing 57% coverage of the country. Paramount will not identify individual stations but said there are 30 independents and 28 network affiliates. The company claimed that another 12 stations—which would bring Paramount to its goal of 70% coverage—are close to signing. Transmission is to be handled through Paramount's Hughes Television Network subsidiary.

Cable to put its best foot forward in San Diego

Capacity crowd, top speakers and packed equipment hall await delegates to annual western show and convention

More than 2,000 persons are expected to arrive in San Diego this week to visit the annual Western Cable Show and Convention at the Town and Country hotel.

Some of the attractions lined up this year by the sponsoring cable associations (California, Arizona, Rocky Mountain and Hawaii) include an equipment hall with exhibitors filling 175 booths, speakers representing Congress, the FCC, the National Cable Television Association and both large and small cable systems (BROADCASTING, Oct. 31) and a three-day program of technical and management seminars.

The agenda follows:

Wednesday, Nov. 9

Financial management seminar. Padre/Sierra rooms, 2 p.m. *Property taxation report.* John W. Goddard, Viacom. *Internal audits: practice, implementation, suggestions for improved CATV performance.* Moderator: Jerome Frank, UA-Columbia. Panelists: Jay Smith, Cox Cable; Paul W. Martin, GE Cablevision; J. Patrick Dugan, Warner Cable. *Calculating copyright payments—the "how-to's."* Moderator: Edward M. Allen, Western Communications. Panelists: Sol Schildhouse, attorney; Barbara Ringer, register of copyrights; John D. Pelegrin, attorney. *The economics of operating a pay cable system.* Moderator: John W. Goddard, Viacom. Panelists: Donald Tykeson, Liberty Communications; David Lewine, TM Communications; John Morris, Teleprompter. *Cable television: the lender's view.* Moderator: Gail E. Oldfather, Televents. Panelists: David O. Wicks, Becker Communications; Jeffrey Marcus, Communications Equity; Frederic Helfst, Bank of New York; David Crowell, TA Associates. **Welcoming reception.** Exhibit hall, 6-8 p.m.

Thursday, Nov. 10

Kickoff breakfast. Presidio room, 7:30 a.m. Donald O. Williams, convention chairman, presiding. *Views on cable television.* Representatives Louis Frey Jr. (R-Fla.) and Henry A. Waxman (D-Calif.). *Generalities that glitter.* Daniel Aaron, NCTA chairman.

Operations seminar. Friar/Padre/Sierra rooms, 9 a.m. Coordinator: Christopher Derick Viacom. *Interrelationship of plant, office and marketing operations.* Moderator: M. Christopher Derick, Viacom. Plant operations: Gary A. Hokemson, Mission Cable. Office: Dana Diehl, Viacom. Marketing: Gary Weik, Mission Cable. *Plant operations.* Moderator: M.

Christopher Derick, Viacom. Preventive maintenance: Bob Cowert, Gill Cable. Technical tracking: Joe Van Line, Viacom. Annual FCC test: Robert A. Luff, NCTA. *Office operations.* Moderator: Bruce Ellis, Mission Cable. Office communications systems: Sheldon Satin, Sheldon Satin Associates. Bad debt collections: Nate Levine, Critics Protection Association.

Cities' view of cable television. Friar/Padre/Sierra rooms, 11 a.m. Lionel J. Wilson, mayor of Oakland, Calif.; Janet Gray, mayor of San Jose Calif.

Luncheon. Presidio room, 12 noon. Gail E. Oldfather, Televents, CCTA president, presiding. *Washington: behind closed doors—we did it before, let's do it again.* Ralph M. Baruch, Viacom International Inc.

Programming seminars. Friar/Padre/Sierra rooms, 2 p.m. Coordinator: Gene Cook, GE Cablevision. *Update—operator's viewpoint.* Moderator: Paul Schonewolf, GE Cablevision. Research: Trygve Myhren, ATC. Retention: Ernest Olson, Cox Cable. MDS: Thomas Kanarian, Theta Cable. STV: Werner Koester, Oak Industries. *Satellite services.* Moderator: Donald O. Williams, Cox Cable. Panelists: Rex Bradley, Cable Satellite Network; Ed Taylor, Southern Satellite; Kay Kopolovitz, Madison Square Garden; Roy L. Bliss, Unltd Video. *Where do we go from here?* Moderator: David Lewine, TM Productions. Panelists: Robert Speck, Sports Productions; Allen R. Adler, Columbia Pictures; N.J. Nicholas Jr., HBO; William Brademan, Quinn-Martin Productions; Jeffrey Reiss, Showtime.

CCTA reception. Exhibit hall, 6-7 p.m.

Breakfast session. Presidio room, 7:30 a.m. Don Schilling, vice president, Rocky Mountain Cable Television Association, presiding. *Fiber optics—a critical look.* Moderator: Ed Callahan, ATC. Panelists: Jim Godby, Valtec Corp.; Larry DeGeorge, Times Fiber; Ray McDivitt, Harris Corp.; George Foot, General Cable. *Deregulation—the key to cable television's future.* Gustave Hauser, Warner Cable Corp.

Government and regulatory session. Friar/Padre/Sierra rooms, 9:30 a.m. Coordinator: Gene Iacopi, Feather River Systems. *Communications Act rewrite—cable television's destiny.* Representatives George E. Danielson (D-Calif.), Norman Y. Mineta (D-Calif.), Martin Russo (D-Ill.). *Communications oversight and policy—House and Senate perspective.* Senator Howard W. Cannon (D-Nev.), Representative John E. Moss (D-Calif.). *CATV—past, present and future.* Moderator: Douglas Dittrick, Viacom. Panelists: Margita White, FCC commissioner; James H. Quello, FCC commissioner; Richard A. Forsling, Cablecom-General. *EEO.* Moderator: Ray Joslin, Continental Cablevision; William Jadney, East Bay Skills Center; Leonard Esquer, East Bay Skills Center. **Exhibit hall open.** Noon-6 p.m.

Luncheon. Presidio room, 12 noon. Clint Wager, president, Arizona Cable Television Association, presiding. *Perspective on communications.* Senator Ernest Hollings (D-S.C.). **Technical seminar.** Sunrise room, 2 p.m. Coordinators: Bill Schiller, Storer Cable; Judy Baer, Society of Cable Television Engineers; Frank Bias, Viacom. *Cable system safety and*

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Behind the deal. Home Box Office's lower rate card, effective since Sept. 1, apparently has drawn another major commitment from a multiple-system operator. A release prepared by HBO and American Television & Communications Corp. cites volume discount pricing as a key reason for ATC's plans to boost its HBO pay subscriber tally to 100,000; it currently has 35,000.

Under the new rate card, HBO discounts 15% of its service charge when guaranteed more than 75,000 customers; the previous rate gave 10% off for more than 75,000, 12% off for more than 100,000. The base service charge also was dropped from \$3.50 to \$3 per subscriber (but, as before, with the exact amount depending on how much the cable operator charges). HBO now has about 800,000 subscribers. Its parent, Time Inc., holds 23.5% of ATC.

OHSAs requirements. Representatives of Cox, Storer and other major CATV companies. **Special report of the CCTA utility relations committee.** Bill Hargan, Feather River Systems. **Terrestrial microwave.** Moderator: Tom Olson, Tomco Communications. Panelists: Jim Hurd, Farinon Video; Carl Guastaferro, Microwave Associates.

Continuation of governmental and regulatory session. *Out of the quicksand—Senate bill 177.* Moderator: Gene Iacopi, Feather River Systems; Alfred Alquist, state senator (D-Calif.); Marc Nathanson, Falcon Communications; Walter Kaitz, CCTA. **Poles: the national crisis.** Moderator: Bill Hargan, Feather River Systems. Panelists: Attorneys Harold R. Farrow and Ray Perkins. 3 p.m.—**Deregulation: the new era.** Moderator: J.C. Sparkman, Telecommunications Inc. Panelists: Charles E. Smith Jr., Warner Cable; Ray Perkins, attorney; Dave Smart, North Bay Cable; Rudi Brewster, attorney. **Washington update.** Moderator: Robert Schmidt, president, NCTA. Panelists: James Hobson, chief, FCC Cable Television Bureau; attorneys Jack Matthews, George Shapiro, Charles S. Walsh.

Annual banquet. Mission ballroom, 6:30 p.m. Presidential award. Gene Cook, master of ceremonies. Remarks: Representative Lionel Van Deerlin (D-Calif.).

Paper drive. National Cable Television Association, in developing technical program in Los Angeles-San Bernardino-Corona-Fontana major TV market. Commission rules require carriage upon request of all stations with whose 35-mile zone cable system operates. FCC ordered operator to appear at hearing to be designated later to show cause why it should not cease and desist from further violations of rules. system problems, protection of service and privacy, pay cable, fiber optics, low cost microwave, signal leakage, advanced techniques. Abstracts should be submitted to Robert A. Luff, vice president, engineering, NCTA, 918 16th Street, N.W., Washington 20006.

Two bypassed. FCC has ordered Orange County (Calif.) Cable TV to show cause why it is not carrying signals of KWHY-TV Los Angeles and noncommercial KOCE-TV Huntington Beach. Both stations are within Los Angeles-San Bernardino-Corona-Fontana major TV market. Commission rules require carriage upon request of all stations with whose 35-mile zone cable system operates. FCC ordered operator to appear at hearing to be designated later to show cause why it should not cease and desist from further violations of rules.

N. J. wants them all

The New Jersey Office of Cable Television has asked the FCC to grant a waiver of the distant signal rules to all cable systems in the state. The state regulatory body said that such an "experiment in federal deregulation" would allow all residents of the state who are hooked into cable to receive the New Jersey-oriented programming produced by stations in New York and Philadelphia. A waiver would give the commission "an excellent opportunity to gather the facts it has been called upon to produce since it first imposed the signal carriage rules," said the office. "And from our point of view, the waiver will provide our citizens with more local programming than they now receive." New Jersey has no commercial VHF television station.

TV spots ready to roll for VCR's

As more and more firms bring out home video recorders, ad campaigns pick up momentum

The burgeoning home video tape recorder industry, which after a decade of promises, promises, is moving toward fulfillment in 1977 (BROADCASTING, Oct. 24), is being accompanied by a massive wave of television advertising that will increase substantially next year.

Video cassette recorders (VCR) are finally edging into the public consciousness as a consumer item, with RCA, Zenith and JVC Industries joining the pioneer, Sony, in television spending in the final quarter of 1977. Although TV budgets are carefully guarded, indications are that close to \$10 million will be spent on VCR's in 1977, most of it in the fourth quarter, coincident with the Christmas gift season. The figure is expected to triple or quadruple in 1978 as production and distribution of units widen and other companies wade into the VCR mainstream. Industry estimates are that from 150,000 to 200,000 units will be sold this year and from 550,000 to 750,000 in 1978.

The results achieved in this final quarter of 1977 will be a barometer of things to come: The effectiveness of the advertising in wooing consumers to shell out \$1,000 or more for a luxury item is seen as a crucial factor.

Television is a natural advertising medium for a product that enables viewers to record a program and play it back on their TV sets. But the paucity of VCR's available to some firms has dictated their use of print media for introductory announcements or placing units into early distribution without advertising. But even these companies—Toshiba America, Magnavox, Sanyo, Panasonic, Quasar and GTE-Sylvania—said they intend to beef up their advertising, probably early in 1978.

Joseph Lagore, vice president for consumer products, Sony Corp. of America, New York, said the company has been advertising its Betamax unit for almost three years in all media, but the strongest push has been this year. He projected that Sony will spend about \$5 million in advertising next year and should "come close to that

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Man and machine. Frank Gorshin pitches RCA's SelectaVision.



From one medium to another. Dracula sells Sony's Betamax VCR; actor Ted Knight pitches JVC's Vidstar Video Home System.

figure" in 1977, the bulk in television on network, spot and local tie-ins with dealers. Sony's agency is Doyle Dane Bernbach, New York.

RCA broke its campaign for SelectaVision late last month with a \$4 million splurge, largely in television. The commercials, featuring impressionist Frank Gorshin, are running on ABC-TV, NBC-TV and spot TV, and are designed to build momentum for the holiday gift season. RCA ads stress that SelectaVision is capable of providing up to four hours of recorded entertainment. Frank DeVoe, vice president, advertising, RCA Consumer Electronics Division, said "this major commitment by RCA reflects our goal of establishing SelectaVision as the leading VCR brand by the end of the year." Agency is Leo Burnett, Chicago.

JVC Industries, Maspeth, N.Y., is allotting about \$1 million to its first advertising effort on television to introduce its Vidstar Video Home System. Ed Pessara, advertising-sales promotion manager, reported that stations in 20 key markets in late October started carrying commercials featuring TV personality Ted Knight as spokesman. Mr. Pessara indicated that advertising budgets, particularly on television, will increase as distribution and sales expand. He said JVC intends to deliver about 48,000 Vidstar units in 1978; 81,000 in 1979 and 105,000 in 1980. The agency is Michel-Cather Inc., New York.

A spokesman for Zenith said the company launched an extensive national campaign two weeks ago that tapped both network television and magazines. He declined to provide figures on advertising but they are expected to run into several millions of dollars. He noted that the introduction of the Zenith video cassette recorder is being handled, as are all new product launches, with heavy advertising and merchandising support. The agency is Foote, Cone & Belding, Chicago.

Quasar is limiting itself to some co-op advertising in TV and newspapers, according to Jim Roos, account executive at Needham, Harper & Steers, Chicago. He indicated that heavier TV spending can be expected next year.

Toshiba America Inc., New York, in-

roduced its Toshiba Video Studio last week via a print campaign in consumer magazines, but will use TV in a co-op effort. Television is in the offing for 1978, a spokesman for DKG Advertising Inc., New York, said, but the success of the print effort will be a factor in the advertising budget for next year.

Similarly, the Magnavox video cassette recorder was placed on the market last week, supported by a print campaign in magazines and newspapers. The limited supply of units precluded a TV effort at this time, a company spokesman said, adding that TV is expected to play a role in 1978. The campaign was prepared by the William Esty Co., New York.

An executive of Sanyo in Los Angeles

said the company has been marketing its V-Cord III VCR unit (with two-hour capability) for more than a year but has not used television advertising. In January, she added, Sanyo will begin to distribute a three-hour unit for which advertising will begin in December. Plans have not been completed. The agency for Sanyo is Nathanson Advertising, Sherman Oaks, Calif.

Panasonic will place its VCR unit into distribution next week, a spokesman said, but advertising support will not begin until after Jan. 1. He pointed out that the number of units to be offered is limited at this time. Ted Bates & Co., New York, is the agency and strategy and media placement have not yet been determined.

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Annual meeting starts next week with record attendance assured

Approximately 370 persons are expected to attend the 23d annual meeting of the Television Bureau of Advertising in San Francisco Nov. 14-16.

Roger D. Rice, president of TVB, said early registration already has reached a record 322 for a meeting that he noted would be dominated by "the television industry's own experts—the broadcasters themselves."

Among the broadcasters participating in individual presentations will be Walter E. Bartlett, TVB board chairman and president of Multimedia Broadcasting, Cincinnati; Arthur A. Watson, TVB treasurer and executive vice president of the NBC Owned Television Stations, New York; Douglas Smith Jr., vice president and general manager of WFBC-TV Greenville, S.C.; Martin Ozer, vice president and director of sales, Metromedia Television, New York, and S. Wheeler Rudd, sales manager of WAVE-TV Louisville, Ky.

There will be four workshops devoted to various areas of concern within the television industry:

"Inventory Management": Host—David Henderson, president, broadcast division, Outlet Co.; Providence, R. I. Speakers: William Stough, general sales manager, WISH-TV Indianapolis; Henry O'Neill, executive vice president Top Market. Television, New York; Paul Bures, general sales manager, KTRK-TV Houston.

"Co-op Workshop": Host—Thomas Maney, assistant general manager, WCVB-TV Boston. Speakers: David Ludwig III, local sales manager, KATU(TV) Portland, Ore.; Robert Headlee, general sales manager, WBRZ-TV Baton Rouge.

"Local Success Story": Host—Norman E. Walt, president, McGraw-Hill Broadcasting Co., New York. Speakers: Vincent DeLucas, general sales manager WTEN-TV Albany, N.Y.; S. Wheeler Rudd, local sales manager, WAVE-TV Louisville Ky., and Sherman Wildman, general manager-retail sales, CBS Owned Television Stations, New York.

"Commercial Production": Host—Robert Rice, president, WRAU-TV Peoria, Ill. Speakers: Patrick Gmiter, director of sales, Cox Broadcasting, Atlanta, and Emmett DePoy, retail sales manager, WRTV(TV) Indianapolis.

Advertising Briefs

Warning about persuaders. Advertisers "must guard against becoming the pawn [or] lobbying tool of special-interest groups," Alfred R. Schneider, vice president, ABC Inc., told annual meeting of Minneapolis Advertising Review Board

and Minneapolis Advertising Club. Narrow interests, he said, could "create a chilling effect on the creative process first in entertainment, and soon [in] other forms of entertainment." Print-media advertisers have nothing to say about editorial matter in or near which their ads appear, he noted, and added: "It should be so in television advertising."

O&M lands big one. Armour-Dial Inc., Phoenix, reported shift of its Dial antiperspirant account from Foote, Cone & Belding, Chicago, to Ogilvy & Mather there. Account bills more than \$5 million of which about 80% is in broadcast.

Califano blisters advertising that aggravates nation's health problems

HEW head doesn't name media in his talk to APHA but does get specific about smoking, cigarettes and messages directed at children

Secretary of Health, Education & Welfare Joseph Califano has indicted advertising as a factor in the nation's health problems, and says HEW will act to deal with the problem. But he did not say how.

"When the air is filled with seductive advertising for products that increase the chances of disease or death," he said in a speech to the American Public Health Association, "we have a clear obligation to provide facts on the other side." But beyond saying the efforts would be "careful and judicious," he did not say what HEW will do.

What's more, although he did not specify any advertising medium, two of the products he condemned as dangers to health—cigarettes and alcohol—are not advertised on radio and television. Yet he said, without amplification, that "someone is spending billions of dollars each year to keep people from making fully informed choices about smoking and alcohol."

HEW's plans for dealing with smoking-caused health problems, at least, will be disclosed soon. Mr. Califano said a task force on smoking and health that he formed has been examining the department's efforts in that area for the past several months, and has produced a long list of ideas for action. "We are now working to winnow them down into a strategy which we will announce early next year," he said. The theme of Mr. Califano's talk was the necessity to improve the nation's health by aiding the public to take steps to prevent disease. One of the areas he mentioned involves children's advertising—an area of interest to the Federal Trade Commission, too. Mr. Califano asked, without answering: "What about children, who do not recognize the subtle ways they are pressured through advertising to adopt certain eating, drinking and fast-driving lifestyles that threaten their lives?"

Criticism dropped on drop-in studies

FCC extends comment deadline; academician's paper, filed by AMST and others, cites flaws in earlier surveys used by FCC

The FCC has extended the deadline for comments on the proposal to add four VHF drop-ins, but a filing by a professor of economics that has been received at the commission raises new doubts about the feasibility of adding the new assignments and about their effects on UHF growth.

In response to a request by the Mohawk-Hudson Council on Educational Television, the chief of the Broadcast Bureau extended the comment deadline to Dec. 1. Mohawk-Hudson had earlier requested that the commission assign channel 4 to Albany, N.Y., and reserve it for educational use. The FCC is considering that request as a comment in the drop-in inquiry, a proposal to add four new channels to the table of assignments at Charleston, W.Va.; Knoxville, Tenn.; Salt Lake City, and either Johnstown or Altoona, Pa. Replies are now due Jan. 6, 1978.

In spite of the commission's action, a paper by Professor Franklin M. Fisher of the Massachusetts Institute of Technology has been filed by the Association of Maximum Service Telecasters, Cox Broadcasting Corp., Gateway Communications Inc., Storer Broadcasting Co. and WGAL Television Inc. In it, Dr. Fisher contends that three econometric studies used by the FCC to determine the impact on UHF growth by the new VHF stations fail to evaluate the situation properly. The professor says the reports produce "unreasonable estimates of the VHF drop-in effect" and concludes, "None of the studies should be relied on by the commission in deciding on action in particular markets."

Dr. Fisher, a former consultant to the President's Task Force on Communications Policy and editor of the scholarly journal, *Econometrica*, says the commission's studies fail to adequately project UHF growth in the future.

The three reports in question were prepared by Alexander Korn, an FCC staff economist, in March of this year (the Korn Study); Paul J. Hanley and Stanley M. Besen in 1975 (the Rice Study), and Rolla Park, Leland Johnson and Barry Fishman in 1976 (the Rand Study). None of them, the professor contends, "properly" analyzes the affected markets.

"A VHF drop-in is not simply another VHF station added to the market (which is the way in which it is treated by all three studies)," writes Dr. Fisher. "The drop-in will not have the same signal strength as existing VHF stations because of its oftentimes remote location, the need to directionalize, and the greater interference it

will suffer due to its short spacings.

"Its viability and its effect on the viability of competing stations will depend very much on the characteristics of the audience in those sections of the market in which its signal will be received."

Dr. Fisher takes on each study individually. The Korn Study, he says, does "not provide a reliable basis for forecasting station viability" because one of its fundamental assumptions—that an independent station's share of market revenue is a function of its share of market expenses for syndicated and sports programming—"at least to some extent confused cause and effect."

"Such a relationship doubtless exists," writes the professor, "but there is also likely to be an inverse relationship between shares and expenses . . ." If that is the case, Dr. Fisher explains, "one would see a positive relationship between revenue shares and expenses in the data."

The other two studies, Dr. Fisher says, fail to account for UHF growth. He calls the Rice Study "oversimple" because it relies solely on TV home statistics to determine a station's viability and not "on such factors as the strength of national advertising in the market, the strength of local advertising demographics of the area, per capita income, growth trends, etc." The Rand Study, he says, uses an improper data base and, as a result, underestimates the potential for UHF growth. The study's assumption that a "UHF channel could and would be activated if there were an economic justification . . . is an assertion without any support and inconsistent with fact and allocations principles."

None of the studies, Dr. Fisher concludes, can "be used to predict the effects of particular short-spaced VHF drop-ins."

MBS plans satellite service to its affiliates

Contract with Western Union involves \$10 million expenditure for earth stations to serve outlets in U.S. and overseas

The Mutual Broadcasting System signed a contract with Western Union last Thursday that the network said would be the first step in making the company the first commercial radio network to employ a satellite distribution system. Gary Worth, executive vice president of Mutual, has called the new system "the first improvement in network transmission since 1926."

Mutual plans include the installation of approximately 500 earth stations in the continental United States, Hawaii, Alaska, Puerto Rico and the Virgin Islands. According to Mr. Worth, Mutual "will own and install" the stations, which will serve the more than 700 affiliates of the Mutual Broadcasting System and the Mutual Black Network. The total cost, he said, will be in

Bad buddies. The FCC's Field Operations Bureau, in a study of TV interference from citizen band radio, estimates that three million TV households would experience CB interference this year. The report, based on research into complaints by six FCC field offices, found that (in overlapping percentages) 55% were partially attributable to inadequate CB transmitter harmonic suppression (an issue the commission is currently investigating [BROADCASTING, Oct. 24]); 45% were partially attributable to overloading of inadequately shielded TV receivers; 40% could be resolved and an additional 30% improved if all CB sets used a low-pass filter and TV sets had a high-pass filter; 45% involved CB's with illegal linear amplifiers; most interference was on TV channels 2, 5, 9.

the neighborhood of \$10 million.

The agreement with Western Union will allow Mutual to use the common carrier's Westar satellite, which early next year will start beaming the television signals of the Public Broadcasting Service and later the radio signals of National Public Radio.

The system envisioned by Mutual requires small-aperture, receive-only terminals—10-foot dishes—as opposed to the larger, 15-foot antennas intended for the NPR system. Each Mutual hook-up will be capable of receiving at least two 15 khz channels and in many cases three.

The antenna system planned has not yet been approved by the FCC, but officials there saw no serious obstacles in the way of that. One said he "assumed Mutual knows what the constraints are" to its system and "can live with them." Another indicated that there was a "trend toward smaller dishes" and described the FCC procedure for acceptance as little more than a "fancy type-approval." No FCC staffer would speculate, however, when the commission would approve the system until after it had an opportunity to examine Mutual's proposal.

It will get that chance later this month when Mutual is expected to ask the FCC for authority to begin constructing the earth stations. The network estimates that

it will take about 18 months to fully implement the system after FCC approval.

The new system, Mr. Worth said, will "open whole new vistas" of network possibilities—including the capacity for network stereo transmissions and simultaneous feeds of news programs when the primary channel is taken up with sports or other types of programs. The system will ultimately be able to accommodate six-channel transmissions.

Technical Briefs

SMPTTE closes in. Last details of standard specifications for one-inch nonsegmented helical scan video tape recorders were approved Oct. 20 by Society of Motion Pictures and Television Engineers working committee. Final reviews of agreement by SMPTTE standards committee and publication of standard in SMPTTE journal is expected by April.

Improved Ikegami. HL-77 portable ENG camera by Ikegami is now available in new HL-77A model featuring 10% improvement in signal-to-noise ratio (51db), remote control and Plumbicon pick-up tubes. Another new model, HL-77AS, is equipped with Saticon tubes for increased picture sharpness. Company also announced its HK-312 studio camera is now available with plug-in multiplexer adapter for operation with triaxial cable instead of conventional cable.

Dynamic purchase. Scientific-Atlanta, Atlanta-based communications equipment firm, has reached agreement in principle to purchase Spectral Dynamics Corp. of San Diego in stock transaction that will have stockholders of Spectral Dynamic's 1.2 million over-the-counter shares receiving 0.65 Scientific-Atlanta shares for each of their Spectral shares. Scientific-Atlanta shares have been trading at about \$22. Spectral manufactures instruments in vibration and spectrum analysis fields and posted earnings for fiscal year ending March 31 of \$1.29 million on sales of \$19.3 million. Proposal must be approved by Dynamic's stockholders.

Tele-Media Company of Kent-Ravenna

has acquired the cable television systems serving Kent and Ravenna, Ohio

Heller-Oak Communications Finance Corp.

Chicago, Illinois
assisted in this transaction

First Amendment rights of news media dealt sharp setback

Supreme Court won't touch Idaho verdict that knocked down newsman's claim that he could protect his source; reporters freedom committee fears that such thinking may spread to other states

News media and their reporters were put on notice last week that the courts may be a weak reed on which to depend if they want to protect news sources. The Supreme Court declined to review a case in which the Idaho Supreme Court held that the First Amendment is no protection in such matters if a public official files a libel suit.

The immediate effect of the high court's refusal to review is that James E. (Jay) Shelledy, of the *Lewiston (Idaho) Tribune*, which has a circulation of 25,000, will go to jail for 30 days. He has said he would take the jail sentence, imposed for contempt of court by an Idaho court, rather than reveal the source whose identity is being sought in a libel suit filed against the newspaper.

But the long-range effect, in the view of the Reporters Committee for Freedom of the Press, a legal defense and research fund specializing in First Amendment cases, could be felt by newspapers and broadcast stations and their reporters everywhere in the country. "If other state supreme courts pick this up," said Jack Landau, the committee's executive director, "it means a lot of suits will be filed simply because people want to know who ratted on them." The committee had filed a friend of the court brief urging the Supreme Court to review the case.

What is particularly troubling media representatives is that the newspaper ap-

peared to have exhibited considerable care in preparing the article in question and the person who sued—a former agent of the Idaho Bureau of Narcotics and Organized Crime who was fired after the article appeared—did not show a compelling need for the information. What's more, the state court did not employ a "balancing test" that indicated a need for disclosure.

The article involved was one of six Mr. Shelledy, then a reporter but now the newspaper's executive editor, did in 1973 on the Idaho Bureau of Narcotics and Organized Crime after it had come under criticism for its operations.

The series, which was chosen by the Idaho Associated Press as the most significant event of the year, concluded with the observation that the agency was poorly supervised and its agents poorly trained. The Justice Department's Law Enforcement Assistance Administration and the Colorado Bureau of Investigations reached similar conclusions following independent investigations. And as a result of the reports, the state attorney general fired the chief of the bureau and four other top officials, including Michael Caldero, the plaintiff in the suit.

The story in question recounted a shooting, by Mr. Caldero, of a man in a parking lot in Coeur d'Alene where Mr. Caldero had gone with another agent to make an arrest in August 1972.

The man who was shot was Dale Johnson. The man who was the target of the arrest was George Booth. Mr. Johnson had driven Mr. Booth to the parking lot and remained in the car while Mr. Booth got out. When Mr. Caldero and another agent attempted to arrest Mr. Booth, Mr. Johnson tried to flee, and was shot three times.

Mr. Caldero said he had identified himself as a police officer and that Mr. Johnson attempted to run him down with the car. Mr. Johnson said Mr. Caldero, dressed as a "hippie," did not identify himself, and he denied attempting to hit the officer with the car.

Mr. Shelledy's account of the incident was based on an inspection of documents and on interviews with 12 persons, including state and local law enforcement officials who were quoted by name and an uni-

dentified "police expert," who was not further identified.

The newspaper had hoped to talk to the agents. It had offered to show Mr. Caldero the story before it appeared in an effort to obtain an interview, and held up publication for two weeks. But Mr. Caldero and the other agent were under orders from the chief of the narcotics bureau not to talk to the newspaper.

The state attorney general was quoted as saying the shooting was a "mistake" and that Mr. Caldero probably "got a little shook up." The unnamed police source said that Mr. Caldero's "justification for shooting didn't add up."

Mr. Caldero sued for libel, claiming the article was an "unfair, false and malicious account." And in pretrial proceedings, Mr. Caldero asked Mr. Shelledy to name the police expert. When he refused, he was named as a defendant, and the trial judge subsequently imposed the 30-day jail sentence.

The state supreme court, after reviewing the case on appeal, said that "no newsman's privilege against disclosure or confidential sources founded on First Amendment exists in an absolute or qualified version"—a holding based on a Supreme Court decision in 1972 that a reporter could not refuse to divulge to a grand jury information he had concerning the commission of a crime. As a result, it said, the "balancing test" is not required to obtain the disclosure order.

CBS News's ground rules for terrorist coverage backed by peers, law enforcers

Survey in major cities by California university gets reaction to six-ply plan for handling incidents

The majority of television news directors and police chiefs in 30 major U.S. cities are opposed to live coverage of terrorist acts "except in the most compelling circumstances," according to a survey conducted by the California State University at Northridge.

The study polled police chiefs and TV news directors in 30 cities on their attitudes toward terrorist coverage guidelines developed by CBS News (BROADCASTING, April 18). Of those responding (more than 50% of the police chiefs and 35% of the news directors), the results were as follows for the seven guidelines:

- The first, which recommends that journalists should avoid providing excessive platforms for terrorists and, unless succinctly stated, paraphrase their demands, was supported by 87% of the newsmen and 73% of the police chiefs.

- The second, which proposed no live coverage of a terrorist act "except in the most compelling circumstances," received

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In other words. UPI's National Broadcast Advisory Board has developed terrorism/kidnap guidelines and has delivered them to newsrooms across the country. They are: 1) Each station should have established procedures for coverage of such events, which should include prompt notification of management. 2) Each story should be judged on its own and if the story is newsworthy, covered. 3) Coverage should be thoughtful, conscientious and show restraint, and be carried out with an awareness of the potential danger to life and person. 4) Demands made as an essential point of the story, should be reported, but no excessive platform should be provided for those demands. 5) Reporters should avoid deliberately injecting themselves into the story as intermediaries or negotiators. 6) If there has been no mention of a deadline, one should ask the terrorist-kidnappers if there is one. 7) Above all, the rules of common sense should apply.

Members of the advisory board include Arch L. Madsen, Bonneville Broadcasting, Salt Lake City; Joe Floyd, KELO-AM-FM-TV Sioux Falls, S.D.; Norman Knight, Knight Quality Stations, Boston; Terry Lee, Storer Broadcasting, Miami Beach; Ernesto Portillo, KXEW-AM-FM Tucson, Ariz.; Kaye Frey, KKIN(AM) Aitkin, Minn.; Milton Friedland, WICS(TV) Springfield, Ill.; Don Owen, KSLA-TV Shreveport, La.; John Tansey, WRVA(AM) Richmond, Va.; Frank McLaurin, KSRQ(AM) Santa Rosa, Calif.; Al Schottelkottler, WCPO-TV Cincinnati; Bill Scott, WINS(AM) New York, and Ray Miller, KPRC-TV Houston.

approval by 81% of the news directors and 93% of the police chiefs.

■ A total of 86% of the police chiefs and 84% of the news directors agreed with the third guideline that recommended reporters be mindful of the problems authorities have in contacting the terrorists and for the news media to find out first whether their use of phone lines would interfere with the authorities.

■ The fourth guideline advises that CBS News representatives contact experts in dealing with the hostage situation for guidance, but advises that such recommendations should be "carefully considered as guidance (but not as instruction)." This received the approval of 90% of the journalists and 85% of the police.

■ Almost all (90% of the newsmen, 93% of the policemen) supported guideline number five recommending that local authorities be given the name of CBS personnel whom they can contact if they have "further guidance or wish to deal with such delicate questions as a newsmen's call to the terrorists or other matters which might interfere with authorities dealing with the terrorists."

■ The sixth guideline advises reporters covering terrorist acts to avoid using inflammatory language or reporting rumors and to obey all police instructions, but to immediately report to their superiors any instructions that seem to be intended to manage or suppress the news. Of the news directors, 94% agreed, while 86% of the police chiefs supported this one.

■ The last point suggested that coverage of terrorist acts should be of a balanced length so that "it does not unduly crowd out other important news." Support on this was about even with 87% of the newsmen and 86% of the policemen for it.

Newspapers claim higher exposure than radio-TV

A study financed by the newspaper industry shows that 69% of U.S. adults are exposed to newspapers every day, as compared with 62% to TV news and 49% to radio news.

By dayparts, the study shows that 39%

of the sample listened to the radio for news in the morning, 31% read newspapers and 14% watched television. In the afternoon, the figures were newspapers, 45%; TV news, 44%, and radio news, 26%, while in the evening; TV news, 28%; newspapers, 21%; radio news, 9%.

The study was based on a sampling of 3,000 adults, 18 and over, in March 1977. The field work and data processing were performed by Audits and Surveys Inc. Funds were provided by the Newspaper Information Committee and the design and analysis were conducted by the Newspaper Advertising Bureau.

Leave the driving to us

RTNDA's Schultz praises House for opening doors to cameras, gets in a word for allowing 'professionals' to run system

The House's 342-44 vote two weeks ago to end the ban on radio and TV coverage of House floor proceedings drew praise last week from Ernie Schultz of KTVY(TV) Oklahoma City, president of the Radio Television News Directors Association, who said the decision was "of historic importance."

Mr. Schultz added, however, that he hopes the House will decide to let "professional journalists" produce the live daily news feed, rather than House-employed technicians, as is currently contemplated by House Speaker Thomas P. O'Neill (D-Mass.).

Mr. Schultz also said he hopes the Senate will follow the House's lead and that the "judiciary will see in this landmark decision the impetus needed to open their doors so that the people will be able to see and hear what happens in their courts as well as in their Congress."

Mr. Schultz wrote a letter Oct. 28, the day after the House's vote, to Representative Claude Pepper (D-Fla.) praising Mr. Pepper's 33-year fight to give broadcasters access to Congress's proceedings. Mr. Pepper first introduced legislation to permit broadcast coverage, back in 1944 when he was a senator.

N. J. ruling stands

FCC won't budge from contention that delayed telecast of debate didn't merit equal-time exemption

The FCC has denied review of a staff ruling that the second broadcast of a political debate two days after it occurred does not fall within the exemptions from the equal time law.

The commission acted in a case in which the New Jersey Public Broadcasting Authority's four TV stations—WNJC Trenton, WNJS Camden, WNJM Montclair and WJNB New Brunswick—had filmed a one-hour debate between the Democratic and Republican gubernatorial candidates, broadcast it the same night, then rebroadcast it two nights later. The Independent party candidate demanded equal time, but was turned down.

NJPBA contended that both broadcasts were exempt from the equal time law as on-the-spot coverage of a bona fide news event. The commission staff agreed as to the first broadcast but not the second (BROADCASTING, Oct. 24).

And the commission, in affirming the staff, said that if the "on-the-spot coverage" phrase were to have any significance, it could not be diluted to allow broadcasters to air coverage a significant time after the event occurred, barring unusual circumstances which, it said, were not shown in the New Jersey case.

Applications for review had been filed by NJPBA and, in a separate petition, by the Public Broadcasting Service, the Radio Television News Directors Association and the National Association of Broadcasters. Appeals are expected.














Journalism Briefs

AP evolution. Associated Press celebrated its 30th radio anniversary last Tuesday (Nov. 1), marking date first 456 radio stations were admitted to formal membership in news association (before that, broadcast wire was handled by "PA," or Press Association, AP subsidiary). There are now more than 3,400 radio and TV member stations, as well as some 200 members of APRadio, group's audio news service. Release last week noted "AP is planning experiments which may lead to satellite transmission of all its services—news, photos and APRadio. A far cry from 130 years ago, when an AP reporter would row a boat to an incoming sailing ship in New York harbor to learn from travelers what was going on in other parts of the world."

Temporary truce. Strike of day-and-a-half ended last Tuesday (Nov. 1) at KTTV(TV) Los Angeles when station management agreed to negotiate initial contract covering 22 newsroom employes with Local 53 of National Association of Broadcast Employees and Technicians. NABET ordered workers off job early Monday charging that station management for more than a year had refused to negotiate for pact.

The Broadcasting Playlist Nov 7

Contemporary


<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
3 1	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
1 2	<i>You Light Up My Life</i> □ Debbi Boone	Warner Bros.
2 3	<i>Theme from "Star Wars"</i> □ Meco	Millennium
4 4	<i>Boogie Nights</i> □ Heatwave	Epic
5 5	<i>I Feel Love</i> □ Donna Summer	Casablanca
8 6	<i>Don't It Make My Brown Eyes Blue</i> □ C.Gayle ..	United Artists
15  7	<i>We're All Alone</i> □ Rita Coolidge	A&M
12 8	<i>It's Ecstasy ...</i> □ Barry White	20th Century
9 9	<i>Just Remember I Love You</i> □ Firefall	Atlantic
6 10	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
13 11	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
17  12	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
7 13	<i>That's Rock 'n' Roll</i> □ Shawn Cassidy	Warner Bros.
10 14	<i>Brick House</i> □ Commodores	Motown
14 15	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
19 16	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
22  17	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
29  18	<i>Help Is on Its Way</i> □ Little River Band	Capitol
-  19	<i>Native New Yorker</i> □ Odyssey	RCA
20 20	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
23 21	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
11 22	<i>On and On</i> □ Stephen Bishop	ABC
26 23	<i>We Just Disagree</i> □ Dave Mason	Columbia
21 24	<i>She Did It</i> □ Eric Carmen	Arista
16 25	<i>Cold as Ice</i> □ Foreigner	Atlantic
24 26	<i>Daybreak</i> □ Barry Manilow	Arista
27 27	<i>Isn't It Time</i> □ The Babys	Chrysalis
25 28	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
31 29	<i>Swingtown</i> □ Steve Miller Band	Capitol
32 30	<i>Send in the Clowns</i> □ Judy Collins	Elektra
18 31	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
39  32	<i>Back in Love Again</i> □ LTD	A&M
46  33	<i>Sentimental Lady</i> □ Bob Welch	Capitol
42  34	<i>Your Smiling Face</i> □ James Taylor	Columbia
37 35	<i>Gone Too Far</i> □ England Dan & John Ford Coley ..	Big Tree
41  36	<i>Baby Come Back</i> □ Player	RSO
-  37	<i>Hey Deanie</i> □ Shawn Cassidy	Warner Bros.
28 38	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
30 39	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
38 40	<i>Draw the Line</i> □ Aerosmith	Warner Bros.
33 41	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
35 42	<i>We Are the Champions</i> □ Queen	Elektra
45 43	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
-  44	<i>She's Not There</i> □ Santana	Columbia
-  45	<i>Here You Come Again</i> □ Dolly Parton	RCA
-  46	<i>You Can't Turn Me Off</i> □ High Inergy	Gordy/Motown
- 47	<i>You're Moving Out Today</i> □ Carole Bayer Sager	Elektra
- 48	<i>Do Your Dance</i> □ Rose Royce	Warner Bros.
50 49	<i>Handy Man</i> □ James Taylor	Columbia
- 50	<i>Run Around Sue</i> □ Leif Garrett	Atlantic

Playback

On their own. Time was when Simon without Garfunkel would have been like Lunt without Fontaine. But each is on his own now, and both are cranking out hits. *Slip Slidin' Away* (Columbia) is Paul Simon's latest single (and will be included on his upcoming *Paul Simon's Greatest Hits* LP). It is the story of adult dilemmas. "It's very relatable. The message is important. That record is really super. It's very strong here," says Jim King of WRIE(AM) Erie, Pa. Jeff Hunter of KNDE(AM) Sacramento, Calif., reports good adult reaction to the record and calls it "light. Paul Simon has always put out a good product. He has a following." *Slip Slidin'* moves to 43 on "Playlist" This week. Art Garfunkel has an album on the horizon, too, and *Crying in My Sleep* (Columbia), his current single, will be on it. *Crying* was written by Jim Webb, author of *By the Time I Get to Phoenix* and *Wichita Lineman*, among other hits of that genre. **Gift of Gibb.** Andy Gibb introduced himself to top 40 music this year with *I Just Wanna Be Your Everything* (RSO). It was an impressive debut: the tune topped "Playlist" for seven straight weeks, and still remains on the chart at 28. Mr. Gibb is back with a follow-up called *(Love Is) Thicker Than Water*. Jim King at WRIE is playing this one, too, and he reports "an awful lot of calls." It has a strong melody line with strong guitar riffs. I can see where it will get played straight across pop adult and top 40." It's also on at KCRS(AM) Midland, Tex.; Darrell Ward says the production is "lush ... It's a pretty good record." **Watch this space.** *Just the Way You Are* (Columbia) by Billy Joel "is beautiful. It's bluesy with a smooth choral background. It's really pretty," says Chris O'Connor of WZGC(FM)Atlanta.

Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
3 1	<i>I'm Just a Country Boy</i> □ Don Williams	ABC/Dot
1 2	<i>Heaven Is Just a Sin Away</i> □ Kendalls	Ovation
14  3	<i>Y'all Come Back Saloon</i> □ Oak Ridge Boys	ABC/Dot
11  4	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
13  5	<i>We Can't Go on Living Like This</i> □ Eddie Rabbitt ...	Elektra
7 6	<i>Blue Bayou</i> □ Linda Ronstadt	Elektra
12  7	<i>Daytime Friends</i> □ Kenny Rogers	United Artists
2 8	<i>More to Me</i> □ Charley Pride	RCA
4 9	<i>Once in a Lifetime Thing</i> □ John Wesley Ryles ...	ABC/Dot
5 10	<i>Let Me Down Easy</i> □ Christy Lane	GRT
10 11	<i>Shame on Me</i> □ Donna Fargo	Warner Bros.
9 12	<i>Eastbound and Down</i> □ Jerry Reed	RCA
25  13	<i>From Graceland to the Promised Land</i> □ Haggard ..	RCA
6 14	<i>Love Is Just a Game</i> □ Larry Gatlin	Monument
25  15	<i>Here You Come Again</i> □ Dolly Parton	RCA
16 16	<i>Roses for Mama</i> □ C.W. McCall	Polydor
8 17	<i>Fools Fall in Love</i> □ Jacky Ward	Mercury
20 18	<i>The Old Man and His Horn</i> □ Gene Watson	Capitol
22 19	<i>One of a Kind</i> □ Tammy Wynette	Epic
18 20	<i>I Got the Hoss</i> □ Mel Tillis	MCA
-  21	<i>You Light Up My Life</i> □ Debbi Boone	Warner Bros.
17 22	<i>Hold Me</i> □ Barbara Mandrell	ABC/Dot
- 23	<i>Still the One</i> □ Bill Anderson	MCA
15 24	<i>A Working Man Can't Get Nowhere</i> □ Merle Haggard ..	Capitol
- 25	<i>Don't It Make My Brown Eyes Blue</i> □ C.Gayle ..	United Artists

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

Fates & Fortunes

Media

George Dessart, executive assistant-general manager, WCBS-TV New York, named VP-assistant to president, CBS Television Stations.



Dessart



Kimatian

Stephen H. Kimatian, general manager, WJZ-TV Baltimore, named VP of television station group for licensee, Westinghouse Broadcasting (Group W).

Mark Harrad, special assistant to Public Broadcasting Service Vice Chairman Hartford Gunn Jr., and former BROADCASTING reporter, named to newly created position of PBS special projects coordinator.

Odin S. Ramsland, president-general manager, KDAL-AM-TV Duluth, Minn., retires after 40 years of service with licensee. **John LaForge**, executive VP, replaces Mr. Ramsland as executive VP-general manager.

Stephen F. Stander and **George G. Hiltzik**, senior counsels, NBC law department, New York, named assistant general attorneys.

Susan Tash, director of business information-broadcasting, ABC, New York, named manager of press information for ABC-owned WLS-TV Chicago.

Jerry W. Fox, program director, WTVQ-TV Lexington, Ky., named operations manager.

Ethel Slosower, assistant promotion manager, WFLA-AM-FM-TV Tampa, Fla., named promotion manager.

Nona Novak, announcer/newscaster, noncommercial WSND-FM Notre Dame, Ind., joins WEFM(FM) Chicago, as traffic and continuity director.

Joseph Rayball of WARA(AM) Attleboro, Mass., elected president, Massachusetts Broadcasters Association. **Leo Beranek** of WCVB-TV Boston elected VP and **James Asher** of WJDA(AM) Quincy named secretary-treasurer.

Newly elected officers, Tennessee Association of Broadcasters: **Dean Osmundson**, WMC(AM) Memphis, president; **Fred Webb**, WNOO(AM) Chattanooga, VP, East; **Jack Hendrickson**, WCOR(AM) Lebanon, VP, middle; **Dave Thomas**, WEZI(FM) Memphis, VP, West, and **Reggie Honey**, WRKM(AM) Carthage, secretary-treasurer. **Paul Ruhie** was re-elected executive director. **Irving Waugh**, president, WSM-AM-FM-TV Nashville, who has announced intention to retire next Dec. 31, named Distinguished Broadcaster of the Year by TAB.

Newly elected officers, Indiana Broadcasters Association: **G. Earl Metzger**, WITZ-AM-FM Jasper, president; **Christopher Duffy**, WTHR(TV) Indianapolis, president-elect; **Reid Chapman**, WAND-TV Fort Wayne, VP-TV; **William Kepler**, WAOV-AM-FM Vincennes, VP-AM; **James Kauper**, WCSI-AM-FM Columbus, VP-FM; **John Dille III**, WTRC(AM)-WYEZ(FM) Elkhart, secretary-treasurer, and **Robert Rouse**, WVTS(FM) Terre Haute, assistant secretary-treasurer.

Roger G. Hall, consultant, Office of Cultural Resources, Department of Commerce, Washington, named VP-corporate development, noncommercial WHYY-TV and co-owned WUHY-FM Wilmington, Del. (Philadelphia).

Roger Fisher, director of Blanchard Valley Adult Center, Findlay, Ohio, joins noncommercial WBGU-TV Youngstown, Ohio, as development director. **Lenora R. Brogdon**, reporter-anchor, WKBN-TV Youngstown, Ohio, joins WBGU-TV as director of news and public affairs.

Abram Chasins, artistic consultant to non-commercial KUSC-FM Los Angeles and former music director at WQXR-AM-FM New York, retires at end of this year.

Broadcast Advertising

Paul W. (Pete) Barrett, director of advertising, ABC-TV Network, New York, named to new post of director of advertising services and given additional responsibility for ABC Entertainment, ABC Sports and ABC News.

Diane Seaman, manager of pricing and financial evaluation in daytime and Saturday morning sales, NBC, New York, appointed manager-children's program sales.

Michael F. Pedone, senior VP-account supervisor, Warwick, Welsh & Miller, New York, named executive VP-account service. **William J.C. Surtees**, account executive, Leo Burnett, Chicago, and **Howard R. Hersh**, manager of new product development, Joseph E. Seagram distiller, New York, join Warwick, Welsh & Miller as VP-account supervisors.

Charles E. Grady III, VP-account supervisor, D'Arcy-MacManus & Masius, St. Louis, named VP-management supervisor. **Clifford Day Jr.**, DM&M VP-account executive, promoted to group supervisor. **Lawrence Wiken**, account executive, appointed account supervisor.

Edgar A. Hatcher, associate creative supervisor; **George E. Jaccoma**, senior art director-producer, and **Robert F. LaChance**, TV producer, J. Walter Thompson, New York, named VP's.

Newly elected VP's, Ogilvy & Mather, New York: **Jane Rublin**, production supervisor; **Hilda Scheinin**, copy supervisor, and **Leo Sullivan**, **Gary Wald** and **Brad Wells**, account supervisors.

Sally H. Kandle, casting director at N W Ayer ABH International, New York, appointed VP.

Howard E. Johnson, VP-account supervisor, Kenyon & Eckhardt, Dearborn, Mich., joins

BBDO, Detroit, in same capacity.

Newly elected senior VP's, Leo Burnett, Chicago: **Gareth Bogaerde**, director of television services; **Joe Plummer**, VP in charge of research, and **David Smith**, and **Al Yurman**, VP's-management directors.

Sam Spivey, general manager of Donrey Media's KGNS-TV Laredo, Tex., named national sales manager for Donrey's broadcast division.

Paul R. Lee, account executive, Simons Michelson Zieve agency, Troy, Mich., joins Young & Rubicam, Detroit, as manager of special projects.

Marshall Dickman, VP and director of marketing services, Norman, Craig & Kummel, New York, appointed to same post at Warren, Muller, Dolobowsky, New York.

George Blaha, voice of Detroit Pistons professional basketball team on WJR(AM) there, assumes additional position as account executive at Jepson-Murray Advertising, Lansing, Mich.

Ed Shea, sales manager, Detroit office of Metro TV Sales, appointed VP. **Al Cannarella**, director of marketing services, advertising and promotion, NBC stations division, New York, joins Metro TV Sales there as VP-research director. **Barry Hirsch**, account executive in MTVS Los Angeles office, transferred to New York in same post.

Industry Notice of a Memorable Event

On August 2nd, 1977, I purchased QRK Electronic Products from CCA Electronics. I own it now. Nobody's calling the shots except me and I'm putting my name and reputation behind every product that leaves our plant. I've made changes already. Some big ones are coming soon. But the biggest change of all is that now, after 10 years, QRK is nobody's subsidiary any more. Questions? Call me toll-free at 800-344-2181. Californians, call collect.


Robert D. Sidwell, President



ELECTRONIC PRODUCTS, INC.

1568 North Sierra Vista
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Phone (209) 251-4213

Janine M. Linden, public relations director, Kenyon & Eckhardt, New York, joins Compton Advertising there as director, corporate communications.

John Doscher, VP-national sales manager, Metro Radio Sales, New York, named director of national syndicated sales, SFM Media Service Corp. there.

Helen L. Murphy, media director, Cavalieri Kleier Pearlman advertising, New York, joins Cunningham & Walsh there as media planner.

William A. Berris, from Arocom Productions, Cleveland, joins Byer & Bowman Advertising, Columbus, Ohio, as TV producer.

Bernard M. Cammarata, VP-account supervisor, Marschalk Co., New York, joins Jos. Schlitz Brewing Co., Milwaukee, as manager of media and corporate advertising.

John V. Allen, account supervisor, Geer, DuBois Advertising, New York, appointed VP.

Ken Ragan, of Ken Ragan Studios, Atlanta, joins Grey Advertising, Minneapolis-St. Paul, as art director.

William Fagan, national sales manager, Post Newsweek's WTOP-TV Washington, joins co-owned WFSB-TV Hartford, Conn., as general sales manager. **Nancy Boyer**, WFSB-TV national sales manager, appointed local sales manager, succeeded by **Paul Orlo**, WFSB-TV local sales manager.

Lee S. Simonson, local sales manager, WFYR(FM) Chicago, promoted to general sales manager.

Michael S. Raymond, retail sales manager, WKTU(AM) New York, appointed general sales



Limelight for the man backstage. Show business, broadcasting and medical celebrities were out in force in Houston Oct. 28 for dedication of the Jerry Lewis Neuromuscular Disease Research Center at Baylor College of Medicine. Jack Harris, president of KPRC-AM-TV Houston and WTVF(TV) Nashville, was cited by Mr. Lewis as "the perfect volunteer, without whose help we would have been unable to put together our 200-station network" for the annual Muscular Dystrophy Association telethons that have raised more than \$120 million over the past 12 years, more than \$6 million on KPRC-TV alone. **At left**, Mr. Harris (r) is presented a commemorative plaque that "Jack Harris, along with Jerry Lewis, has done more than any other layman to bring before the hearts and minds of the public a medical need of grave concern." **At right**, Mr. Harris with Mr. Lewis (l) and Sylvester L. (Pat) Weaver Jr., the former NBC president, now an international advertising-communications consultant on the West Coast, who is president of the national Muscular Dystrophy Association.

manager, KRLY(FM) Houston. Both stations are owned by SJR Communications.

Barry Baker, general manager, WSOQ(AM)-WZG(FM) Syracuse, N.Y., named general sales manager, WMJQ(FM) Clear Lake City (Houston), Tex.,

Mark Simonsen, account executive, KMSP-TV Minneapolis-St. Paul, named national sales manager, KSTP-TV there.

Larry G. Grall, account executive, KWGN-TV Denver, named local sales manager.

Jerry Machovina, salesman, WYAH-TV Portsmouth, Va., appointed local sales manager.

Susan Miller, copywriter and salesperson, WPGU(FM) Urbana, Ill., named account Executive, WEFM(FM) Chicago.

Lorrie Roshek, advertising manager for Highlander men's clothing stores, San Diego, joins KGTV(TV) there as account executive.

Frank Ratermann, account executive, WRCB-TV Chattanooga, named to same post, WLCY-TV Largo, Fla.

John Benedict, program director, WVIP(AM) Mount Kisco, N.Y., joins Radio Arts, program format syndicator, Burbank, Calif., as program manager.

Richard Kurlander, program manager, KDKA-TV Pittsburgh, joins WBZ-TV Boston, as program manager. Both are Group W stations.

Gloria Ehrenfeld, music coordinator for Bartell Broadcasting, New York, joins WPLJ(FM) there as music director.

Wendie Feinberg, student from Boston University graduate school, joins WCIX-TV Miami as associate producer, news and public affairs.

Jeff Nielsen, freelance producer-writer, joins KCAU-TV Sioux City, Iowa, as producer-writer.

Stephen Skelley, music and cultural affairs director, noncommercial WUOM(FM) Ann Arbor, Mich., and co-owned WVGR(FM) Grand Rapids, Mich., assumes additional duties as program director.

Randy Brinson, graduate of Syracuse (N.Y.) University, joins South Carolina ETV Network, Columbia, as producer-director.

Helen Howe, assistant farm and ranch director, KDAV(AM) Lubbock, Tex., and **Bob Martin**, farm director, KWKA(AM) Clovis, N.M., named co-directors of KDAV farm and ranch department.

Kenneth P. Murr, program director, Rockville Centre (N.Y.) Diocesan Television Center, joins noncommercial WLIW(TV) Garden City, N.Y., as director of instructional television, responsible for furnishing programs to schools during school hours.

Jewel Robinson, producer-announcer, non-commercial WMUB(FM) Oxford, Ohio, and **Deborah Kennedy**, public service director-announcer, WTAJ(AM) Springfield, Ill., join non-commercial KUNI(FM)-KHKE(FM) Cedar Falls, Iowa, as producers-announcers.

Programing

Fred Gilson, VP-international sales, Viacom, New York, named sales operations VP for Columbia Pictures Television, Burbank, Calif.

George M. Ricci, president of George M. Ricci Associates, Chicago, sales organization in communications field, named sales VP, Teletronics Video Services, Chicago.

Andrew Spltzer, marketing manager of Taft H-B, joins Hughes Television Network, New York, as director, program sales.

Miki Dahlgren, assistant to Marvin Katz, VP of Spelling-Goldberg Productions, Beverly Hills, Calif., promoted to business affairs manager.

"I DON'T BELIEVE IN RADIO!"

Mr. Station Manager, how often have you heard this?

Our Sales Pros in the **CONCEPT DIVISION** overcome this objection daily!

Let us show you how... Call Gordon "Buc" Buckingham or John McFarlane collect.

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Broadcast Journalism

Ed Joyce, news director, WCBS-TV New York, appointed VP, news, CBS Television Stations Division.



Joyce



Udwin

Gerald E. Udwin, assistant Washington bureau chief, Westinghouse Broadcasting Co., named bureau chief there.

Bill Lawlor, news director, WTNH-TV New Haven, Conn., joins WABC-TV New York as executive news producer.

Jessica Savitch, NBC News Washington correspondent, named to anchor Sunday edition of *NBC Nightly News* on TV.

Appointments in WBIR-TV Knoxville, Tenn., news department: **Van Hackett**, assistant news director-anchorman from KTVV(TV) Austin, Tex., named news director-anchorman; **Bob Selwyn**, WBIR-TV reporter, promoted to assistant news director-assignment editor; **Bill Williams**, news director-anchorman from KTVV(TV) Springfield, Mo., joins as anchor; **Greg Zoerb**, WBIR-TV reporter, appointed sports director, and **Dustin Moody**, anchorman from KIEW-TV Eureka, Calif., joins as weekend anchor.

Bob Horner, executive producer, WNEM-TV Bay City, Mich., named news director, WKRQ-TV Mobile, Ala.

Al Riley, news producer, WCVB-TV Boston, joins WNAC-TV there in same capacity.

Jim Holtzman, assistant news director and executive producer, KGTV(TV) San Diego, joins KFMB-TV there as executive news producer.

Ed Ives, assignment editor, KIRO-TV Seattle, joins KIXI-AM-FM there as news director.

Phil Gregory, reporter, WFMZ-TV Allentown, Pa., appointed news director, WAEB(AM)-WXKW(FM) there.

Bill Wordham, Atlanta bureau chief, ABC News, named military affairs correspondent, ABC News.

Randy Shaw, anchorman, WTOP(AM) Washington, joins Mutual Broadcasting System, Arlington, Va., as correspondent.

Skip Loescher, press secretary to Vice President Walter Mondale, joins KSTP-TV Minneapolis-St. Paul, as investigative reporter.

Charles Johnson, graduate of S.I. Newhouse School of Communications, Syracuse (N.Y.) University, joins WJAR-TV Providence, R.I., as reporter.

Gene Perry, news director, WJBO(AM) Baton Rouge, joins Louisiana Network there as newscaster-editor.

Sally Larvick, co-anchor-reporter, WMBD-TV Peoria, named reporter, WTHR(TV) Indianapolis.

Adrienne Alpert, reporter, KSDD(AM) San

CBS News shuffle. CBS News has announced personnel changes both in U.S. and abroad. While repositioning dates may vary, all will be effective before year-end.

Peter Larkin, London bureau chief, named senior producer, *CBS Morning News*, New York. Replacing Mr. Larkin is Peter Kendall, producer, London. Bill Higley, producer, Los Angeles bureau, takes on similar responsibilities in London. Bob McNamara, correspondent, Bonn bureau, reassigned to London. Replacing Mr. McNamara is Hal Walker, correspondent, Washington bureau.

Jerry Bowen, reporter, Chicago bureau, named correspondent, Rome bureau, replacing Richard Threlkeld, who takes over co-anchor duties on *CBS Morning News* (BROADCASTING, Oct. 10).

Bob Faw, reporter, CBS-owned-and-operated WBBM-TV Chicago, and Miriam Bjarre, reporter, CBS O&O KNXT(TV) Los Angeles, join CBS News bureaus in respective cities as reporters.

Dave Fitzpatrick, associate producer, *CBS Morning News*, Washington, assumes similar duties in Los Angeles. Tom Bettag, former associate producer, *CBS Morning News*, returns from leave of absence to become associate producer, *CBS Evening News with Walter Cronkite*.

Diego, and **Peter Haas**, reporter, KNTV(TV) San Jose, Calif., join KGTV(TV) San Diego in same positions.

Mark A. Kahns, reporter, WMAX(AM) Grand Rapids, Mich., joins WCUZ(AM)-WMLW(FM) there in same capacity.

Bob Hogue, public affairs director, KNOT(AM) Prescott, Ariz., joins KFBB-TV Great Falls, Mont., as sports director.

J. Spencer Kinard, news director, KSL-TV Salt Lake City, named regional director for Radio Television News Directors Association, representing region three, covering Utah, Colorado, Wyoming and New Mexico.

Tim Rand, VP-general manager, KDRS(AM) Paragould, Ark., elected president, Arkansas Associated Press Broadcasters.

Elected officers of newly formed Nebraska Broadcast News Association: **Rhonda Maddox**, KCSR(AM) Chadron, president; **John Gleason**, KAWL(AM) York, VP, and **Mike Gleason**, KETV(TV) Omaha, secretary.

Herb Bloom, director of operations, American Committee for Weimann Institute of Science, New York, named executive producer of New Jersey nightly news program to be co-produced by New Jersey Public Television and noncommercial WNET(TV) New York.

Laraine Elpern, newscaster, KOOL-FM Phoenix, named desk assistant, KNX(AM) Los Angeles.

Cable

Added to Home Box Office's video promotion staff: **Peter Zanger**, in video tape production at NBC-TV, joins HBO as production supervisor and **Sarina Israel**, HBO typical operations supervisor, and **Don P. Jacobson**, HBO program supervisor-associate director, promoted to copywriters-producers.

Peter Hess, general manager, Hobbs (N.M.) Cablevision, named to same post at Cable KOR Communications' San Luis Obispo county, Calif., system.

Richard Fevola, sales manager, Suffolk Cablevision, Central Islip, N.Y., appointed business manager. **Barry Mines**, producer, named program director.

Ronald A. Hoodak, involved with programing and broadcasting at Teleprompter Cable system in Horseheads, N.Y., appointed program manager for system and will head both news and sports departments.

Mason C. Johnson, system manager for Cox

Cable, Myrtle Beach, S.C., named Eastern region controller for Storer Cable TV, Sarasota, Fla.

Equipment & Engineering

Peter B. Jones, staff VP-treasury planning, RCA Corp., New York, named staff VP-financial analysis.

Donald L. Hain, engineering VP, noncommercial WQLN-FM-TV Erie, Pa., joins WPGH-TV Pittsburgh as chief engineer.

James J. Gross, attorney with Broadcast Bureau of FCC, Washington, joins Satellite Business Systems, McLean, Va., as attorney.

Marcus Williams, engineer with Post-Newsweek's WJXT-TV Jacksonville, Fla., named to same post, co-owned WFSB-TV Hartford, Conn.

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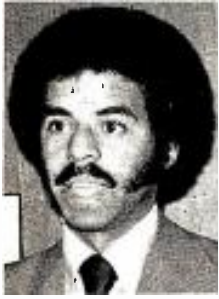


Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

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Continental Electronics

Allied Fields



Washington

Frank Washington, consultant to Office of Telecommunications Policy on minority ownership, joins staff of FCC Chairman Charles D. Ferris as legal assistant. Mr. Washington, Yale Law School graduate, formerly was with Arnold & Porter law firm in Washington.

Doug Duperrault, program director, WFLA-TV Tampa, Fla., added to broadcast advisory group that is helping Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, with rewrite of 1934 Communications Act.

Walt Duka, White House associate press secretary, becomes assistant postmaster for communications. Mr. Duka joined White House staff from Postal Service, where he had served as director of communications. He is being replaced on White House staff by **Claudia**

Townsend, formerly editor of White House news summary. News summary editor's job goes to **Patricia Bower**, who had been deputy editor.

Livingston L. Biddle Jr., staff director of Senate Subcommittee on Education, Arts and Humanities, nominated by President Carter to be chairman of National Endowment for the Arts, succeeding **Nancy Hanks**, Republican appointee whose term has expired. Mr. Biddle was congressional liaison chief for endowment in 1975.

Henry Kavett, former writer-editor for NBC Radio's News and Information Service, New York, joins Burson-Marsteller, public relations firm there, as broadcast media specialist.

John Forsythe, motion picture and television actor who narrated "TV: The Sum of the Alternatives" sales presentation of TVB, has been named "TV Spokesperson of the Year" by bureau and will accept award at TVB's annual meeting in San Francisco, Nov. 14-16.

Deaths

Paul Jaffe, 63, president of Hartwest Productions and Hartwest Television, New York, and former attorney prominent in entertainment in-

dustry, died Nov. 1 at Mount Sinai hospital there. As partner with his brother, Henry, in law firm of Jaffe & Jaffe, his clients included American Federation of Television and Radio Artists, American Guild of Musical Artists, Screen Actors Guild, and number of executives in broadcasting and allied fields. In 1953 he entered television program production with *Producers Showcase*, and several years later established Hartwest operations for production and distribution of radio and TV talk and information programs.

Richard T. Connelly, 70, former director of press relations for Young & Rubicam, New York, and director of NBC's press department in 1953-54, died at Princeton (N.J.) Medical Center after long illness. He served Y&R from 1945 to 1953 and from 1954 until 1967 when he retired. He is survived by his wife, former Marie Loughlin; three daughters, Mrs. Jene C. Wood, Mrs. William Myshka and Mrs. Wallace Vigneault, and son, Richard J. Connelly, VP-public relations, ABC.

Ernie Crisp, 49, Eastman Kodak film instructor and former cameraman for KWTW-TV Oklahoma City, was killed in Palmyra, N.Y., Oct. 29 in crash of open-cockpit biplane he was piloting.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 17 through Oct. 21.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts, *—non-commercial

New stations

FM applications

■ Chadron, Neb.—Big Sky Co. seeks 97.5 mhz, 100 kw, HAAT 844 ft. P.O. address: 212 Bordeaux Street, Chadron 69337. Estimated construction cost \$72,000;

first-year operating cost \$36,000; revenue \$60,000. Format: C&W. Principals: Kermit G. Kath and Donald E. Jones (50% each), owners of KCSR (AM) Chadron and KUSH (AM) Valentine, Neb. Mr. Kath also owns KGOS (AM)-KERM (FM) Torrington and 47% of KWOR (AM) Worland, both Wyoming. Ann. Oct. 28.

■ Alamo, Tex.—Lonnie M. Horton seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Rt. 1, Box 55-B, Alamo 78516. Estimated construction cost \$29,100; first-year operating cost \$34,320; revenue \$54,000. Format: Religious. Principal: Mr. Horton is founder and director of Worldwide Outreach for Christ Inc., Alamo. Ann. Oct. 25.

■ Pecos, Tx.—Parday Inc. seeks 98.3 mhz, 3 kw, HAAT 77 ft. P.O. address: Box 88, Ballinger, Tx. 76821. Estimated construction cost \$24,682; first-year operating cost \$66,232; revenue \$50,000. Format: C&W, Spanish. Principals: Roy E. Parker and G. A. Day (50% each), owners of 25% and 75%, respectively, of applicant for new AM at Granbury, Tx. Mr. Parker also owns 60% of KCOM (AM) Comanche, Tx. Mr. Day is Brownwood, Tx. attorney. Ann. Oct. 28.

Ownership changes

Applications

■ KCUZ (AM), Clifton, Az. (1490 khz, 1 kw-D, 250

2-N)—seeks assignment of license from Ira Q. Toler to Payne Broadcasting Inc. for \$140,250, plus \$46,751 covenant not to compete. Seller has no other broadcast interests. Buyer is owned by William F. Payne (50.01%) and his brother, John (49.99%). Mr. William Payne owns Columbia, Mo., advertising agency. His brother is employee of Washington nonprofit organization. They have no other broadcast interests. Ann. Oct. 31.

■ WAID (FM) Clarksdale, Ms. (106.3 mhz, 3 kw)—seeks assignment of CP from Bie-Scanlon Broadcasting Co. to Delta Media Inc. for \$3150. Sellers: E.W. Bie and J.B. Scanlon. Mr. Bie owns 50% of WSST (AM) Largo, Fla., and is general manager of KWMA (AM) Memphis. Mr. Scanlon owns KCAT (AM) Pine Bluff, Ar., and 25% of KXXA (AM) Little Rock, Ar. Buyer is principally owned by John P. Pelegrin and his wife, Catherine (77%). They are farmers in Clarksdale area. Ann. Oct. 31.

■ KOB5-FM Orange, Tx. (104.5 mhz, .55 kw)—seeks assignment of license from Charles H. Kobs to North Star Broadcasting Inc. for \$350,000. Seller: Mr. Kobs has no other broadcast interests. Buyer is owned by Alver G. Leighton, owner of KDLM (AM) Detroit Lakes, Mn., and 80% of KLVR (FM) there, 57.76% of KOUR-AM-FM Independence, 46% of KCII-AM-FM Washington and 89.9% of KNIA (AM)-KRLS (FM) Knoxville, all Iowa. Ann. Oct. 19.

■ WBLB (AM) Pulaski, Va. (1510 khz, 1 kw-D, 250 2-CH)—seeks transfer of control of Boyd Broadcasting Corp. from Stanley M. Boyd (100% before; none after) to James L. McMillan (none before; 100% after). Consideration: \$159,000. Principals: Mr. Boyd also owns WNLB (AM) Rocky Mount, Va. Mr. McMillan is railroad engineer in Pulaski with various real estate interests. Ann. Oct. 31.

■ KRNK (AM) Cheyenne, Wyo. (1530 khz, 10 kw-D, 1 kw-N)—seeks assignment of license from Dennis Grant, receiver, to KVVO Inc. for \$180,000. Seller is court-appointed receiver without other broadcast interests. Buyer is owned by Tony A. Kehl, owner of KVOW (AM)-KTAK (FM) Riverton, Wyo. Ann. Oct. 31.

■ KVWJ (FM) Logan, Utah (94.5 mhz, 25 kw)—Seeks transfer of control of Bridgerland Broadcasting Inc. from S.F. Jacobson and others (100% before; none after) to Randy R. Morrison and others (none before; 100% after). Consideration: \$100,000. Principals: Mr. Jacobson (29.47%), George Cochran (20.07%), Jeffrey B. Jacobson (23.81%), Aaron V. Farr (20.53%) and three others. None has other broadcast interests. Mr. Morrison (42.54%) is operations director of

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
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5530 Wisconsin Avenue, Washington, D.C. 20015
301—652-3766



KADE(AM)-KBCO(FM) Boulder, Colo. Other stockholders have various business and investment interests in Colorado and West. Ann. Oct. 19.

Actions

■ WAAK(AM) Dallas, N.C. (960 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Fred H. Whitley to WAAK Inc. for \$200,000. Seller: Mr. Whitley also owns WGTL(AM) Kannapolis, N.C. Buyer is owned by Gerald M. Marlow and his brother, Richard (50% each). They formerly owned Jamesburg, N.J., retail liquor store. They have no other broadcast interests (BAL-9091). Action Oct. 7.

■ KGNS-TV Laredo, Tex. (ch. 29)—Broadcast Bureau granted assignment of license from Western Communications Inc. to Gulf Coast Broadcasting Co. for \$1,000,000, plus \$250,000 for property. Seller is principally owned by Donald W. Reynolds (98.5%), who also owns KORK-AM-FM-TV Las Vegas, KBRN(AM) Springdale, Ark.; KOLO(AM) Reno, Nev., and KFSA(AM) Fort Smith, Ark. Buyer is owned by T. Frank Smith (88%) and five others. They also own KRIS-TV Corpus Christi, Tex. Action Oct. 4.

Facilities changes

TV action

■ WNBC-TV New York—Broadcast Bureau granted mod. of CP to extend completion date to March 6, 1978 (BMPCT-7708). Action Oct. 6.

AM applications

■ KPof Denver—seeks CP to make changes in ant. system, install new tower, then remove present tower to another site (BP-20,903). Ann. Oct. 27.

■ WKOR Starkville, Ms.—seeks CP to change trans. location, and make changes in ant. system (BP-20,904). Ann. Oct. 27.

■ KANI Wharton, Tx.—seeks mod. of CP (BP-19,751) to extend time to: Nov. 26, 1977 (BMP-14,473). Ann. Oct. 27.

AM actions

■ KDQN DeQueen, Ar.—seeks CP to change SL and change trans. and ant. location (BP-20,900). Ann. Oct. 26.

■ KFAX San Francisco—seeks CP to change DA-2 to DA-1 using night pattern and requests common MP radials be assigned for day and night operation (BP-20,902). Ann. Oct. 26.

■ KFNW Fargo, N.D.—Broadcast Bureau granted CP to increase power to 10 kw; install directional ant. and change type trans.; condition (BP-20,319). Action Oct. 5.

■ KANN Ogden, Utah—seeks CP to change trans. location and install new ant. (BP-20,901). Ann. Oct. 26.

FM actions

■ Gaylord, Mi.—Broadcast Bureau granted CP for new FM station ERP 1.8 kw (H&V); ant. height 370.0 feet (H&V); remote control permitted (BPH-9948). Action Oct. 5.

■ Bethany, Mo.—Broadcast Bureau granted CP for new FM station ERP 3.0 kw (H&V); ant. height 300.0 feet (H&V); remote control permitted (BPH-9980). Action Oct. 5.

■ Beaufort, S.C.—Broadcast Bureau granted CP for new educational FM station ERP 47 kw (H&V); ant. height 1100 feet (H&V) (BPED-2442). Action Oct. 5.

In contest

Designated for hearing

■ Little Falls, Mn., Little Falls Radio and Little Falls Broadcasting Co., **FM proceeding**: (Docs. 12269-70)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Lenore G. Ehrig to serve as presiding judge; set hearing for Jan. 23 and prehearing conference for Oct. 27 at 9 a.m. Action Oct. 21.

■ Harrisonburg, Va., **FM proceeding**: (Doc. 21268)—commission designated for hearing application of Radio Blue Ridge, Inc., for new FM station ch.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1977

	Licensee	C'n air STA'	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AA'	4,485	6	17	4,508	47	4,555
Commercial FA'	2,901	1	71	2,973	128	3,101
Educational FA'	893	0	20	913	87	1,000
Total Radio	8,279	7	108	8,394	262	8,656
Commercial TV	721	1	3	725	49	774
VHF	513	1	0	514	8	522
UHF	208	0	3	211	41	252
Educational TV	242	3	14	259	6	265
VHF	93	1	7	101	3	104
UHF	149	2	7	158	3	161
Total TV	963	4	17	984	55	1,039
FA' Translators	198	0	0	198	69	267
TV Translators	3,448	0	0	3,448	369	3,817
UHF	1,066	0	0	1,066	204	1,270
VHF	2,382	0	0	2,382	165	2,547

*Special ten per cent authorization

includes off-air licenses

282 at Harrisonburg, Va. In same action, FCC denied request for clarification and petition to deny by Radio Harrisonburg, Inc., licensee of WHBG. It did, retain Radio Harrisonburg's application for 5 kw nighttime AM station on file until disposition of Radio Blue Ridge's application. Action Oct. 28.

Procedural rulings

■ Fresno, Ca., McClatchy Newspapers (KMJ-TV) Et Al., **TV proceeding**: (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick granted motion by San Joaquin Communications and scheduled further prehearing conference for Oct. 27 at 9 A.M. Action Oct. 21.

■ Stockton, Ca., Barnes Enterprises, Inc., Et Al., **FM proceeding**: (Docs. 20925-7)—ALJ Walter C. Miller scheduled hearing for Jan. 3. Action Oct. 20.

■ Jensen Beach, Fla., Florida Gospel Network, Et Al., **FM proceeding**: (Docs. 20996, 20998-9)—ALJ Thomas B. Fitzpatrick directed Florida Gospel Network and HLG, Inc. to file within seven days affidavits stating whether or not they paid or promised any consideration to Lord and Rowland for dismissal of that application. Action Oct. 21.

■ Carrollton, Ga., Radio Carrollton and Faulkner Radio, Inc. (WLBB), **AM proceeding**: (Docs. 19636-7)—Chief, Office of Opinions and Reviews granted motion by Faulkner and extended to Nov. 14 time to respond to petition to reopen record and enlarge issues filed by Broadcast Bureau. Action Oct. 20.

■ Chicago, Zenith Radio Corporation and GCC Communications of Chicago, Inc., **FM proceeding**: (Doc. 20581)—Chief, Office of Opinions and Review granted request by Citizens Committee to Save WEFM and extended to Nov. 4 time for filing either exceptions and supporting brief to initial and supplemental initial deci-

sions or in which to file a proposed settlement agreement; ordered that if settlement agreement and motion for approval of that agreement are filed and subsequently set aside by the Commission either in whole or in part, parties shall have 21 days to file exceptions and supporting brief. Action Oct. 25.

■ Cicero, Il., Radio Cicero, Et Al., **AM proceeding**: (Docs. 21247-51, 21253)—ALJ Daniel M. Head extended to Oct. 28 time for Metropolitan to respond to Midway motion to compel answers to interrogatories. Action Oct. 21.

■ Springfield, Il., Springfield Advertising Co., Et Al., **FM proceeding**: (Docs. 21338-41)—ALJ Thomas B. Fitzpatrick continued the prehearing conference scheduled for Nov. 30 to Dec. 5. Action Oct. 21.

■ Hampton, Ia., **FM proceeding**: (Doc. 21420)—commission reinstated and set for oral argument before its Review Board application of Harold A. Jahnke for extension of construction time for new FM station KQHJ, Hampton, Ia. Action Oct. 21.

■ Lansing, Mi., Gross Telecasting, Inc., **AM-FM-TV proceeding**: (Doc. 20014)—ALJ Byron E. Harrison set certain procedural dates; set hearing for Nov. 29 at 9 a.m. at Lansing. Action Oct. 26.

■ Brainerd, Mn., Greater Minnesota Broadcasting Corporation and Tower Broadcasting Corporation, **FM proceeding**: (Docs. 21214-5)—Chief ALJ Chester F. Naumowicz Jr., continued conference now scheduled for Nov. 1 to Dec. 1. Action Oct. 19.

■ Mohawk-Hudson Council on Educational Television, **TV proceeding**: (Doc. 20418)—Broadcast Bureau granted motion and extended through Dec. 1 and Jan. 6 dates for filing comments and replies, respectively, in matter of amendment of television table of assignments to add new VHF stations in top 100

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markets and to ensure new stations maximize diversity of ownership, control and programming. Action Oct. 28.

■ Deer Lodge, Mt., Deer Lodge Broadcasting, Inc., **AM proceeding:** (Doc. 21398)—ALJ Daniel H. Head granted petition by Deer Lodge and advanced date for prehearing conference to Nov. 8; ordered that Deer Lodge's petition be granted and notice required be given by Deer Lodge during month of Dec. Action Oct. 25.

■ St. Louis, Midwest St. Louis, Inc. and New Life Evangelistic Center, Inc., **TV proceeding:** (Docs. 20820-1)—ALJ Joseph Stirmer set up procedural dates set hearing hearing for Nov. 21 at 10 a.m. Action Oct. 26.

■ Lakewood, N.J., Mid-State Broadcasting Co., **AM proceeding:** (Doc. 20610)—ALJ James F. Tierney extended to Nov. 4 time for filing proposed findings and conclusions and replies. Action Oct. 25.

■ Centerville, Utah, Lois I. Pingree, Executrix of the Estate of Howard W. Pingree (KSTU(FM)), **FM proceeding:** (Doc. 20460)—Chief, Office of Opinions and Reviews granted request by Broadcast Bureau and extended to Nov. 30 time for filing comments on petition to terminate hearing. Action Oct. 21.

■ Portsmouth and Norfolk, Va., Tidewater Radio Show, Inc. (WPCE) and Willis Broadcasting Corporation (WOWI-FM), **renewal proceeding:** (Docs. 21278-9)—Chief ALJ Chester F. Naumowicz Jr. excused applicants from responding to certain of Broadcast Bureau's discovery requests pending further order; directed applicants to file motions for protective orders by Oct. 28; and scheduled conference for Nov. 8. Action Oct. 19.

■ Virginia Beach, Va., **FM proceeding:** (Doc. 19095-6)—commission remanded application of Virginia Seashore Broadcasting Corporation for new FM station ch. 235 at Virginia Beach, Va. for further hearing, terminated proceeding on competing application of Payne of Virginia, Inc. for new station. Action Oct. 28.

■ Milton and Hurricane, W. Va., WNST Radio and Putnam Broadcasting, **FM proceeding:** (Docs. 20994-5)—ALJ David I. Kraushaar granted motion by Broadcast Bureau and extended to Dec. 23 deadline for filing proposed findings of fact and conclusions of law

and to Jan. 13 deadline for filing replies. Action Oct. 28.

Dismissed

■ Jackson, Tn., Madison County Broadcasting, Et Al., **FM proceeding:** (Docs. 20930-2)—ALJ Joseph Stirmer granted motion by Allen to dismiss application and dismissed his application with prejudice. Action Oct. 27.

Initial decision

■ Los Angeles, **AM proceeding:** (Doc. 21127)—ALJ Lenore G. Ehrig, in summary decision released today, denied Adolfo and Elias Liberman of Los Angeles, renewal of permit to deliver programs by wireline to radio station XEGM Tijuana. Judge Ehrig said findings demonstrated that XEGM's current operation at 10 kw caused substantial interference to U.S. stations and denial of application was warranted. Action Oct. 27.

Review Board decision

■ Suffolk, Va., **FM proceeding:** (Docs. 20268-70)—Review Board denied Town and Country Radio reconsideration of a July 26 Board decision granting Tidewater Sounds, new FM station in Suffolk and denying mutually exclusive applications of Town and Voice of the People for same. Action Oct. 28.

FCC decisions

■ Baltimore, **AM proceeding**—commission today denied Adler Broadcasting Corporation, former licensee of WAYE, Baltimore, Md., review of staff action denying Adler remission or mitigation of a \$500 forfeiture. Action Oct. 27.

■ Kalispell, Mt., **TV proceeding:** commission granted petition by KMSO-TV, Inc., licensee of KGVO-TV (NBC/CBS), Missoula, KTVM(TV) (NBC/CBS), Butte, and KCFW-TV (NBC/CBS), Kalispell, Mont., to the extent of continuing sameday network program nonduplication protection for KCFW-TV for another two years. Action Oct. 19.

■ Richmond, Va., **AM proceeding:** commission affirmed staff action granting request of Fifteen-Forty Broadcasting Corp., licensee of AM station WRGM, Richmond, to change station's call letters to WKIE, effective on release of public document. It denied objection filed by Hoffman Communications, Inc., licensee of AM station WIK1, Chester, Va. Action Oct. 26.

300, which is to be deleted at Rhinelander (RM-2979). Ann. Oct. 25.

Action

■ Cape May Court House, N.J., **FM proceeding:** (RM-2966)—Broadcast Bureau on request of Avalon Broadcasting Co., extended through Dec. 9, time in which to file responses to petition for rulemaking in matter of amendment of Section 73.202(b), Table of Assignments, FM Broadcast Stations. Action Oct. 25.

Translators

Applications

■ KGOV Anaheim, Ca.—seeks MP (BPCT-4113) to change TL to Skyline Dr. in Puente Hills, 8 mi. N. of Anaheim, Calif. type trans.; and HAAT 1019 ft. Ann. Oct. 25.

■ East Elk Creek, Co.—Garfield County seeks ch. 2,4 rebroadcasting KBTV, KOA-TV, respectively, both Denver. Ann. Oct. 27.

■ K11LM Meridith and Upper Frying Pan River, Co.—seeks CP to delete Meredith, Co. from present principal community and add Lower Frying Pan River Area, Co. to principal community, delete amplifier from present equipment, decrease output power to 1 watt and make chgs. in ant. system (BPTTV-5948) Ann. Oct. 25.

■ K65AY Burley & Rupert, Id.—Broadcast Bureau granted mod. of CP to add Albion, Id. to present principal community of UHF-TV translator station and make changes in ant. system (BMPTT-958). Action Oct. 5.

■ WWIL Wilmington—seeks CP to install a 250w aux. trans. (BP-20,898). Ann. Oct. 25.

■ Kimble County, Tx.—North Llano Television seeks ch. 61,63,65 rebroadcasting KENS-TV, KMOL-TV, KSAT-TV, respectively. Ann. Oct. 27.

■ WEEO Smithfield, -Va.—seeks CP to change ant. to nondirectional. (BP-20,899) Ann. Oct. 25.

■ K03A1 Oroville, Wa.—seeks CP to change freq. from Ch-3, 60-66 mhz. to -Ch-6, 82-88 mhz.; change w and make chgs. in ant. system (BPTTV-5948). Ann. Oct. 25.

Action

■ K296BB Rifle and Anvil Points, Co.—Broadcast Bureau granted CP for new FM translator station to rebroadcast programs of KQIX, Ch. 216, Grand Junction, Co. (BPFT-383). Action Oct. 3.

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Fines

■ KROQ, Los Angeles—Broadcast Bureau ordered licensee to forfeit \$2000 for repeated violation of rules including failure to keep record of inspections of tower lights at least once each 24 hours and to make appropriate entries in operating log. Action Oct. 11.

■ KROQ-FM, Pasadena, Ca.—Broadcast Bureau ordered licensee to forfeit \$1,000 for repeated violation of rules for failing to have properly licensed operator on duty and in actual charge of transmitting system. Action Oct. 11.

Rulemaking

Petitions

■ Rexburg, Id.—KRXX requests amendment FM table of assignments to assign ch. 252A to Rexburg, Id. (RM-2981). Ann. Oct. 25.

■ Ada, Ok.—Charles M. Davis requests amendment FM table of assignments to assign ch. 244A to Ada, Ok. (RM-2980). Ann. Oct. 25.

■ WGGG-TV Greenville, S.C., requests amendment of TV table of assignments by deleting educational reservation from ch. *55 at Rock Hill, (RM-2983). Ann. Oct. 25.

■ WANV Waynesboro, Va., requests amendment FM table of assignments to assign ch. 259 to Crozet, Va. (RM-2982). Ann. Oct. 25.

■ La Crosse, Wi.—Everybody's Mood requests amendment FM table of assignments to assign ch. 261 to Onalaska, Wi. (RM-2984). Ann. Oct. 25.

■ WXCO Wausau, Wi.—requests amendment FM table of assignments to assign ch. 300 to Wausau, Wi. and modify license of Station WRHN to specify operation on Channel 248 at Rhinelander, Wi. in lieu of ch

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- South Dakota Cable, for Spearfish, SD (CAC-10840): certify operation.
- West Alabama TV Cable, for Winfield, Fayette, Hamilton, all Alabama (CAC-10841-3): certificate of compliance for existing operation.
- Dixon Cable TV, for Dixon, IL (CAC-10844): certify operation.
- Texas Cablevision, for San Angelo, TX (CAC-10845): certify operation.
- Arkansas Cable Television, for Jacksonville, AR (CAC-10846): WYAH-TV Portsmouth, Va. to delete: KPLR-TV St. Louis.
- Cable TV of Marlin, for Belvedere, Tiburon, Marin, all California (CAC-10847-9): interim authorization for existing operation.
- Crockett Cable System, for Conta Costa, CA (CAC-10850): interim authorization for existing operation.
- Television Signal Corp, for San Francisco, (CAC-10851): interim authorization for existing operation.
- Tuolumne Cable-vision, for Sonora, Tuolumne both California (CAC-10852-3): interim authorization for existing operation.
- Boling Enterprises, for Barrow, AK (CAC-10872): interim authorization for existing operation.
- North Star Communications, for Kodiak, AK (CAC-10873): interim authorization for existing operation.
- Fulton TV cable, for Fulton, MS (CAC-10874): interim authorization for existing operation.
- Bend Community Antenna, for Bend, OR (CAC-10875): interim authorization for existing operation.
- Storer Cable Communications, for Tifton, Moultrie, Colquitt County, Albany, Cordele, all Georgia, Sylacauga, AL (CAC-10877-82): interim authorization for existing operation.
- Gulf Coast Teleception, for Arcadia, North Port Charlotte, North Port, all Florida (CAC-10883-5): interim authorization for existing operation.
- New Paltz Tele-cable, for New Paltz, NY (CAC-10889): interim authorization for existing operation.
- Centre Video Corp., for Clarion, PA (CAC-10890): interim authorization for existing operation.
- Midwest Telepic, for Farmington, Marion County, Phillip, Barbour County, Pennsboro, Ritchie County, all West Virginia (CAC-10891-6): interim authorization for existing operation.
- Pembroke Cable, for Emporia, VA (CAC-10901): interim authorization for existing operation.
- Nelsonville TV cable, for Buchtel, Jacksonville, Glouster, all Ohio (CAC-10902-4): certificate of compliance for existing operation.
- Tower Communications, for Belle Valley, OH (CAC-10905): interim authorization for existing operation.
- Television Signal Service, for Mena, AR (CAC-10906): interim authorization for existing operation.
- Nelsonville TV Cable, for Nelsonville, Trimble, both Ohio (CAC-10907-8): certificate of compliance for existing operation.
- Cynthia CATV, for Cynthia, KY (CAC-10909): interim authorization for existing operation.
- Madison Cablevision, for Marion, NC, Elkton, MD (CAC-10911-2): interim authorization for existing operation.
- St. Albans Cablevision, for St. Albans, VT (CAC-10913): interim authorization for existing operation.
- Madison Cablevision, for North East, MD (CAC-10914): interim authorization for existing operation.
- Midwest Radio-Television, for Rice Lake, WI (CAC-10917): interim authorization for existing operation.
- Television Cable Service, for Toronto, OH (CAC-10918): interim authorization for existing operation.
- See More TV, for Georgetown, IL (CAC-10919): certificate of compliance for existing operation.
- Full V U Television, for Knox, IN (CAC-10920): certify operation.
- Full V U TV, for Daviess, IN (CAC-10921): WBAK-TV, WTWO, WTHI-TV, Terre Haute, IN, WTHR, Indianapolis, WTVW, WFIE-TV Evansville, IN, WTTV Bloomington, IN, WVUT, Vincennes, IN, WGN-TV, Chicago, WRTV, Indianapolis, WAVE-TV, Louisville, KY, WEHT, Evansville, In.
- Cadillac Cable TV, for Cadillac, MI (CAC-10922): interim authorization for existing operation.
- Regional Cable, for Houtzdale, PA (CAC-10923): interim authorization for existing operation.
- Tower Communications, for Sugar creek, OH (CAC-10925): interim authorization for existing operation.
- Cable TV Co., for Berwick, Briar Creek, South Centre, Salem, Beach Haven, Nescopeck, Mifflinville, all Pennsylvania (CAC-10926-33): interim authorization for existing operation.
- Clearvision TV of Lexington, for Lexington, TN (CAC-10934): interim authorization for existing operation.
- Clearvision TV of Savannah, for Savannah, TN (CAC-10935): interim authorization for existing operation.
- Richland Cable System, for Richland Center, WI (CAC-10936): certificate of compliance for existing operation.
- Jackson Television Co, for Londaconing, Midland, National, Carlos, all Maryland (CAC-10937-40): interim authorization for existing operation.
- Indiana Cablevision, for South Bend, IN (CAC-10941): interim authorization for existing operation.
- Clear Channels Cable TV, for Springboro, Linesville, Conneautville all Pennsylvania (CAC-10951-3): certificate of compliance for existing operation.
- Ozark Cablevision Co., for Ozark, AR (CAC-10954): certificate of compliance for existing operation.
- Irvine Community Television, for Irvine, Ky (CAC-10955): interim authorization for existing operation.
- Wire Tele-View, for Port Carbon, Palo Alto, Pottsville, Tremont, Frailey, all Pennsylvania (CAC-10956-60): interim authorization for existing operation.
- Webbs Cable TV, for Calhoun, Gordon, both Georgia (CAC-10961-2): interim authorization for existing operation.
- Sammons Communications, for Sylmar, CA (CAC-10963): certificate of compliance for existing operation.
- Cable Kor Communications, for Cambria, Santa Margarita, Garden Farms, Baywood Park, Tasadero, all California (CAC-11250-72): WYAH-TV Portsmouth Va.
- Suburban Communications, for Royersford, PA (CAC-11877): KYW-TV, WCAU-TV, WPVI-TV Philadelphia, WKBS-TV, Burlington, NJ, WPHL-TV, WTAF-TV, Philadelphia, WHYY-TV, Wilmington, DE, WLVT-TV, Allentown, Pa, WVIA-TV, Scranton, Pa, WOR-TV, WPIX, New York, WFMZ-TV, Allentown, Pa., WNJS, Camden, NJ, WNJT, Trenton, NJ.
- Searcy Video, for Searcy, AR (CAC-11878): KTHV, KARK-TV, KATV, KETS, Little Rock, AR, WREG-TV, Memphis, TN, KTVT, Fort Worth, TX, KXTX-TV, Dallas, WTCG, Atlanta, WMC-TV, Memphis, TN, KAIT-TV, Jonesboro, AR.
- Princeton Cable TV, for Wyandot, IL (CAC-11879): WRAU-TV, WEEK-TV, WMBD-TV, Peoria, IL, WHBF-TV, Rock Island, IL, WQAD-TV, Moline, IL, WOC-TV, Davenport, IA, WFLD-TV, Chicago, WTVR, Peoria, IL, WCIU-TV, WTTW, WSNS, WGN-TV, Chicago, IL.
- Dodge City CATV, for Ford, KS (CAC-11901): WYAH-TV Portsmouth, Va.
- Nelsonville TV Cable, for Chauncy, OH (CAC-11902): certificate of compliance for existing operation.
- Chelan Antenna, for Chelan, Chelan Falls, both Washington (CAC-11903-4): KSTW, Tacoma, KAPP, Yakima, both Washington, CHEK-TV, Victoria, BC.
- American Cable Systems, for Tupelo, MS (CAC-11906): WTCG, Atlanta.
- Connersville Cable TV, for Connersville, Fayette, both Indiana (CAC-11907-8): WFYI, Indianapolis.
- LaFourche Communications, for Napoleonville, Assumption, both Louisiana (CAC-11909-10): WTCG Atlanta.
- Quad County Communications, for Cameron, MO (CAC-11911): WDAF-TV, KMBC-TV, KBMA-TV, Kansas City, WYAH-TV, Portsmouth, Va., KCMO-TV, KCPT, Kansas City, KQTV, St. Joseph, Mo.
- Wayne Communications, for Louisville, GA (CAC-11912): WATU-TV, WJBF, WRDW-TV Augusta, GA, WTCG, Atlanta, WMAZ-TV Macon, GA., WSAV-TV Savannah, GA, WCES-TV Wrens, GA., WEBL-TV, Allendale, SC, WCWB-TV, Macon, GA, WJCL, Savannah, GA.
- The Times Mirror, for San Dieguito, CA (CAC-11970): KNXT, KHJ-TV, KABC-TV Los Angeles.
- Com-West Inc., for Muskogee, OK (CAC-11971): WYAH-TV Portsmouth, Va., WTCG Atlanta.
- Nation Wide Cablevision, for Grass Valley, Nevada City, both California (CAC-11973-5): WYAH-TV Portsmouth, VA, WTCG Atlanta Ga.
- Goodland Cable TV, for Goodland, KS (CAC-11976): WTCG Atlanta, WYAH-TV Portsmouth, Va., to delete: KWGN-TV Denver.
- Communicable, for Cape Canaveral, Cocoa Beach, both Florida (CAC-11977-70): WTCG Atlanta.
- Brown Jack, for Haines, Skagway, both Alaska (CAC-11980-1): interim authorization for existing operation.
- North Star Communications, for Petersburg, Wrangell, Nome, all Alaska (CAC-11982-4): interim authorization for existing operation.
- Madison Cablevision, for Morganton, NC (CAC-11985): interim authorization for existing operation.
- Ruston Seemore TV., for Ruston, LA (CAC-11986): WTCG, Atlanta, WYAH-TV, Portsmouth, Va.
- Seemore TV, for Bastrop, LA (CAC-11987): WTCG, Atlanta, WYAH-TV, Portsmouth, VA.
- Cable Systems, for Cherry Hill, NJ (CAC-11988): KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV, WTAF-TV, Philadelphia, PA, WNJS, Camden, NJ, WHYY-TV, Wilmington, DE, WNJT, Trenton, NJ, WOR-TV, WPIX New York, WKBS-TV, Burlington, N.J.
- Arkansas Cable Television, for Pulaski, AR (CAC-11990): WTCG, Atlanta, WYAH-TV, Portsmouth, Va.
- Community Cable, TV, for Clark, Las Vegas, Boulder City, all Nevada (CAC-1191-3): KTLA, KHJ-TV, both Los Angeles.
- Warner-CCC, for Riverlea, OH (CAC-11994): WCMH-TV, WTVN-TV, WOSU-TV, Columbus, OH, WUAB, Lorain, OH, WOUB-TV, Athens, Oh, WBNS-TV, Columbus, OH, WXIX-TV, Newport, KY, WTTV, Bloomington, IN.
- Clay County Communication, for Gladstone, MO (CAC-11995): WDAF-TV, KCMO-TV, KMBC-TV, KBMA-TV, Kansas City, KTWU, Topeka, KS, WTCG, Atlanta, WYAH-TV, Portsmouth, Va, KCPT, Kansas City, KPLR-TV, St. Louis.
- Centre Video, for Pennsbury Village, PA (CAC-11996): WUAB, Lorain, OH, KDKA-TV, WTAE-TV, WQED, WPGH-TV, Pittsburgh, WSTV-TV, Steubenville, OH, WOR-TV, New York, WIIC-TV, WQEX, Pittsburgh.
- Indiana Cablevision, for St. Joseph, IN (CAC-11997): interim authorization for existing operation.
- Henderson Cable TV, for Henderson, TN (CAC-11999): interim authorization for existing operation.

In contest

- Yuma, Az.—commission denied Valley Telecasting Company stay of FCC's order directing Valley to provide KECC-TV (CBS), El Centro, Calif., with one-hour network nonduplication protection against KOOL-TV (CBS), Phoenix, for 18 months on Valley's cable system at Yuma, Az., and surrounding areas. Action Oct. 21.
- Lafayette, In.—commission denied RJN Broadcasting, Inc., licensee of WLFI-TV (CBS), Lafayette, In., network program nonduplication rights for five-year period over WISH-TV (CBS), Indianapolis, on cable system serving Kokomo, In., and adjacent areas of Howard County, request was opposed by TeleCable of Kokomo, Inc., operator of cable television system serving Kokomo and WISH-TV. Action Oct. 26.
- Hamburg, Pa.—commission granted Hamburg TV Cable Inc., operator of cable television system serving six communities in Pennsylvania, waiver of network program nonduplication rules. Hamburg's conglomerate system serves approximately 2,200 subscribers in communities of Leesport, Mohrsville, Shoemakersville, Edenburg, Hamburg and West Hamburg, Pa. Action Oct. 28.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Religious broadcast station manager. Must be sincere and dedicated with broadcast experience. Southern location. Equal Opportunity Employer. Send resume and references, Box N-71.

Southern California Class A FM. Station seeking aggressive manager experienced all phases radio including sales. Renumeration open for right person. Send resume to Box N-72.

Sales Manager for Fresno's hottest radio station. Who would believe a new Adult Contemporary FM, licensed to Hanford, would "rip up" the Fresno "biggies" in just 3 1/2 months. Ground floor opportunity for successful Salesperson to move up to management with a real winner! We've got it all! Super coverage, excellent dial position and format for the "eighties." Call Gary Willson-Owner/Manager-K104, 12592 South Cedar, Fresno, CA 93725. 209-33405904.

Operations Manager for new 50 KW automated FM. Person must be experienced in production and basic programming procedures. Excellent fringe benefits. Group owner. Send complete resume to Ross Felton, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

GM for AM/FM, Buffalo. Must have proven sales and administrative talents with strong ability to motivate staff. Excellent opportunity for future growth. Resume and management philosophy to: William B. Chesson, WSTV/WRKY, 320 Market Street, Steubenville, OH 43952. Or call 614-282-0911. EOE.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

Sales Person Needed. Excellent opportunity to be eventual Sales Manager. Will train. Resume to Jerry Hennen, KDMA, Montevideo, MN 56265.

Madison, Wis. Excellent career opportunity for bright young problem-solving salesperson on the way up. Strong on creativity with ability to build and sell campaigns. 13-station group seeks individual with management potential. Our people earn far more. Madison offers superior living. You'll have an opportunity to earn management and equity. WISM, Madison, Wis. A Midwest Family Station. EOE.

Excellent opportunity for experienced, RAB-oriented salesperson to replace successful salesperson moving on to own business. Immediate. Confidentiality respected. Contact Burt Levine, WROV Roanoke, VA. EOE.

Can you sell the No. 1 18-34 year old station from 10AM to 7PM in a six station market? We're building a sales staff from scratch. The account list is wide open. Send resume and salary requirements. Equal Opportunity Employer. KNUW, Box 2427, Great Falls, MT 59403.

Outstanding opportunity for professional salesperson, for leading 100,000 watt Carolinas FM. Good salary; excellent benefits—Opportunity for advancement. Respond to Box N-150.

National and Regional sales director for medium market station in Great Lakes area. Direct calls on regional advertisers and major ad agencies. Solid experience required, but education and potential is equally important. Earnings commensurate with ability and results. An Equal Opportunity Employer. Write Box N-147.

Are you ready to make money? Creative Sales Person needed for regional 100,000 watt radio station located in Deep South. Ability to do production, write copy; No air work. Take over existing account list. Must be sharp looking, clean background and have desire to grow with a growing organization, Call Terry Duffie, 205-347-2278.

Local sales manager for Midwest medium market—to handle a key account list and provide leadership and creativity within an eight-person sales force. Must have proven success in local radio sales, and management capabilities. Earnings potential to \$20,000 or more. Please include complete job history and references for this Equal Opportunity Employer. Write Box N-146.

Midwest medium market looking to expand its sales department. Must have background in small market and medium markets in the Midwest, working knowledge of farm, retail, and agency accounts. First year 13 to \$18,000. Reply to Box N-140.

Florida Metro Gulf Coast. Fulltime Sales Person. Must be a pro, a self starter and a proven, successful producer. At least 2 years fulltime experience selling radio advertising. Substantial base plus commission. All replies confidential. An Equal Opportunity Employer. Send complete resume to Box N-122.

Radio Sales Person self motivated, closer wanted for California Central Coast AM. Guarantee plus high commission. Medical insurance provided. Equal Opportunity Employer. Box N-93.

Experienced, aggressive salesperson needed for new, live, 24 hour contemporary music station in Northwest Ohio. May lead to sales manager. Contact John Bulmer at WPNM 419-523-4020. E.O.E.

Needed immediately. An account executive with minimum experience in Top-40 AM or FM sales. Qualifications one year in Top-40 sales, proven sales performance, desire to grow fast with new AM/FM Rock combination in young market. Sharp appearance, ability to move now. Please contact Brian Skelly, KASH/KSND, P.O. Box 10767, Eugene, OR 97401.

Experienced, self motivated salesperson needed. Excellent draw and commission structure. KDLK AM & FM, Del Rio, Texas; one of the fastest growing recreational areas in Texas. Send resume and income requirements to: General Manager, P.O. Box 1489, Del Rio, TX 78840.

Excellent opportunity for ambitious salesperson with minimum two years experience selling in competitive market. If you would enjoy selling radio in Wisconsin's beautiful Green Bay—Appleton—Oshkosh area, we have a position for you. Send resume to Ned Hughes, WYNE, Box 1182, Appleton, WI 54911.

Attention Michigan Radio Account Executives. If your present advertising sales position does not afford you the kind of professional and economic growth you need—consider a change. Radio Ann Arbor, Inc. (WNRS/WIQB) is seeking a fourth sales pro with a track record who can work with experienced programming and sales professionals. The right person will earn the kind of money found only in major markets as well as advancement in a dynamic growth oriented broadcast company. This is a career position. EOE. Send a resume to Mark Sciumeca, Radio Ann Arbor, Inc., P.O. Box 8605, Ann Arbor, MI 48107.

Only station in market of 115,000 has retail sales opening with management potential. Our sales people have more than they can handle. KUIC, 406 Main Street, Vacaville, CA.

AM-FM Stations in Nation's fastest growing county needs 2 top sales people immediately. Top salary plus commission plan. Company paid benefits. Call evenings 813-369-6587.

Experienced Sales Representative with desire to learn, work, and advance in AM/FM/TV Group. Resume, (tape if announcing experience) to Personnel, WSLC, Box 6002, Roanoke, VA 24017.

Colorado Rockies: Opening now for experienced go-getter. Beautiful vacationland. Potential unlimited. 402-364-2167.

Wisconsin AM/FM—Has immediate opening for proven salesperson. We're seeking a "go-getter," who knows sales; or an experienced broadcaster, ready to move into sales. Send resume, complete information—including references—to General Manager, WSWW-AM/FM, P.O. Box 1, Platteville, WI 53818.

HELP WANTED ANNOUNCERS

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

Large Midwest chain looking for a professional one to one communicator. Good money. Send tape and resume to Leighton Enterprises, Box 1458, St. Cloud, MN 56301. 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 necessary. Salary open but equivalent to large metro market. Send complete resume and audition tape to P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Immediate Opening. Talented and dependable adult air personality 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, WRTA, Box 272, Altoona, Pa, an equal opportunity employer.

Immediate opening for afternoon drive-time personality. Experience and third class endorsed needed. Send resume & tape: Duncan Dewar, WHEB, Portsmouth, NH 03801.

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 experience required. Must know country music. Opportunity for advancement with small public company. Excellent starting salary. Equal Opportunity Employer. Send resume Box N-109.

Need authoritative voice for West Texas Station. Production ability helpful. Box N-143.

Morning Person. Really top flight. Substantial experience mandatory. Easy adult contemporary. Though we're small market 120 miles from NYC, we want to pay top salary, up to 14,000. EOE. Box N-137.

Afternoon drive jock with news and copy capabilities. Maryland Non Metro. Minimum 3 years experience. \$145 to \$175 range, plus benefits. Credit and references carefully checked. Box N-134.

Major Beautiful Music FM Station owned by major company, top Western market, needs announcer who takes pride in smooth, consistent, disciplined performance. Air and some production. 3rd required. Replies in total confidence. EEO. Resume to Box N-129.

Wanted: 1st class licensed announcer for my 50,000 kw radio station. Also a full time competent, experienced engineer. Box N-114.

Morning personality. Adult Contemporary. Applicant should have management potential. Contact Steve Samet, WZOE, Box 69, Princeton, IL 61356.

Immediate opening for a production oriented announcer. 24 hour AM/FM operation. Rush tape and resume to Ken Riggle, WCMD, P.O. Box 1665, Cumberland, MD 21502. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Opportunity opening for creative announcer. We are solid adult-contemporary station near Chicago building staff for increase soon to 50,000 watts. Midday announcing and production position with advancement to production manager for motivated individual with talent. Tape and resume to WBYG, Box 183, Kankakee, IL 60901.

Good voice for evenings on Contemporary MOR in good medium market. Tape and resume to Box 27, Binghamton, NY 13904.

Southern-sounding announcer—versatile voice for program/commercial production. Can be done at your location. Send tape. Box 9232, Providence, RI 02940.

Announcer/News/Production. Non-automated Beautiful Music station. Immediate. Experience required. EEO. Tape & resume to WSRS, West Side Station, Worcester, MA 01602.

DJ-Announcer. Play-By-Play back-up. Experienced only. Contemporary format. No phone calls. Air-check & resume. WFVA, Fredericksburg, VA 22401. EOE.

Immediate opening Announcer/First. No pros ... just a good honest team member willing to 'pull your share' for top rated country station. Resume, tape to Personnel, WSLC, Box 6002, Roanoke, VA 24017.

Looking for experienced announcer with strong production ability. Good salary and benefits. Equal opportunity employer. Send tape, resume and starting salary to PO Box 667, Lewistown, PA 17044.

Bright, refreshing, experienced Morning Personality for Contemporary MOR in excellent market. Immediate opening. Send tape and resume to WINR, Box 27, Binghamton, NY 13904.

San Juan Sunshine! American adult contemporary WHOA, (Puerto Rico). Tapes/resumes: Bob Bittner, PD, 420-A Audino, Rochester, NY 14624.

HELP WANTED TECHNICAL

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

Chief Engineer, New Jersey Daytimer. Must have working knowledge of directional arrays, studio and transmitter maintenance, Rules and Regulations. Must be able to handle any type of engineering assignment, including remotes. Five years broadcasting experience required. E.O.E. Box N-78.

Wanted: Experienced chief engineer capable maintaining group AM FM stations. Good salary, pension, life hospital insurance. Telephone collect, Harold Sudbury, 501—762-2093.

Assistant Chief AM, 50KW FM stereo, experienced in STL, Schafer 902, remote control, heavy solid state. E.O.E. Resume to Chief Engineer, WTRC/WYEZ Box 699, Elkhart, IN 46515.

Chief Engineer—Can't give you big city dirt, crime or pressure. Just good fishing, boating and living in Southern Maryland. Need FM-AM Directional know-how. Write Chief Engineer Box N-95.

Chief Engineer—minimum 5 years chief AM-FM. Thoroughly experienced all phases operation and installation. Salary open. Small Northeastern market. Send resume and present salary. Replies confidential. EOE. Box N-130.

Chief Engineer for long established 50,000 watt AM-FM. Must have minimum 5 years experience in all phases of engineering, including transmitter, studio and automated equipment. A group owner with excellent fringe benefits. An Equal Opportunity Employer. Send resume to Box N-148.

Chief Engineer for Carolinas area. AM-FM automation, and directional; Excellent benefits—Growing company. Reply Box N-151.

Station Engineer. Wanted for AM & FM station in So. West with great growth potential. Experience in Construction and installation a plus. Send resumes in confidence to Box N-153.

Contemporary Chief Engineer strong on construction and maintenance. Write Bob Howard WYSL WPHD, 425 Franklin St., Buffalo, NY 14202.

Needed at once, First Class radio technician for AM/FM/TV operation. Applicant should have experience in broadcast Digital Automation, Audio Systems, and AM/FM Transmitter maintenance. WGAN is an Equal Opportunity Employer. Send resume to Ed Reid, Guy Gannett Broadcasting Services, WGAN AM/FM/TV, Broadcast Center-Northport Plaza, Portland, ME 04104.

Chief Engineer needed for 1 kw AM, non-directional. Must have transmitter and studio maintenance experience. Contact: Bill McRae, General Manager, WMOH, 220 High Street, Hamilton, OH 45011. EOE/ MF.

Unique opportunity for First wanting a station to love: Total Engineering responsibility for new facility. Some production, air, television supervisory responsibilities. Dynamic professionally staffed non-typical public/community station in great Chicago Suburb. Excellent salary and benefits for knowledgeable caring Chief. Abilities and enthusiasm as important as length of experience. Resumes: Manager, WDCB FM, College of DuPage, Glen Ellyn, IL 60137. 312—858-2800. EOE.

Great Opportunity for progressive, creative, hard-working Chief Engineer at relatively new, very successful FM. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Send resume to WDF, PO. Box 524, Marion, OH 43302.

Immediate opening for Assistant Chief Engineer, studio and transmitter experience are required. Salary commensurate with experience. Send resume to Guy Smith, PO. Box 3280, Albuquerque, NM 87110.

Transmitter Supervisor—With minimum 3 years experience for an AM 5 KW 3 Tower directional. Break-in period can start immediately. Send resume to Chief Engineer, WMCA, 888 7th Avenue, N.Y., NY 10019. An Equal Opportunity Employer.

First Class Engineer; experienced; capable of directing training program. Send resume and salary requirements to: Station Manager, KINI, St. Francis, SD 57572; 605—747-2296.

First Phone with good audio BG. 5,000 AM Directional/200,000 FM Automated. Resume to Personnel, WSLC/WSLO, Box 6002, Roanoke, VA 24017.

Chief Engineer—for AM/FM, with automation and directional array experience. Limited board shift. Contact General Manager, Radio Stations WSWW and WSWW-FM, PO. Box 1, Platteville, WI 53818.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three person Midwest local news operation. Box M-55.

News/Public Affairs Coordinator for 50kw public station affiliated with AA/EOE University. Responsibilities 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 WEKU-FM, Eastern Kentucky University, Richmond, KY 40475.

Experienced News Person wanted to gather, write and broadcast local news. An exciting opportunity. Send tape and resume to Bob Catin, Program Director, WUPE AM & FM, Pittsfield, MA 01201.

Afternoon news reporter for Ohio medium market leader. Send tape and resume to Bob Long, WMOH, 220 High Street, Hamilton, OH 45011. EOE/MF

Illinois Radio Station has immediate opening in News/Announcing Department. Must have college, minimum 2 years and 4 years commercial radio. Come grow with us. No rookies. Inquiries held in confidence. Reply to Box N-139.

News Director and Announcer: For progressive middle market North Carolina station. Reply Box N-152.

News Director for 100,000 watt public radio station. Candidates with Masters degree preferred. Teach one course. \$10,000. Applications should be postmarked no later than November 11. Resumes and tapes to Larry Miller, General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. Equal Opportunity Employer.

Opening for News Director fulltime AM-FM operation in top 100 market. Send tapes and resumes to William Quigg, KTRM-KIEL, PO. Box 5425, Beaumont, TX 77702.

Natural, conversational newstyle. Want news reader and interpreter—not a preacher. Pleasant voice important. Send tape and resume to Jim Miller, KFOR, Box 80209, Lincoln, NE 68501. Equal Opportunity Employer.

News Director for Black-programmed station in Connecticut. Local news our strong point. Aggressive department for you to head. Good salary. Liberal benefits. Send resume to Ken Dawson, PO. Box 1480, Windsor, CT 06095.

News Director for AM/FM operation. Good voice, professional delivery, writing and interviewing skills plus an understanding of government and community affairs. Also sports pbp, highschool. Third phone. An Equal Opportunity Employer. Tape and resume to General Manager, KUBC, PO. Box 970, Montrose, CO 81401.

We don't want an ordinary news person! If you see news in the unusual, are fascinated by features, excited by actualities, then you might be the person to run a new and unusual news department. It's an experiment so tell us all in confidence and see if it turns us on. Box N-14.

News Professional. Must have three to five years experience, great voice. Good writer and digger. Good salary in beautiful resort area. Tape, resume and salary requirements, first letter to Bill White, WOCB, South Sea Ave., West Yarmouth, MA 02673.

Agricultural Information Specialist. Professional with demonstrated skill in agricultural journalism, two years experience in full-time writing and/or editing, and journalism degree or equivalent. Salary: \$15,-864-\$19,092. Apply before November 30, 1977 to Personnel Office, California Polytechnic State University, San Luis Obispo, CA 93407. Equal Opportunity, Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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

PD Needed by small Northeast C&W. Must be management material. PBP and MD experience helpful. EEO M/F. Box N-94.

Promotion Manager wanted for outstanding AM/FM stations in top 40 Southeast market. Equal Opportunity Employer. Send resume to Box N-112.

Program Director. 100,000 watt automated FM-24HR Contemporary. Top production capabilities—Promotion minded, good voice. Must be organized! Initiative and follow-through a must. Send resume, salary requirements. Box N-120.

Modern Country PD ... top, old line station in medium Louisiana market. \$10-15,000 to start ... advancement with group operation. Write Box N-155.

TM Programming is looking for the best people in the country to produce the highest quality music tapes in the country. If doing your best work is the rule and not the exception; send some production samples and a resume to: Jim White, TM Programming, 1349 Regal Row, Dallas 75247.

Adult Contemporary Illinois Automated AM seeks creative Production Director with good voice, initiative and follow-through ability. Finest production aides, equipment. Stable operation. Excellent starting pay. Many fringe benefits. Don Hoover 815—937-2750. EOE.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS, CONTINUED**

Marquette University is seeking nominations & applications for the position of Dean of the College of Journalism. Qualifications include: (1) excellent records & reputation in academic & professional journalism, (2) successful academic administrative experience or the promise thereof, (3) preferably an earned doctorate, (4) understanding of the present & future needs of journalism education & ability to lead the College of Journalism, & (5) an appreciation of the distinctive character of Marquette University & and understanding of the nature of the College of Journalism within this context. The College offers sequences in news-editorial, radio-television, and advertising. There is also a minor in film. The College has 14 full-time faculty, approximately 530 undergraduate students & 50 M.A. students. Marquette is an urban, Jesuit university in Milwaukee, WI. with a full-time undergraduate enrollment of approximately 8,000 students, approximately 1,250 graduate students, and a total enrollment of 13,000. This position will start with the beginning of the 1978-79 academic year. The salary is competitive & negotiable depending on qualifications & experience. Please send nominations & applications (a letter of application, a resume, three letters of reference & other pertinent information) by December 10, 1977 to: Dr. John K.C. Oh, Dean, Graduate School, Marquette University, Milwaukee, WI 53233. The letters of reference should be sent directly to the Dean of the Graduate School who is the Chairman of the Search Committee. An Equal Opportunity/Affirmative Employer.

Small Market Morning Person. 1st opening in 4 years, Piedmont North Carolina. 919-599-0266, EOE.

SITUATIONS WANTED MANAGEMENT

No Increases-No Salary will be considered if you have a 5kw or 50kw full time in large or medium market. Excellent record at station and rep level. Employed, replies confidential. Box N-160.

General Sales Manager in Top 20 market wants to move up to GM. Top experience with top company. Box N-159.

Successful medium market sales builder seeks small Midwest market with stock options. Experienced broadcast veteran in 30's. Box N-141.

Manager or Sales trainee position wanted in Radio or Television. 11 years in news. Texas station preferred. Box N-125.

Manager-Engineer seeking another position as same. Good deal for you! Box N-124.

General Manager—Small & Large market background, thorough knowledge of, and ability to perform every job in Radio except Chief Engineer. Strong in sales and sales management, excellent administrator, organizer and motivator. Family man, prefer the West Coast, but any solid offer considered. Resume and references all available on request. Presently employed in Oregon. Broadcasting Box N-123.

General Manager or GSM—If you have a 5kw or 50kw full time in large or medium market, needing leadership for increased sales and profits—let's chat. Station and Rep experienced Pro, employed. Excellent record and references. Replies confidential. Let's make money! Box N-110.

Buy two. General Manager, experienced all levels, sales oriented. And Program Director, sports, sales combo. Full responsibilities with established, stable, honest broadcaster. South, small, medium market. Box N-107.

Money Maker! There is only one kind of manager you want—someone who knows how to make money! Someone who has a brain and knows how to use it. A Selling Manager who knows how to organize, train, guide, direct, and motivate a team of money makers. Someone who knows how to carve up a market and cover it wall to wall. This complete-charge professional you're looking for is looking for a once-in-a-lifetime opportunity with honest, stable, good people. Radio or TV. Box J-85.

SITUATIONS WANTED ANNOUNCERS

Third Phone DJ, good production, news, commercials. Will relocate—some experience. hard worker. Box M-124.

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

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

Exiled WNBC Personality craves major market air shift, stability. 32, First Phone. Box 1011, Englewood, FL 33533.

First Phone, College degree, two years experience MOR, C&W, AOR, mellow voice, presently employed but looking to move up. Box N-75.

Rock DJ, 3rd Endorsed, B.A. Mass Communications. 3 yrs. college Radio experience. Tape & resume available. Phil Gnesin, 69 N. Lake Drive, W. End, NJ 07740. 201-229-2079.

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

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

Simple Dream: Heather, 2 year experience communicator presenting AOR in the NYC listening area. 212-336-5747. Box N-161.

Currently working swing shift, 50,000 watt Giant. Seeking solid position. DJ/Production. Resonant Voice, creative. Box N-156.

DJ, 3rd endorsed, 22 1/2, some experience. Tight board operation. Prefer NY, NJ, Connecticut. Box N-136.

Country DJ, mature, good production and news. Third ticket. Box N-108.

Young, Hard Working, Third Ticket looking for Contemporary air shift in small or medium market. Experience in all phases of radio, willing to relocate. Phone 419-238-2245, for Ron.

New AFTRA member, plenty of store and show announcing experience seeks N.Y.C. radio or other announcing work. 212-392-1267, Normandeau, R.O.B. 854, N.Y.C., NY 10036.

Proven 20 Year Old personality with 4 years experience seeking full time MOR or Top 40 announcing position in Michigan, Indiana, or Ohio. Super-tight board, active imagination. Currently working in community of 80,000 plus near Dayton-Cincinnati, Ohio. Call Paul at 513-529-4092.

Announcer-News-caster, 2 yrs. exp. B.A. in Journalism/Communications. Have worked all music formats, talkshow, field reporting, PBP exceptional production, impeccable references. Prefer Northeast. Call Rick after 5, 315-387-3050.

Young, energetic DJ seeks advancement. Currently employed, 1st phone, 3 years experience, relocate anywhere. 304-255-0822.

Personality seeks Med/Large market AC/MOR airshift, any shift. Experience also as Program Director, Production Manager. 814-948-4825 after 12 noon.

Broadcasting School Graduate wants first job. Young, bright, very determined to start in field. Consider any location. Douglas Miller, 2816 Schley Avenue, Bronx, NY 10465. 212-792-9084.

Soul Shaker with the chart breakers or an easy walker whose a good talker. Bassy pipes, hard worker. Have job, will travel. Big Ben Prod., 1417 Sparks St., Phila., PA 19141. 215-924-9592.

Sportscaster, 27 seeking new position. One year play by play football, basketball, baseball, color commentary, sportscasts, actualities. B.A. degree. Articulate. Will relocate for right offer. Call (John) 714-435-2574.

Experienced Country jock. 10 years experience. Call 1-707-839-3336.

Looking for Break in Top 40, AOR. Good phones, voice, commercials. Will Travel! Call Mike Ward 716-833-1806.

Versatile Announcer looking for first commercial job. 3 1/2 years of college experience. Third endorsed. TV Sports intern, Sports play by play, news, tight contemporary and country board. Available immediately, will relocate. Call Skip at 608-348-3620 or write: Box 143, RR No. 2, Platteville, WI 53818.

First Phone and Telegraph. Desire part time Phoenix area. Nominal experience. 602-974-2979.

Associated Arts Degree, AOR communicator tight board, production, single. 25. Ready-Anywhere. Jim 213-865-3963.

A real human being! Seasoned pro with great pipes and personal delivery will direct music, production, news, automation voicing and do personality airshift. Prefer AOR, MOR, Rock, Southern USA. Call collect 517-337-0018.

No "Jukeing" Matter! Glib Ad-Lib personality-pro MOR/Talk. Top-Ratings KOV, KFWB, WOAM, KLIF. Hard worker. Seek permanent niche. Entertainer not jukebox. Hal Murray, 421 S.E. First St., Evansville, IN 47713, 812-422-8332.

Female, Third Endorsed, Broadcast School Graduate. Good voice. Seeking position, Radio or Television. 716-835-2492.

SITUATIONS WANTED TECHNICAL

Engineering Director/Chief Engineer available with proven engineering and management skills. Extensive experience includes AM directional and 50KW FM studio, transmitter facility, and audio system design and construction. Remote control, the latest in audio processing, STL's, automation, and RF and audio proofs. Directional antenna installation and adjustment plus contractor and staff supervision. Currently engaged with well regarded Top-40 operation. Box N-97.

Experienced Chief Engineer seeks position with quality station. Box N-104.

Chief AM-FM-DA over 25 years, available on two weeks notice. Western States. Box N-138.

Chief AM-DA FM high power—proofs, automation, mechanically inclined. Serious minded pro looking for position with future and benefits. 14K. Prefer New England. Box N-162.

SITUATIONS WANTED NEWS

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

Sports Director: desire Comprehensive and Creative sports director position in Competitive market. Six years PBP experience of college & high school football, basketball, hockey, plus morning sports' and talk shows. All these harmonized with "intangibles". Presently Sports Director & Sales in small market. Appreciate thorough interview. Peter Cooney 802-388-6077, evenings.

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

Virginia is Home, but this experienced researcher, reporter, and news director will shelve sectional preferences for a responsible position. Y'all write, alright? Box N-126.

Medium market news director, 2 years experienced, looking for any position at a professional and dedicated news operation. Greg 318-255-9778.

Strong News Department wanted. Working now. 3-yrs. Cat. Sm. & Med. Mkt. Exper. Single. No Top-40. PO. Box 9227. Stockton, CA 95208.

Sports—Exciting communicator ready, willing and available. 4 years experience—TV, radio, pbp reporting, photography. Relocate anytime, anywhere. Contact George after 5, 312-743-5828.

SITUATIONS WANTED NEWS CONTINUED

A Hard-Working Pro needs a job! 12 1/2 years' experience in all phases of radio news operations; 31 years old; will offer excellent track record and references. Prefer Mid-to-Major Markets, with chance to become News Director or Editor. Contact Chuck Carney, PO Box 2005, Kalamazoo, MI 49003. 616-345-6424.

News caster, seeking first full-time position. Air experience in news/announcing. Good communicator. Prefer East, Call John Rydell. 301-439-3680.

Award Winning Journalist, 6 years experience in Top 20 market. Excellent references. 305-444-2713.

SITUATIONS WANTED PROGRAMING PRODUCTION OTHERS CONTINUED

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.

Programmer/Administrator. Time to leave nest. Presently working under best. Can program Disco/AOR. General market appeal. Still growing. Degree. Describe your operation and programming objectives in confidence. Equal Opportunity Employee. Box N-144.

Top Talkers Are hard to find. Highly experienced, educated, ready, willing, and able. Call 513-435-2210.

TELEVISION

HELP 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.

HELP WANTED SALES

Sales oriented Producer/Director to sell commercial production and head up retail services etc. Major market independent and excellent opportunity for creative service individual. Equal Opportunity Employment-M/F. Reply Box N-163.

Top 50 Northeastern VHF affiliate seeks aggressive, highly-motivated account exec. Proven list will delivery \$25,000 minimum. The rest is up to you. E.O.E. Send resume to Box N-96.

Creative salesperson to sell primarily direct to local prospects. No order takers. Generous commission set-up. Full-time CBS station on air since 1952. Send resume and initial income requirements to: H. David Berlin, WSBA-TV, Box 1868, York, PA 17405. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Maintenance Engineer. Expanding South Texas television station seeks experience broadcast maintenance engineer. Experience in all areas of television engineering is preferred, including small format and portable VTR equipment. First Class FCC license also required. Great climate and benefits. An Equal Opportunity Employer. Send resume, including list of references, and salary requirements, to Box N-24.

Executive Engineer. Expanding major Radio-Television Group seeks Senior Engineer for projects involving new construction, transmitters and supervision in multi-station engineering operations. Provide resume of experience, education, technical qualifications and salary requirements. An equal opportunity employer. Box N-39.

Television Maintenance Engineer for Miami Market. Minimum three (3) years experience in maintaining 2" VTR's or UHF transmitters. Apply directly to Director of Engineering., WLRN-TV, 1410 N.E. 2 Avenue, Miami, FL 33132. 305-350-3163.

Assistant Chief Engineer of Maintenance, independent video-tape production facility. Emphasis on digital controlled 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 a solid technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities; transmission equipment and microwave; quad and helical VTR; audio mixing and recording equipment; digital devices; E.N.G.; etc. 1st Phone required. Swing and some night shifts. Send full resume to Bob Plummer, KOMO-TV, 100-4th Ave. No., Seattle, WA 98109. 206-223-4027. Equal Employment Opportunity Employer.

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.

TV Engineer (2 positions) immediately available at Upper Midwest University. Install, maintain, and operate broadcast and closed-circuit equipment. Award-winning, full-color operation. FCC 1st class license. Salary approximately \$10,000, depending on experience. Equal Opportunity Employer. Box N-172.

New York UHF broadcaster needs chief engineer. Send resume in confidence to Box N-157.

Florida network affiliated VHF television station needs people oriented Chief Engineer with organizational skills. Cost consciousness and current state of the art expertise mandatory. Send reply and resume to Box N-131.

Television Studio Maintenance Supervisor. Midwest Market, new equipment, including ACR-25. Must have digital background and maintenance experience. EOE. Box N-119.

Expanding Color Production facility in NYC has following job openings available January 1: 1) Engineer in charge of Maintenance and Systems Design.—Color studio and editing facility with expansion plans. 2). Technical Director—work with Grass Valley 1600 Switcher. Supervise production crews. 3). Editor—3/4" Automated facility. Must know basic electronics and video systems. 4). Video Technician—Must be knowledgeable in camera set-up, Telecine, & VTR. Please send resume and indicate availability. Box N-174.

Chief Engineer for Florida UHF ABC affiliate, good management, leadership and maintenance background a must. Expansion program now in progress. Resume to Gary Adler, VP and General Manager, WJKS-TV, Box 17000 Jacksonville, FL 32216. An Equal Opportunity Employer.

TV Engineer—EE or Electronics graduate (or equivalent military). Experienced all phases. Start as Assistant Engineer. Consideration for chief in future. 3-5 years experience. Career opportunity. Excellent benefits. Contact C.A. Perkins, Box 8887, Jackson, MS 39204. Phone 601-372-6311. Equal Opportunity Employer.

Chief Engineer, University of Cincinnati. Position available to head the operation and maintenance of the audio and television teaching and production facilities in Broadcasting at the College Conservatory of Music. Requirements include first phone and considerable experience in operation and maintenance of broadcasting and audiovisual equipment systems. Send resume with salary requirements by November 25, 1977 to: Diane Shinkle, Coordinator, Employment Services, 3333 Vine Street, 45220.

Engineer—First Phone License required. Maintain television and special electronic systems (ITFS, VTR, RF digital) associated with statewide educational telecommunication system. Travel involved. Salary range \$14,500 to \$15,500 per year. University benefits. Contact: Jim Potter, 317-264-7945. EEO/AA Employer.

Master Control Operator. Operation and maintenance of RCA TR60, TR61, TK27, automated routing switcher. S9276. Contact Robert Gibb, Ohio Educational Television Network Commission, Columbus, OH. 614-421-1714.

Instructional Television Engineer. Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity, 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Maintenance and video operations engineer for Western Kentucky University's color television production center. A minimum of three years experience with broadcast type equipment is required. Salary commensurate with experience. 12 month faculty position open immediately. Send application to Dr. Charles M. Anderson, Director of Media Services, 153 Academic Complex, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action, Equal Opportunity Employer.

Experienced engineer with first phone for Southwestern VHF. Some operations, including remote controlled transmitter, but emphasis is on maintenance of studio and ENG equipment with minimum supervision. Duties could include some light travel involving microwave maintenance plus maintenance and development of extensive translator system. A current airman's certificate would be helpful. Qualified applicants please send resume with references and salary requirements to Chief Engineer, KOAT-TV, PO Box 4156, Albuquerque, NM 87106. EOE.

Chief Engineer: New California Public Television Licensee needs qualified "working" Chief Engineer to build staff and equipment, experienced in all engineering aspects of color and digital remote controlled UHF 30 kw Transmitter as well as studio. Minimum 5 years experience. Salary: \$1542 monthly. Apply: Fresno County Department of Education, Personnel Office—Room 212, 2314 Mariposa St., Fresno, CA 93721. Deadline: Nov. 18, 1977.

Chief Engineer, Public TV/FM facility seeks chief for 12 person staff of engineers and technicians. Requirements: 1st Phone, 5 years broadcast experience, strong on maintenance, and proven supervisory and administrative skills. Equipment includes Ampex quads, Norelco LDH-1 and LDK-2 cameras, Harris film chain, RCA and Gates Xmters, and Sony ENG. Starting salary \$14,976. Send resume to Mel Chastain, General Manager, KAMU-TV/FM, Texas A&M University, College Station, TX 77843. An EEO, AA Employer.

Maintenance/Production Engineer Experienced in maintenance and operation of helical-scan video tape equipment and cameras for studio and remote work. Call or send resume. Universal Productions Studio, 425 Fremont Ave., Daytona Beach, FL 32014. 904-258-0222.

Video and VTR Operators with good technical background and FCC First Class for active TV station. EOE. M/F. Box N-142.

HELP 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.

Reporter Photographer for fast growing news department in Augusta, Georgia. Send tape and resume to Chris Clackum, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Two immediate openings—anchor and ENG camera person/editor for strong news-oriented Wyoming station. Send tape and resume to John Field, KYCU-TV, 2923 East Lincolnway, Cheyenne, WY 82001. An Equal Opportunity Employer.

Weathercaster who understands weather's important impact on viewers and 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 2190, Lubbock, TX 79408, Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Wanted . . . co-anchor for medium market in Beautiful Southwest. Must be journalist with some field and studio experience. Equal Opportunity Employer. Box N-88.

Immediate Opening for Reporter-Photographer with degree and one to two years experience. General assignment work. Medium market in Upper Midwest. An Equal Opportunity Employer. Resume to Box N-171.

Anchor—needed for top-notch news organization in medium market. An Equal Opportunity Employer. Send resumes and salary requirements to Box N-165.

We're looking for a strong Anchor to handle prime-time newscasts in our Medium Market in the Deep South. Resume and salary first letter. Box N-145.

Weekend News Anchor—weekend now, potential to advance to weekday slot long-range. Must be strong street reporter. Will request videotape of anchor and street work. EOE. Box N-118.

Southwest Group owned—Relatively small . . . but highly competitive market in the Sunbelt. Three jobs: Sports Director; Late Anchor-Reporter and Reporter. Previous TV experience necessary. All three positions available immediately. Reply with resume and salary requirements to Box N-100.

Experienced film camera person. Must have three to five years experience, be willing to work hard, move fast. Resumes and sample tapes to 400 First St., N.W., Suite 811, Washington, DC 20001.

Reporter/Photographer—need person to report and shoot film in important city in our market. Must be self-starter who can deliver high quality working solo. Commercial television reporting experience required. EOE. Box N-116.

News Director/Anchor person for major group owned Florida UHF ABC affiliate station. Total ENG operation. Administration and leadership quality a must. Send resume and audition cassette to Herb Gold, Assistant General Manager, WJKS-TV, Box 17000, Jacksonville, FL 32216. An Equal Opportunity Employer.

Certified Meteorologist: Wanted by outstanding ABC Affiliate whose credentials meteorologically are the finest. Must be certified with reputation for accuracy in computing local forecasts. Must have proven track record. Send VTR cassette, resume, and salary requirements in first letter. No beginners. Replies to News Director, WYTV, Inc., 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

WKRK, Mobile, is expanding its news staff. We're looking for three people—a Field Reporter, an ENG photographer and a Sports Reporter/Anchor. Tape, resume and salary requirements to Bob Horner, News Director, WKRK-TV, Mobile, AL 36601. Females and Minorities are encouraged to apply.

Wanted experienced TV director for fast paced live newscast. Minimum 3 years commercial TV directing experience. Salary around \$15,000, plus benefits. Send resume with 3/4" tape of newscast you have been directing to Charlie Riley, Production Manager, KITV, 1290 Ala Moana Blvd., Honolulu, HI 96814. EOE.

Assignment Editor. TV News (VHF/NBC). Must be capable of determining news worthy events and make immediate decisions. Dispatch news reporters and photographers. Many pressure situations. Qualified need only apply. Send confidential resume and salary history to: John Stoddard, WDTN, P.O. Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F.

ENG Camera Operator. Knowledge of basic maintenance essential. Run Ikegami with fast paced Washington, DC news bureau, 16 to 19K depending on experience. Reply to Box N-175.

News Director needed to take over News Department of Southeast top 40 market, No. 1 news station. Extensive experience in supervision, administration and budgeting a definite requirement. Excellent fringe benefits. Send resume to Business Manager, Post Office Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

News Director. Responsible for the complete operation of a 24 employee TV News Department. VHF/NBC. Experience required. Send confidential resume and salary history to: John Stoddard, WDTN, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F.

TV News Producer/Reporter weeknightly newscast. Public TV station WBGU-TV. Bachelor's degree in broadcast journalism and two years experience in broadcast news reporting/announcing. Salary \$9,500-\$10,000. Deadline for submission of applications November 25. Send letter of application, resume, official college transcript, three letters of recommendation, audition tape to Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

The American University School of Communication in Washington, DC seeks graduate assistants with fulltime journalistic experience to work in teaching and professional positions while earning a Masters Degree in Journalism and Public Affairs. Tasks include writing and airing newscasts over WAMU-FM, 50,000-watt public broadcast station, direct involvement with television news bureau operations in Washington, and writing for our American NewsService. This is a one-year fulltime program. For information, write Dean, School of Communication, The American University, Washington, DC. Graduate print and broadcast journalism sequences accredited by the American Council on Education for Journalism. An Equal Opportunity/Affirmative Action Employer.

Reporter/Photographer (Lansing/Jackson, Michigan) A minimum of one-year experience doing daily news reporting on either radio or television. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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

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

Weekend Weather Anchor—meteorologist for weekend air work, assist chief during week. Will also be assigned weather and environmental reporting. Great start for person just out of school. Fully equipped weather lab. EOE. Box N-117.

Syracuse University seeks Assistant Dean to head Television-Radio/Film Division of the S.I. Newhouse School of Public Communications. Criteria used to evaluate candidates include: quality of professional and teaching experience as well as administrative experience or potential. Graduate degree or equivalent required. Teaching, advising, and administrative responsibilities are part of assignment. Position carries Associate or Full Professor rank. Send resume to: Dean, School of Public Communications, Syracuse University, Syracuse, NY 13210. An Equal Opportunity/Affirmative Action Employer.

South Florida TV Production Manager. Minimum 5 years of hands-on production management experience including on-air directing, producing and creative responsibilities; should be knowledgeable about the capabilities and limitations of all phases of equipment, VTR, film, lighting and studio equipment. Should have extensive experience in commercial production and news directing with ability to manage creative and technical people. Send resume and salary requirement to Mrs. R. Hanson, WPEC, Fairfield Drive, West Palm Beach, FL 33407.

Production Openings: Operator/Technician sought for all night shift at production house. Some tape editing, some maintenance. Should have quad or technical experience. Also seeking studio production assistant. Entry level position requiring some TV camera plus audio-visual experience. Resume and salary history to Oliver Peters, Manager Production Services, Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202. No calls.

Producer/Director for major market independent. Primary duties include production of programs, promos and commercials. Some experience in each of these areas essential. Send resume and tape with reply to WGNO-TV, 2912 I.T.M. Building, New Orleans, LA 70130, Equal Opportunity Employer.

Graphic Designer for WHA-TV, University of Wisconsin—Extension, Madison. Responsible for design and preparation of art work for use in public television production and print materials, including newspaper ads, TV station break slides, posters, direct mail pieces, monthly publications, TV illustrations, charts, maps and title and credit sequences. Bachelor's degree or equivalent required, and minimum of two years successful experience as a designer of print, TV or AV materials. TV graphic experience preferred. Applications to close December 1, 1977. Salary \$11,000. For an application write Richard Hiner, Station Manager, WHA-TV, 821 University Ave., Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

Production, Operations Director. Production of local commercials and local programming. Must have experience. Small market station, but professional plant with big market look. Call Mr. Tom Disinger, 517-356-3434, or send resume to WBKB-TV, P.O. Box 35, Alpena, MI 49707.

Producer-Director position in Western Kentucky University's color television production center open Jan. 2, 1978. Minimum qualifications for the position are a bachelor's degree and two years experience in a color production facility. Salary commensurate with education and experience. Send applications and videotape of recent work to Dr. Charles M. Anderson, Director of Media Services, 153 Academic Complex, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action, Equal Opportunity Employer.

Program Director for public station KUID-TV who also will teach television production. Visiting faculty appointment through July of 1979. By December 1, letter, resume and names of references should reach Doctor Don H. Coombs, School of Communications, University of Idaho, Moscow, ID 83843. Representatives of the University will be available at NAEB convention. (AA/EOE Educational Institution).

SITUATIONS WANTED MANAGEMENT

Creative Program Director—excellent production background seeks medium market station. Knowledgeable, dedicated, experienced manager. Box N-167.

SITUATIONS WANTED ANNOUNCERS

First Phone. Broad radio experience, television productions training (college course). Seek weekend work near California, Arizona, Nevada State Colleges. Bernie Bacon 716-343-6604.

Videotape Available. Professional actor, 10 years experience (leading man type). Now broadcast trained as TV newscaster. Available all markets. First Phone. 516-283-6936/516-283-0684. Box N-101.

SITUATIONS WANTED TECHNICAL

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 as switcher and learn all fields. Box N-76.

First Phone B.A., 27, hard working, needs start, will relocate anywhere. Box N-164.

SITUATIONS WANTED NEWS

Award winning anchor/producer with reporting, writing and ENG experience seeks right move. Box N-9.

Sportscaster, 6½ years medium market television experience. B.A. 26. Know film, ENG. Seeking a new challenge in larger market. Reply Box N-40.

Weekend sports anchor/reporter at number one station in top 40 market looking for job as Sports Director. Box N-170.

Sports Director in Top 50. Solid anchor, pbp, experience, and talent. 20 grand minimum. Box N-106.

SITUATIONS WANTED NEWS CONTINUED

Anchorwoman from Top 20 looking for the Right newsroom. Top-notch reporter, excellent writer. Tape available on request. Box N-105.

Producer Tired of hum-drum approach in handling news. Number one show in top thirty. Let me show you what creative thinking and good writing are all about. Box N-92.

Photographer/Editor, B.S. in Journalism. Contact Morgan Howard, 513-252-3812 or 885-7302, 57 Guncket Avenue, Dayton, OH 45410.

Award Winning Journalist, 6 years radio experience in top 20 market. Excellent references. 305-444-2713.

Weatherman and/or Announcer. College grad: will locate anywhere and do any job. Call Martin Timmel 502-896-6185.

Need a general assignment reporter? Why not look over the tape and resume of Tom Sofio. Solid background in TV, radio and Documentary Films. Writer, reporter, photographer, editor. Have skills-will travel. Los Angeles, 213-673-2741.

Law Degree, Major Market experience. Talk Show Host, consumer and news reporter, young, enthusiastic. 516-223-4934.

Reporter-Producer, 28, eight years experience. Currently nightly news reporter, producer, co-anchor. Desire reporting position in top 65. Resume, VTR available immediately. Keith Humphry, WHY-TV, Wilmington, DE. 302-575-1515.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Young, multi-racial, Christian, female. Children's or community program orientation. MA Instructional Design Technology, BS TV-Speech; Biology-Spanish minor. Versatile, effervescent personality, graphics talent, writing, research, oral interpretation, learn quickly, presently consult in media and adult education. Box N-98.

Production Manager & More! Offers proven creative judgment, ability to motivate staff, and talent for organization & problem-solving. Will create professional department for station (commercial/public) or production house that appreciates exciting commercials, imaginative local programs, and enthusiastic attitudes. Skills as producer, director, writer, cinematographer-editor, photographer establishes credibility as effective manager. M.A. (Desert climate out) Box N-113.

Creative Documentary-Magazine Format Producer/Writer/Cinematographer with 5 yrs. experience news/production, M.S. Communications, awards, publication, seeks challenging position in news/public affairs. Box N-166.

Production Manager seeks position in competitive market. Six years management experience. Will build and maintain a strong department. Box N-168.

Producer-Director/Production Specialist seeking dynamic, creative position in enterprising organization with outstanding facilities. 7 years studio/remote experience. No dazzling superlatives, just consistent quality television. Graham Brinton, 215-664-3346.

WANTED TO BUY EQUIPMENT

Gates SC-48 Programmer wanted. New or used. Box N-121.

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

5 or 10 KW AM transmitter, good condition. Barry, WAMB Nashville, TN 615-889-1960.

Used crane in good condition, similar to a Chapman Nike. Counterbalanced boom arm to 12 ft. lens height. Contact Tom Scott 612-546-1111.

FOR SALE EQUIPMENT

For Sale: Collins 820 E/F 15 KW. New in 1969, excellent condition. Ken Bailey 601-544-8800.

340 Feet 3-1s! Transmission line RCA type MI-27791-D1B T complete with connectors, clamps and spring hangers and 6 Type MI-27791-D2A elbows. Never uncrated. Price \$3,000. Townsend Associates Tel: 413-562-5055.

Thomson-CSF FM Volumax 4111, and Thomson-CSF Audimax 4450A. Excellent. Also Gates Dualux Stereo Console plus more. 712-792-4321. Ask for Ted.

IVC-960 w/IVC, TBC. Broadcast quality, excellent condition, \$5500. Mike Lincoln 415-956-5101.

Complete Stereo Production studio, includes two Ampex 601-2 Recorders, all for \$2,000. Priced for quick sale. 404-934-2742 evenings.

Three Norelco PC-70 Studio Cameras, one TK-27 & TP-15 Multiplexer, one Ampex 1200, one Microtime 640 TBC, one Ward TS200 Video Switcher, one CDL VSA-102 Video/Audio Switcher. Call Bill Orr 614-460-3912.

Gates SA-40 consoles. Gates MO-2639 modulation monitor. KOZE, Box 936, Lewiston, ID 83501.

Revox A-77 1302. \$450 or better. Now in use. Six available. Call Arch Harrison 703-672-1000.

FM Transmitters: Gates FM-20H3-20KW, Collins 831G2B-20KW, Bauer 610-10KW, CCA FM-1000D-10KW, Gates FM-10-H3-10KW, Collins 830F1A-10KW, Gates FM-10G-10KW, Bauer 605-5KW, Collins 830E-5KW, RCA BTA-5E1-5KW, RCA BTF-5B-5KW, Gates FM-5G-5KW, Gates FM-5B-5KW, RCA BTF-5G-5KW, ITA FM-5000B-5KW, Gates FM-1G-1KW, Gates FM-1C-1KW, ITA FM-1000C-1KW, ITA FM-250B-250W, Gates FM-250C-250W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Complete, 1 inch Color Video Production System in excellent condition. Low hours. 2IVC 500A Cameras with quick set 5450 Pedestals. IVC 870 VTR. Grass Valley 1400 SEG/Switcher with chroma key. Audio mixer, color & B&W monitors 16mm. projectors and all necessary components. Great price. Bank Street College, 610 West 112 St. New York, NY 10025. Phone 212-663-7200. Michael Mahoney.

Complete Color Studio. Two RCA TR-70 quads. CAVEC DOC Editor mint. Three Panasonic AK-900 color cameras. One inch plumbs broadcast encoders CCU's vertical aperture correctors tripods cables Canon 15 to 150mm cable zoom lens. Tektronix 1480R wave form monitor 520A vectorscope 526 vectorscope. Panasonic AS-6000 switcher/special effects AS-2000 chroma key AS-1000 sync generator. Monitoring etc. Wally Bruner 800-428-9192 Walnut Co, Indianapolis.

1972, "Little Max" color film processor, includes mixer tank, pump, holding tanks and replacement parts. Good condition. \$4,500 or best offer. Jack Parris, KMEG-TV, 712-277-3554.

COMEDY

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

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds Renewed Again! Guaranteed funnier! Current issue \$4.00. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Bionic Boffos: Funny. Intelligent. Affordable! Free sample: Bionic Boffos, Box 457 Capitola, CA 95010.

Knockers! A great set of funny recorded bits for your show. Sample. Box 1008, Kaneohe HI 96744.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, advertising. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Weekend radio commentary program for sale. Two programs weekly. (Saturdays/Sundays) Available starting January 1, 1978. Write for cassette audio presentation, brochure for sales presentation, and order form. Easily sells! Banzer Productions, Box 3143, Wichita, KS 67201.

Deejays of America: Are you sometimes at a loss for words? We at G&B Enterprises have the answer: informative and entertaining programs written especially for broadcasters by our staff of research and gag writers. Everything from "on this day in History," Sports flashbacks, Celebrity's Birthdays and more. Don't be disappointed! Send \$5 today, and receive a laughfilled package of our current scripts. P.O. Box 88, Northfield, IL 60093.

Horoscope Program, two minutes daily, written and produced with quality female voice to grab radio audiences and sponsors. Available many markets. Ed Fritts, Box 450, Paducah, KY 42001, 502-442-8231.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 24, January 3. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126.

1st class FCC, 6 wks. \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Don Martin School-40th Yr. providing training in FCC 1st Class License. 4 mo. course-Jan., May Sept. 8 wk. course-Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., LA 90028, 213-462-3281.

Free booklets on job assistance, 1st Class FCC. License and DJ-News-caster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut, Philadelphia 19106. Phone 215-922-0605.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

Minneapolis Location FCC 1st Class License. Eight weeks-top instructors. \$475. The School of Communication Arts, Division Communication Arts, Inc. 2526 27th Avenue South, Minneapolis, MN 55406. 612-721-5357.

For Fast Action Use BROADCASTING'S Classified Advertising

RADIO

Help Wanted Management

Would You Like To Have An Equity Position In A Radio Station?

We need an ambitious sales oriented general manager familiar with all phases of operation. Good salary plus opportunity for equity participation. We can also provide equity financing to acquire FM or AM-FM in Northeast with no facility disadvantage. Supply full details in first response, which will be held in strict confidence. Reply Box N-128.

Help Wanted Sales

MONEY TRAINING ADVANCEMENT

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.

WBNY
2500 Rand Building
Buffalo, New York 14203

Help Wanted Announcers

Work & Live

in the No. 2 city in the nation—Eugene, Oregon. KPNW Radio is looking for an experienced and creative personality with First Phone and production background to communicate with 25-49 audience. KPNW rate No. 1 in six counties. 50,000 watt KPNW-AM and 100,000 watt KPNW-FM are the Flagship Stations of Pacific Northwest Broadcasting. Tapes and resumes to Lee Gordon, P.O. Box 1120, Eugene, Oregon 97401 or call 503-485-1120. KPNW is An Equal Opportunity Employer.

Help Wanted Announcers Continued

Afternoon Drive

Adult Personality
WSOY, Decatur, Ill.
MOR Contemporary

Good pay, good benefits, good working conditions. Community minded station with professional staff. Equal Opportunity Employer
Please send resume and tape to
Box 2250, Decatur, Ill. 62526.

Help Wanted Technical

SALES ENGINEER

for broadcast automation equipment. Sales experienced desired but will consider qualified broadcast engineer, program director or station manager wishing to pursue a sales career. Must be aggressive and willing to travel. Degree helpful. Excellent nine state Midwest territory headquartered in Chicago area. Salary: commission and expenses. Send resume to IGM/NTI, 4041 Home Road, Bellingham, WA 98225.

Help Wanted Programing, Production, Others

RARE OPPORTUNITY!

Rapid growth and company expansion creates great opportunity for Beautiful Music programmer. West Coast based syndication leader seeks experienced Beautiful Music programmer. Must have solid background in radio with thorough knowledge of standard and contemporary good music repertoire. Outstanding company benefits package and a chance to work in a creative atmosphere. Only experienced professionals should apply. Send complete resume with letter explaining your qualifications to: Director of Programming, Box N-158.

Help Wanted News

CAREER OPPORTUNITIES AT PASADENA CITY COLLEGE

NEWS & PUBLIC AFFAIRS DIRECTOR—FM STATION

Salary Range: \$973-\$1183/month. B.A. in Journalism or related field, or the equivalent in work experience, including related college level courses.

RADIO/TELEVISION ELECTRONIC TECHNICIAN

Salary Range: \$1099-\$1336/month. 3 years experience in broadcast industry, supplemented by training in radio and TV maintenance, including a valid radiotelephone first class license.

Apply by November 15, 1977 to
PASADENA CITY COLLEGE,
Department of Personnel Services,
1570 E. Colorado Blvd.,
Pasadena, California 91106.
(213) 578-7388
EQUAL OPPORTUNITY EMPLOYER

Situations Wanted Management

DOES YOUR STATION NEED

a skilled, effective General Manager ... a productive, energetic Sales Manager? If you believe your station(s) could benefit from an infusion of proven managerial talent, I'd like to meet with you. I have the ability and experience to make good things happen—and the references to prove it. Medium and large markets only please. Box N-132.

ADMINISTRATIVE/ SALES

LA based Syndication Executive available. Current responsibilities include national marketing and format development. Ambitious background includes successful Top 50 GM slot. Box N-135.

TELEVISION

Help Wanted Sales

TV ACCOUNT EXECUTIVE

Local-Regional Sales

Mid-Atlantic ABC-TV Affiliate. Good List. Excellent Benefits. Radio sales person could move into TV.
Call: 703-433-9191
E.O.E.

RETAIL/TV BROADCASTING SALES

Sales-promotion/media executive for major broadcasting company. Must be knowledgeable of retail operations with in-depth understanding of sales-promotion/advertising/media functions of major retailers. Ideal candidate will have both retail and broadcast background. Selected person will be self-motivated, persuasive, articulate and be able to travel 80% of the time. No week-ends. Salary about \$40K plus excellent benefits. Strictest confidence assured. Send resume to Box N-91.

Help Wanted News

TV-Radio Reporter WMBD-Peoria

Must be experienced. Rush tapes and resume to Duane Wallace, News Director, WMBD-3131 N. University, Peoria, Illinois 61604. E.O.E.

SOF/ENG CAMERA CHIEF

Want to step up to a medium market? You can if you KNOW sound cameras, editing and newsfilm composition. We want a guy to head our SOF camera division. ENG experience is helpful but we will teach you if you don't know it. You must have minimum two years experience to qualify.

We require resume, sample of your film work on cassette or mag film and when you can come to work. Great opportunity for the right person. We are EOE. Write NEWS DIRECTOR, P.O. Box 1548, Mobile, Alabama 36601.

Help Wanted Technical

Sales Engineer

The Grass Valley Group, Inc. has an opening for a Sales Engineer for the western states. We are looking for a capable and creative individual to work out of our LA sales office. This key sales engineering position requires an individual with a solid technical background in broadcasting. Preference will be given to individuals with proven sales performance.

Our compensation package includes excellent company benefits in addition to our salary and commission programs.

Interested applicants, please submit a resume in confidence to Val Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

The
Grass Valley Group

Studio Supervisor,

first class license, knowledge F.C.C. Regulations, maintenance experience TCR 100, Ampex VR1200 and 2000. Call Jack Mahoney, WTVR-TV, Richmond, Virginia 23230. (804) 355-8611.

Help Wanted Technical Continued

IMMEDIATE OPENING

Experienced Television Technician/Operator and Technician Supervisor

Must have First Class FCC License and good background in Solid State technology.

Send resume or call:

KMOL-TV

P.O. Box 2641

San Antonio, Texas 78299

512-226-4251

An Equal Opportunity Employer

TV CHIEF ENGINEER

Southeastern Network affiliate has immediate need for Chief Engineer with production experience. Requires heavy VTR studio maintenance including digital and logic. New building project underway. Competitive salary with profit sharing.

VIDEOTAPE ENGINEER

Immediate opening for videotape engineer with operation and maintenance experience on Ampex and RCA equipment. Experience in commercial production and first class license required.

Reply in confidence to Box N-115.

MANAGER OF TECHNICAL OPERATIONS

If you are ready to move to Sunny California, KCET/TV has a position available for an experienced, motivated person. This position requires a person who is familiar with all phases of technical operations and can maintain the high degree of technical standards that KCET insists upon. The candidate should be able to conform to all FCC Rules and Regulations; recruit, recommend training for line personnel; attend production meetings and act as liaison between the Program and Engineering Departments. Having knowledge of personnel and facilities scheduling would be helpful. Must have 10 years experience in television operations, or 2 years college-level education in communications or television engineering will be accepted in lieu of the 2 years experience. Please submit resumes and salary history to KCET/TV, Steve de Satnick, 4401 Sunset Blvd., Los Angeles, CA 90027. Women, minorities and the handicapped are encouraged to apply.

ENGINEERS

As a result of continued growth a major television station, headquartered in New York City seeks 3-engineers.

MANAGER FIELD SERVICES

Will be in charge of production and post production units. Responsibilities will include supervising technical crews, renting engineering facilities, acting as technical liaison between production and engineering as well as coordinating with other TV stations and vendors. 3-5 years in television as an E.I.C. or T.D. as well as supervisory experience required.

VIDEO TAPE MAINTENANCE ENGINEER

Will be responsible for maintaining all video tape recorders, associated computers and allied electronic equipment. 5 years as an electrical maintenance engineer plus technical school diploma or equivalent required.

VIDEO TAPE EDITOR

Will be responsible for editing video tape for performance and/or public affairs programming. This individual must be capable of adjusting video tape machines to maintain quality of editing. 5 years experience in video tape operations and editing as well as knowledge of computer editing required.

Salaries commensurate with experience plus liberal fringe benefits. Please send resume including salary history and position of interest in confidence to:

**BOX 1326; 810 Seventh Avenue;
New York, New York 10019**

An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others

THE JOB: ART DIRECTOR

THE MARKET: WASHINGTON, D.C.

THE STATION: WTOP-TV, A Post-Newsweek Station

THE CHALLENGE: Creation and production of all graphics, including news, promotion and programming.

THE SKILLS: Experience as a television Art Director or the equivalent in production house or advertising agency art direction. A strong administrator with a BFA or Commercial Art degree, expertise in set design, news graphics and familiarity with the Forox animation camera.

WE ARE AN EQUAL OPPORTUNITY EMPLOYER—
MALE/FEMALE

Please send all inquiries and resumes to:
P.O. Box 9638
Friendship Station
Washington, D.C.

**Help Wanted Programing,
Production, Others**

**PROMOTION
MANAGER**

Chicago office of national rep offers unique opportunity for enthusiastic self-starter with television adv/promo experience. Sales oriented with good communication skills. Must be capable of developing comprehensive promotion plans for TV clients. Excellent compensation package. Send resume with salary requirements to Box N-173.

Situations Wanted News

IF YOU FEEL THAT RIGID EQUAL OPPORTUNITY QUOTAS ARE UNCONSTITUTIONAL, and foresee a Supreme Court ruling to that effect—reaffirming Title VII, Section 703(j) of the Civil Rights Act—consider the possible contribution to your news team an exceptional white male could provide; one with appearance, experience, attitude, and education. Hands tied (?)—the weight of the power in your hands is too heavy. Call Doug. (305) 681-6910.

**WANTED?
TV-Anchor**

Overcame catastrophic injuries and illness! Will overcome your ratings problems or keep or boost your ratings. Willing to back-up until rolling. Strict confidentiality!

Write Box N-127

Miscellaneous

TV SLIDES: \$6 ea

- * HAPPY THANKSGIVING
- * SEASONS GREETINGS
- * CHRISTMAS GREETINGS
- * MERRY CHRISTMAS
- * HAPPY NEW YEAR

SEND FOR COMPLETE LIST

BOB LEBAR FILMS 240 E. 55 ST. NYC 10022



For Powerful Year-Round Promotions
AMERICAN FLAG KITS
3' x 5' Double-Stitched Flag
W/6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery
FLAG HEADQUARTERS
for All Media
Write or call Today
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Eldorado, Ill. 62930 • 618/273-3376

Radio Programing

Give us two minutes! Call anytime to find out how interesting your station can really be. **HUMAN INTEREST . . .** for those who inform and entertain. 305-891-8066 - 24 hrs. (Taped)

FREE

one hour Christmas Special with your order of "The Radio Theatre" . . . old time radio at its best, a different program each week. Deadline December 1. Other Nostalgia features available . . . Sound Factory, Box 85, Sauk Rapids, MN 56379.

Business Opportunity

Background Music Company

Florida Metro turnaround situation, as owner has other interests. Ten (10) year SCA lease at unbelievable rate. All equipment included. MUSIC PO. Box 854 Largo, Fla. 33540.

Wanted To Buy Stations

PLEASE RESPOND

Will purchase Radio Station in any location from owner. I have 75,000 cash, good credit, and a 200 acre farm. All replies treated confidentially. Write Box N-99.

WANTED

Radio Station in Texas; single station market; AM/FM preferably. Contact at Box N-149.

PUBLIC COMPANY

interested in acquisitions and /or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

For Sale Stations

H.B. La Rue, Media Broker

RADIO . TV . CATV . APPRAISALS

WEST COAST: 1206 RUSS BUILDING . SAN FRANCISCO, CALIFORNIA 94104
415/873-4474

EAST COAST: 210 EAST 53RD ST., ND. 50, New York 10022
212/288-0727

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

For Sale Stations Continued

MW	Small	Daytime	\$106k	\$58k
W	Small	AM/FM	\$500k	29%
S	Medium	AM	\$450k	terms
FL	Major	Fulltime	\$1,450k	\$420k
E	Major	AM/FM	\$1,700k	29%

Atlanta, Boston, Chicago,
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central George metro area. \$810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about \$800,000. Pop 2 1/2 million. Real Estate Excellent buy for \$2,000,000. Terms.
- Daytimer. Sou. Central Florida. Power increase and nighttime available. Good buy. \$180,000. 15 year terms.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$160,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- 100,000 watt stereo. Metro area Georgia. \$600,000.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- AM/FM Utah. 11,000 city. 30,000 trade area. \$230,000. First two years pay \$1100 per month. \$30,000 d.p.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Class "C" Stereo covering Jackson, Miss. \$435,000. Liberal terms.
- Fulltimer within 50 miles of Orlando. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$70,000 d.p.
- Stereo Station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms
- Fulltimer in Northcentral Calif. A good buy. Terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at \$560,000. Extremely liberal terms.
- \$95,000 for FM in small town in Mo. Possibility of powerful AM. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

For Sale Stations Continued



NORTHEAST AM'S

New England daytime operation in radio stations in an attractive college community within metro market included in sale. Asking \$400,000 with valuable building and land included in sale. Sold to a qualified buyer. Contact Bob Kime, 1000 Elmira Office.

SOLD

There are full time possibilities with this metro market daytimer. Ratings are up and there are good current increases in billings. Terms are available on this property and the price is right at \$315,000. Dick Kozacko will be glad to give you details from our Elmira office.

Kenneth Chapin
1100 Malden Rd
Syracuse, NY 13211
(315) 454-4144

William S. Cook
Box 425
Newark, Del. 19711
(302) 737-4772

Robert I Kime
Box 270
St. Albans, VI 05478
(802) 524-5963

Elmira Office
Keith W. Horton
Richard Kozacko

THE KEITH W. HORTON CO., INC.
Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

To BUY or SELL
Contact
SHERMAN-BROWN And ASSOCIATES
Media Brokers Consultants
2701 E Sunrise Blvd. Suite 312
PO Box 4475 Fort Lauderdale, Fla 33338
305-561 9334
We qualify Prospects - Confidentiality Honored

DAYTIMER
Successful Mid-Virginia daytimer. Excellent owner-operated investment. Very good station and market. Terms available to qualified buyer. Price: \$225,000. Box N-103.

Last of the red-hot "mama-papa" AM stations. Getting profitable share of revenues in booming Western city. \$200,000—half cash. Principals. Box N-154.

Major Market
Full-time AM: High Power FM
Excellent ratings—strong growth potential
Priced at approximately 3 X gross
\$4,500,000 cash
Box N-169

Radio station
for sale. Contact Broadcasting
Box N-133.


MEDIA BROKERS APPRAISERS
RICHARD A. **SHAHEN** INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



STATION MANAGERS . . . PUBLIC INTEREST GROUPS

Accurate step-by-step instruction for non-profit public service groups who want to use advertising media.

MEDIABILITY



- How to use radio and television
- Preparing slides, videotape spots
- Talk shows, editorial reply, news coverage
- Getting free production
- Newspaper, magazine, outdoor advertising
- Ad Council and other professional help
- Legal concerns, recourse to unfair treatment

AND MUCH MORE
Authors Len Biegel and Aileen Lubin

Clip this ad and send to: **Broadcasting Book Division**
1735 DeSales St. N.W.
Washington, D.C. 20036

Enclose \$7.50 for each copy of Mediability, along with your name and address. Payment must accompany order.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms \$100)

When placing an ad, indicate the EXACT category desired Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc If this information is omitted, we will determine the appropriate category according to the copy No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy All copy must be clearly typed or printed

Deadline is Monday for the following Monday's issue Copy must be submitted in writing (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W. Washington, DC 20036

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender

Rates: Classified listings (non-display) Help Wanted: 70c per word \$10.00 weekly minimum Situations Wanted: (personal ads) 40c per word \$5.00 weekly minimum All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended

Word count: Include name and address Name of city (Des Moines) or state (New York) counts as two words Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc count as one word Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch	Closing Wed. Nov. 2	Closing Wed. Oct. 26	Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Broadcasting											
ABC	ABC	N	38	36 3/4	+ 1 1/4	+ 3.40	46 3/4	36 3/4	7	18,107	688,066
CAPITAL CITIES	CCB	N	51	51 3/8	- 3/8	- .72	57	44 3/4	10	7,481	381,531
CBS	CBS	N	48	47 1/4	+ 3/4	+ 1.58	62	47 1/8	8	28,100	1,348,800
COX	COX	N	27 7/8	27 3/4	+ 1/8	+ .45	33 5/8	25 1/2	8	6,360	177,285
GRCS TELECASTING	GGG	A	14 1/2	14 1/2			15 1/2	13 5/8	7	800	11,600
KINGSTIP COMMUN.	KTVV	C	5 3/4	5 3/4			5 3/4	3 7/8	10	461	2,650
LIN	LINB	C	19 1/8	18 1/2	+ 5/8	+ 3.37	20 3/8	16 1/2	7	2,745	52,498
MCONEY	MOON	C	2 5/8	2 5/8			2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	G	18 1/2	18 1/2			19	8 5/8	22	1,281	23,698
SCRIPPS-HOWARD	SCRP	C	33 1/2	33	+ 1/2	+ 1.51	37	31 1/2	8	2,589	86,731
STARR**	SBG	M	6 1/8	6 1/4	- 1/8	- 2.00	7	3 1/2		1,418	8,685
STCRER	SBK	N	19 3/8	19 3/4	- 3/8	- 1.89	26 7/8	19 3/8	5	4,876	94,472
TAFT	TFB	N	28 3/8	26 5/8	+ 1 3/4	+ 6.57	33 7/8	24 5/8	7	4,070	115,486
									TOTAL	78,713	2,992,617

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	5 3/4			6	3 3/4	7	1,232	7,084
AVCO	AV	N	13 1/8	13 3/8	- 1/4	- 1.86	17 7/8	13 1/8	3	11,656	152,985
JOHN BLAIR	BJ	N	17 3/4	17 1/4	+ 1/2	+ 2.89	19	11 1/8	5	2,432	43,168
CHRIS-CRAFT	CCN	N	6 3/8	7 1/8	- 3/4	- 10.52	9 3/8	4 1/2	5	5,810	37,038
COMBINED COMM.	CCA	N	24	24			24 1/4	19	8	6,799	163,176
COKLES	CWL	N	14 7/8	15	- 1/8	- .83	15 7/8	12 1/2	17	3,969	59,038
DUN & BRADSTREET	ONB	N	29	28 3/8	+ 5/8	+ 2.20	30 7/8	26 1/4	15	26,356	764,324
FAIRCCHILD INC.	FEN	N	12 3/4	12 5/8	+ 1/8	+ .99	15 5/8	9 1/2	10	5,708	72,777
FUCUA	FQA	N	8	8			13	8	5	9,293	74,344
GANNETT CO.	GCI	N	35 1/4	36 1/2	- 1 1/4	- 3.42	40 3/4	32 3/4	15	22,430	790,657
GENERAL TIRE	GY	N	23 1/8	22 3/8	+ 3/4	+ 3.35	29 1/4	22 3/8	4	22,242	514,346
GLCBE BROADCASTING**	GLBTA	C	4 1/8	4 1/8			4 3/8	2 1/8		2,772	11,434
GRAY COMMUN.	G	C	11	11 3/4	- 3/4	- 6.38	12 3/4	8	5	475	5,225
HARTE-HANKS	HMN	N	30	29 5/8	+ 3/8	+ 1.26	32 7/8	26	11	4,477	134,310
JEFFERSON-PILOT	JP	N	27 3/4	28 3/4	- 1	- 3.47	32 3/8	26 5/8	9	24,056	667,554
MARVIN JOSEPHSON	MRVN	C	10 3/4	10 3/4			17 1/4	10 1/4	5	1,981	21,295
KANSAS STATE NET.	KSN	C	7 1/4	7 1/4			8 1/2	4 3/4	8	1,716	12,441
LEE ENTERPRISES	LNT	A	23 1/8	23 1/4	- 1/8	- .53	28 1/8	22 1/4	11	5,010	115,856
LIBERTY	LC	N	21 3/4	21 1/2	+ 1/4	+ 1.16	23 1/8	18	7	6,762	147,073
MCGRAW-HILL	MHP	N	18 1/4	18 5/8	- 3/8	- 2.01	19 5/8	15 5/8	10	24,675	450,318
MEDIA GENERAL	MEG	A	14	14 1/2	- 1/2	- 3.44	20	13 5/8	6	7,277	101,878
MEREDITH	MOP	N	22 3/4	22 7/8	- 1/8	- .54	22 7/8	17 3/8	6	3,074	69,933
METROMEDIA	MET	N	29	28 7/8	+ 1/8	+ .43	31 1/8	25 1/4	6	6,707	194,503
MULTIMEDIA	MED	C	24 1/4	24 1/2	- 1/4	- 1.02	25 1/2	21 1/2	10	4,394	106,554
NEW YORK TIMES CO.	NYKA	A	17 1/4	16 7/8	+ 3/8	+ 2.22	19 1/2	15 3/4	8	11,207	193,320
CUTLER CO.	CTU	N	18 3/4	18 1/8	+ 5/8	+ 3.44	24 1/4	16 5/8	8	2,140	40,125
POST CORP.	POST	C	21 3/4	21 1/2	+ 1/4	+ 1.16	22 1/2	16 1/4	7	867	18,857
REEVES TELECOM	RBT	A	2 1/2	2 3/8	+ 1/8	+ 5.26	3	1 3/4	25	2,380	5,950
ROLLINS	ROL	N	18 3/8	17 1/2	+ 7/8	+ 5.00	24 1/4	17 1/8	10	33,000	606,375
RUST CRAFT	RUS	A	21 3/8	21 5/8	- 1/4	- 1.15	23 1/2	8 1/2	14	2,291	48,970
SAN JUAN RACING	SJR	N	9 5/8	9 3/3	+ 1/4	+ 2.66	11 3/4	7 5/8	10	2,509	24,149
SCHERING-PLUGH	SGP	N	28 1/4	28 1/4			44 3/4	28 1/4	9	54,084	1,527,873
SONDERLING	SDB	A	9 1/2	9 7/8	- 3/8	- 3.79	12 7/8	8 3/8	4	1,103	10,478
TECH OPERATIONS**	TC	A	3 7/8	4 1/8	- 1/4	- 6.06	4 3/4	2 3/8		1,344	5,208
TIMES MIRROR CO.	TMC	N	22 3/4	22 3/4			25 3/8	20 3/4	9	33,911	771,475
WASHINGTON POST CO.	WPD	A	29 1/2	28 3/4	+ 3/4	+ 2.60	30 1/8	21 3/4	9	8,545	252,077
WOMETCO	WCP	N	11 1/8	11	+ 1/8	+ 1.13	12 3/4	10 7/8	7	9,404	104,619
									TOTAL	374,088	8,326,797

Cablecasting

ACTON CORP.	ATN	A	6 7/8	6 1/2	+ 3/8	+ 5.76	7 3/8	3 1/8	8	2,757	18,954
AMECC**	ACC	C	1/8	1/8			1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	C	29 1/2	29 1/2			32	19 3/4	18	3,856	113,752
ATHENA COMM.**	G	C	3/8	3/8			3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	C	3 3/4	3 5/8	+ 1/8	+ 3.44	4 3/4	3 1/8	19	8,309	31,158
CABLE INFG.	G	C	5/8	3/4	- 1/8	- 16.66	7/8	1/2	3	663	414
COMCAST	C	C	4 1/2	4 1/2			5 1/4	3 3/4	8	1,662	7,479
COMMUN. PROPERTIES	CGMU	C	6 7/8	6 7/8			7 3/4	3 5/8	17	4,761	32,731
ENTRON	ENT	C	2 1/4	1 1/2	+ 3/4	+ 50.00	2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRL	N	17 5/8	18 1/4	- 5/8	- 3.42	23	17 5/8	8	7,504	132,258
GENVE CORP.	GENV	O	8 3/4	9	- 1/4	- 2.77	9 1/4	7 1/2	58	1,121	9,808
TELE-COMMUNICATIONS	TLOM	C	5 3/4	5 7/8	- 1/8	- 2.12	7 3/8	2 7/8	36	5,281	30,365
TELEPROMPTER	TP	N	7 1/4	7 1/2	- 1/4	- 3.33	9 3/8	6 3/4	21	16,793	121,749
TEXSCAN	TEXS	C	1 7/8	1 3/4	+ 1/8	+ 7.14	2	1 1/4	11	786	1,473
TIME INC.	TL	N	33 1/4	32 1/4	+ 1	+ 3.10	38 1/4	31 3/4	9	20,349	676,604
TUCOM	TUCM	C	3 1/2	3 1/2			4 5/8	2 1/4	13	632	2,212
UA-COLUMBIA CABLE	UACC	O	21	20 1/2	+ 1/2	+ 2.43	23 1/2	15 1/2	14	1,679	35,259
UNITED CABLE TV	UCTV	C	4 7/8	4 3/8	+ 1/2	+ 11.42	5 7/8	3 7/8	122	1,880	9,165
VIACOM	VIA	N	15 3/4	15 3/8	+ 3/8	+ 2.43	17 7/8	9 1/2	13	3,750	59,062
									TOTAL	86,087	1,285,591

Stock symbol	Exch.	Closing Wed. Nov. 2	Closing Wed. Oct. 26	Net change in week	% change in week	High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming												
COLUMBIA PICTURES	CPS	N	17 1/4	18 3/4	- 1 1/2	-	8.00	18 3/4	7 3/8	14	6,748	116,403
DISNEY	DIS	N	35	35 5/8	- 5/8	-	1.75	47 5/8	32 1/2	15	31,895	1,116,325
FILMWAYS	FWY	A	8 1/8	8	+ 1/8	+	1.56	9 7/8	6 7/8	7	2,275	18,484
FOUR STAR			1	1				1 1/8	3/4	10	666	666
GULF + WESTERN	GW	N	10 1/4	11 1/4	- 1	-	8.88	18 3/8	10 1/4	3	48,215	494,203
MCA	MCA	N	32	33	- 1	-	3.03	42 3/4	32	7	18,024	576,768
MGM	MGM	N	21 1/2	22 1/4	- 3/4	-	3.37	24 1/8	16	9	13,102	281,693
TELETRONICS INTL.		C	4	4				6 1/2	3 1/2	6	1,018	4,072
TRANSAMERICA	TA	N	14 3/8	14 3/4	- 3/8	-	2.54	16 1/2	13 5/8	7	66,928	962,090
20TH CENTURY-FCX	TF	N	21 3/4	24 3/8	- 2 5/8	-	10.76	25	10	8	7,684	167,127
WARNER	WCI	N	27 1/4	26 1/8	+ 1 1/8	+	4.30	32 1/2	25 3/4	6	14,352	391,092
WRATHER	WCC	A	7	7 1/2	- 1/2	-	6.66	8 3/8	4 1/2	9	2,243	15,701
TOTAL									213,150	4,144,624		

Service

BBDO INC.	BBDO	C	25 3/4	24 3/4	+ 1	+	4.04	29 3/4	22 1/2	7	2,513	64,709
COMSAT	CO	N	30	29 1/2	+ 1/2	+	1.69	36 3/4	28 3/4	9	10,000	300,000
DOYLE DANE BERNBACH	DOYL	C	20 1/4	21 1/2	- 1 1/4	-	5.81	22	16 3/4	6	1,866	37,786
FOOTE CONE & BELDING	FCR	N	16 3/4	17	- 1/4	-	1.47	18	14 3/4	7	2,304	38,592
GREY ADVERTISING	GREY	C	22 1/2	22 1/2				28	16 1/2	5	821	18,472
INTERPUBLIC GRUP	IPG	N	22 1/2	34 3/4	- 12 1/4	-	35.25	39 1/4	22 1/2	4	2,387	53,707
MCI COMMUNICATIONS	MCIC	C	2 7/8	2 7/8				3 1/8	7/8	41	20,137	57,893
MOVIELAB	MV	A	1 1/8	1 1/8				2	1 1/8	6	1,410	1,586
MPC VIDEOTRONICS*	MPO	A	4 7/8	4 7/8				9	4	7	520	2,535
A. C. NIELSEN	NIELB	G	21 1/8	20 3/8	+ 3/4	+	3.68	22 1/4	18 7/8	12	10,762	227,347
CGILVY & MATHER	OGIL	C	34 1/2	34	+ 1/2	+	1.47	38 1/4	31	7	1,805	62,272
J. WALTER THOMPSON	JWT	N	19 1/8	19	+ 1/8	+	.65	19 1/2	15 1/8	7	2,649	50,662
TOTAL									57,174	915,561		

Electronics/Manufacturing

AEL INDUSTRIES	AELRA	C	3 7/8	3 7/8				6	2 3/8	7	1,672	6,479
AMPEX	APX	K	8 3/4	9 1/4	- 1/2	-	5.40	11	7 3/8	10	10,885	95,243
ARVIN INDUSTRIES	ARV	N	19 3/8	20 3/8	- 1	-	4.90	20 3/8	14 1/2	4	5,959	115,455
CCA ELECTRONICS*	CCA	C	5/8	5/8				5/8	1/8	3	897	560
CETEC	CEC	A	2 3/4	3	- 1/4	-	8.33	3 1/4	1 3/4	10	1,654	4,548
COHU	COH	A	3	3 1/8	- 1/8	-	4.00	3 1/2	2 1/8	11	1,779	5,337
CONRAC	CAX	N	19 5/8	19 7/8	- 1/4	-	1.25	27 1/4	19 5/8	7	1,803	35,383
EASTMAN KODAK	EASKO	N	49 7/8	54 1/8	- 4 1/4	-	7.85	86 3/4	49 7/8	13	161,369	8,048,278
FARINON	FARN	C	8 1/4	9	- 3/4	-	8.33	12	8	9	4,628	38,181
GENERAL ELECTRIC	GE	N	45	49 3/4	- 4 3/4	-	9.54	56 5/8	45	10	184,581	8,306,145
HARRIS CORP.	HRS	N	37 3/4	36 7/8	+ 7/8	+	2.37	39	28	12	12,164	459,191
HARVEL INDUSTRIES	HARV	C	4 1/4	5	- 3/4	-	15.00	5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	C	1 1/4	1 1/8	+ 1/8	+	11.11	2 3/8	1/4		2,701	3,376
MICROWAVE ASSOC. INC	MAI	N	24 3/8	23 3/8	+ 1	+	4.27	26	20 1/4	10	1,320	32,175
3M	MMP	N	46 1/4	46 1/2	- 1/4	-	.53	57	46 1/4	14	115,265	5,331,006
MOTOROLA	MOT	N	37 1/2	36 3/4	+ 3/4	+	2.04	56 7/8	36 3/4	11	28,544	1,070,400
N. AMERICAN PHILIPS	NPH	N	28 3/8	28 1/4	+ 1/8	+	.44	36	28 1/4	6	12,033	341,436
OAK INDUSTRIES	OAK	N	12 1/4	13	- 3/4	-	5.76	17 7/8	9 5/8	11	1,639	20,077
RCA	RCA	N	25 3/4	26	- 1/4	-	.96	31 3/4	25 3/8	10	74,812	1,926,409
ROCKWELL INTL.	ROK	N	28 1/4	29 1/4	- 1	-	3.41	36 3/4	28 1/4	7	32,400	915,300
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8				2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	21 1/4	22 1/2	- 1 1/4	-	5.55	23 1/2	16 3/4	13	1,646	34,977
SONY CORP.	SNE	N	8 1/4	8	+ 1/4	+	3.12	10 3/8	8	14	172,500	1,423,125
TEKTRONIX	TEK	N	36 7/8	37	- 1/8	-	.33	68 1/2	28 1/4	15	17,342	639,486
TELEPHON	TIPT	C	7/8	1	- 1/8	-	12.50	1	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	16 5/8	15 5/8	+ 1	+	6.40	21	14 3/4	11	6,838	113,681
WESTINGHOUSE	WX	N	17	17 1/4	- 1/4	-	1.44	22	16 1/4	6	87,492	1,487,364
ZENITH	ZE	N	13 5/8	14 1/8	- 1/2	-	3.53	28	13 5/8	7	18,818	256,395
TOTAL									964,961	30,718,008		
GRAND TOTAL									1,774,173	48,383,188		

Standard & Poor's Industrial Average 99.8 101.2 -1.4

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

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

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

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Jim Blackburn Sr.: broker from the start

James W. Blackburn has been in the media brokerage business just about as long as there has been such a business for him to be in. The firm that bears his name first opened its doors in 1957, 11 years after he and Ray Hamilton started Blackburn-Hamilton Co., one of the first media brokerage firms. In those days, according to Mr. Blackburn, the brokerage business "wasn't as healthy as it is now" and the pickings in the late 40's and early 50's were "pretty sparse."

Today, that's hardly the case. Blackburn & Co., with Washington headquarters and offices in Beverly Hills, Calif., Atlanta and Chicago, has brokered sales so far this year totaling more than \$88 million ("Closed Circuit," Sept. 26). Among those is the \$57-million Harte-Hanks acquisition of Southern Broadcasting Co. (BROADCASTING, Aug. 29), his company's largest transaction ever.

Mr. Blackburn's career as a broker began in 1946, when, after fighting "the battle of Washington" as a Navy commander, he got married and settled in the capital he says he loves. He started selling radio stations because "I didn't have the money to buy one." He and Mr. Hamilton, whom Mr. Blackburn knew while still living in his native Midwest, "developed a service we felt was needed" and set out to convince broadcasters that they needed media brokers. "Ray had the West Coast, and I stayed here."

In the 31 years since, Mr. Blackburn has "done business with a lot of the big people in broadcasting and a lot of the small people, too."

Although he readily admits he would like to see more of the Harte-Hanks kind of deals, Mr. Blackburn says, "I get a kick out of making a good small deal as much as I do out of a multimillion-dollar one." That purchase, Mr. Blackburn explains, represents "about two years worth" of negotiating and pairing up just the right buyers with the right sellers. "It looks easy when you read it in BROADCASTING," he says, "but brokers do a lot more work than people think, a lot of behind-the-scenes work."

The first thing a Blackburn broker does before a station is officially listed as up for sale is "dig into it and do a careful appraisal." A field report is then sent to the Washington office, where the staff reviews the findings, checks through the "hundreds and hundreds" of similar reports on stations all over the country, compares information and comes up with an asking price.

Both buyers and sellers are "more sophisticated" than they were when Mr.



James William Blackburn Sr.—president, Blackburn & Co., Washington; b. Oct. 9, 1906, Jacksonville, Ill.; University of Iowa, 1925-26; manager, Blackburn's department store, LeMars, Iowa, 1926-28; salesman, Hearst newspapers, Chicago and New York, 1928-38; equipment sales manager, Allen B. DuMont Co., 1938-42; U.S. Navy, 1942-46, attaining rank of commander; partner, Blackburn-Hamilton Co., Washington 1946-57; present position since founding of Blackburn & Co., 1957; m. Janet Forbes, April 6, 1946; sons—James W. Jr., 30; Richard, 28; Jack, 26; Edward, 23.

Blackburn first began selling stations, and there's "much more competition, too," among other brokers, he adds. "All that makes our job harder."

About the easiest part of Mr. Blackburn's job is finding a buyer. "There are always more buyers than sellers," he says, and by the time he is ready to sell a station, he usually has a buyer in mind. He says he shows a station "to a handful" of potential buyers. "Most everything we take, we take exclusively," he says, so there is seldom any pressure on a buyer "to come up with a check by noon."

In 1957, Mr. Blackburn set up his present company. It is, he says, a "close-knit organization" of 12 associates ("all pros") scattered in its various offices.

Most of the brokers have been with Mr. Blackburn for many years. Clifford Marshall in Atlanta, for example, for "almost 30 years." Jack Harvey and Joe Sitrick in Washington have been at Blackburn & Co. for 20 and 19 years, respectively.

Two of the younger full-time associates have been with Mr. Blackburn all of their lives: His eldest son, Jim, 30, joined the

company six years ago; a younger son, Dick, 28, hitched on two years later. (Mr. Blackburn's other two sons, Jack, 26, and Edward, 23, are small-town policemen and, according to their father, "the happiest guys in town.")

With such a staff backing him up, Mr. Blackburn is taking life a little easier now than he used to. He's still in the office every day, but, as he says, "I like my mornings," and he doesn't usually "come in until about noon." But, he says, "there isn't as much for me to do"—except the not-so-minor job of making "sure the company takes in more than it deals out."

A 1962 article, "Middlemen to TV's Millions," in TELEVISION magazine, described Mr. Blackburn then as "ready as the next broker to hop a plane" to conclude a deal. (He says he has visited every state except Alaska and that the company has handled deals in all 50.) Today, however, Mr. Blackburn says he still "enjoys traveling, but I enjoy home a lot more." He still swims regularly and, until two recent heart attacks, was an avid golfer.

His son, Dick, recalled a story he has heard about his father: Once, back in the 1950's Mr. Blackburn was showing a station in Marietta, Ohio, when the town was flooded. "He wound up showing the station in a rowboat," recalls the junior Blackburn, and it was "half under water." The fellow Mr. Blackburn was rowing around "ended up buying the station any way," says his son.

The flurry of station trading this year has made Mr. Blackburn a little skeptical of the business's ability to provide a repeat performance next year. He calls the 1977 market a "culmination" of the past several years and he "doubts" that the market "will be much higher" in the near future.

Mr. Blackburn is "not enthused" by some proposals now before the FCC that will have a direct effect on his business. Buying a station, he says, has always "been a question of money," and he calls proposals to issue tax credits to station owners selling to minority interests and the move by the Small Business Administration to broaden its loan policy to broadcasters "government handouts." The government, he says, should not provide money for broadcasting "any more than it should for coal yards or anything else."

Mr. Blackburn is equally opposed to the proposal to require a 45-day advance notice that a station is up for sale. He says that proposal would put "unnecessary hardships on the stations" and that it is "not needed" to open broadcasting to members of minority groups. At Blackburn & Co., he says, "we'll do business with anyone who's qualified."

The buddy system

By the fortunes of politics, the key positions in communications regulation are to be occupied for the foreseeable future by men conditioned more by experience in government or foundation-supported causes than in private enterprise. The cast and its connections were described in this publication a week ago. The principal players are Henry Geller, to be assistant secretary of commerce for telecommunications; Michael Pertschuk, the new chairman of the Federal Trade Commission, and Charles D. Ferris, the new chairman of the FCC.

There is also a supporting cast including such figures as Albert Kramer, the new director of the FTC's Bureau of Consumer Protection; Robert Bruce, the new FCC general counsel; Frank Lloyd, the new administrative assistant to the new chairman of the FCC, and Tracy Westen, Mr. Kramer's deputy.

Mr. Geller is the senior—some would say guru—of the group, a retired FCC general counsel and tireless writer of legal briefs under foundation sponsorship. Mr. Pertschuk became the consumerists' darling as chief counsel of the Senate Commerce Committee, where he took a leading role in such broadcast-oriented legislation as the ban on advertising for cigarettes. The Messrs. Kramer, Bruce and Lloyd have spent intervals in the employ of private Washington law firms but without discernible alteration of philosophy. Mr. Kramer founded the Citizens Communications Center, the principal source of petitions to deny anything broadcasters want. Mr. Lloyd succeeded Mr. Kramer at Citizens, of which Mr. Geller has been chairman. Mr. Bruce was the house liberal at Hogan & Hartson and is married to Collot Guerard, a lawyer for Media Access Project. As for Mr. Westen, he had his early training under Nicholas Johnson, who in his day on the FCC was a louder if considerably less effective guru than Mr. Geller. Mr. Westen has never let his mentor down.

It is worth remarking that of all the key figures now in communications regulation, the one with the largest responsibility has the least experience in the field. The new FCC chairman, Mr. Ferris, has been vastly tutored in political and legislative affairs as chief aide to the majority leader of the Senate and later to the Speaker of the House, but he has never had to focus on the communications system until now.

In his appearance at his Senate confirmation hearing and in the brief time he has been at work at the FCC, he has proved himself to be a quick study. The question that some outsiders are asking, however, is whether he is taking lessons from a one-sided faculty. If he surrounds himself with the circle that has already drawn around him, to the exclusion of others with broader views, he will become a captive of doctrinaire thinking. Surely his years on the Hill have taught him better than that.

On the wrong trail again

If memory serves, it was just about seven years ago that cigarette advertising was banished from radio and television on the assertion by the U.S. Congress that the action would end the problem of smoking and health. Then why is Joseph A. Califano Jr., secretary of health, education and welfare, saying, as he did last week, that cigarettes will be a factor "in the premature death of 37 million Americans living today" and vowing to educate the public to the dangers of smoking?

If longer memory serves, liquor advertising has been rejected by radio and television, with exceptions too insignificant to mention, since the origin of both services. So how can Mr. Califano,

speaking of both cigarettes and alcohol, say: "When the air is filled with seductive advertising for products that increase the chances of disease or death, we have a clear obligation to provide facts on the other side"?

At one point in the same speech, delivered to the American Public Health Association in Washington, Mr. Califano darkly announced: "Someone is spending billions of dollars each year to keep people from making fully informed choices about smoking and alcohol." And at another point he asked: "What about children, who do not recognize the subtle ways they are pressured through advertising to adopt certain eating, drinking and fast-driving lifestyles that threaten their lives?"

It isn't quite clear what Mr. Califano intends to do about the evils he identified, but it is unsettling to hear a cabinet officer of his rank confuse genuine problems of public health with "seductive advertising" on the air and "subtle ways" that advertising influences children. It must be expected that more advertising restrictions will be proposed as Mr. Califano's answer to cancer and alcoholism.

If so, he will be no nearer a meaningful answer than the Congress was in 1970 when it voted to outlaw broadcast advertising for cigarettes effective back in January 1971.

Make work

Two conclusions may be drawn from the House Communications Subcommittee's investigation of television network sports:

There have been lapses in managerial supervision and judgment at ABC and CBS.

The subcommittee is spending money needlessly.

The imperfections on which the subcommittee has lavished excessive attention were widely publicized before the subcommittee got interested. The falsity of the "winner take all" CBS tennis billing was reported as early as Sept. 22, 1975, in BROADCASTING, and the subject has been under FCC investigation for some time. The infusion of incompetents in ABC's boxing "championships" received enormous coverage and critical comment in the general press. There was no compelling need for the House Communications Subcommittee to get into an act that was already overpopulated.

Still, the incident illustrates again that television, more than any other medium, is in the public eye and must behave more circumspectly. The ethical standards to be found among sports promoters may pass in a West Side pool hall, but they play poorly in a Grand Rapids living room. In New York, it's something to remember.



Drawn for BROADCASTING by Jack Schmidt

"Relax, Herb. We put the prompter tapes in upside down."

WSB-TV Is Atlanta

The Georgia Supreme Court opened its doors to television cameras this fall for the first time in history. WSB-TV provided Atlanta viewers the only half-hour special program on the historic event. Channel 2's Action News presented an in-studio panel examining the impact and possible ramifications of the move to televise Supreme Court proceedings, in addition to live reports from Court chambers. WSB-TV: going beyond the headlines to keep Atlantans in touch with their government.

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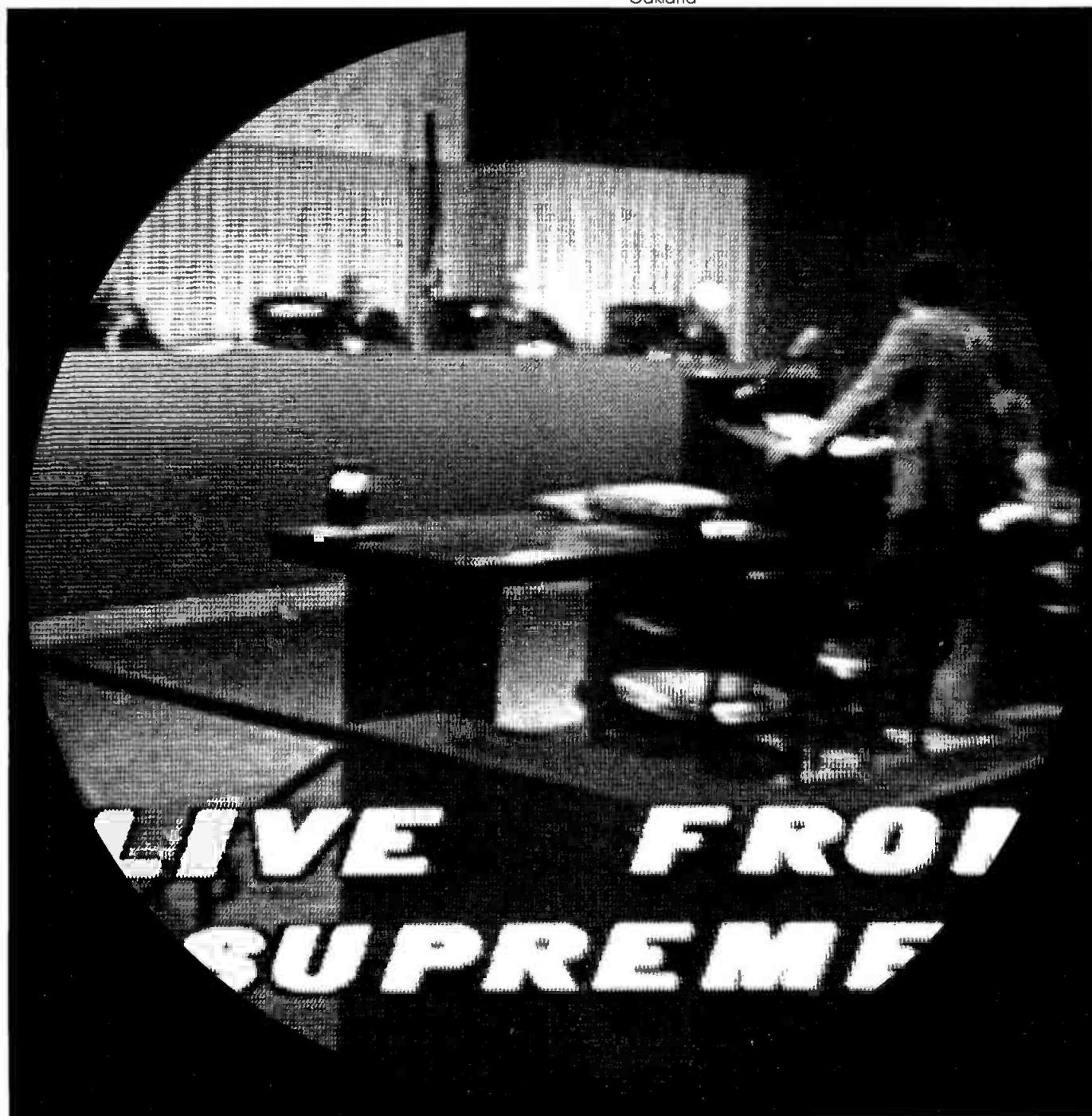
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