The November sweeps: another runaway for ABC
Van Deerlin rejects NAB's olive branch

Broadcasting Jan 9
The newsweekly of broadcasting and allied arts

KSTP-TV NEWS:
#1 in every demo at both 6 and 10 p.m.*

In the Twin Cities KSTP-TV Eyewitness News is your going-and-growing best choice! It's the news that swept the sweep more than ever, winning 43 out of 43 demos at 10 p.m. and 41 out of 43 (with 2 ties) at 6 p.m. That's dominance! Dominance so great that we delivered a huge 43% of metro TV households at 10 p.m. (the other stations got 25%, 15% and 12%) and a new high of 36% at 6 p.m. Now more than ever, go with the clean-sweep leader: KSTP-TV Eyewitness News.

EWITNESS NEWS
MINNEAPOLIS • ST. PAUL

Source: Arbitron, November, 1977, program audiences, 7-day averages. Estimates subject to limitations in said report.
Yesterday we were a contender in the Baltimore-Washington market.

**TODAY...WE’RE THE MOST POWERFUL TV STATION IN THE WORLD!***

5,000,000 watts reaching 8,000,000 people.

WBFF-TV (Channel 45 Baltimore) is now the most powerful TV station in the world with a 5,000,000 watt signal reaching out to 8,000,000 potential buyers.

What does all this power mean to you?

It gives you a quick, easy one-station-buy that will beam your message to 5 states: Maryland, Delaware, Virginia, West Virginia and Pennsylvania. This includes “city-grade” coverage in the Baltimore-Washington-Annapolis City-Suburban areas. It means super-sharp, snow-free brilliant color pictures with a potential audience increase of 25% to 50%.

New programming to attract and keep our new, bigger audience.

We’ve added Dinah, The Flintstones, Sanford & Son, Super Movies, plus live sports, local and national, football and basketball, to our growing list of stars, show favorites and movie packages. And we’re promoting vigorously in our main coverage areas.

You’ll like our CPM’s.

Becoming the most powerful TV station in the world hasn’t changed our friendly disposition. Our rates are still astonishingly reasonable for the amount of buying-viewers we’ll deliver.

We’ve got it all... the power... the programming... the promotion.

Contact your Adam Young rep and learn how the young contender became the world’s most powerful TV station.

---

**Bogner Broadcasting Equipment Corp.**

WBFF analyzed all available antennas, seeking the one which would best handle the tremendously high input power with moderate gain, low wind resistance and minimum weight, contributing to a clearer, sharper picture.

**CCA Electronics Corp.**

CCA’s conservative design and engineering expertise provided the high-powered transmitting amplifiers to multiply WBFF-TV’s coverage area and thus achieve this major milestone in television broadcasting history.

**Comark Industries Inc.**

Suppliers of WBFF TV’s Transmitter Duplexing and Combining Systems which include the most modern technology possible.

*Statement based on measured input power at the antenna terminal. Our greater power transmission will commence on or about January 15, 1978.*
HARRIS DOESN'T HAVE IT. RCA DOESN'T HAVE IT. ONLY CCA HAS IT.

The UHF-TV transmitter delivering the highest output power-220,000 Watts-for WBFF-TV to go to 5,000,000 Watts, ERP.

NEC, Thompson, Pye, Marconi, Telefunken and Toshiba don't have it either, Anywhere. CCA is first with this achievement.

When WBFF-TV decided to increase power to 5 megawatts, they ordered from CCA three additional klystron amplifiers to raise the power of their CCA transmitter to 220kw. Simply because their original CCA transmitter has been providing excellent performance since the station went on the air over five years ago. Easier to maintain. Less costly. And WBFF-TV found CCA service and parts delivery to be excellent, prompt and reliable.

CCA builds UHF and VHF TV transmitters with power level rated through 220kw. Modular design allows field modification to higher power levels with no interruption in service. And they can be ordered to meet all domestic and most international operating specifications.

There are now more than 1,360 CCA broadcast transmitters in operation worldwide. For complete details on the full line of reliable CCA television transmitters, write or call toll-free.

CCA Electronics Corporation • Broadcast Plaza • Box 5500 • Cherry Hill, New Jersey 08034
Call toll-free: 800-257-8171. In New Jersey call collect: (609) 424-1500 • Telex: 845200
In Canada call toll-free: 800-261-4088, or (416) 438-6230
December 13, 1977

During 1977 you asked for and aired our industry's point of view on public issues involving tobacco use.

Such balancing of broadcast presentations indicates to us your commitment to full--and fair--treatment of controversy.

With that in mind, I am sharing a copy of this letter with the Federal Communications Commission and requesting it be made part of your license renewal file.

Sincerely,

Horace R. Kornegay

cc: FCC Renewal Branch
VAN DEERLIN JABS □ In a 'Dear Vince' letter to NAB President Wasilewski, the congressman turns away latter's effort to quiet the uproar over the advisory committee's refusal to list rewrite priorities. The chairman still talks of 'trade-offs.' PAGE 24.

ITS STAR SHINES BRIGHTER □ ABC-TV now dominates in 58 of the top-100 markets, according to the November 1977 local measurement sweeps. CBS-TV is on top in 25, NBC-TV in 14. PAGE 25.

TWO CHANNELS ARE BETTER THAN ONE □ Everyone's in agreement: AM stereo is a great idea. But, no one's sure which system is the best to use. PAGE 27.

SECOND SEASON STRATEGIES □ For the three programing chiefs of the television networks, it's a continuing game of programing chess going into the new year. ABC-TV's Fred Silverman will be counting heavily on present strength. PAGE 29. CBS-TV's Bud Grant says there will be concentration on series with more schedule changes. PAGE 29. NBC-TV's Paul Klein is aiming for programing that will lure audiences with the choicest demographics. PAGE 32.

CBS-TV'S GOOD WEEK □ It won the ratings race in Christmas week and climbed past NBC into second place for the prime-time season to date. PAGE 34.

SETTLED □ ABC and CBS come to terms in their dispute over coverage of several European ski events. PAGE 34.

CROSSOWNERSHIP □ With oral arguments on its docket for next week, the Supreme Court gets another round of briefs. In them, citizen groups, Justice and affected broadcasters stick to their earlier stances. PAGE 36.

SHAKEUP □ Wcvo-tv Montgomery, Ala., asks the FCC to switch competitor wsfa-tv from channel 12 to channel 45 and thus make the state capital an all-UHF battleground for network affiliates. The proposal also involves switches in nearby Selma, Ala., and Columbus, Ga. PAGE 37.

ALASKA ATTACK □ A coalition of citizen groups there two months ago asked the FCC to stop the sale of three TV and four radio stations. Last week, it stepped up its opposition by filing a 591-page petition to deny renewals for the seven outlets. PAGE 41.

'TASTELESS MONSTROSITY' □ That was the description by an FCC administrative law judge of the 25-year-old battle for channel 9 in Orlando, Fla., as he recommended the grant be made to Mid-Florida Television. PAGE 42.

DIARY TAMPERING □ The Denver district attorney is investigating charges that there were attempts to doctor the Arbitron radio ratings count. PAGE 44.

PROXMIRE OBJECTS □ He's nearly alone in opposition to the Small Business Administration's proposal for broadcaster loans. PAGE 45.

HESSE AT HELM □ The AAAA names its Washington executive as interim president while the search committee hunts for a successor to the late John Crichton. PAGE 45.

SPOT TV'S PERFORMANCE □ In the third quarter of 1977, Procter & Gamble's $31.2-million investment leads the way PAGE 46.

SEVAREID RECALLS □ The retired CBS commentator looks back at the McCarthy era and says the Murrow expose came late. PAGE 46.

CAR RADIO PRICES □ That Booz Allen study of markups of AM and AM-FM receivers by auto makers is finally out, but analysts are not sure it was worth the wait. PAGE 49.

THIRD-CLASS TICKETS □ Battle lines form at the FCC in comments on the proposal to redraw its regulations. The NAB suggests a new permit for routine technical duties by personnel who would be given special instructions. PAGE 51.

PILOT FOR JEFFERSON-PILOT □ On New Year's Day, Wallace Jorgenson succeeded Charles Crutchfield as president of the Charlotte, N.C.-based broadcast group. It's the high point of a career with that organization that began in 1948 and which includes experience in practically every facet of the Jefferson-Pilot operation. PAGE 73.
KTVA Anchorage
WHMA-TV Anniston
WSB-TV Atlanta
WCBI-TV Boise
WLVI-TV Boston
WCIA Champaign-Sp-Dec
WCSC-TV Charleston, S.C.
WDEF-TV Chattanooga
WKRC-TV Cincinnati
WQAD-TV Dav-RI-Moline
WDTN Dayton
WJBK-TV Detroit
WSEE-TV Erie
WJRT-TV Flint-S-Bay City
KMPH-TV Fresno
WFRV-TV Green Bay
WGHP-TV Greensboro-WS-H Pt
WNCT-TV Gr'ville-NB-Wash
WLYH-TV H'burg-York-Lan-Leb
KDOG Houston
WISH-TV Indianapolis
WTLV Jacksonville
KBMA-TV Kansas City
KTHV Little Rock

Spelling/Goldberg’s sensational team of young cops are putting a lock on young adult audiences for stations in 48 markets.

This is the same great action-adventure series that captured the highest average number of young women and men viewers, both 18-34 and 18-49, in its time period over the course of a 4-year run on ABC.

During the same period, two-thirds of all “The Rookies” viewers were adults! Two-thirds of all women were 18-49! And two-thirds of all men were 18-49!

Now “The Rookies” are back on duty. Serving local stations in late-fringe, late-night and (for independents) prime-time periods.

If young adult viewers are important to you, isn’t it time you assigned “The Rookies” to protect this key audience?

Call Viacom today.

In half-hour and one-hour formats.

KCOP Los Angeles
WLKY-TV Louisville
WREG-TV Memphis
WITI-TV Milwaukee
WCCO-TV Minneapolis-SP
WTVP Nashville
WVUE New Orleans
WPIX New York
WAVY-TV Norfolk
WPHL-TV Philadelphia
KPHO-TV Phoenix
WMBD-TV Peoria
WIIC-TV Pittsburgh
WXEX-TV Richmond
WOKR Rochester
WSLS-TV Roanoke-Lynchburg
KCRA-TV Sacramento
XETV San Diego
KTVU San Francisco
KCOY-TV Santa Barbara
WSPD-TV Toledo
KOLD-TV Tucson
KTUL-TV Tulsa
WDAU-TV WB-Scranton
Over 45 top radio stations have a competitive edge with The Wall Street Journal Business Report.

Get the edge in your market.

The Wall Street Journal Business Report—eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal. They're wired directly to stations via The Journal's own communications circuits. And only one major quality station in each market broadcasts them!

Exclusive business news coverage that builds your audience. The Wall Street Journal Business Report ranges freely over a broad spectrum of business and business-related topics, and includes stock market highlights. It's as lively, timely and informative as The Wall Street Journal itself...the kind of reporting you just can't find anywhere else. It complements and rounds off your regular news coverage. And gives listeners a real incentive to tune in to your station—and to stay tuned.

Eight opportunities a day to boost business. Lots of advertisers are eager to reach the upscale audience attracted to The Wall Street Journal Business Report. And you'll have eight opportunities a day to sell those prospective clients—with morning and evening drive-time newscasts, and with six newscasts (on an hourly basis) in between. Also, The Wall Street Journal Business Report is the kind of "something extra" programming that instantly upgrades a station's total image...and its appeal to advertisers.

It won't cost you a cent in cash. Selected stations in 46 markets—including the country's most prestigious stations—are already broadcasting The Wall Street Journal Business Report on an exclusive basis. We're now expanding our base to include all of the top 150 markets. In exchange for exclusive rights to the Business Report, we are looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

Call or write for detailed information. We're sure you'll want to explore this unique opportunity further, so we've prepared an information kit which spells out all the details and includes samples of actual newscasts. For more information, write Donald Sutphen or John Potulny. Or call them collect at (609) 452-2000.

The Wall Street Journal Business Report

P.O. Box 300, Princeton, N.J. 08540
17th man

Authorship of controversial statement by 15-man broadcast advisory committee (one absentee) that has provoked escalating bitterness on part of Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee (story page 54), is being reported to W. Jennes, partner in Covington & Burling law firm, Washington, and counsel to, among others, Association of Maximum Service Telecasters. Mr. Jennes, who with National Association of Broadcasters Senior Vice President Donald Zeifang was in Chicago as adviser to advisory group’s deliberations (BROADCASTING, Dec. 12 et seq.), insists “the paper could have been written by committee’s” others present say he arrived with draft of document that survived essentially intact.

Jennes participation has become issue as others have sought to disengage from statement that has so inflamed relationship between industry and key subcommittee chairman. Whom was he representing in Chicago? Mr. Jennes says he was invited by Charles K. Murdock of WLW (AM) Cincinnati, group’s nominal chairman. Who paid his way? It was AMSTL, which has followed general “hard line” approach to rewrite reflected in advisory group’s statement. All agree, however, that sentiments expressed in statement were held unanimously by participants; there’s no suggestion anyone forced them upon group.

Settlement in sight?

FCC staff reportedly thinks it can come up with formula for partial refund of fees that FCC began collecting in 1970 but that were twice declared excessive by courts. Under former FCC Chairman Richard E. Wiley, FCC proposed to refund all money, but chairmen of congressional subcommittees on communications stopped that. New FCC general counsel, Robert Bruce, has made fee problem top priority, now is said to be ready with fee schedule that he thinks will satisfy court.

Amount of money that may be refunded is yet to be calculated. It will, $47.5 million was collected from broadcasters. Staff says recalculation can be done and mechanism for making refunds set in place in about six months.

More measuring

Arbitron Radio is shooting for April start of three-market pilot project to test extension of local radio measurement periods to 12 weeks from current four and do at least two a year in each measured market. It’ll be done without enlarging current samples, which Arbitron officials say are large enough in some markets to permit three 12-week measurements and in some, four. While measurements are under way, Arbitron would provide monthly top-line reports (without demographics) and full-scale report, with detailed demographics, based on 24 weeks of diaries.

Pilot test is scheduled to run in San Diego, Seattle and New Orleans—if stations there give their support. Arbitron officials say initial reactions are encouraging. They hope to measure in April, May and June and again in September, October and November. If it works, they’ll start promoting concept generally, in helping it find its way across country by 1980. Among other consequences, it would make hypoing much more difficult, or at least more expensive.

Ambitious entry

Group W Productions this week will announce plans for Every Day, daily 90-minute entertainment/information series, to start Labor Day. Program, targeted primarily for late-afternoon audience, will feature Stephanie Edwards (formerly of A.M. America) and singer/actor John Bennett Perry as hosts, joining “family” of six other regulars. “Arena-in-round” set will be used, with no conventional talk-show area, according to David Salzman, Group W Productions chairman, who is serving as executive producer and tapping pilot at NBC Studios in Burbank, Calif. He expects show to be “most expensive daily long-form series produced for syndication,” at minimum of $200,000 a week, but adds that price will be “middle-of-road.”

Restricted company

Planning committee for annual Radio and Television Correspondents Association dinner, one of biggest broadcasting events of Washington social year, meets this week to tackle what is becoming ticklish problem of bruised egos. Several smaller news bureaus in capital have registered complaints about new association rule, passed by referendum last year, limiting attendance at this year’s event, March 9, to active association members, one guest each, and associate members, no guests. Among reasons for changes, said Paul Duke of noncommercial WETA-TV Washington, association president: “We see no reason for two tables of salesmen from the networks in New York . . . It just out of hand.”

Nonetheless, won’t suffer much from change. Their big bureaus are loaded with active association members. It’s bureaus with one or two correspondents on Capitol Hill—WGN Continental, Storer, Bonneville, RKO General and such—that are accustomed to entertain guests, including their own executives and government officials, and that under new rule will be cut off. Planning committee will consider some kind of waiver to take care of them.

Ferris’s wheel

Public appearance by FCC’s new chairman, Charles D. Ferris, is scheduled for Tuesday, Jan. 24, but it won’t be for speech that would breach his self-imposed moratorium on addresses during first six months in office. He will introduce fellow commissioner, Robert E. Lee, who will deliver luncheon address at 55th annual convention of National Religious Broadcasters in Washington. First full-dress address by chairman is scheduled for closing session of annual convention of National Association of Broadcasters in Las Vegas April 12.

Among celebrities at NRB convention will be Anita Bryant, Florida’s controversial citrus spokeswoman, mainly for concert appearance on opening day, Jan. 22, but with prospect of addressing assemblage too.

Message in a message

FCC Chairman Charles D. Ferris appears to fancy suggestion designed to make it easier for viewers to address advertisers directly with complaints or praise about programs in which their commercials appear, as well as about commercials themselves: Require identification of advertisers—by name, address and person to contact—in commercials. Proposal was contained in letter to chairman’s office from family in Adams, Neb., and chairman thought it sufficiently “interesting” to circulate among commissioners, along with answering letter in which he said direct complaints to producers or advertisers by public may be preferable to requests for government regulation of broadcast content.

Chairman’s letter also said commission this year will deal with “over-all question” of television commercialization in considering whether to grant petition for rulemaking—now almost four years old—in which Watchers Against Television Commercial Harassment proposes reduction in amount of television time that could be devoted to commercials. Chairman noted that one party commenting on petitions (National Citizens Committee for Broadcasting) has suggested broadening survey to include consideration of proposal similar to one Nebraska family offered.

Broadcasting Jan 9 1978
Procter & Gamble Company will sponsor CBS-TV special, People's Command Performance, Friday, Jan. 13 (9-11 p.m. NYT), through Wells, Rich, Greene. Buddy Ebsen (Barnaby Jones) will host broadcast taped at locations including California and Paris.

Borden Company will sponsor NBC TV special, Highlights of Ringling Bros. and Barnum & Bailey Circus, Wednesday, March 8 (8-9 p.m. NYT). Dick Van Dyke will host special, joining circus stars from 23 countries. The special will be under full sponsorship of Borden Inc. through Conahay & Lyon Inc., New York.

Associates Financial Services Co. Subsidiary of Associates Corp. of North America places five-month TV campaign beginning late this month. Glenn, Bozell & Jacobs, Dallas, is selecting spots in about 50 markets during prime and late fringe time. Target: adults, 18-49.

Southwestern Bell Telephone company is planning 19-week TV promotion starting this month. D'Arcy-MacManus & Masius, St. Louis, is buying spots in 32 markets during day, fringe and prime time. Target: women, 25-49.


ADA American Dairy Association places 11-week TV promotion for milk starting this month. D'Arcy-MacManus & Masius, Chicago, is buying spots in at least 100 markets during fringe, day and prime time. Target: women, 28-49, and children, 2-11.

Kelly Foods Canned meat products are highlighted in nine-week TV drive starting this month. Noble-Dury & Associates, Nashville, is seeking spots in 11 markets during day, late news and late fringe time. Target: women, 18-49.

Bryan Packing Co. Division of Consolidated Foods plans eight-week TV promotion for its canned meat products beginning this month. Maris West & Baker, Jackson, Miss., is scheduling spots in 13 markets during prime time. Target: women, 18-49.

John Paton Golden Blossom honey is scheduled for six-week TV push beginning this month, buying approximately 125 points per week. Dilorie, Werxelles, New York, is handling spots in New York, Boston, Philadelphia and Providence, R.I., during fringe and prime time. Target: total women.

Van Raalte Hosiery manufacturer highlights its panty-hose in six-week TV campaign beginning in late February. Keller Crescent, Evansville, Ind., is placing spots in about 10 markets during day and fringe time. Target: women, 18 and over.

Seabrook Farms U.S. Style vegetables get six-week TV promotion beginning this month. Tucker Wayne & Co., Atlanta, is purchasing spots in seven markets during day and prime time.
Pittsburgh, during markets starting this month. Terry Buying Service, Chicago, is placing spots in approximately 25 markets during all day parts. Target: women, 25-64.

San Giorgo Company will focus on its spaghetti in six-week TV drive beginning this month. Creamer Lois/FSR, New York, will seek spots in nine markets during fringe, day and prime time. Target: women, 25-49.

Seneca Foods Seneca apple juice gets six-week TV push starting this month. Mathieu, Gerfen & Breiner, New York, is arranging spots in 12 markets during day and early fringe time. Target: women, 18-49.

Teledyne Water Pik gets five-week TV buy starting this month. A. Eicoff & Co., Chicago, is buying spots in three markets during all day parts. Target: adults, 18-49.

Beatrice Foods La Choy division plans four-week TV push beginning this month. Post-Keyes-Gardner, Chicago, is placing spots in approximately 50 markets during fringe time. Target: women, 25-49.

Vidal Sassoon Shampoo and rinses will be highlighted in four-week TV campaign beginning this month. Peter Rogers Associates, New York, will place spots in 13 markets during day, fringe and prime time. Target: women, 18-34.

Underwood Accent division focuses on its food flavor enhancer in three-to-four-week TV flight beginning this month. Kenyon & Eckhardt, Boston, is placing spots in 27 markets during fringe time. Target: women, 18-49.

Norcliff-Thayer Subsidiary of Revlon Inc. features its Orabrite denture cleaner in three-week TV buy beginning late this month. Case & McGrath, New York, is buying spots in approximately 15 markets during early fringe time. Target: adults, 50 and over.

Bell Telephone of Pennsylvania Company is arranging three-week TV flight focusing on its long-distance calls, starting in early February. Lewis & Gilman, Philadelphia, is buying spots in six markets including Philadelphia and Pittsburgh, during all day parts. Target: total adults.

Radio only

Lander's Bagel bakery slates 52-week radio promotion starting this month. L. Schultze Flanagan, New York, is handling spots in Omaha, Minneapolis, New York, Denver, and Milwaukee. Target: women, 18-49.

SAS Scandinavian Airlines System places 11-week radio buy starting in early February. Scali, McCabe, Sloves, New York, is handling spots in five markets including Los Angeles and San Francisco. Target: men, 35 and over.

Life Savers Subsidiary of Squibb Corp. will feature its candy in four-to-six-week radio promotion starting this month. Dancer-Fitzgerald-Sample, New York, will schedule spots in about 50 markets including Baltimore, Dallas, Houston, Miami and San Francisco. Target: teenagers.


Hormel Deli meats division schedules four-week radio promotion starting in early February. Creamer Lois/FSR, New York, is buying spots in 13 markets including Cleveland, Philadelphia and Syracuse, N.Y. Target: women, 25-49.

Gulf Super G motor oil gets four-week radio flight beginning this month. Young & Rubicam, New York, is buying spots in three markets. Target: men, 18-49.

Radio-TV

Tuffy Service Centers Automotive franchise service will focus on its mufflers in four-month TV and radio campaign starting this month. Jackson & Maclean, Southfield, Mich., is buying spots in 20 markets including Cleveland, Dallas and Fort Lauderdale, Fla. Target: men, 18 and over.

Dodge Division of Chrysler focuses on its Omni car in two-week radio and TV flight beginning this month. BBDO, Troy, Mich., is buying spots in at least 32 markets including Nashville and Kansas City, Mo. Target: adults, 25-54.

 Allied Artists Motion picture distributor will feature its latest film, "The Betsy" by Harold Robbins, in network and spot-TV radio campaign starting in early February. Diener-Hauser-Greenthal, New York, will place radio spots in about 100 markets and TV spots in 60 markets during day, fringe and late night time. Spot campaign will cost approximately $800,000 excluding New York and Los Angeles. Target: adults, 18-49.

Greek National Tourism Tourism office takes four-week TV and radio flight beginning in late February. Mediators, New York, will arrange TV and radio spots in four markets, including Boston and Chicago. Target: adults, 18 and over.

BAR reports television-network sales as of Dec. 11

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes ended Dec. 11</th>
<th>Total dollars week ended Dec. 11</th>
<th>1977 total minutes</th>
<th>1977 total dollars to date</th>
<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
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<tbody>
<tr>
<td>Monday-Friday</td>
<td>180</td>
<td>$1,178,300</td>
<td>8,209</td>
<td>$48,971,300</td>
<td>$37,238,500</td>
<td>+31.6</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>180</td>
<td>$1,178,300</td>
<td>8,209</td>
<td>$48,971,300</td>
<td>$37,238,500</td>
<td>+31.6</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,047</td>
<td>$18,220,300</td>
<td>49,371</td>
<td>$753,221,700</td>
<td>$609,974,500</td>
<td>+23.5</td>
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<td>10 a.m.-6 p.m.</td>
<td>1,047</td>
<td>$18,220,300</td>
<td>49,371</td>
<td>$753,221,700</td>
<td>$609,974,500</td>
<td>+23.5</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>310</td>
<td>$11,221,300</td>
<td>14,885</td>
<td>$390,853,900</td>
<td>$322,985,500</td>
<td>+20.9</td>
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<tr>
<td>Sign-on-8 p.m.</td>
<td>310</td>
<td>$11,221,300</td>
<td>14,885</td>
<td>$390,853,900</td>
<td>$322,985,500</td>
<td>+20.9</td>
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<tr>
<td>Monday-Saturday</td>
<td>104</td>
<td>$4,848,300</td>
<td>4,910</td>
<td>$191,086,500</td>
<td>$151,813,800</td>
<td>+25.9</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>104</td>
<td>$4,848,300</td>
<td>4,910</td>
<td>$191,086,500</td>
<td>$151,813,800</td>
<td>+25.9</td>
</tr>
<tr>
<td>Sunday</td>
<td>21</td>
<td>$1,582,700</td>
<td>1,036</td>
<td>$55,916,400</td>
<td>$45,921,300</td>
<td>+22.0</td>
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<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>21</td>
<td>$1,582,700</td>
<td>1,036</td>
<td>$55,916,400</td>
<td>$45,921,300</td>
<td>+22.0</td>
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<tr>
<td>Monday-Sunday</td>
<td>404</td>
<td>$41,217,400</td>
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<td>$1,746,803,700</td>
<td>$1,449,718,600</td>
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<td>404</td>
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<td>20,584</td>
<td>$1,746,803,700</td>
<td>$1,449,718,600</td>
<td>+20.5</td>
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<tr>
<td>Monday-Sunday</td>
<td>222</td>
<td>$5,272,000</td>
<td>10,318</td>
<td>$235,428,500</td>
<td>$210,000,700</td>
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<tr>
<td>11 p.m.-Sign-off</td>
<td>222</td>
<td>$5,272,000</td>
<td>10,318</td>
<td>$235,428,500</td>
<td>$210,000,700</td>
<td>+12.1</td>
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Total            | 2,288                       | $83,394,300                     | 106,513            | $3,421,892,200           | $2,827,552,900                | +21.0              |

Source: Broadcast Advertisers Reports

Broadcasting Jan 9 1978
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>AL, Birmingham</td>
<td>WKXX-FM</td>
<td>106.6 kHz</td>
</tr>
<tr>
<td>AK, Fairbanks</td>
<td>WRFF</td>
<td>900 kHz</td>
</tr>
<tr>
<td>AR, Little Rock</td>
<td>KXRA-FM</td>
<td>95.7 MHz</td>
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<tr>
<td>AZ, Flagstaff</td>
<td>KEDS</td>
<td>880 kHz</td>
</tr>
<tr>
<td>AZ, Kingman</td>
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**THE CHRISTIAN**

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A radio news syndication service is now available from The Christian Science Monitor to selected radio stations throughout the United States and Canada. The Monitor, an award-winning international daily newspaper, guarantees exclusive use of the service to one AM and one FM station in every market area.

From Portland, Maine, to Honolulu
Weekly tapes of 20 news stories that appear in the Monitor and are especially adapted to radio broadcast are sent to contracted stations. The mix includes interviews, news analyses, consumer reports, and stories about education, urban problems, energy solutions, and other current topics of interest. These stories range from 45 seconds to 2½ minutes and are already being used as "special reports" in newscasts by some 150 stations in top markets across the country.

"an outstanding service"
Program director, Bob Gifford, of WHO and KLYF-FM in Des Moines notes that the Monitor's Radio News Service is "...an outstanding service offering good material, on-time service, and very professional moderators. [It] complements our newscasts."

In Houston, Program Director Jarrett Day of KEYH says the Monitor's service covers material, and in depth, which everyone else is "either ignoring or doesn't know how to do." KEYH recently won the Texas Associated Press Broadcasters award for the best extended newscast, an hour of listening which included a story from The Christian Science Monitor Radio News Service.

Three announcers prepare tapes
Dave Dunbar, editor of the radio syndication service, is a former news director from California where he won the Golden Mike Award from the Southern California Broadcasters Association. He alternates with Fay McKenzie, a long-time actress with extensive experience in films, on Broadway, and on radio, and with Paul Cunningham, veteran news writer and broadcaster from Massachusetts.

Choice of payment methods
Radio stations subscribing to the service have two options for payment. They may subscribe in exchange for commercial time for the Monitor or choose a cash payment.

For more information about this syndication service, just call Dave Dunbar, toll free at 800-225-7090. Or return the coupon below.

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Radio News Service
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Sitting down to talk: advertising world and performers' unions

Existing contracts with the Screen Actors Guild, Screen Extras Guild and the American Federation of Television and Radio Artists covering television and radio commercials expire Nov. 15. Already the unions and the industry are hard at work preparing for what promises to be another strenuous round of negotiations.

In these negotiations, the advertising industry is represented by the Joint Policy Committee (JPC). The JPC consists of an equal number of agency and advertiser members and it is the body that must approve all new union agreements. More than 320 advertisers have authorized the JPC to appoint a committee to negotiate new agreements and those advertisers have agreed to be bound by the new agreements.

In the past, direct, across-the-table dealings were conducted by a negotiating committee appointed by the JPC. However, as talent costs escalated well beyond $100 million a year, it became apparent that part-time negotiators, no matter how capable and dedicated, could no longer continue to devote the ever-increasing time and energy to prolonged and difficult bargaining sessions.

Therefore, the Association of National Advertisers, at the recommendation of the JPC agency committee members, decided to hire a specialist in labor negotiations. John McGuinn, a Washington attorney, who is a partner in the law firm of Farmer, Shibley, McGuinn & Flood, was chosen. Mr. McGuinn has worked closely with Guy Farmer, ANA's consultant to the JPC since its beginning in the early 1960's.

Mr. McGuinn was the industry's chief spokesman in the commercial negotiations with the American Federation of Musicians last spring. We look forward to working with him again in 1978. A team of experienced agency advisers will support Mr. McGuinn throughout those negotiations.

What can the industry expect in 1978? Obviously, the unions will demand increased compensation. Just recently SAG concluded a contract with the motion picture and television producers calling for a 30% increase in basic rates, plus changes in working conditions, etc., that will contribute to hidden additional costs. There is no doubt that in the negotiations compensation is sure to be a difficult and thorny issue. However, the JPC is prepared to resist any undue escalation in talent costs.

One subject guaranteed to be important concerns the use of "real people" in commercials. The term real people refers to nonprofessionals who give testimonials or endorsements in commercials. They are not actors; they play themselves. In many cases, from an advertiser's viewpoint, real people commercials are very effective. From the unions' viewpoint, they take away employment from the professional actors who are trying to earn a living in the acting field. Complicating the issue further are Federal Trade Commission and television network requirements that real people deliver their own testimonials and endorsements.

Ideally, the unions would like to preclude the use of real people in commercials or to require a premium payment for their use. Obviously, advertisers and agencies cannot agree to any limitations or restrictions on whom they use in commercials. And so the battle goes on.

One of the biggest problems for the industry in the talent union agreements is the payment structure for off-camera group singers. If the group is not a "named" group, it consists of unidentifiable singers and voices. Unlike on-camera performers and off-camera announcers and actors, group singers can accept employment from competitive advertisers because they are not identifiable in any way.

Group singers are paid additionally for multiple tracking (live or mechanical overdubbing of the same material) and for sweetening (overdubbing different material). Today's sound requires at least one multiple tracking and, hence, scale plus 25% is usually the standard minimum payment to group singers. As a result, the top group singers in New York, Chicago and Los Angeles can earn a minimum scale somewhere between $250,000 and $500,000 annually.

This fact has far-reaching effects in other segments of our industry. Composers of original music, which is heavily used, are unhappy about paying for the services of a composer to record the music thousands of dollars more than the component composer. In most cases, the composer receives a subsistence payment from the agency for the rights to the original composition. In addition, he may receive performance royalties from the American Society of Composers, Authors and Publishers and payments under the American Federation of Musicians commercials agreement because the composer is usually one of the musicians who records the composition. Even so, depending upon use, the composer may or may not earn more than a group singer. The basic difference in his payment structure is that his rights payment is guaranteed up front, whereas the group singer's payment depends totally upon use. Many composers want to maintain their up-front rights payment and at the same time receive additional payments for use of the composition. There is considerable industry opposition to paying composers on this dual basis.

Generally, all performers in commercials are already well compensated. The commercials contract generated 2.7% of the income received by performers in 1976 from all SAG collective bargaining agreements (including motion picture and television programs) and totaled more than $110 million. Performers in AFTRA television recorded commercials earned more than $8 million and in radio recorded commercials performers earned approximately $19 million. When costs of $15 million for musicians are added, the total paid to performers and musicians in commercials will exceed the staggering amount of $152 million this year.

Inasmuch as we are sure to be faced with proposals for increased talent compensation rates in 1978, we will want something in return. This may include more flexibility in production, in making creative changes, in the editorial process, etc. Also, the industry will be seeking relief for retail and co-op advertisers as well as other advertisers who use commercials for very short periods of time.

In any event, the outcome must be one that is fair to performers and not prohibitive to advertisers.
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Accuracy is what the JVC CR-8300U is designed for.

The unique built-in Pre-Roll rewinds tape for about 4 seconds from the actual editing point, and puts the recorder in stand-by mode. When you push “Edit Start” the CR-8300U first plays back about 4 seconds of rewound program, then goes automatically into the recording mode at the edit point. You're assured of the highest accuracy.

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You want still frame and slow motion? You've got them. The forward speed can be adjusted from 0 to 1/10th normal speed. You'll always find the exact frame you want.

With the tape counter doesn't just count. It has a memory. When you know you'll want to find a particular point again you reset the counter to “000”. Then when you rewind, it will automatically stop the CR-8300U right there.

No other moderately priced video-cassette editor has this combination of features to give you the accuracy you're looking for.

FOR THE HIGHEST QUALITY PICTURE
But speed and accuracy are nothing without quality. And quality is what the JVC CR-8300U has most of. It has everything you need for NTSC-type color video built-in.

Automatic Phase Control and patented Color Dubbing assure generation after generation of duplicates with stable color lock and highest quality.

There's a built-in Dropout Compensator. There's a video S/N ratio of better than 45dB (unweighted) on the Rohde & Schwarz noise meter. An audio S/N ratio of better than 45dB. Independent Audio VU Meters and Controls for both channels (which can be operated either automatically or manually) help you upgrade the quality of low-level audio recordings.

Black & white resolution is better than 240 lines; color, better than 240.

And if “flag-waving” turns you off, all you have to do is turn on the CR-8300U. The frame servo locks on the odd field, so every edit is smooth and clean.

JVC WORKS WITH YOU
JVC has worked with broadcasters and producers to give you what you want, what you say you really need. Speed, accuracy, quality. And the features you need to get them.

Features like an external sync input for V-locking other sources. A built-in sync input for jitter-free, stable tape speed. An internal time-lapse meter to make regular maintenance easier. And a new remote-control system you can learn about by reading the next page.
AND...TO TIE IT ALL TOGETHER...
THE JVC RM-83U REMOTE AUTOMATIC EDITING CONTROL UNIT.

The RM-83U completely controls two JVC CR-8300U recorders for fast and accurate insert and assemble editing.

Its two independent LED timers (indicating minutes, seconds, and tenths of seconds) can be put on "Hold," so you can precisely identify the edit point. They then return to real time. "Hold" again at the end of the edit, and you've timed the length of your insert. Both clocks memorize the edit point—for fast and accurate review, you quickly return to it by touching "Search."

Not only can you review, you can preview. A unique rehearsal editing feature lets you see your edit without putting a signal on the tape. You can be sure you've got exactly what you want, exactly where you want it. After you've previewed, both machines go back to the edit point automatically. If you like what you saw, just push "Start" and you have it.

There are many more great features, such as the automatic safety device that shuts off both recorders if a tape is left in still-frame for 10 minutes. Get all the details on both the RM-83U and the CR-8300U by writing today to the address listed on the back page.
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GENERAL
Video Recording System: Rotary two-head, helical scan system
Luminance Color Signal: FM recording
Video Signal System: Converted subcarrier direct recording
NTSC-type color signal
Power Requirement: 120 V AC, 60 Hz
120 watts
Temperature: Operating 41°F to 104°F
(5°C to 40°C)
Storage: -4°F to 140°F
(-20°C to 60°C)
Operating Position: Horizontal only
Weight: 17.5 lbs. (39.6 kg)
Dimensions: 24-1/16" (W) x 7-11/16" (H) x 15-3/4" (D)
(610 mm x 195 mm x 450 mm)

Tape Transport
Tape Speed: 3-3/4 ips (95.3 mm/s)
Fast Forward Time: Less than 6 min. for 60 min. tape
Rewind Time: Less than 5 min. for 60 min. tape
Wow & Flutter: Less than 0.2% RMS

Video Signals
Input: 0.5 V to 2.0 Vp-p, 75 ohms unbalanced
Output: 1 V p-p, 75 ohms unbalanced
Signal-to-Noise Ratio: More than 45 dB (Rohde & Schwarz noise meter)
Horizontal Resolution: Color 240 lines
Monochrome 320 lines

Audio Signals
Input: Mic: -70 dB, 600 ohms unbalanced
Line: -20/0 dB, 10k ohms unbalanced
Headphone Output: More than 45 dB
(@ 3% distortion level)
Frequency Response: 80 Hz to 15 kHz

Be sure to write today to JVC for more information on the CR-8300U Electronic Editing Color Videocassette Recorder and also for a copy of JVC's new Glossary of Video Terms.

JVC INDUSTRIES COMPANY, a division of US JVC Corp., 58-75 QUEENS MIDTOWN EXPRESSWAY, MASPETH, N.Y. 11378 (212) 476-8010
This week


Jan. 9 — Deadline for entries in competition for Peabody Awards of Henry W. Grady School of Journalism and Mass Communications, University of Georgia. Athens, Ga. 30602.

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

Jan. 10 — Nebraska Broadcasters Association annual dinner honoring the state legislature, including presentation of 1978 inductees into NBA Hall of Fame. NBA membership meeting will be held earlier in the day. Nebraska Club, First National Bank building, Lincoln, Neb.


Jan. 10 — Radio Advertising Bureau sales clinic, Fairmont hotel, Dallas.


Jan. 11-13 — Special winter meeting of the Association of Maximum Service Telecasters board of directors. Agenda will include reports on the short-separation drop-in case before the FCC; report on plans for the 1979 World Administrative Radio Conference in Geneva; report on association work in connection with improvement of UHF reception and capabilities, and plans for the meeting in Las Vegas during the National Association of Broadcasters convention. Mauna Kea Beach hotel, island of Hawaii.


Jan. 15 — Deadline for entries for The 1977 Media Awards for the Advancement of Economic Understanding sponsored by Champion International Corp., Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of $105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1977 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H. 03755.


Also in January


Jan. 16 — Deadline for submission of entries by TV stations and cable television firms for the 1977 competition of the National Academy of Television Arts and Sciences for its national award for community service. Entry forms: NATA, 110 West 57th Street, New York 10019.

Jan. 18-20 — National Association of Broadcasters joint board meeting, Century Plaza hotel, Puerto Rico.

Jan. 18-30 — 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. 18-19 — National foreign policy conference for editors and broadcasters conducted by the Department of State. Maximum possible information on current foreign policy information will be afforded by top government officials to domestic organization informing the general public in this respect. Department of State building, C and 22nd Street, N.W., Washington. For invitations: Mrs. Doris Williams, conference coordinator, office of public affairs, room 5B25, Bureau of Public Affairs, Department of State, Washington 20520.


Jan. 19 — Dr. George Gerbner, professor of communications and dean of Annenberg School, University of Pennsylvania, who created violence profile and index for TV, will meet with the Caucus for Producers, Writers and Directors, Los Angeles.

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


Jan. 20-21 — Mississippi Broadcasters Association annual sales seminar, Coliseum Ramada Inn, Jackson, Miss.


Jan. 22-24 — South Carolina Broadcasters Association winter convention. Scheduled speakers include Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), South Carolina Supreme Court Justice Littlejohn, Dan Redmond of Washington law firm of Dow, Lohnes & Albertson, and RIchard Shiben, chief of FCC renewal and transfer division. Sheraton Inn 1-89, Hearon Circle, Spartanburg, S.C.


Jan. 23 — FCC's deadline for comments on proposal to amend Form 385 — commission's annual employment report. Commission is considering changes in form's job categories and definitions to reflect more accurately job positions in broadcast industry (Docket 21374). Replies are due Feb. 22, FCC, Washington.

Jan. 25 — Deadline for nominations for Sigma Delta Chi Distinguished Service Awards. Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, Suite 3108, Chicago 60601.

Jan. 26 — New York City chapter of American Women in Radio and Television's luncheon, featuring former FCC Commissioner Benjamin Hooks, who is now executive director of the National Association for the Advancement of Colored People, speaking on "Women and Minority in Television," Women's Republican Club, 3 West 51st Street, New York.

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


March 4-8 — National Association of Television Program Executives convention, 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 21-27 — MIP-79-14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

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

May 9-10 — Annual meeting of CBS-TV affiliates. Century Plaza hotel, Los Angeles.

May 14-17 — Annual meeting of NBC-TV affiliates. St. Francis hotel, San Francisco.

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

June 7-10 — Broadcasters Promotion Association 33rd annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.


You may never see
the world's largest chicken*

...but you can lay a message on Western Michigan farmers with WKZO.

Last year, the N.A.F.B. - Doane
Market Area Study showed
farmers in Western Michigan
preferred WKZO to its next
closest competitor by as much
as 4-to-1.

And this year, the audience
figures are better than ever.
The April/May 1977 Arbitron
study shows WKZO's adult
audience continues on the
upswing. With a 26% increase,
WKZO's adult 18- total is
almost equal to that of the
second and third-ranked
stations combined.

When you consider nearly
half the farmers in lower
Michigan (36,000 farms) are in
WKZO primary area, it becomes
clear that the best way to reach
them is through their
favorite
radio station - WKZO.

*The heaviest chicken on
record is "Weirdo," a four-year-
old White Sussex of 22 lbs.
reared in Calveras County,
Weirdo, notorious for his "fowl
moods," has chomped a dog,
two cats, and injured his owner
to the extent of 8 stitches.

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two cats, and injured his owner
to the extent of 8 stitches.

You may never see
the world's largest chicken*

...but you can lay a message on Western Michigan farmers with WKZO.
Feb. 17—Deadline for entries in 1977 Charles Scribner's Sons competition, sponsored by the Education Writers Association, to honor education writing. Radio and television category awards will be for five programs or series of reports on the same subject of theme, but not to exceed 60 minutes. Information: EWA, P.O. Box 281, Woodstown, N.J. 08098; (609)789-1313.


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

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


Feb. 28—Radio Advertising Bureau sales clinic, Hilton Gateway, Kissimmee, Fla. (For Orlando area).

March 1—Deadline for entries for American Bar Association's Gavel awards. Television, radio, wire serv- ices and news syndicates are among the categories that will be judged for efforts during 1977 to increase public understanding of the American system of law and justice. Committee on Gavel Awards, ABA, 77 South Wacker Drive, Chicago 60606.


March 1—Deadline for entries in competition for dis- tinguished service in health reporting, sponsored by the American Chiropractic Association. Cash prizes and medals of merit will be awarded in radio, televi- sion, newspaper and magazine categories. Entry forms: Journalism Awards, ACA, 2200 Grand Avenue, Des Moines 50312.

March 1—Deadline for entries in the 1977 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commer- cial television station. Bronze plaque and $2,500 will be the over-the-air broadcast winner with $1,000 awards for the first runner-up in radio and the first run- ner-up in television. Contact: F Ben Hevel, The Scrip- tosh Howard Foundation, 500 Central Avenue, Cincin- nati 45202.


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

March 5-9—Ohio Cable Television Association an- nual convention, Marriott inn, Columbus, Ohio.


March 13—Deadline for comments in FCC notice of inquiry and proposed rulemaking regarding stan- dards to be used in processing applications for sub- scription television authorizations. FCC, Washing- ton.

March 13-15—Indiana Broadcasters Association spring meeting. Hyst (Regency) hotel Indianapolis.


March 14—New York State Broadcasters Association 24th annual meeting. The Turf Inn, Albany. The NYSSBA spring dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.


March 21—Filth symposium on microwave mobile communication as prelude to Institute of Electrical and Electronic Engineers Vehicular Technology Conference, Denver.

April


April 7-9—Broadcast Education Association 24th annual convention. Convention Center, Las Vegas.

April 9—Society of Broadcast Engineers annual meeting. Las Vegas.

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

April 12—Deadline for reply comments in FCC ini- tiation and proposed rulemaking regarding standards to be established in processing applications for sub- scription television authorizations. FCC Washington.

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


April 21-22—Spring convention of Kentucky Broad- casters Association, Senator Westfett Ford (D). The Rad- ton, Louisville, Ky.

April 23-27—Seventh American Institute of Aeronas- tics and Astronautics communications satellite systems conference, San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90099; (213) 648-3786.

April 21-27—MIP-TV, 14th annual international marketplace for producers and distributors of TV pro- gramming. Palais des Festivals, Cannes, France.


April 24—Twentieth annual Broadcasting Day, spon- sored by Florida Association of Broadcasters and Uni- versity of Florida College of Journalism and Com- munications. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, Gainesville.

April 30-May 2—Chamber of Commerce of the United States 66th annual meeting. Washington.

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

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

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

May


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Irving C. Miller, treasurer.

Lee Taischnoff, acting secretary-assistant treasurer.

BROADCASTING

TELEVISION.

The newsweekly of broadcasting and allied arts.

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Bill Merritt, Western sales manager.

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Broadcasting Jan 9 1978

21
Let the seller beware

EDITOR: I think your editorial ("Who's Responsible?") (Dec. 12, 1977) does a considerable disservice to advertisers, advertising agencies and ultimately to stations.

The circumstances in the bankruptcies of the agencies handling Sears regional business are certainly serious. Whether they warrant the conclusions the editorial draws is quite another matter.

You are perfectly correct in saying that the position of the American Association of Advertising Agencies has been that the agency is liable for payment of media bills. This is because this compels the agency to scrutinize the payment practices and credit of the advertiser, and because it is clearly easier for media to be informed about the payments and credit of a few hundred agencies rather than thousands of advertisers.

There are certainly instances in which advertising agencies have gone bankrupt; the point which your editorial fails to make is that there are many more instances in which the advertiser has gone bankrupt, and in which the agency has paid the advertising bills which it incurred.

After all, someone has to check the credit of the advertiser. Would it really be easier for the stations to do so? Would the stations in fact, check that credit? Broadcast credit policies are remarkably lax. The evidence suggests that stations have repeatedly extended credit to agencies—and advertisers and buying services—whose payments were months in arrears.

In fact, in broadcasting as in other business, the person who grants the credit sets the terms. If stations wish to have a strict credit policy, they can certainly have one. If they wish to have a lax credit policy, they may have one. But the essential of sole liability is that at least the agency will be conscious of credit problems. It remains for the station to be equally conscious of credit problems as far as agencies are concerned.

Finally, the principle of the agency's being solely liable for payment to media is a protection for the advertiser, who is not placed in jeopardy after he has paid his money in good faith to the agency.—John Crichton, president, AAAAA, New York.

'Mail Bag' mail

EDITOR: BROADCASTING must understand both history and logic better than your editorial, "Mail Bag" (Dec. 12), suggests. You use the number of letters received by FCC on various broadcasting matters as a measure of whether or not a problem exists in that area. Finding that the agency received only 20 letters critical of advertising to children and 102 critical of children's programming, you suggest that the Federal Trade Commission and the FCC are wrong in giving these subjects serious consideration. Presumably their action would be right if somebody organized a letter-writing campaign, satisfying the numbers requirement which would prove that the issue is a problem.

BROADCASTING's method for determining the existence of problems has many intriguing possibilities. Applying it to other social questions, one could, for example, learn that there was no problem regarding unequal treatment of women before, say, 1968; nothing wrong with the U.S. economy in the spring of 1929 and nothing to worry about in our treatment of blacks prior to the establishment of the National Association for the Advancement of Colored People in 1909.

In my opinion BROADCASTING is wrong in thinking that the interests of either the industry or the public are served by lying low and hoping that the deluge will never come.—Ralph Lee Smith, communications consultant, Washington.

Suit themselves

EDITOR: The history of technology is also the history of attempts to suppress technology. Such attempts are usually delaying actions for profit. The social waste can be enormous.

The most recent example, under the guise of copyright protection, is Universal/Disney's action against Sony's Betamax technology, which comes to trial in Los Angeles this month.

All public and professional weight and opinion ought to be mustered against this ambitious legal lynching.

TV's vast wasteland is usually excused by media apologists as a necessary common denominator for our free airwaves system. But now some programers appear to want it both ways. Claiming to protect the viewer against himself, Universal/Disney would strangle the very technology that begins to offer a freer choice under the existing TV transmission system—while they themselves rush to perfect proprietary devices that could eventually destroy it.

The court should assert viewer interest above private cupididity. It should allow the suit to enter the history books alongside Edison's frustrated attempt to control the phonograph disk, Marconi's to monopolize wireless and AT&T's to throttle early network radio.—Lincoln Diamant, president, Spots Alive Inc., New York.
If you've ever had to pass up a story for lack of light, we'd like you to know about new Eastman Ektachrome video news film high speed 7250 (tungsten).

It is a companion film to our Ektachrome video news film 7240 and uses the same Process VNF-1 procedures. It is, however, far faster (EI 400), and it can be pushed two stops and still provide you with an image of excellent broadcast quality.

It is an ideal solution for news assignments when additional lighting would be inappropriate or prohibitively expensive.

For available light, available twilight, or "available darkness," Kodak has a film to help you get the news. For literature or a call from one of our Sales and Engineering Representatives please write: Eastman Kodak Company, Dept. 640, Rochester, N.Y. 14650.

Film is good news.
Van Deerlin widens the rift over rewrite

In a 'Dear Vince' letter to NAB's Wasilewski, congressman turns away effort to gloss over uproar over advisory committee; talk is still of 'trade-offs'

In mocking tones, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has rejected the National Association of Broadcasters effort at conciliation on the subcommittee's rewrite of the Communications Act, indicating that any serious cooperation between subcommittee and industry will rest on the latter's willingness to talk about "trade-offs."

NAB President Vincent Wasilewski had written Mr. Van Deerlin seeking to squelch any impression that the broadcasting industry is stonewalling the rewrite. NAB had cooperated from the start of the project, Mr. Wasilewski said—supplying witnesses for hearings and a list of priorities for the rewrite.

The latter claim did not impress the subcommittee chairman, however, who characterized the association's "Statement of Principles" for the rewrite as having one single purpose: to "keep the gold in Fort Knox."

The NAB statement, adopted by the association board last February, takes the position that a dramatic overhaul of the Communications Act is not in broadcasting's interest, indeed "might seriously impair or destroy a system that has successfully fulfilled its mandate to the public."

Words like those raised a few temperatures again last week, just when the NAB thought it had begun to cool down. Said one member of the NAB executive committee, "What the hell is he jabbing the lions in their cages for?"

The executive committee members registered their displeasure with the tone and message of Mr. Van Deerlin's letter, but decided not to answer it. The association will keep quiet, said one, until it sees what the rewrite legislation looks like. According to Mr. Van Deerlin, a draft may not materialize until late March or later.

The whole flare-up between broadcasters and subcommittee began when the subcommittee's 15-broadcaster rewrite advisory committee decided not to comply with Mr. Van Deerlin's request for a list of priorities for the rewrite. That action, reason enough to evoke Mr. Van Deerlin's displeasure, was further complicated when word of it failed to reach him directly, an oversight he took as an insult. The episode and the subcommittee chairman's subsequent harsh retorts constituted really "a relatively minor past misunderstanding."

Mr. Wasilewski had said in his letter. He added he hoped it could "now be wiped off the slate."

Mr. Van Deerlin's newest reply indicated he is not willing to let it go so easily.

The Van Deerlin Letter

Dear Vince:

Thanks for your letter of December 28, in the ongoing dialogue over communications legislation. I much appreciate the consideration and courtesy always shown by the NAB generally, and by you personally in these matters.

The temptation is simply to say Happy New Year (which of course I do) and let matters ride over to the second session (which of course they will).

But Vince—do you seriously ask us to look upon the "Statement of Principles" adopted by your board on the island of Maui last February as an effort to help our subcommittee adjust old law to new needs?

Just to make sure, I re-read that statement at home the other night. And although it contains much that I can agree with, the document's main thrust seems to be—keep the gold in Fort Knox. It reads like the report of a committee project co-chaired by King Midas and Marie Antoinette, with Barbara Fritchie penciling in the rhetoric.

Believe me, I don't criticize you or the board. The broadcasters didn't elect you to uncouple their gravy train.

But enlightened self-interest may impose some hard choices—yes, even "trade-offs," though this word seems to startle many of your associates almost as if they were hearing it the first time.

I have tried to focus on some of the changes which lie ahead for broadcasters, and for communications generally—changes likely to occur quite apart from your ability, and mine, to agree on anything.

It was not Lionel Van Deerlin, but Jerry Ford's Office of Telecommunications Policy which saw the possibility of broadcast services without over-the-air signals by the end of 1990.

It is not Van Deerlin, but the courts which have struck down regulatory restrictions on cable (restrictions that NAB's Statement of Principles would restore as Holy Writ). It is Ted Turner [of wgnv Atlanta] whose blend of cable with satellite technology has spread constellation in the smaller TV markets.

It is Paramount Pictures which talks of delivering new offerings direct to broadcast and cable outlets by satellite.

It is the Japanese who will shortly test delivery of satellite signals direct to home receivers via rooftop antennas.

It is the telephone company and its competitors whose sophisticated home terminals could greatly broaden the daily offering of news and entertainment in the American home. And it is the Texas Instruments Co. whose new television tuner promises absolute parity for UHF stations with VHF—a development which alone could change the economics of television as much as anything in the last two decades.

Finally not even Chip Shooshan had a hand in the Nielsen rating system's discovery that about one million Americans turned off their TV sets altogether in 1977. Try to picture this when you're watching the Super Bowl, Vince...A million people would fill the Superdome nearly 14 times over.

That candle still burns brightly.

Sincerely,

Lionel Van Deerlin
Chairman
ABC-TV shows continued gains in latest sweeps

It now dominates in 58 of the top-100 markets, five more than a year ago; CBS-TV is on top in 25, NBC-TV in 14.

ABC-TV’s prime time powerhouse extended the lead of ABC affiliates in November 1977 local measurement sweeps, putting them on top in 58 of the 97 top-100 markets where all three networks have primary affiliates.

This represented a gain of five markets for ABC affiliates since the November 1976 sweeps. It also represented leadership in more markets than were led by CBS and NBC stations combined: CBS led in prime time in 25 of the 96 markets and NBC in 14.

A year earlier, ABC was on top in 53 markets, CBS in 23 and NBC in 17. There were also three ties in the 98 markets where all had primary affiliates at that time (BROADCASTING, Jan. 10, 1977).

The new figures were compiled from Arbitron measurement reports by ABC researchers, who also found other bits of encouragement for their stations:

- Although over-all homes using television levels were down 5% in the 100 markets during the measurement period, ABC affiliates “showed only a 1% decline” while NBC had an “8% decline and CBS a 4% decline.”

- ABC affiliates had a 36% share of the three-network prime time audience, up a share point from a year earlier, while NBC dropped a share point to 32% and CBS remained unchanged at 32%.

- ABC said the new affiliates it picked up from other networks in the top-100 markets in 1977 “each registered increases [in audience share] for ABC,” in one case by more than 100%. For instance:

  In Providence, R.I., where ABC picked up WPRO-TV from CBS. ABC’s share went from 29.5% to 36.5%. In San Diego, the addition of KTVF-TV from NBC boosted ABC’s share from 30.2% to 39.6%. In Baton Rouge, where ABC added WBRZ-TV from NBC, the ABC share rose from 20.4% to 44.4%. In Milwaukee, the addition of WISN-TV from CBS resulted in a share decline from 36.1% to 35.9% but also produced, ABC said, a 12,000 increase in households while retaining ABC’s number one position in the market. In Albany, N.Y., the addition of WENY-TV from CBS lifted ABC’s share slightly, from 30.6% to 31.9%, but ABC said this affiliation shift occurred too late—only two weeks before the start of the sweep measurements—to affect the sweep results.

In total, ABC researchers said the sweeps showed ABC with 12,884,000 prime-time homes in the 99 top-100 markets in which ABC has primary affiliates; CBS with 11,486,000 in 98 of the top 100, and NBC, with affiliates in all 100, with 11,492,000. In the November 1976 sweeps the figures were ABC 13,029,000, CBS 11,996,000 and NBC 12,495,000.

In terms of shares, ABC reported that 65 of its top-100 market affiliates showed increases over their 1976 levels, as compared with 24 showing declines and 10 unchanged. For CBS the comparable figures were put at 66 with increases, 28 with declines and four unchanged, and for NBC they were 17 with increases, 80 with declines and three unchanged.

On a households basis, the November drop-off in HUT levels was more. An independent count there showed declines outnumbered increases at all three networks.

BROADCASTING’s tally showed gains and losses in households as follows:

- ABC Increases in 35 markets, declines in 59 (five unchanged).
- CBS Increases in 34 markets, declines in 59 (five unchanged).
- NBC Increases in six markets, declines in 89 (five unchanged).

Tale of the top 100. The following figures show how affiliates fared in each of the top 100 markets in Arbitron’s November sweep measurement, as compiled by ABC researchers from the Arbitron reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show percentage of change in the household figures as compared with the November 1976 sweep. ABC researchers said the household figures are Arbitron’s “pure” network averages, covering the hours from 7:30 to 11 p.m. N.Y.T. Monday through Thursday and 8-11 on Sunday but excluding all access programs or other local programing presented during those hours. The sweep period was Nov. 2-29, 1977.

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households</td>
<td>HH change</td>
<td>HH change</td>
<td>HH change</td>
</tr>
<tr>
<td>1. New York</td>
<td>1,365 +13</td>
<td>1,136 - 9</td>
<td>1,258 +13</td>
</tr>
<tr>
<td>2. Los Angeles</td>
<td>791 - 7</td>
<td>495 -10</td>
<td>604 -20</td>
</tr>
<tr>
<td>3. Chicago</td>
<td>609 - 4</td>
<td>476 -2</td>
<td>481 - 3</td>
</tr>
<tr>
<td>4. Philadelphia</td>
<td>351 - 1</td>
<td>405 -3</td>
<td>392 - 9</td>
</tr>
<tr>
<td>5. Boston</td>
<td>336 - 8</td>
<td>256 -13</td>
<td>325 + 1</td>
</tr>
<tr>
<td>6. San Francisco</td>
<td>256 - 8</td>
<td>256 -13</td>
<td>276 -11</td>
</tr>
<tr>
<td>7. Detroit</td>
<td>345 - 7</td>
<td>309 -13</td>
<td>317 + 1</td>
</tr>
<tr>
<td>8. Washington</td>
<td>255 - 6</td>
<td>255 -13</td>
<td>250 -14</td>
</tr>
<tr>
<td>9. Cleveland</td>
<td>315 + 2</td>
<td>253 + 7</td>
<td>275 - 3</td>
</tr>
<tr>
<td>10. Pittsburgh</td>
<td>259 - 9</td>
<td>241 - 1</td>
<td>191 -3</td>
</tr>
<tr>
<td>11. Dallas-Fort Worth</td>
<td>280 - 4</td>
<td>227 - 5</td>
<td>181 -15</td>
</tr>
<tr>
<td>12. St. Louis</td>
<td>210 - 3</td>
<td>182 - 3</td>
<td>214 -13</td>
</tr>
<tr>
<td>13. Houston</td>
<td>205 - 3</td>
<td>173 - 7</td>
<td>175 -19</td>
</tr>
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<td>14. Minneapolis-St. Paul</td>
<td>182 - 5</td>
<td>172 - 8</td>
<td>169 -1</td>
</tr>
<tr>
<td>15. Miami</td>
<td>176 - 2</td>
<td>176 - 2</td>
<td>169 -1</td>
</tr>
<tr>
<td>16. Atlanta</td>
<td>163 - 4</td>
<td>155 - 8</td>
<td>168 -21</td>
</tr>
<tr>
<td>17. Tampa-St. Petersburg, Fla.</td>
<td>99 -10</td>
<td>176 -11</td>
<td>172 -9</td>
</tr>
<tr>
<td>18. Seattle-Tacoma</td>
<td>105 +1</td>
<td>119 + 4</td>
<td>159 - 4</td>
</tr>
<tr>
<td>20. Indianapolis</td>
<td>130 -10</td>
<td>131 -10</td>
<td>124 - 5</td>
</tr>
<tr>
<td>22. Hartford-New Haven, Conn.</td>
<td>166 + 4</td>
<td>188 - 3</td>
<td>66 -3</td>
</tr>
<tr>
<td>23. Sacramento-Stockton, Cal.</td>
<td>141 - 2</td>
<td>96 - 6</td>
<td>128 -15</td>
</tr>
<tr>
<td>24. Portland, Ore.</td>
<td>120 - 2</td>
<td>114 - 7</td>
<td>101 -16</td>
</tr>
<tr>
<td>25. Cincinnati</td>
<td>138 - 1</td>
<td>132 - 3</td>
<td>119 -11</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households</td>
<td>HH change</td>
<td>HH change</td>
<td>HH change</td>
</tr>
<tr>
<td>26. Milwaukee</td>
<td>134 - 6</td>
<td>117 + 5</td>
<td>122 - 14</td>
</tr>
<tr>
<td>27. Kansas City Mo.</td>
<td>137 - 9</td>
<td>121 - 8</td>
<td>129 - 4</td>
</tr>
<tr>
<td>28. Providence, R.I.</td>
<td>130 +1</td>
<td>108 - 9</td>
<td>110 - 8</td>
</tr>
<tr>
<td>29. Milwaukee</td>
<td>108 +17</td>
<td>91 -10</td>
<td>74 -34</td>
</tr>
<tr>
<td>30. San Diego</td>
<td>102 +16</td>
<td>127 - 14</td>
<td>109 - 5</td>
</tr>
<tr>
<td>31. Milwaukee</td>
<td>125 - 9</td>
<td>126 +1</td>
<td>103 -10</td>
</tr>
<tr>
<td>32. Columbus, Ohio</td>
<td>54 -11</td>
<td>121 - 3</td>
<td>98 -10</td>
</tr>
<tr>
<td>33. Phoenix</td>
<td>107 +4</td>
<td>83 -1</td>
<td>63 -11</td>
</tr>
<tr>
<td>34. Nashville</td>
<td>105 - 3</td>
<td>112 NC</td>
<td>105 -2</td>
</tr>
<tr>
<td>35. Portland</td>
<td>104 -14</td>
<td>112 - 2</td>
<td>93 -18</td>
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<td>37. Grand Rapids</td>
<td>88 -4</td>
<td>91 + 5</td>
<td>90 - 8</td>
</tr>
<tr>
<td>38. Oklahoma City</td>
<td>100 - 5</td>
<td>83 -10</td>
<td>95 -11</td>
</tr>
<tr>
<td>39. Orlando-Daytona Beach, Fla.</td>
<td>108 - 1</td>
<td>91 - 3</td>
<td>97 -10</td>
</tr>
<tr>
<td>40. Minneapolis-Schuytelady-Troy, N.Y.</td>
<td>83 -10</td>
<td>78 -24</td>
<td>99 -7</td>
</tr>
<tr>
<td>41. Wilkes-Barre-Scranton, Pa.</td>
<td>111 + 6</td>
<td>69 - 1</td>
<td>96 NC</td>
</tr>
<tr>
<td>42. Charleston-Huntington, W.Va.</td>
<td>83 - 1</td>
<td>82 - 2</td>
<td>108 -10</td>
</tr>
<tr>
<td>43. Salt Lake City</td>
<td>101 - 3</td>
<td>85 + 9</td>
<td>80 - 6</td>
</tr>
<tr>
<td>44. Louisville, Ky.</td>
<td>96 -11</td>
<td>91 - 5</td>
<td>90 -16</td>
</tr>
<tr>
<td>45. Norfolk, Va.</td>
<td>96 - 1</td>
<td>95 + 4</td>
<td>66 -14</td>
</tr>
<tr>
<td>46. San Antonio, Tex.</td>
<td>100 -11</td>
<td>87 NC</td>
<td>70 -23</td>
</tr>
<tr>
<td>47. Kansas City, Mo.</td>
<td>145 + 1</td>
<td>73 + 9</td>
<td>85 - 2</td>
</tr>
<tr>
<td>48. Dayton, Ohio</td>
<td>74 + 4</td>
<td>111 +1</td>
<td>88 - 6</td>
</tr>
</tbody>
</table>

**Sources:** (BROADCASTING, Jan 19 78)
WTIC AM/FM-Hartford now represented by Katz Radio.

WTIC AM/FM. Katz. The best.
<table>
<thead>
<tr>
<th>City</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richmond, Va.</td>
<td>62</td>
<td>-7</td>
<td></td>
</tr>
<tr>
<td>Shreveport, La.</td>
<td>90</td>
<td>+7</td>
<td></td>
</tr>
<tr>
<td>Texarkana, Tex.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knoxville, Tenn.</td>
<td>30</td>
<td>-9</td>
<td></td>
</tr>
<tr>
<td>Suffolk, N.Y.</td>
<td>69</td>
<td>-7</td>
<td></td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>72</td>
<td>+4</td>
<td></td>
</tr>
<tr>
<td>Mobile-Al's-Pensacola, Fl.</td>
<td>74</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>48</td>
<td>+2</td>
<td></td>
</tr>
<tr>
<td>Omaha</td>
<td>90</td>
<td>+1</td>
<td></td>
</tr>
<tr>
<td>Rochester, N.Y.</td>
<td>68</td>
<td>-1</td>
<td></td>
</tr>
<tr>
<td>Green Bay, Wis.</td>
<td>82</td>
<td>+15</td>
<td></td>
</tr>
<tr>
<td>Rockford</td>
<td>47</td>
<td>NC</td>
<td></td>
</tr>
<tr>
<td>Davenport, Iowa-Moline, Ill.-Rock Island, Ill.</td>
<td>64</td>
<td>-6</td>
<td></td>
</tr>
<tr>
<td>Fresno, Calif.</td>
<td>53</td>
<td>-4</td>
<td></td>
</tr>
<tr>
<td>Springfield-DeCATUR, Ill.</td>
<td>59</td>
<td>+5</td>
<td></td>
</tr>
<tr>
<td>Spokane, Wash.</td>
<td>61</td>
<td>+2</td>
<td></td>
</tr>
<tr>
<td>Cedar Rapids, Iowa</td>
<td>63</td>
<td>+3</td>
<td></td>
</tr>
<tr>
<td>Portland-Poland Springs, Me.</td>
<td>57</td>
<td>-3</td>
<td></td>
</tr>
<tr>
<td>Johnstown-Altoona, Pa.</td>
<td>12</td>
<td>-14</td>
<td></td>
</tr>
<tr>
<td>South Bend-Ellkirt, Ind.</td>
<td>56</td>
<td>-2</td>
<td></td>
</tr>
<tr>
<td>Paducah, Ky-Harrison Iii-Cape Girardeau, Mo.</td>
<td>34</td>
<td>-3</td>
<td></td>
</tr>
</tbody>
</table>

**Hypo helper.** Here is the Advertising Research Foundation's so-called "antihypogram" index for the Arbitron and Nielsen November sweep measurements of all local TV markets. The numbers correlate prime time audiences during the sweep period with those immediately before and immediately after the sweeps. For instance, for regular programming at 8:30-30 p.m. on Mondays, ABC-TV's audience share was 87% as large as the average during the before/after period; CBS-TV's was 5% higher than its average before and after and NBC-TV's was 1% higher than before/after. ARF suggests to spot-TV buyers that when the index is "significantly" above or below 100, they should "investigate the programing in the local market" to see whether the sweep numbers are really typical. ARF didn't say how much variation should be considered "significant," but in the past it has indicated 25% or more would be. The index, the fifth sponsored by ARF, was developed by Nielsen to ARF specifications.

<table>
<thead>
<tr>
<th>Day</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
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<tbody>
<tr>
<td>Monday</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>7:00 p.m.</td>
<td>103</td>
<td>106</td>
<td>95*</td>
</tr>
<tr>
<td>7:30 p.m.</td>
<td></td>
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<tr>
<td>8 p.m.</td>
<td>97</td>
<td>105</td>
<td>101</td>
</tr>
<tr>
<td>9 p.m.</td>
<td>107</td>
<td>106</td>
<td>102</td>
</tr>
<tr>
<td>10 p.m.</td>
<td>86</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>11 p.m.</td>
<td>106</td>
<td>108</td>
<td>110</td>
</tr>
<tr>
<td>12 a.m.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Includes more than one regularly scheduled program.**


### AM stereo: how, not whether

Comments to FCC are all in favor, but NAMSRG can't decide among proposed systems—they all work

Overwhelmingly favorable comments were filed at the FCC last week in its inquiry into the feasibility and acceptability of AM stereo. The National AM Stereophonic Radio Committee, broadcasters and the public, as well as equipment manufacturers and automobile companies, urged the commission to adopt AM stereo standards.

The stereo committee released its report earlier and concluded that the systems it tested—Magnavox, Motorola and Belar—"are capable of transmitting and receiving stereophonic sound with fidelity nearly comparable to FM stereo." The report said all three systems "are basically compatible with existing radio receivers and radio stations, are generally practical and economically feasible to implement for both transmitting and receiving and do not occupy substantially more spectrum space than standard AM in its average before and after and NBC-TV's was 1% higher than before/after. ARF suggests to spot-TV buyers that when the index is "significantly" above or below 100, they should "investigate the programing in the local market" to see whether the sweep numbers are really typical. ARF didn't say how much variation should be considered "significant," but in the past it has indicated 25% or more would be. The index, the fifth sponsored by ARF, was developed by Nielsen to ARF specifications.

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In separate comments, the NAB told the commission that with the advent of AM stereo there may again "be a change in the listener and programing equilibrium between AM and FM." In five years, that could result in a situation wherein "the two services will be somewhat interchangeable," the association said.

NAB called AM stereo "an extremely significant improvement to the AM broad-casting service" and said the commission should treat the issue as a matter of "top priority." NARB said, "Both the public and the broadcasting industry have a clear interest in AM stereo, and it is apparent that the technology now exists to make AM stereo a reality without serious degradation of existing standards of broadcast service." It said the lack of stereo service on the AM band has been "a substantial disservice to listeners.'" As long as the technology exists to permit AM stereo, AM broadcasters should be permitted to provide such a service to their listeners," NARB insisted. It added that approval of an AM stereo system would be "clearly consistent" with the FCC's mandate to "generally encourage the larger and more effective use of radio in the public interest."
Landmark Communications Inc. has agreed to purchase KHQ (TV) in Spokane, Wash., the last major major broadcast television system in San Jose. Largest stockholders of buyer, publisher of daily newspapers in Norfolk and Roanoke, both Virginia, and in Greensboro, N.C., are Bessie G. Marshall and Leonard R. Sargent Jr. Frank Batten is chairman, and William Gietz is president of broadcasting division that includes WTVR-AM-TV-KEWE-FM Norfolk. KNVR is ABC affiliate on channel 11.

Board of directors of Cowles Communications Inc. voted unanimously Friday to liquidate company and to distribute assets to shareholders. Principal assets are 2.6 million shares of common stock of The New York Times Co. (approximately 23%) and WESH-TV Daytona Beach, Fla., and KCCI-TV Des Moines, Iowa. Under announced terms of liquidation, shareholders receive $65.5 shares of Times stock for every one now held. Stations will be transferred to new company, Cowles Broadcasting, which presently exists as subsidiary, and shareholders will receive one share on it for each share held in Cowles Communications. Marvin C. Whatmore, chairman and chief executive of Cowles, said arrangements are subject to favorable tax ruling. FCC approval of station transfers and stockholder approval. Present corporate officers are expected to retain "comparable" positions with new company. John Haberlan is president.

Trading was halted last week in stock of Starr Broadcasting Group Inc. amid rumors that largest stockholders—William F. Buckley Jr., Jim Long and Thomas Merriman (who hold approximately 40% of outstanding shares)—were attempting to sell their holdings. Company's board was considering situation at regularly scheduled meeting in San Francisco late Friday.

Representative John Moss (D-Calif.), whose curmudgeonish manner and championship of consumer rights made him unpopular with broadcasters, announced last week he plans to retire at end of this year after 26 years in House. As member of House Commerce Committee, he became known to broadcasters for his participation in investigation of TV quiz scandals and of corruption at FCC in late 1950's. Since then he has developed reputation as regulatory agency-basher, often butting heads with FCC for among other things: over-regulation of cable television, nonregulation of major networks, weak enforcement of equal employment rules in broadcasting industry and failure to award attorneys fees for citizen groups' participation in license rulemaking proceedings. He is also champion of openness in government having been father to law requiring government to open files to public. In 1975, he led movement on Commerce Committee to wrestle Oversight and Investigations Subcommittee from full committee Chairmen Harley Staggers (D-W.Va.), Mr. Moss was then elected chairman, secured biggest budget of any Commerce subcommittee, and began aggressive oversight and investigation of regulatory agencies. When he retires at 63, vacancy may be filled by another senior Commerce Committee Democrat, but some observers think it's more likely Mr. Staggers will take back subcommittee chairmanship.

Broadcast industry representatives were given preview at White House meeting last week of suggestions for promoting minority ownership of broadcast properties that Carter administration is expected to submit to FCC later this month. List was disclosed by Henry Geller, who is serving as consultant to Commerce for telecommunications and information. It is said to include proposals that applicants in comparative hearings be given credit for minority participation, that requirement that applicant for new station show resources, exclusive of advertising, to keep station on air for 12 months be reduced to six months, and that licensees facing renewal or revocation hearings be allowed (as suggested by Congressional Black Caucus) to sell property at reduced price to minority group. List also contained suggestions for encouraging banks to provide station financing (banks would be permitted to move in faster than they can now to assert control when station runs into serious financial trouble), and for promoting use of time brokerage, under which minorities would have access to more time. Mr. Geller also said administration would support NAB suggestion that licensees who sell to minority groups be given tax certificates. Meeting was called by presidential aide, Martha Mitchell, to hear what industry and administration are doing to increase minority ownership of broadcast properties. Vincent Wasilewski, president of NAB; Bill Leonard, of CBS, member of NAB task force working on problem, and Thomas Schattenfeld, counsel for National Radio Broadcasters Association, were among those participating in meeting.

FCC Chairman Charles D. Ferris is instituting experiment in scheduling meetings. Instead of weekly agenda meetings and special meetings either squeezed in on agenda days or held on another day, commission will hold two-day agenda meetings every other week, with special meetings normally held in alternate weeks. New schedule starts this week.

National Association of Broadcasters executive committee approved revised budget of NAB staff at meeting in Washington last week. Over-all income for 1978 fiscal year (beginning in April) is projected at $5,638,750; expenses add up to $5,501,575, yielding surplus of $137,175. Budgets, broken down by department: station services, $1.2 million; government relations, $538,450; public affairs, $315,030; legal, $264,920; TV code, $727,300; research, $263,880, and general administrative, which is largest of departments, $1.8 million. Among major sources of income are: TV dues, $2.2 million; radio dues, $1.9 million; associate member dues, $235,000; building rental $185,000. Radio code dues, which under proposal before joint board would be combined with general fund dues, are projected at $243,750. Final approval of budget is up to full NAB board meeting in Puerto Rico, Jan. 17-20.

FCC has granted application for new station on UHF ch. 24 in Memphis, Tenn., to Delta Television Corp., 80% owned by Petry Television Inc., rep firm, Arthur E. Muth and Martin F. Connelly (10% each), executive vice president and president, respectively, of Petry. Call is expected to be WFTV, and Petry is aiming for Aug. 1 on-air date.

Louis Harris Survey dealing with confidence in leadership of major institutions shows 30% of U.S. population expressed "great confidence" in those running television news, up from 28% in 1976 but down from 41% in 1973. TV news leaders trailed those in medicine, higher education, organized religion, U.S. Supreme Court and military establishment but led those in White House and executive branch, major companies, and local government. Survey revealed that confidence in leadership of press in general slipped to 19% in 1977 from 20% in 1976 and that broadcast journalists in 1966 had led with 17%, which in advertising are at bottom of list of six institutions, with 11% "high confidence" rating, up from 7% in 1976 but down from 21% in 1966.

Another television-newspaper crossownership was dissolved last week with announced $1.7-million sale of wectv Erle, Pa., CBS affiliate on channel 35, to George N. Gillett. Transfer, subject to FCC approval, will cause ninth break-up of TV-newspaper crossownership in past 12 months (Broadcasting, Dec. 12, 1977). Mead family of Erie, Pa., owner of station, also owns Erie Morning News and Times. Broker: Ted Hepburn Co.

ABC Evening News Co-anchor Harry Reasoner last week said he "expects" to exercise June 1 option out of network contract, but added that letter of resignation had not been signed and his leavings could change. Mr. Reasoner explained he's been contemplating move for several months, claimed changes proposed early on by ABC News and Sports President Roone Arledge did not seem to leave him much to do. He would not discuss where he might go after ABC. There also was speculation that Mr. Reasoner's on-air partner, Barbara Walters, might have change in store, perhaps moving from network news to upcoming ABC News magazine show. Departure from ABC News, however, is definite for Marlene Sanders, vice president and director of television documentaries, who will join CBS News Feb. 6 as producer and correspondent on documentaries. Miss Sanders, who is expected to be replaced by ABC News producer Pamela Hill, said she anticipates being "more comfortable" with CBS, citing a "certain restlessness" in terms of her administrative work at ABC and changes by Mr. Arledge. She will be working on CBS Reports with correspondent Bill Moyers, who, in yet another possible job switch, is understood to be considering move back to public television community.
Second-season strategies. For the three television networks and their program captains, it's not quite a whole new ball game as the new year begins, but there's enough putting and taking, shifting and switching going on in their prime time schedules to warrant a look at their line-ups and how and why they've changed. ABC-TV's Fred Silverman, CBS-TV's Bud Grant and NBC-TV's Paul Klein discuss their tactics on this and following pages. The schedule they're talking about is presented in full on page 30.

ABC, Silverman: leading from present strength

Some of next fall's shows will have tryouts in slots now occupied by the network's strongest regular programs

It might be said that one of the worst things to have happened to ABC Entertainment's Fred Silverman in 1977 was that he had the flu during Christmas week, keeping him from enjoying quite as many congratulatory toasts as he undoubtedly could have.

Besides ABC-TV's three-rating-point lead in prime time, the network has made competitive gains in daytime, weekday mornings, Saturday morning and late night. "In my opinion," Mr. Silverman said, "everything is going according to plan."

The network's prime-time strength is such that Mr. Silverman is readying his bench reserves for some early spring exposure, and an announcement is expected shortly that five or six potential fall series will be tried out in limited runs this spring. "If you have the momentum going," Mr. Silverman said, "you might as well use that strength to develop some new shows."

This is a continuation of the strategy that started last spring with the successful on-air tests of Eight Is Enough and Three's Company and was intensified during the fall with such shows as Tabitha and Laverne (both of which will have their futures decided after their current trial runs end in a few weeks, Mr. Silverman said). CBS is also using the limited series approach this spring, but Mr. Silverman, without referring to that network by name, pointedly emphasized that ABC's tryouts will be placed in already secure time periods, not "thrown into a disaster situation where you're just trying to turn something around."

"ABC's concept of trying out limited series is to put them in situations where they really have got a fair shake, where they have an opportunity to really succeed or fail," he said. Nonetheless, even that opportunity seems a long way from the slow building process of several seasons that has in the past lifted some of television's biggest hits from Nielsen limbo. But Mr. Silverman said that "four to six episodes can give you enough of a reading so you can make an enlightened judgement."

Mr. Silverman declined to give any advance hints as to what his new series tryouts will be. He did say, however, that That Thing on ABC, a "zany comedy variety special" which pre-empted Eight Is Enough on Jan. 4 (8-9 p.m.), might be promoted to limited series status if its ratings are satisfactory in that first outing. He added that the new series hopefuls already slated for spring runs will not be tested in the new ABC Special Monday time period (9-11 p.m.).

Although ABC's new Monday specials slot bears a suspicious resemblance to the events programing seen on NBC this season, Mr. Silverman denied any connection. In fact, while NBC has been stressing that its events and movie hours are established parts of its prime-time line-up, Mr. Silverman claims that his Special Monday represents nothing more than a temporary scheduling convenience. "We had about a dozen weeks to fill," he said, "and we felt that this was the best way to fill them. As far as ABC is concerned, the staples of our schedule are still the week-in, week-out program series, and the punctuation is the specials and miniseries." The network plans no sustained increase in its use of miniseries, Mr. Silverman said, although three of them are to be announced for airing this spring.

Mr. Silverman also scoffs at the theory professed by NBC's head programmer, Paul Klein, that advertisers who are buying time on ABC's programs are in many cases getting an audience of "kids and dummies" for their money. "Our program philosophy is very simple," he said. "The network has the most shows in the top 10, week in and week out, is the most successful network in prime time and the most profitable network. And that's the way we're operating. All this talk about demographics is a bunch of nonsense."

Mr. Silverman feels differently about daytime demographics. ABC's new daytime schedule, to be introduced Jan. 16, will feature a continuous serial block from 12:30 to 4:30 p.m., the result of expanding the serials One Life to Live and General Hospital from 45 minutes to one hour each. This is part of an ABC campaign to win 18-49 of all women, a category in which ABC has increased its audience this year by 4%, while CBS has dropped 13% and NBC 22%, according to ABC. Since ABC figures it also has lost less of its audience to the decline in daytime viewing than has its competitors (a ratings loss of 3% from 1976 levels, versus a 12% drop for CBS and 15% for NBC), Mr. Silverman said he is not particularly concerned about the theories that the one-hour serial format might be driving viewers, particularly older viewers, away from their sets.

"Although there may very well be an industry-wide problem, at this point in time, fortunately, it isn't an ABC problem," Mr. Silverman said. "Maybe what NBC ought to do is to go to game shows in the afternoon. For better or worse, we decided we're going after the serial audience in the afternoon, and I think we've been quite successful in doing that. My feeling is that when we do to the total serial block, that block will build relentlessly and we will have a dominant position. It won't be any horserace." (ABC is currently less than a rating point behind CBS in the season-to-date daytime standings.)

CBS-TV: sticking with the series

Grant says his network will concentrate its efforts in that format; he expects more schedule changes throughout the first part of the year

Regular series will remain the backbone of CBS-TV's prime-time schedule, according to head programmer B. Donald Grant, but they're less likely to remain on the schedule quite as long as they used to. Of the four new shows going on the air in CBS's "late January" line-up, three have been ordered in limited quantities of from four to six episodes each, Mr. Grant said. These are Sam, the police-dog show from Jack Webb (Tuesday, 8-9 p.m.), Shields and Yarnell, the variety show featuring a husband and wife mime team (Tuesday, 8:30-9 p.m.) and Celebrity Challenge of the Sexes (Wednesday, 8-8:30 p.m.).

Shields and Yarnell and Celebrity Challenge of the Sexes are both ready to go back into production now, Mr. Grant said, and Sam could do so at any time. But none of these shows has by any means a guarantee that their runs will be longer than six weeks, and other potential series with just as many episodes in the can—such as Spiderman and The Incredible Silverman
Hulk—are waiting to go in as replacements.

"It's really a form of program development," Mr. Grant said. "We feel these shows have great potential—Celebrity Challenge of the Sexes might not fall into that category, quite honestly—and by putting them on the air we let the audience decide whether the shows can work or not. If they work, then they're candidates for the fall schedule. Our spring schedule will be sprinkled with that kind of operation."

Considering the competition those shows will face in their trial-run time periods, it seems logical to experiment with them there, trying for at least a few weeks' worth of decent ratings and national exposure. The Friday night movie slot also is an experiment, Mr. Grant said, and it, too, may be gone by the end of the season.

So CBS's prime-time line-up has a tentative feel to it on several nights, and CBS entertainment president Robert Daly has promised his affiliates, in a closed circuit telecast Dec. 16, that there will be further changes from March through May.

Also in that closed circuit telecast, program planning vice president Harvey Shepard mentioned some demographic considerations behind the network's most recent schedule shuffle. The Tuesday night movie slot, for example, will be filled with action-oriented films with the hope of offering men an alternative to the more feminine appeal of ABC's Family and NBC's miniseries. But, generally, CBS is not talking about "quality" demographics as an over-all programing

Continued on page 32
Maybe, just maybe, Bonneville Radio Stations have contributed to the recent decline in daytime television viewing.

KBIG-FM ... Los Angeles
KBRT-AM ... Los Angeles
KIRO-AM ... Seattle
KMBR-FM ... Kansas City
KMBZ-AM ... Kansas City
KOIT-FM ... San Francisco
KSEA-FM ... Seattle
KSL-AM ... Salt Lake City
WCLR-FM ... Chicago
WRFM-FM ... New York City
philosophy, as is NBC’s Paul Klein. “We go for the largest possible audience at all times,” Mr. Grant said. “We recognize that the 18 to 49, or really the 25 to 59 group is a desirable audience for most advertisers, so there’s nothing new there. But if you get a 50 share, you get all age groups.”

Thus, the network has scheduled two of its most powerful series blocks on the two nights of the week when sets in use are traditionally at their highest levels—Sunday and Monday. But in its search for the largest audiences, will CBS be reaching for the lowest common denominator type of program, as some critics have accused ABC of doing? Mr. Grant was asked to respond to a column by John O’Connor, television critic for the New York Times, in which Mr. O’Connor wrote, “The Tiffany network [CBS] can now be found shopping in the five-and dime stores of popular entertainment.”

“What do you call the Beverly Hillbillies, Petticoat Junction and Green Acres?” Mr. Grant sniffed. “I guess CBS was being called the Tiffany network when those shows were on the air eight years ago. We’re commercial, and we’re interested in putting on popular programs that attract a mass audience. We program for that audience and for our buyers, the advertising agencies.”

In daytim, CBS has slipped from what had been a one-rating-point lead last year at this time into a dead heat battle with ABC, and CBS now leads by just 0.2 of a rating point in the season-to-date standings. Mr. Grant attributes CBS’s decline in part to a scheduling “error.” When Guiding Light (2:30-3:30 p.m.) was expanded to one hour on Nov. 7, a quiz show, The Match Game, was moved from the 3:30-4 p.m. time slot to 11 a.m. The program was weakened by a clearance problem there, Mr. Grant said, and on Dec. 12 it was moved to 4-4:30 p.m. (soon to be the only network game show on the air later than 1:30 p.m.). Another change in the works is a new half-hour serial to take yet another game show off the schedule, but that move may not come for another year, according to Mr. Grant. “That’s just around the corner in daytime,” he said. As far as the other days are concerned, Mr. Grant envisions no immediate changes in early morning or late night, but expects to tinker a bit with his Saturday morning 8-9 a.m. lead-off hours.

Not who’s got the most; who’s got the best?

ABC sparks exchange with NBC with its claim to the choicest demographics in viewship

ABC-TV has presented advertisers with a new prime time sales booklet that contains a section arguing that ABC not only has the biggest audiences but the most desirable demographics as well. The section is labeled, “Some people are more valuable than others.”

Ironically, that phrase expressed exactly the program philosophy being espoused by NBC-TV’s program chief, Paul Klein, who said ABC’s audience basically appeals to “kids and dummies.”

“What I’m saying is that ABC gets a certain audience,” Mr. Klein said. “[ABC Entertainment’s Fred Silverman says, ‘Look at the big ratings we get in homes making $20,000 and over.’ Well, that is the kids watching in those homes, and sometimes the adults—but only on a least objectionable program basis. We think that they [the adults] are the most vulnerable audience. We would like to pull away those adults, and leave ABC with the children. They [ABC] may still have a big audience, but their audience will be worthless.”

More specifically, Mr. Klein defined his target audience 18-to-49-year-old women who are in reasonably secure financial situations—“the women with some money to buy product and the necessity to buy it.” Since the cardinal rule of program demographics is that people like to watch people like themselves, Mr. Klein is pouring females into his prime-time programs, from Chico and the Man’s Charo to the limesome noncoms of Black Sheep Squadron and CPO Sharkey.

Sexually oriented plots also are becoming increasingly prominent, from the “bad” girls portrayed in 79 Park Avenue and the premiere of Class of ’65 (entitled Everybody’s Girl!) to an upcoming episode of James at 15, in which James is chased by a 12-year-old girl at the same time his father is chased by “a beguiling coed.” These are some of the themes Mr. Klein described, when he first took over as NBC’s head programmer in October, as “interpersonal relationships.” But there are other themes as well. The second episode of Class of ’65, for example, portrayed the Rockies story of a Vietnam amputee who swims the 26-mile channel to Catalina, Calif., while another episode of James at 15 had a close friend of James dying from cancer. Other reflec-
tions of NBC's new image-in-the-making: an upcoming series by Dick Clark, and the recent signings of cult figure Louise (Mary Hartman) Lasser and British personality David Frost, who according to Mr. Klein is to develop a series of topical specials that "will cause the public to laugh and cheer, raise an eyebrow or a fist, shed a tear or write to Congress."

Miniseries—which Mr. Klein said attract "sensational demographics, the best in television"—will play an important part in NBC's courtship of the young woman, with Wheels, King, Awakening Land, Harvest Home and Loose Change among those scheduled for early 1978.

Regular series will be developed with time and rewriting, Mr. Klein said, although he expects more prime-time schedule changes will be made next March. The network has two shows that will be given short tryout runs in the spring—Richie Brockleman, a private eye show, and Quark, a science fiction comedy. Likely to give way for those experiments are Black Sheep Squadron, of which the network has just six episodes, and either Chico and the Man or CPO Sharkey.

So the strategy will be to lure the young audience to the network with miniseries and events and to keep it there by offering less objectionable series than those on the other networks, thereby allowing NBC to charge better rates for a "premium" audience. "We'll get them by default, partially, and by what we do with the shows," Mr. Klein said. "But I think the thing that will do it are the miniseries. But that's a long hard process to get going."

Plans for NBC's daytime programs—which are in third place—are apparently less well defined at the moment. Michael Brockman, a former daytime programer at ABC, took the position of vice president in charge of daytime for NBC just a few weeks ago. He and his chief assistant, Mary Alice Dwyer (an associate of Mr. Brockman at ABC), are in the process of analyzing the network's schedule to determine where to begin making changes. One thing Mr. Brockman knows, he said, is that NBC needs more women in the numbers. In prime-time demographics, NBC-TV's Paul Klein has almost as far to go to overtake ABC-TV as he does in the ratings.

The demographic breakdowns for the three networks support the theory that the most desirable consumers tend to come somewhat naturally with higher total numbers. As shown by this chart, no network's audience contains a commandingly heavier density of 18-to-49-year-old men and women viewers than the other networks, but ABC—with larger gross audiences—has more 18-to-49-year-olds. ABC claims to have 27% more women 18-49 than NBC and 33% more than CBS, and 32% more men 18-49 than NBC and 52% more than CBS. Somewhat played down in a prime-time demographics presentation ABC has given to advertisers are the figures that show the network has 89.7% more teenagers than CBS and 81.5% more than NBC.

ABC also says it is ahead in households inhabited by the more upscale consumers. In homes where the head of the household earns $20,000 or more a year, the network claims to have 52% more viewers than NBC and 53% more than CBS; in homes where the head of the household earns $15,000 or more annually and is a business owner, professional or a manager, ABC beats out NBC by 60% and CBS by 50%, according to ABC. ABC also says it's ahead among homes headed by college-educated viewers, with a 58% margin over NBC and a 37% margin over CBS.

These figures compare each network's audience composition by age group from Sept. 5 to Nov. 20. Except for the percentage of total audience category at the bottom, these figures disregard relative numbers of viewers among the networks.

<table>
<thead>
<tr>
<th>Age group</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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</thead>
<tbody>
<tr>
<td>Men 18-49</td>
<td>22.8</td>
<td>20.3</td>
<td>21.4</td>
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<tr>
<td>Men 50+</td>
<td>10.9</td>
<td>13.6</td>
<td>14.4</td>
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<tr>
<td>Women 18-49</td>
<td>26.3</td>
<td>25.5</td>
<td>25.0</td>
</tr>
<tr>
<td>Men 50+</td>
<td>12.0</td>
<td>18.8</td>
<td>17.2</td>
</tr>
<tr>
<td>Teens (12-17)</td>
<td>13.1</td>
<td>9.8</td>
<td>9.2</td>
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<tr>
<td>Children (3-11)</td>
<td>14.9</td>
<td>17.2</td>
<td>12.3</td>
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<tr>
<td>Percent of total audience</td>
<td>37.6</td>
<td>30.2</td>
<td>32.2</td>
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CBS climbs over NBC in ratings

Former wins Christmas week, and by all accounts now stands second for season to date

It's now official by everybody's count: CBS-TV has taken over second place in the season-to-date prime-time ratings.

The network has been and still is neck-and-neck with NBC-TV, with just a hundredth of a rating point separating them at times. But since each network chose a different starting date for its respective season, there was some disagreement over which held the distinction of being third.

But CBS beat both ABC-TV and NBC-TV for the week of Dec. 26-Jan. 1, its first weekly win of the season, while NBC scored its lowest average yet. Thus, NBC slipped into third by even its own reckoning, with the averages of Sept. 5-Jan. 1 at 20.5 for ABC, 18.0 for CBS and 17.9 for NBC.

The exact degree of CBS's win for the week of Dec. 26-Jan. 1 was also a matter of some disagreement because of a Nielsen technicality. The network covered the National Football Conference championship game on Sunday (Jan. 1), beginning at 5:30 p.m. Previously, Nielsen has not counted any part of a program that started before prime time as part of its averages. But CBS sought a change of that rule so that the portion of the game that ran in prime time would be credited in its average, and Nielsen agreed that would be more equitable.

The ratings service is now working to incorporate the change formally into its policies. Counting the game, which averaged a 57 share, CBS's weekly average was 20.7, versus ABC's 18.6 and NBC's 15.5. Not counting the game, CBS still won with a 19.4.

TV directors get money hike

The Directors Guild of America has approved a new four-year contract with the two producers' organizations—the Association of Motion Picture and Television Producers and The Alliance—calling for increases in wages and residual payments for directors of entertainment TV programs.

In television for example, a director of a 90-minute TV program will receive a raise in weekly salary from $10,000 to $15,000 on projects that entail a minimum of 25 days work. In the residual area, the payment will climb from $1,500 to $4,620 for the re-running of a one-hour show.

The agreement, which also covers directors employed in theatrical feature films, averted a strike.

Program Briefs

Another look. Syndication Services has signed 26 markets representing about 42% coverage after two weeks of sales for The Kennedy Assassination: What Do We Know? That We Didn't Know Then? Show, planned for late January or mid-February airings, is work of Witness Productions, New York/Washington. Program is available on cash basis.

Bowl on. ABC Sports signed new three-year contract with Professional Bowlers Association. Deal calls for 16 Saturday telecasts starting Jan. 7. ABC has covered the Professional Bowlers Tour for 17 consecutive years.

Revival. With kick-off sales to WOR-TV New York and KTLA(FV) Los Angeles, Firestone Program Syndication, New York, has announced "firm go" for New Dating Game, which will begin in September. Daily half-hour show will be produced by Chuck Barris Productions, will have Jim Lange, from original Dating Game, as host. Planned are 35 original weeks of 175 episodes.

Up early. NBC-TV has begun feeding its Saturday morning schedule in same order on West Coast as in rest of country, but one hour earlier. Lead-off show, C. B. Bears, will now begin 7-8 a.m. PST and usual 8-9 a.m. NYT. Schedule had been interrupted in past to accommodate local sports coverage in Pacific zone.

Lasser signs. Louise Lasser, former star of Mary Hartman, Mary Hartman, has signed three-picture nonexclusive contract with NBC-TV. First production is to be Just Me and You, written by Ms. Lasser. She is to star in first and second made-for-TV movies and direct third.

Hot Seller. Worldvision Enterprises reports 125 stations, covering almost 90% of U.S. television homes, on board for pilot of Next Step Beyond, revival of One Step Beyond (Broadcasting, Oct. 17, 1977). Line-up, including ABC-owned TV's, has taken show under barter arrangement, with Procter & Gamble as sponsor. Most stations plan broadcast this month. On another Worldvision front, Newyorked Game, station tally is at 54 markets so far.

Frost for NBC-TV. NBC-TV and British interviewer David Frost have entered into long-term agreement, whereby Mr. Frost will produce and appear in series of prime-time specials focusing on "topical and provocative people and events," according to NBC-TV's head programmer, Paul Klein. First of six one-hour programs is to air in May.

All money. CBS Sports will reportedly pay $4.1 million for TV rights to Muhammad Ali-Leon Spinks heavyweight championship fight on Feb. 15. Of total, Mr. Ali is said to be getting $3 million plus $100,000 in training expenses, Mr. Spinks is to receive $300,000 and $20,000 expense allowance.

Studying noncommercial. Caucus for Producers, Writers and Directors has formed committee to "examine the complexities of the present public broadcasting system" and will present findings at hearings expected to be held this year in both houses of Congress.

ABC, CBS come to terms in dispute over ski coverage

Two networks settle out of court over international events; ABC, at least, won't be broadcasting them, but it's still undetermined whether CBS will

ABC Sports has agreed to refrain temporarily from broadcasting several European ski events that, if shown in this country, would have threatened an exclusive contract between the U.S. ski team and CBS Sports. It is apparently still undetermined, however, whether ABC will allow CBS to show the events.

The agreement was part of an out-of-court settlement between ABC and the ski team, reached as the two organizations were about to go to trial over the issue last month. The team, claiming it has the power to sell U.S. rights to World Cup tournaments in which it participates, had awarded an exclusive three-year contract to CBS in return for $550,000. Meanwhile, ABC signed its own agreements with the actual organizers of six of the tournaments, but the team obtained an injunction prohibiting the network from broadcasting them here (Broadcasting, Dec. 12, 1977).

ABC and the team were still working last week to draft a public statement describing the settlement.

But documents obtained by Broadcasting last week show that ABC has agreed not to broadcast any International Ski Association event in which the U.S. team participates during the 1977-78 season, except for the nordic and alpine world championships (which are not under contract to CBS).

Also in the documents, ABC acknowledged that present International Ski Association rules prohibit broadcasts into a country of the federation's events without the explicit approval of that country's ski association, and that the national association can charge rights fees for those events. ABC has previously contended that the rules did not grant the U.S. team right of approval, and the network described payments in previous years to the team as "contributions."

The documents do not say, however, what, if anything, ABC is expected to receive in return for its concessions. Also unexplained is whether ABC will be willing to sell or otherwise release its rights under contract with the six event organizers. A CBS Sports executive said last week that his network is interested in obtaining the rights from the organizers, but that ABC has as yet been unwilling to release them.
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Supreme Court gets some yea's, some nay's on crossownership

Second round of briefs finds citizen group supporting earlier appeals court decision, Justice agreeing with most of it and 'egregious' broadcasters backing anti-breakup provision

The U.S. Supreme Court, which is scheduled to hear oral arguments in the case on Jan. 16, has received conflicting advice in a second round of briefs filed in connection with the appeals of broadcasters, publishers and the FCC attacking the decision of the U.S. Court of Appeals in Washington calling for the breakup of all local newspaper-broadcast crossownerships.

The National Citizens Committee for Broadcasting, whose appeal of the FCC's decision in the case led to the court opinion now under review, found no quarrel with the appeals court's decision. The Department of Justice agreed with most but not all sections of the lower court's opinion. And a group of five small-market publishers and broadcasters supported part of the opinion reversing a commission order that they break up their colocated crossownerships (Broadcasting, Jan. 2). Broadcasters, publishers and the FCC filed their briefs in November (Broadcasting, Nov. 21 and 28, 1977).

NCCB said the appeal court's opinion would encourage a diversity of viewpoints and thereby serve the goals of the First Amendment. "This case," NCCB added, "is simply a court reversal of arbitrary and capricious action by a federal agency which has lost sight of its mandate to regulate in the public, not private, interest."

It said the court was correct in upholding the commission rule barring the creation of new colocated newspaper-broadcast combinations (such a rule represents "a reasonable exercise of the agency's authority") and in reversing the commission's decision to grandfather most existing crossownerships ("the commission ignored its own presumptions and policies").

As for the most controversial aspect of the appeals court's opinion—the order to the commission to initiate a rulemaking aimed at breaking up all such crossownerships, except where a clear public interest showing can be made—NCCB disputed arguments that the order exceeded the court's authority and amounted to a usurpation of the commission's administrative function. Rather, NCCB said, the order "required the commission to act reasonably in applying its own standards, and to explain its departure from prior norms in the relative weights accorded diversity and the lesser factors the commission considered." Furthermore, NCCB said, the court left the commission with "discretion" as to the form the rule it adopted would take. The Department of Justice sided with broadcasters, publishers and the FCC in contending that that aspect of the opinion was in error.

The department agreed with the court's conclusion regarding the prospective rule (the rule "is a reasoned and reasonable exercise of [the commission's] statutory responsibility to promote the public interest") and that the commission has the authority to grandfather existing co-located crossownerships, it did not reasonably support its decision; it said the grandfather provision represents an arbitrary compromise of commission policy designed to promote the diversity of media ownership.

But, Justice said in its brief, the appeals court should not have entered an order effectively requiring divestiture of existing crossownerships. "The court's function ended once it exposed the error of the commission's reasoning," Justice said. Having done that, it added, the court should simply have sent the case back to the commission "to formulate a new rule based on a reasoned application of the governing legal principles."

Justice disagreed with another element of the lower court's opinion—the reversal of the commission order requiring the breakup of 16 colocated crossownerships the commission considers "egregious" media monopolies. The court said the order was arbitrary. But Justice, which has supported that portion of the commission's order before the appeals court, said the commission's determination that the need for diversity in a monopoly market is especially great "is unquestionably rational as a matter of policy."

NCCB noted, however, that the section of the order dealing with the "egregious" cases would be unimportant if the Supreme Court agrees with the appeals court that "all" existing crossownerships that do not qualify for a waiver should be broken up.

The five media parties filing in the second round are among the 16 facing the order requiring divestiture by Jan. 1, 1980. The companies involved own the only newspaper and the only television or radio outlet in a community. And their brief supports the appeals court's conclusion that the commission decision requiring them but no other crossowners to divest was not supported by the record. The brief described the divestiture order as "highly selective and idiosyncratic."

But the media parties found nothing else in the appeals court's opinion to support. They said the court "exceeded the bounds of proper judicial review of agency action when it reversed the commission's decision to grandfather most existing local newspaper-broadcast combinations." The commission was within its authority and acted properly in refusing to order...
divestiture in the absence of “tangible public interest harm,” the brief said.

The parties represented by the brief are Gray Communications Systems Inc., The Brockway Co., Daily Telegraph Printing Co., WJAG Inc. and Owosso Broadcasting Inc.

Those three were not the only briefs filed in the case in the closing days of 1977. The FCC, in a reply brief, defended its prospective rule against the appeals of the National Association of Broadcasters and the American Newspaper Publishers Association. “The policy of promoting diversity outweighed the need to continue to solicit entry by other media owners to develop what was no longer an infant industry,” the commission said. “This response to changed conditions was entirely rational, particularly since it would not cause any disruption to existing services operating in the public interest.”

Two friend-of-the-court briefs, along with motions urging their acceptance, were filed, one by the United Church of Christ, the National Association for the Advancement of Colored People and the American Civil Liberties Union, and the other by the Emergency Civil Liberties Foundation. Both supported NCCB’s brief urging the appeals court’s opinion be upheld.

However, both the NAB and the ANPA withheld the consent needed from all parties to assure automatic acceptance of the NECLF brief, and NAB filed an opposition to the court’s acceptance of the three-party brief.

NAB’s opposition was based on allegations in the brief that the grandfather provision of the commission’s rule had been improperly applied in three license renewal proceedings involving WSYR-TV Syracuse, N.Y., WAPI-TV Birmingham, Ala., and WSB-TV Atlanta. The NAB said those matters are not before the Supreme Court and, therefore, should not be considered in resolving the crossownership appeals.

Musical chairs in Alabama

WCOV-TV wants the FCC to change a number of allocations resulting in all V’s for Columbus, Ga., and all U’s for Montgomery-Selma

A Montgomery, Ala., UHF broadcaster has petitioned the FCC to rewrite the “tortured history” of Alabama television. WCOV Inc., licensee of WCOV-TV has asked the commission to reallocate the VHF assignment of its competitor WSFA-TV from channel 12 to channel 45, to move channel 8 from not-too-distant Selma to Tuscaloosa for educational purposes to switch WSFA-TV Selma from channel 8 to channel 29 and to bump WYEA-TV Columbus, Ga., from channel 38 to channel 12.

All that, said WCOV-TV, will help to rectify the “unique television problems of central Alabama”—problems that require unique solutions even if they may sometimes differ with conventional thinking.

The unconventional “deintermixtures” of the Montgomery-Selma and Columbus markets would result in the former having all UHF stations and the latter having all VHF’s. Tuscaloosa would receive its first VHF education allocation.

At present there are four stations in Montgomery, the state capital, two commercial UHF’s, one educational UHF and one commercial VHF, WSFA-TV. According to the petition, WSFA-TV, which is an NBC affiliate owned by Cosmos Broadcasting Corp., accounts for 92% of the total television income in the market. WCOV-TV, a CBS affiliate on channel 20, reported its first profit in 1976—$64,666—and accounts for 0.9% of the market income. The petition estimated that WKAB-TV, the ABC affiliate on channel 32, contributes about 7.1% of the total income of Montgomery television stations.

“The competitive margin enjoyed by the VHF station because of its superior facilities is so decisive that, without question, it may be said that competition in Montgomery is nonexistent,” WCOV-TV argued. “There can be no doubt that channel 12 has an unfair competitive advantage over the two UHF stations in Montgomery.”

At least one involved broadcaster wasted no time in getting his comments on the proposal on the record. Charles Bason, chairman and president of Cosmos, said he was “shocked” at the suggestion.

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that his station give up its VHF allocation. "Montgomery, as a state capital, is clearly entitled to a wide coverage VHF station operating at maximum height and power," he said.

"The people of Montgomery and Alabama deserve a maximum service television station operating from their capital city ... We hope they [the FCC] will dismiss this petition promptly," Mr. Batson said.

In Columbus, there are two network affiliated VHF stations and one UHF—WYEA-TV. The reassignment of channel 12 to that station, an NBC outlet channel 38, "would comply with all of the commission's rules on spacing and would have enormous public interest benefits at virtually no cost to the public," the petition said. Wcov-TV estimated that a channel 12 NBC affiliate would take that network into the homes of an additional 24,785 persons.

By the petitioner's own calculations, however, the juggling will result in a "net grade B service loss to 216,735" Montgomery area viewers and a gain of only 90,195 in the Columbus market.

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**Changing Hands**

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

- **KIQO(FM)** Los Angeles: Sold by Cosmic Communications to Outlet Co. for $4.5 million. Seller is principally owned by Bill Drake and L.E. (Gene) Chenaunt, owners of Drake-Chenaunt Enterprises Inc., major radio program syndicator. Mr. Chenaunt also owns KYNO-AM-FM Fresno, Calif. Pat Shaughnessy, vice president and general manager of station, will remain so under new ownership. Buyer is publicly held retailer and owner of four VHF stations, two AM's and one other FM. It is also applicant for new UHF facility at Oklahoma City and has bought, subject to FCC approval, Post-Newsweek's WTOP(AM) Washington for $6,675,000 (BROADCASTING, Nov. 7, 1977). Outlet recently received FCC approval of its sale of WNYS-TV Syracuse, N.Y., to group headed by Larry H. Israel for $11 million (BROADCASTING, Nov. 21, 1977). Outlet's station group now includes: WJAR-AM-FM Providence, R.I.; WDBO-AM-FM Orlando, Fla.; WCMI-TV Columbus, Ohio, and KSAT-TV San Antonio, Tex. David Henderson is president of broadcasting division. KIQO is on 100.3 mhz with 58 kw and antenna 1,130 feet above average terrain. Broker: Howard E. Stark.

- **KPAR-AM-FM** Albuquerque, N.M., and KSET-AM-FM El Paso: Sold by Financial Computer Services Inc. to Broadcast Associates of New Mexico and Broadcast Associates of Texas, respectively, for $585,000 and $765,000. Seller is subsidiary of Sun World Corp., which is principally owned by Fred Hervey and Sam Hawkes, who recently sold KSCR(AM)-KDOT-FM Scottsdale, Ariz. (Phoenix), to First Media Corp. for $750,000, plus $250,000 covenant not to compete (BROADCASTING, Nov. 14, 1977). Sellers have no other broadcast interests. Buyers are partnerships formed by Steven J. Gold, Len Howard, Allyn A. Cohen, Jack Abell, Louis Wiener Jr. and Sy Husney, all of Las Vegas area. Messrs. Gold, Howard and Wiener are partners in Broadcast Associates of Nevada, licensee of KMBM(AM) Henderson and KFMS(AM) Las Vegas. Messrs. Cohen and Abell are KMBM executives, and Mr. Husney is businessman with no other broadcast interests. KPAR is 1 kw daytimer on 1190 khz. KPAR-FM is on 100.3 mhz with 9 kw and antenna 4,110 feet above average terrain. KSET is on 1340 khz with 1 kw day and 250 w night. KSET-FM is on 94.7 mhz with 100 kw and antenna 1,370 feet above average terrain. Broker: Blackburn & Co.

- **KPTL(AM)-KKBG(AM)** Carson City, Nev.: Sold by Kelly Broadcasting to Robert and Charles Mortimer for $550,000. Seller is owned by William Cody Kelly, Cincinnati attorney, who has no other broadcast interest. Sellers are brothers and owners of warehouses in Chicago, Kansas City, Mo., and Los Angeles. They also own Corm Enterprises, broadcast production firm in Pacific Palisades, Calif. Mortimers have no other broadcast interests. KPTL is on 1300 khz with 5 kw day and 300 w night. KKBG is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain. Broker: R. C. Crisler & Co.

- **WDWR(AM)-WTLF-FM** Lake City, Fla.: Sold by Deep South Radioways Inc. to Lake City Broadcasting Co. for $450,000. Said is part of existing network of 12,000 stations. Other sellers are Joe L. Duckett and W.C. Woodall Jr. Mr. Duckett has no other broadcast interests. Mr. Woodall is owner of WPPA(AM) Pensacola, Fla. (51%) and WMCN(AM) Tallahassee (40%), both Florida; WBKB(AM) Blakely (51%), WDWAM-AM-FM Dawson (100%) and WNN(AM)-WMCD(AM) Statesboro (28%), all Georgia, and WGSW(AM) Greenwood, S.C. (37.5%). Buyer is owned by Edwin L., Bouchelle, general manager of WLOG(AM)-WTCQ(FM) Vidalia, Ga. Mr. Bouchelle has no other broadcast interests. WDWR is on 1340 khz with 1 kw day and 250 w night. WTLF-FM is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

Other station sales announced last week include: KAZ(AM) Gilroy, Calif.; KSNN-AM-FM Pocatello, Idaho, and KMVT-TV Wailuku, Hawaii (see page 58).

**Approved**

Approved last week by the FCC:

- **WRIT-TV** Flint, Mich.; WTTN(AM) Albany, N.Y.; WPTV Providence, R.I., and WCDC(TV) Adams, Mass.: Sold by Poole Broadcasting Co. to Northwest Publications Inc. for $49,631,950. Seller is principally owned by John B. Poole, chairman (65.5%). Albert J. Gillen, company president, owns 4.5%. Neither has other
broadcast interests. Buyer is subsidiary of Knight-Ridder Newspapers Inc., publicly held newspaper group owner. Last May it was discovered that Knight-Ridder had quietly sold its 45% interest in Group One Broadcasting (Broadcasting, May 2, 1977); since then it has been without broadcast interests until now. Knight-Ridder is reported to be fourth largest newspaper chain and publishes dailies in California, Southeast and Midwest. Ailah H. Chapman Jr. is president and chief operating officer of Miami-based company.

WRTV is CBS affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 940 feet above average terrain. WTEN is ABC affiliate on channel 10 with 200 kw visual, 30 kw aural and antenna 1,000 feet above average terrain. WPRF-TV is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 910 feet above average terrain. WCDC is satellite of WTEN on channel 19 with 116 kw visual, 229 kw aural and antenna 2,100 feet above average terrain.

WMTS-AM-FM Murfreesboro, Tenn.: WMTS Inc., licensee, sold by Mary Reeves Davis and Tom Perryman and his wife, Billie, to Hale Broadcasting Corp. for $1,159,431.66. Sellers have no other broadcast interests. Buyer is owned by Monte I. Hale and his wife, Bernice. Mr. Hale owns 32.9% of WGNs (AM). Murfreesboro and formerly held a minor interest in Wula-AM-FM Eufaula, Ala. He will dispose of his holdings in WGNs. Hales have no other broadcast interests. WMTS is 5 kw daytimer on 810 khz. WMTS-FM is on 96.3 mhz with 20 kw and antenna 170 feet above average terrain.

KLPR (AM)-KATT (FM) Oklahoma City: Sold by Murray Cohen, receiver of SGI Broadcasting Inc., to Sun Broadcasting Co. for $866,000. SGI, in bankruptcy, is owned by Edwin J. Sossen, who has no other broadcast interests. Buyer is owned by John S. Tyler, former president of Pacific & Southern Broadcasting Co., now Dallas broadcast consultant. KLPR is 1 kw daytimer on 1140 khz. KATT is on 100.5 mhz with 100 kw and antenna 480 feet above average terrain.

KQFM (FM) Portland, Ore.: Sold by Point-O-Salecast Inc. to WCAR Inc. for $500,000, plus $90,000 consultancy agreement. Seller is principally owned by David M. Myers, who has no other broadcast interests. Buyer is owned by Golden West Broadcasters, major group owner, which recently acquired WCAR-AM-FM Detroit for $5.5 million (Broadcasting, May 30, 1977). Its other stations are KEV (AM) Portland; KMPC (AM)-KTLA (TV) Los Angeles; KSOO (AM) San Francisco, and KVI-AM-FM Seattle. Golden West is owned by Gene and Ina Mae Autry (50.1%) and Signal Companies (49.9%). Mr. Autry, one-time western movie and TV star, now with many diversified business interests, also has interests in KOOL-AM-FM-TV Phoenix and KOPO(AM) Tucson, Ariz. KQFM is on 100.3 mhz with 100 kw and antenna 930 feet above average terrain.

Other station sales approved by the FCC last week include: WZZA (AM) Tusculumbia, Ala.; KCUZ (AM) Clifton, Ariz.; KWUN (AM) Concord, Calif., and KQCA (FM) Canton, Mo. (see page 56).

Alaska stations continue under heavy fire

First, sale of outlets there was protested, now renewals are hit with petitions to deny; also filed against are stations in Washington state and Hawaii.

A coalition of Alaskan citizen groups that two months ago filed a petition to deny the sale of three television and four radio stations in that state last week presented the FCC with a 591-page petition to deny the same stations renewal of license. That was one of a handful of petitions submitted last week opposing the Feb. 1 renewals of stations in Alaska, Hawaii, Guam, Washington and Oregon.

Alaskans for Better Media (ABM) filed the three-inch thick petition opposing renewals of Midnight Sun Broadcasters Inc.'s KENI-AM-TV Anchorage, KPAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTNK(AM) Ketchikan, stations which have been sold, pending FCC approval, for $3.5 million to Midnight Sun Broadcasting Corp. (Broadcasting, Nov. 28, 1977). An FCC staffer called the huge document "very unusual" and was impressed by the "specificity" of the allegations raised— including charges of clipping network programs, employment discrimination and mislogging.

Elsewhere, another citizen group, Northwest Citizens for Better Broadcasting (NCBB) filed in opposition to the renewal of Wometco Enterprises' KVO6-TV Bellingham, Wash. Other petitions were presented opposing renewals for KJR(AM) Spokane, Wash., KKL-AM-FM Portland, Ore. and KHV(AM) and KHN- TV, both Honolulu.

Some of the more serious charges raised by the ABM petition involved the question of the stations clipping network programs, especially at KENI-TV. "Since the station was not receiving instantaneous network feeds," ABM claimed, "it was able to literally stop its machines at desired times" to expand station breaks. The group claimed the station's practice was "premeditated with the express intention of airing as many local commercials as possible."

Comparing the KENI-TV logs with other NBC-TV outlets (including KOA-TV Denver and WRC-TV Washington, the latter an O&O, ABM claimed to find numerous examples of expanded station breaks on KENI-TV. During the airing of part three of "The Godfather" on Dec. 5, 1977, for example, the station "regularly increased 64- or 94-second breaks to over

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three minutes,” said the group. ABM called the alleged clippings “violations that directly and adversely affect the public, the network and network advertisers.”

The NCBB paper argued that KVOS-TV “caters” to nearby Vancouver, B.C., and has all but deserted “both its community of license and its listeners.” According to the petition, the station does not even subscribe to American rating companies and devotes the bulk of its public affairs programming to Canadian subjects.

“The main concern of this group,” said the NCBB petition, “is that KVOS-TV does not have a high enough percentage of news and public affairs programs.” They said the station has virtually no local news and that its regular programs devoted to news usually either originate at CBS-TV or are wire stories read during short, infrequent breaks in entertainment programming.

NCBB also complained about the manner in which the station conducted its ascertainment surveys. They said the interviews were made “because it is an FCC requirement and not because of their [the station officials’] sincere desire to find out issues of concern.” NCBB called KVOS-TV’s ascertainment process “defective.”

The other petitions filed dealt with a variety of concerns. Vincent L. Hoffart, a former chief engineer and engineering director for Kaye-Smith Enterprises, accused three of its stations, KJRB and KXLM-FM, of purposeful disregard for the FCC’s technical rules and of unfair employment practices. William E. H. Tagupa leveled charges of employment discrimination against the Honolulu stations.

FCC blasted in latest round of Orlando TV fight
ALJ calls 25-year-old battle for channel 9 a "tasteless monstrosity" and recommends a grant to Mid-Florida Television

When critics of the FCC’s adjudicatory procedures say those procedures are better described as “undue,” the 15-year-old Orlando, Fla., channel 9 case is one they often have in mind. Certainly the administrative law judge currently presiding—the fourth in the history of the case—feels that way. For Judge David I. Kraushaar’s sense of outrage at the “litigiousness” of the lawyers and parties involved boiled over, in a supplemental initial decision in which he recommended a grant to Mid-Florida Television Corp.—the applicant favored by the FCC after three previous rounds of hearings.

The commission’s comparative hearing process, he said, has been “contorted or twisted for the benefit of the few at the expense of the many.” He called the case a “tasteless monstrosity” and said it has produced no visible public benefit, “other than the probable enrichment of those members of his [the presiding judge’s] profession who have participated in this legalistic catastrophe . . . .” And, in a reference to the interim operation in effect at the station involved—WFTV-TV—he said the station “has been operated [since 1969] by all five applicants, presumably to their profit and, as [far as the present record is concerned], for the benefit of the community . . . .”

Judge Kraushaar concluded his review with a footnote reference to Chief Justice Warren E. Burger’s expression of concern that, if “unrestrained,’ lawyers and judges “can aggravate” society’s problems. Then he added: “The presiding judge [alleges] that the parties herein and their lawyers have been ‘unrestrained’ in their litigiousness to a degree that can only bring public consternation upon the comparative hearing processes of this commission . . . .”

Judge Kraushaar includes in his criticism the commission and even the panel of the U.S. Court of Appeals in Washington that sent the case back to the commission in 1974 for further proceedings. The court had remanded the case in part because of allegations concerning an Orlan- do attorney, Martin Segal, who had been a director, secretary and 1.5% stockholder of Mid-Florida. He had been accused in a federal indictment issued in 1971 of being involved in illegal gambling, and the court said a further hearing was necessary to determine whether the charges reflected on Mid-Florida’s character qualifications.

But Judge Kraushaar said the Segal issue raises a question as to whether the commission is the proper forum for examining Mr. Segal’s character, particularly since “his delinquencies, if established,” were not shown to have had any relationship to the applicant. Accordingly, he said, “the commissioners (and the court) should understand” the presiding officer if they discern “on his part a greater stress than the truth of his own life has led him to employ on the need for clear, persuasive convincing proof of Mr. Segal’s ‘bad character.’”

A professional man’s standing and career ought not to be muddied for the benefit of applicants before the FCC for a TV authorization in the absence of persuasive evidence against him . . . . at least where other forums exist that are perhaps more appropriate, and, questions of professional morality or misconduct,” Judge Kraushaar said.

Mr. Segal, who resigned his positions with Mid-Florida after he was indicted, was never brought to trial, and the charges against him were dismissed because of his health. And Judge Kraushaar said he agreed with the Broadcast Bureau’s view that, even if Mr. Segal’s reputation proved to be bad, the “record is barren” of proof that the alleged misbehavior was attributable to Mid-Florida. Furthermore, Judge Kraushaar said he was unable to conclude from the record that Mr. Segal was disqualified from holding a 1.5% interest in Mid-Florida.

The court’s remand—which the Supreme Court refused to review—raised another issue, one of broader significance to the broadcasting court’s ruling that minority ownership should be accorded a merit, in comparative hearings, when “it is likely to increase diversity of content, especially of opinion and viewpoint.” The ruling resulted from the commission’s failure to give any weight to the fact that two blacks own a total of 14% of one of the other applicants, Comint Corp.

Judge Kraushaar made no attempt to resolve the issue. He passed it, without recommendation, to the commission. He said it might be considered unfair for the commission to be changing the ground rules at the present stage of the case; he noted that times had changed since the case began—at a time “when black people were not even referred to as ‘black.’” He also said that “this is an important matter of national telecommunications policy that only presidential appointees are properly qualified to resolve . . . .”

But although unwilling to tackle the question head-on, Judge Kraushaar said he was ranking Comint number two among the applicants “solely because of the presence of the highly qualified black station owners in its composition.”

And he offered a suggestion—“for whatever it may (or may not) be worth”—for resolving the case that would assure an ownership interest for the blacks: a compromise, in which all five applicants would acquire an equal share of the station, or one in which at least the two blacks would become owners. Considering the history of the case, he said a compromise would be the “best thing that could happen at this late date.”

The case began in 1953, when Mid-Florida, then as now principally owned by Joseph Brechner and his wife, Marion, with several others, applied for channel 9. Three times since then the commission granted Mid-Florida’s application. But each time, the court remanded the case.

The Brechners put the station on the air in 1957. But in 1969, as a result of one of the court decisions in the case, the commission granted joint interim operating authority to the applicants then competing for the frequency—Central Nine Corp., Florida Heartland Television and TV Nine, as well as Mid-Florida and Comint.

Judge Kraushaar, in his initial decision, said the record provides no basis for reaching a conclusion, from that stated by the review board, on Jan. 10, 1972, and later affirmed by the commission, that Mid-Florida’s proposal “still offers the best practical service to the public because of . . . integration of ownership with management.”

Short of starting all over again after 25 years with a new hearing to take account of the changes that have occurred, or nullifying the proceeding entirely and inviting new applicants, he said, the commission’s grant to Mid-Florida should be affirmed.

The supplemental initial decision is subject to appeal to the commission.
Abe Lincoln Awards: certificates for 21

Broadcasters recognized for public service; top nominees still pending

Twenty-one broadcasters have been designated to receive certificates of excellence from the Southern Baptist Radio and Television Commission. Another nine nominees, whose names are not being announced at this time, will be competing for the two top Abe Lincoln Awards that the commission will confer Feb. 9 at the Tarrant County Convention Center in Fort Worth.

The 21 to receive certificates of excellence: Norman Bagwell, KTBY(TV) Oklahoma City; Walter E. Bartlett, Multimedia Broadcasting and its WLWT(TV) Cincinnati; Eugene Bohi, WGHPTV High Point, N.C.; Don Chaney, KTBB(AM) Tyler, Texas; Jeff Davidson, WXIA-TV Atlanta; Rick Devlin, WOR(AM) New York; Leta Powell Drake, KOLN-TV/KGIN-TV Lincoln, Neb.; Harry M. Durning, WBZ-TV Boston; Billy Evans, WQXE(FM) Elizabethtown, Ky.; A.B. Hartman, KOKA(AM) Pittsburgh; Fred Heckman, WBWC(AM)-WNAP(FM) Indianapolis; Al Hobbs, WTLC(FM) Indianapolis; Father Don Kimball, KFRCA(AM) San Francisco; Norman Knight, Knight Quality Stations, Boston; James L. Loper, Community Television of Southern California, Los Angeles; Joseph B. Riley, WNNH(AM) Rochester, N.H.; John Salisbury, KKJ-AM-FM Portland, Ore.; Fred von Stade, WVYTV Columbus, Ohio; Gene Sturl, WCKT(TV) Miami; Paul K. Taff, Connecticut Public Television, Hartford; Cullie M. Tarleton, WBT-AM-FM Charlotte, N.C.

This is the ninth year for the Lincoln awards, which were created to honor broadcasters for achievements in advancing the quality of life in America and for helping the industry to enrich its service to the public.

Keynote speaker at the Feb. 9 awards will be Dr. Billy Graham, who earlier had been designated to receive the commission's Distinguished Communications Medal.

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Week's worth of earnings reports from stocks on Broadcasting's index
Shafto, retired president of Cosmos Broadcasting Co., group owner headquartered in Columbia, S.C. Mr. Shafto is to receive the commission’s second annual award for outstanding improvement in broadcasting and the related arts, presented in the name of Vincent T. Wasilewski, president of the National Association of Broadcasters (“Closed Circuit,” Dec. 19, 1977).

**Tax refunds will bring Taft about $2.6 million**

Long-standing claims for refunds of federal income taxes from investment tax credits on certain shows produced by its Hanna-Barbera subsidiary will be realized “on or about Feb. 1,” according to Taft Broadcasting officials. In a decision of the U.S. District Court for the central district of California, Hanna-Barbera is entitled to refunds of previously paid income taxes of approximately $1,670,000 for its years ended May 25, 1963, through Jan. 2, 1971, Taft said. Plus interest which amounts to about $30,000.

Taft, which acquired H-B in 1967, said that tax refunds and interest for periods prior to the acquisition will be treated as a reduction of Taft’s original investment in the production company. The excess will be reflected as ordinary income and reported in net earnings for the quarter ended Dec. 31, 1977. Taft expects this transaction will increase net earnings per share for the quarter by about 33 cents.

However, the company also expects a 29-cent reduction in earnings per share for the quarter, which will reduce net income after taxes by about $1.2 million. This reduction, Taft said, will result from the company’s decision to abandon plans for a proposed theme park near Elgin, Ill., in which Taft had already invested $2.2 million. Company officials said the Illinois location is not being abandoned as a site for potential park development, but the concept developed when the property was purchased in 1973 and 1974, “is no longer feasible due to the impact of inflation on construction costs.” Taft said it plans to evaluate alternative park concepts and designs.

**CPB tells where it all went**

Annual report to White House details disbursements by public broadcasting organization

The Corporation for Public Broadcasting paid out $116,844,954 for the period from July 1, 1976, to Sept. 30, 1977, according to its annual report, submitted last week to the White House. (Because CPB has followed the lead of the government and realigned its fiscal year, the report covers a 15-month period.) Some of the financial highlights of the report include:

- A total of $67,659,805 was distributed in the form of direct support to local television and radio stations.
- $14,351,952 went to the research and development of pilot programs and public television series.
- $15,144,853 was spent to distribute public television programs, and $8,383,670 went toward the distribution of public radio shows.
- $3,017,058 was paid in salaries to “support costs to administer” the other programs, and CPB’s expenses “required to provide the over-all direction and administration” of the corporation totalled $3,610,543.
- Miscellaneous grants and projects costs the corporation $4,677,073.

In the various categories of its grants, the corporation allocated considerable sums to stations and to other production and research firms. To provide programs to public television stations, CPB made several large awards: The Public Broadcasting Service received $3,106,683 for production of programs and another $15,098,263 for distribution. Other principal production centers and the amounts received: WNET(TV) New York, $2,661,073; KOED Inc., San Francisco, $1,993,269; WOSU-AM, Columbus, Ohio, $1,164,260, and WETA-TV Washington, $932,159. For the production and distribution of radio programming, National Public Radio received $7,729,312 for the 15-month period.

According to the annual report, approximately $450 million in income was reported to have been received in fiscal 1977 by the various elements of the public broadcasting community.

**FCC is asked to start rulemaking designed to encourage hiring of the handicapped**

The California Association for the Physically Handicapped has asked the FCC to institute a rulemaking that, it says, will help to open some of the closed doors in broadcasting, to the handicapped. It has asked the commission to include the handicapped among those groups, such as minorities and women, that are covered by the FCC’s equal employment opportunity guidelines.

The petition has been supported by Galesburg Broadcasting Co. (licensee of WGLI [AM]-WAAF [FM] Galesburg, Ill.) and organizations for the handicapped. ABC has filed against the petition, however.

The association asked the commission to see that licensees “take affirmative action, setting forth goals” for the hiring of the handicapped. The group also asked that the FCC “explore methods of increasing ownership and management opportunities for physically handicapped persons.” The FCC should also “consider giving preference,” the petition said, to groups applying for stations if the handicapped “constitute a substantial portion of ownership and management.”

Galesburg said the commission “should recognize its duty” and institute the rulemaking. But ABC tried to remind the FCC that it “is not a primary federal agency for the enforcement of nondiscrimination policies” and that consideration of the proposals would divert the FCC “from its own primary responsibilities” of regulating broadcasting.

**Posse formed in Denver**

DA is investigating charges of Arbitron diary tampering by several top radio stations there

Charges that the leading radio station in Denver tampered with Arbitron ratings daries are under investigation by the district attorney in that city. Other stations there are also said to be under suspicion.

The charges were made by former employees of KHOW(AM) Denver, who reportedly knew of and perhaps participated in the alleged fraud before their terminations. In question are Arbitron’s April-May report for 1976. Gary Stevens, president of Doubleday Broadcasting Co., owner of KHOW, said that he was told by the district attorney that the most recent Arbitron survey is also suspected of being manipulated by stations in the market other than KHOW.

District Attorney Dale Tooley last week would only confirm that the investigation involved “various suspects” and “not a single episode.” He said he has assigned his chief investigator to the case and that formal indictments may be handed down by the middle of this month. Possible charges range from theft by deception to false statement of circulation and criminal impersonation.

Doubleday’s Mr. Stevens said that, upon hearing of the allegations, the company instituted its own investigation by bringing its attorneys from Washington in to interview members of the KHOW staff. “While we consider our investigation to be an ongoing one,” he said, “there has been no evidence thus far to indicate any improprieties.” He also said that the former employees who made the charges apparently hold grudges against the station, and that one of them had previously filed a reverse discrimination suit and other legal charges against it. Program Manager Harold Moore, who is among those accused of tampering with the daries, is still with the station, and Mr. Stevens said recent management-level turnovers had no connection with the current investigation.

KHOW, which has an MOR format, has been the number-one ranked Denver station for several years. According to Arbitron, the station’s rating jumped from a 9.4 in the October-December period to a 12.7 in the April-May 1976 report before dropping back to 9.6 in the October-November 1976 report. The actual di-
Moving right along. A comparative-renewal case involving WFXVTV New York reaches the oral argument stage next week, almost eight years after a competing application was filed by Forum Communications Inc. The FCC has scheduled the argument for Jan. 18 at 9:30 a.m. The first round in the case came on Dec. 10, 1974, in an initial decision by Administrative Law Judge James Tierney, which recommended renewal of the license of WFXV, which is owned by the Tribune Co. Judge Tierney resolved the issues involving WFXV news practices, as well as sponsorship identification and ascertainment of community problems in WFXV’s favor. He found Forum, which is made up of a number of television professionals, civic leaders and businessmen, basically disqualified for failing to meet the commission’s financial and community ascertainment standards. He also favored WFXV on a comparative basis.

**Media Briefs**

**Rust Craft acquisition.** Rust Craft Greeting Cards Co. and Ziff-Davis Publishing Co. have signed “definitive agreement” to transfer ownership of most of Rust Craft’s stations to New York publisher (Broadcasting, Sept. 9, 1977). Deal, Rust Craft officials said, “incorporates terms previously announced.” Ziff-Davis will offer $26.50 or $24 per share plus stock in new company, Associated Communications Corp., which will own Rust Craft’s radio stations, its interest in cable company, Telecommunications Inc., and New York art gallery. Total value of deal is about $70 million. Indications are that members of Berkman family, who own something in excess of 45% of Rust Craft’s 2.3 million outstanding shares, will opt for deal involving spin-off company, while public shareholders will accept $26.50 offer.

**New post, new office.** Steven Effros, Washington attorney and associate general counsel of Community Antenna Television Association, named CATA executive director. He has established Washington office at 1100 17th St., N.W., Suite 506; (202) 659-2612.

**Pledges top 1975’s total.** Public Broadcasting Service reported 91 member stations received pledges totaling $4,538,244 from 157,607 viewers during nationwide membership campaign (Nov. 27-Dec. 6). Total compares to $3,952,007 raised by 82 stations in 1976 during same time. For year PBS reported that four national membership campaigns have raised $17 million from viewers.
meantime, their concern over reports that the FCC was also looking into allegations that they had violated a number of commission rules apparently may be dissipating. Only the antitrust issues appear to be under investigation.

But that is cause for enough concern, and not only because those charges, if substantiated, could lead to the commission's denial of the stations' license renewal applications. (Action on the renewals is being deferred.) The Communications Act also authorizes federal judges to revoke the license of a station found guilty of violating antitrust law, and directs the commission not to issue a license to anyone who has lost a license in that manner.

Allegations of television broadcasters engaging in price fixing are rare, if only because the business does not lend itself to such activities. A Justice Department Antitrust Division official pointed out that the cost of television time is generally set by the size of a station's audience, which is known to advertisers.

The antitrust charges involving Gilmore Stations' KODE-TV and Kansas State Network's KTV(TV), both Joplin and Pittsburg, Broadcasting Co.'s KOAM-TV Pittsburg have been under scrutiny for months. Word that a federal grand jury in Kansas City, Mo., was looking into them surfaced in July (“Closed Circuit,” July 25, 1977).

The Justice Department investigation reportedly grew out of an inquiry begun by the FCC, which is continuing. And the commission began looking into the practices of the three stations, according to government officials, after receiving allegations of wrongdoing on the part of KODE-TV from a former long-time employee of that station, John Holmes, who had been sales manager until he took early retirement in July 1976.

There was no hard information last week as to when either investigation would be concluded. The grand jury probe could continue for months. Some officials indicated the commission's inquiry might be concluded within two months.

The reports that the commission was looking into allegations other than price-fixing—double billing, time brokering, and network clipping—appeared in the Washington Post and Wall Street Journal. However, information available in Washington indicates that the inquiry does not include the other charges. Officials of some of the stations were said to have no knowledge of investigations other than those dealing with alleged price fixing. And William Ray, chief of the commission's Complaints and Compliance Division, said the commission makes no investigation without informing the station involved. (He also noted there is no rule prohibiting time brokering.) At the request of KOAM-TV's local attorney, John Monica, Mr. Ray wrote the station a letter saying it was not being investigated for anything but price fixing.

All three stations are known to have supplied documents to investigators for both agencies.

**Perennial P&G tops spot list in third quarter**

It's biggest spender; four firms are new to top-100 rankings

Procter & Gamble retained its number-one position in spot television in 1977's third quarter, with spot TV investments totaling $31,279,700, according to estimates compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports.

TVB said four advertisers appeared among the quarter's top-100 spot users for the first time: Crane Norris Marketing (records), whose $3,063,900 ranked 36th; Federal Express Corp., whose $1,588,100 was 70th; National Enquirer Inc., whose $1,300,400 came in 89th, and Chrysler-Plymouth Auto Dealers Association, whose $1,210,400 was 96th.

Total spot TV investments for the quarter were put at $51.5 million, up 2% from a year ago, while the total for the first nine months reached $1.636 billion, a 4% rise (BROADCASTING, Dec. 12).

The TVB/BAR list of spot TV's third-quarter top-100 advertisers breaks down as follows:

<table>
<thead>
<tr>
<th>Company</th>
<th>Expenditure</th>
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<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$3,179,700</td>
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<tr>
<td>2. General Foods</td>
<td>16,736,000</td>
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<tr>
<td>3. PepsiCo</td>
<td>12,093,800</td>
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<tr>
<td>4. William Wrigley Jr.</td>
<td>9,557,400</td>
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<tr>
<td>5. Lever Brothers</td>
<td>9,498,400</td>
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<tr>
<td>6. American Home Products</td>
<td>9,024,300</td>
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<tr>
<td>7. General Mills</td>
<td>8,892,100</td>
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<tr>
<td>8. Col Palmolive</td>
<td>8,743,700</td>
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<tr>
<td>9. Kraftco</td>
<td>7,122,900</td>
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<tr>
<td>10. Coca-Cola</td>
<td>7,115,900</td>
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<tr>
<td>11. A.H. Robins Co.</td>
<td>6,947,100</td>
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<tr>
<td>12. Quaker Oats</td>
<td>6,665,100</td>
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<td>13. AFB</td>
<td>6,599,500</td>
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<tr>
<td>14. Time</td>
<td>6,374,700</td>
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<tr>
<td>15. Ford Motor</td>
<td>6,035,100</td>
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<tr>
<td>16. General Motors</td>
<td>5,189,200</td>
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<tr>
<td>17. ITT</td>
<td>5,171,300</td>
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<tr>
<td>18. Borden</td>
<td>4,351,800</td>
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<td>19. Hostile</td>
<td>4,324,200</td>
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<tr>
<td>20. Bristol Myers</td>
<td>4,205,600</td>
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<tr>
<td>21. Mars</td>
<td>4,294,000</td>
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<tr>
<td>22. Scott Paper</td>
<td>3,895,800</td>
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<td>23. Kellogg</td>
<td>1,453,900</td>
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<tr>
<td>24. Norton Simon</td>
<td>3,937,400</td>
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<td>25. Mego International</td>
<td>3,893,900</td>
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<td>27. Triangle Publications</td>
<td>3,811,400</td>
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<td>28. Nissan-Motor USA</td>
<td>3,811,100</td>
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<td>29. Dail Media</td>
<td>3,440,400</td>
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<tr>
<td>30. Toyota Motor Distributors</td>
<td>3,440,400</td>
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<tr>
<td>31. Audio Research</td>
<td>3,292,600</td>
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<tr>
<td>32. Mattel</td>
<td>2,249,800</td>
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<tr>
<td>33. Philip Morris</td>
<td>2,133,300</td>
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<tr>
<td>34. Royal Crown Coke</td>
<td>2,132,800</td>
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<tr>
<td>35. Nabisco</td>
<td>1,251,100</td>
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<tr>
<td>36. Crane Norris Marketing</td>
<td>1,059,900</td>
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<tr>
<td>37. Alberene</td>
<td>1,055,100</td>
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<tr>
<td>38. Chrysler</td>
<td>2,574,000</td>
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<tr>
<td>39. Action Marketing</td>
<td>1,457,000</td>
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<tr>
<td>40. RCA</td>
<td>1,410,000</td>
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<tr>
<td>41. CPC International</td>
<td>1,332,900</td>
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<tr>
<td>42. Beatrice Foods</td>
<td>1,274,500</td>
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<tr>
<td>43. American Dairy Association</td>
<td>1,255,000</td>
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<tr>
<td>44. North American Philips</td>
<td>1,202,900</td>
</tr>
<tr>
<td>45. FAS International</td>
<td>1,089,300</td>
</tr>
<tr>
<td>46. Ford Auto Dealers Association</td>
<td>1,062,900</td>
</tr>
<tr>
<td>47. General</td>
<td>9,024,300</td>
</tr>
<tr>
<td>48. Phillips Petroleum</td>
<td>8,106,800</td>
</tr>
<tr>
<td>49. Seven Up</td>
<td>7,657,100</td>
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<tr>
<td>50. Ideal Toy</td>
<td>7,519,700</td>
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**He won't play**

Loevinger turns down request to join Cox, Johnson and Lloyd in forum on children's ads

Communications attorney and former FCC Commissioner Lee Loevinger has turned down an invitation to participate in a Feb. 27 panel on children and advertising sponsored by the Ford Foundation at Georgetown University. He thinks the make-up of the panel looks like a stacked deck, and he objects to being labeled in the invitation as a “conservative.”

Professor Gerald J. Thain, director of the series, said in inviting Mr. Loevinger that another attorney and former FCC commissioner, Kenneth A. Cox, will serve as moderator, while Frank Lloyd, administrative assistant to FCC Chairman Charles D. Ferris and former director of the Citizens Communications Center, will present his views on what the commission's role should be, and another former commissioner, Nicholas Johnson, now chairman of the National Citizens Committee for Broadcasting, will treat the subject from the "liberal" or "activist" viewpoint. Mr. Loevinger, Professor Thain said, was being sought to represent the "conservative" viewpoint.

That line-up, Mr. Loevinger wrote in reply, "is slightly less objective or less unbiased than having a panel composed of representatives of the Association of National Advertisers, the American Association of Advertising Agencies and the
American Federation of Advertisers.” He called Mr. Johnson “a professional advocate of an extreme interventionist position”; Mr. Lloyd, “a former professional advocate of the same position,” and Mr. Cox, with whom Mr. Loevinger debated vigorously and often when both served on the commission in the 1960’s, an ideologically adherent of that position.

Furthermore, Mr. Loevinger said, he will not be characterized as a “conservative” on the issue. He said he occupies “a moderate or middle position,” and noted that Mr. Cox, in debate, once characterized him as a “First Amendment buff.”

Similarly, Mr. Loevinger said, it seems that the panel “is loaded on one side and that I would merely be a token nod in the other direction.”

Professor Thain said he was “disappointed” at the rejection of his invitation, and added, “We try to get people who represent different points of view. He also stressed that he always uses “liberal” or “conservative” in quotes and only as a form of “shorthand.”

What about a replacement for Mr. Loevinger? Professor Thain said he was extending an invitation to former FCC Chairman Richard E. Wiley, now a partner in the firm of Kirkland & Ellis in Washington. As of last week, Mr. Wiley had not received one.

Nutrition and TV: Hill unit wants more information

The television networks and the National Association of Broadcasters have been asked to testify at hearings on nutritional advertising tentatively set for Feb. 8 before a House Agriculture subcommittee.

Although having no jurisdiction over advertising or other communications matters, Representative Frederick Richmond’s (D-N.Y.) Subcommittee on Domestic Marketing, Consumer Relations and Nutrition is investigating the role of TV advertising in its hearings on the federal government’s role in nutrition education.

The networks, NAB and selected advertising agencies and producers of commercials will be questioned on such matters as nutritional public service announcements and whether major advertisers should contribute funds and the networks should give time for them; what standards or judgments are applied by advertisers and self regulatory codes such as the NAB’s to encourage nutritional information, and how much nutritional information can be included in a commercial of, say, 30 seconds length.

Subcommittee staff members say that subcommittee Chairman Richmond makes no pretense at having regulatory authority in the area of advertising, but has had discussions on nutrition matters he is concerned about with the Federal Trade Commission Chairman Michael Pertschuk and Food and Drug Administration Commissioner Donald Kennedy.

Advertising Briefs

Funding for ACT. Action for Children’s Television, Newtonville, Mass., has received two grants totaling $60,000 “to continue its legal advocacy activities before the Federal Trade Commission and the FCC.” Rockefeller Family Fund gave a two-year $40,000 grant and Robert Sterling Clark Foundation donated $20,000. Money will be used to allow ACT to pursue its petition to FTC to prohibit candy advertising to children and seek FCC limits on amount of ads permitted on children’s TV programs.

FM share growing. CBS Radio analysis of RADAR spring/fall 1977 data shows FM’s share of nationwide radio audience at 44.6% for Monday-through-Sunday average quarter hour for all day parts. CBS said FM’s share is strongest in evening hours (7 p.m.-midnight) where it reaches 50.5%.

Go East. Doyle Dane Bernbach, New York, announced it has acquired “a small minority interest” in Dai-Ichi Kikaku, Tokyo, said to be fourth largest advertising agency in Far East. In addition, DDB said, DIK is buying 25,000 DDB shares on open market in separate transaction “about equal” to DDB’s investment in DIK. That would make each transaction worth close to $500,000, since DDB shares have traded recently in $19-$20 range on over-counter market. DIK bills about $150 million annually and has full-service offices in Taiwan, Hong Kong and Bangkok as well as Tokyo.
Sevareid recalls how McCarthyism hurt journalists

in CBS-TV special he says Murrow expose came late; he also looks at media today

"This idea that [journalistic] objectivity is a myth I think is a disastrous notion. There is no such thing as total objectivity of course—in education, in anything. But you mustn't abandon the idea of it as a goal."

The speaker was Eric Sevareid, retired CBS Evening News commentator, in discussion with CBS News correspondent Charles Kuralt on a one-hour special, A Conversation With Eric Sevareid, on CBS-TV.

The Conversation, edited down from five hours of taped conversation, was wide-ranging. Among the highlights:

- Recalling the days of McCarthyism, Mr. Sevareid said he'd been "a kid socialist in college" but "thank God, I was never a member of the Young Communist League. . . . The idea [in the McCarthyism era] seemed to be that every liberal was a socialist, every socialist a Communist and every Communist a spy. No part of which was true, but that was the feeling."

- "I didn't have any money. I had a chronically and dreadfully ill wife, two small children. The networks were pretty scared. Trying their best to keep some dignity and face up to it, but you can't imagine the neurotic state of the country and of Washington. I'd have my phone disconnected or taken out of the book. I used to get, you know, threatening calls at night. You're attacked on the floor of Congress frequently, and you have an Army general with all his medals denouncing you as a Communist."

- Edward R. Murrow's famed broadcast on Senator Joseph R. McCarthy, later credited as largely responsible for the senator's downfall, "was effective, it was important, it took a lot of courage, but it came very late in the day," Mr. Sevareid said. "The youngsters read back and they think only one person in broadcasting and the press stood up to McCarthy and this has made a lot of people feel very upset, including me, because that program came awfully late. Coincided with the Army charges against McCarthy."

- "But in the meantime the place was strewn with the walking wounded and the bodies of journalists who'd been under fire from McCarthy people, quite a few people. There were people like Elmer Davis, Ray Swing. Some people lost their jobs. Martin Agronsky was doing morning broadcasts in radio for ABC, I think. His income depended on the number of stations that took his broadcast. And in one broadcast about Joe McCarthy, I think Martin lost half his income. This idea to-day that the press just lay down and let that man walk on them is an insult to that generation of journalists."

- When President Nixon "let [Vice President Spiro Agnew] make his big attack on press and broadcasters" in 1969, the President's standing with the media was still pretty good. Even so, Mr. Sevareid said, he let the Vice President do it "because he knew all about the Johnson credibility gap. Therefore, what better way to avoid or postpone your own credibility gap then to impugn in advance the credibility of those who report you and try to explain you? That's why he did it. To try to cut us down at the beginning, and it succeeded for a while. But his troubles never lay in the press. It lay in the facts."

- Mr. Sevareid said that a few years ago Democratic leaders in North Dakota, his native state, asked him to run for the U.S. Senate. There was absolutely universal agreement, he said, that it was the dumbest idea anyone'd ever thought of!

- He also said he'd never gotten used to TV cameras: "Radio was tough enough for me, though I did eventually get accustomed to it. The cameras, no I've never been able, for example, to smile on command or to smile for a gadget. I can't. It's ridiculous for somebody in my business but that's the way it is."

- "Commercials on TV or radio are a bit of a bore. You've got to sort of close your mind and sit through them. Can't avoid them. But the percentage of an hour on television that they occupy is far less than the percentage of news space in a given paper that's occupied by advertisement."

- "In a way advertising in print is more of a headache and a bother to people than commercials on TV. All the special advertising supplements that fall out of your Sunday paper. I pick it up, the Washington Post, Sunday morning, on my porch, and these things fall all over my azalea bushes. You gather those up. You've got to stack them up before you get at what you want to read, and they've got to go in the trash barrel and the poor, weary trashman's got to haul it all away. At least TV commercials don't pollute the landscape, you know."

PBS works with networks in Europe on TV series covering politics there

Five European television networks and the Public Broadcasting Service are placing their editorial and financial support behind major British producer Granada Television for an experiment in international investigative journalism: six one-hour TV specials to be called Inside Europe.

The specials will concentrate on politics and cover such subjects as European defense, energy policies and the effect of multinational corporations. Plans call for running the first of the series during the first week in October this year, with a different program for each of the following five months. Participating networks that will all broadcast the programs over the same 48-hour period are PBS, Britain's ITV, Belgium's BRT, Sweden's Sveriges Radio, the Netherlands' NCS and West Germany's ZDF.

According to series editor Roger Graef of Granada, the purpose of the joint effort is to "achieve an international perspective." While actual production will be handled by Granada, direction will be provided by an editorial board consisting of representatives of each network. Mr. Graef said the production will be "very closely supervised" by the board.

Mr. Graef would not estimate what final series costs might be. However, he did say that it should run "well over" the $50,000-$80,000 range. Granada will be putting the largest share of the capital, Mr. Graef said.

PBS's contribution, according to Peter McGee, WBKB-TV Boston public affairs program manager and a member of the series editorial board, should run about $18,000 an hour. WBKB-TV is handling the project for PBS.
Wald's work. Richard C. Wald, former president of NBC News, has far-ranging assignment in his role as short-term consultant to Public Broadcasting Service (BROADCASTING, Dec. 19, 1977). Among other things he is to review PBS's journalistic guidelines and public affairs schedule, study implications of satellite distribution, weigh possible approaches for PBS in covering congressional sessions when opened up for coverage, work with member stations and make recommendations.

Reminder from Goodman. Refusal of courts to release Watergate tapes for broadcasting even though they were played in court and transcripts were published in print media is another example of "second-class citizen status" accorded TV and radio, NBC Chairman Julian Goodman told audience celebrating KHOQ(AM) Spokane, Wash.'s 50th anniversary—and KHOQ-TV's 25th—as NBC affiliates. He said broadcasters hope to win the 18-year-old case in Supreme Court but, even if they do, it will have been "long, hard and expensive struggle," with public "the real loser."

Pushed back. Planned NBC special with former President Ford discussing pardon of former President Nixon has been put off until after publication of Mr. Ford's memoirs in 1979. NBC had planned telecast this month until apparent first-rights problem developed with publisher Harper & Row. (BROADCASTING, Dec. 12, 1977). Scheduled now as first Ford NBC special is interview with co-author John Chancellor on foreign affairs and policy. It is slated to run in spring.

Getting together: SIB

A group of radio news people and other professionals, mostly former employees of Radio Free Europe, Radio Liberty or the Voice of America, have formed a Society of International Broadcasters. Its purposes, leaders said, are to foster a free exchange of information among countries under the Helsinki Agreement and to improve the pension benefits and serve as a clearinghouse for employment of society members.

The society also plans to sponsor lectures and seminars on international broadcasting and international relations, particularly as they concern freedom of thought and expression and human rights.

Stanley Smialowski, former director of the production department of RFE, New York, was named president of the society's executive committee, and Horst Petzall, former director of RFE, New York, was named chairman of an advisory board. Mr. Smialowski said the organization now has about 60 members but hopes to reach 500. Headquarters at present are under the direction of Mr. Smialowski at apartment 21-C, 36 West 56th Street, New York 10019.

Car radio prices: What's the difference?

Booz Allen study sponsored by CPB and NAB finds only a 15% relative markup between AM sets and AM-FM receivers

When the House Small Business Subcommittee on Antitrust and Restraint of Trade held hearings last September on the pricing of automobile AM-FM radios, it held open the record for a study, then in the works, that was supposed to demonstrate that the prices auto manufacturers charge for AM-FM radios are artificially high and a hinderance to FM growth. The study, by Booz Allen Applied Research on a joint grant of $30,000 from the National Association of Broadcasters and the Corporation for Public Broadcasting, is finished now—but analysts are not sure it was worth the wait.

The report became available about four weeks ago ("In Brief," Dec. 19, 1977), but it has never been publicized, a fact taken by some as a sign that the sponsors are not overly thrilled with the results. Said one observer, "I would have thought with a report that cost 30 grand, they would have had everybody in a room with cameras grinding, and say, 'Look, I told you so.'" The NAB, a kind of silent partner in the project, referred questions to CPB, whose chief engineer, Philip Rubin, was architect of the study. Mr. Rubin last week said CPB released 50 copies of the finished report to members of the Small Business subcommittee and more to the Electronic Industries Association. Greater circulation would dilute the report's impact as a weapon in House or Senate hearings on AM-FM all-channel radio hearings this year, he said. At this point, however, there is reason to question whether those hearings will take place any time soon. In the Senate there is no all-channel legislation pending; in the House, there is one bill, but is has been gathering dust for a year.

All-channel legislation is at the center of the debate. All-channel advocates, concerned that radio sets with FM capacity have not spread as rapidly into automobiles as they would like, have long pushed for passage in Congress of legislation requiring that automobile radios be equipped with both AM and FM. The Booz Allen study was to be an update of a study by A.D. Little three years ago purporting to show that the prices auto manufacturers charge for the factory-installed radios are suspect.

According to Mr. Rubin, the Booz Allen report does confirm the earlier findings. In five different car radios studied, the researchers found that, between an AM-FM receiver, the few dollars in additional parts and labor needed to make an AM-FM receiver invariably translated into tens of dollars extra earnings for the manufacturers. It cost GM Delco, for instance, $15.80 for an AM radio, $26.40 for an AM-FM—a difference of $10.60. But the company charged $72 and $137, respectively, for the same radios, a difference of $65. In a more dramatic example, Toyota charged $74 more for an AM-FM Panasonic radio ($154) than for an AM ($80), when the real manufacturing cost difference was only $8.50.

Those figures, however, were not a central finding of the study, which reports "no attempt was made to evaluate the reasonableness of the actual price of each radio."

More to the point, rather, was the relative difference between AM and AM-FM receivers. There the findings were less dramatic. The study found that although all of the five car radio makers whose radios were studied took larger profits from their AM-FM than from their AM radios, the percentage markup did not differ as greatly as NAB and CPB had anticipated.

The price of a GM Delco AM radio, for instance, was 4.6 times the cost. For the AM-FM radio the price was 5.2 times the cost. Ford charged 4.9 times the cost of its AM radio and six times the cost of an AM-FM. On an average, the study found, according to GM Delco, $72 and $137, respectively.
The Growing Togetherness of Independents

There are nearly a thousand stations in the on-air television universe, most connected in one way or another to transcontinental programing umbilicals leading back to one public and three commercial TV networks. Fewer than a hundred stand totally alone. They are called, simply, the independents.

Their lives and enormously bettering times will be the subject of a special report in BROADCASTING on January 30.

The timing is coincident with the fifth annual convention (in San Diego, from January 29 through February 1) of the Association of Independent Television Stations (INTV), an organization that has come to wield an influence that belies the size of its constituency. Its growth, as has that of independent stations themselves, speaks volumes about a segment of the industry coming increasingly into its own.

One in which many of the tomorrow things of television are happening.

The segment of television in which, for example, both the concept and the reality of “fourth networking” are taking shape. And where both minority and specialty-audience programing are gaining ground.

A segment that is embracing satellite technology faster than any other in conventional broadcasting.

A segment that has taught the rest of television valuable lessons about how to do local news, and in which, as one observer says, “it is only a matter of time until we have a national nonnetwork news service.”

A segment of the industry that now accounts for more than half a billion dollars in advertising revenues each year.


You belong in Broadcasting Jan 30
the difference in markups between AM and AM-FM radios to be only 15%—not a stunning figure on which to rest allegations that auto manufacturers deliberately inflate AM-FM radio prices to pad profits.

NAB's vice president for engineering, George Bartlett, isn't bowled over by the findings. The auto manufacturers' prices are high, but the report "doesn't prove that they're gouging people," he said. "As a layman looking at that report, it really isn't telling me a lot."

Mr. Bartlett is preparing a summary of major Booz Allen findings that confines itself to the report's own low-key summary, making three points: (1) most of the price difference between AM and AM-FM auto radios is directly related to manufacturing costs; (2) part of the price difference reflects a higher cost multiplier for AM-FM radios; and (3) technological advances such as single chip AM-FM radios and electronic tuners, although expensive to build now, may lower the price of AM-FM cars.“We see this in the future,” Candidly, he said, "I didn't need $30,000 to tell me that."

Mr. Rubin is more upbeat, but even he admits being surprised that the difference in markups between AM and AM-FM radios was not greater. "I had a gut feeling it was more," he said. "I still think it is a lot." That there is a higher markup on AM-FM radios at all is still unjustifiable, he said. "There's no reason for that. There's no reason whatsoever."

Although a month old now, the report had not yet been seriously studied by the House Small Business subcommittee. But staff members report that subcommittee Chairman John Breckinridge (D-Ky.) intends to reopen hearings in February or March to hear other sides of the all-channel story besides the broadcasters. In addition, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) is bent on including an all-channel provision in the Communications Act rewrite in which his subcommittee is currently engaged. He said last week he continues his support whether the Booz Allen report findings are good or bad, although he had not seen them yet.

**Technical Briefs**

**Games Ok'd.** Federal Trade Commission reported that year-long investigation into effects of home video games on TV sets determined that picture tubes probably will not be damaged by "reasonable use." FTC said games shouldn't harm home screens, but warned that after prolonged use black-and-white sets may be more susceptible to permanent imprinting of games than color screens. Commission said most problems resulted from "continuous display of games by dealers on showroom sets."

**Touching base.** Digital Video Systems, Willowdale, Ont., is offering DPS-1, digital video processing system. DPS-1 features 32-line window to eliminate gyro errors in video-tape recordings and permits expansion within system to field store or frame store memory with exchange of memory circuit boards.

**Video debut.** Aki America, Compton, Calif., has introduced new portable, half-inch video cassette system. VT-350 uses 30-minute tapes and features stop-action, variable speed frame search and electronic editing. System consists of high-resolution VC-300 black and white camera, VT-350 recorder and optional three-inch monitor.

**Standards men.** Preston R. Weaver, chief engineer, broadcast products division, UMC Electronics, has been appointed chairman of National Association of Broadcasters tape machine standards committee.

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**Battle lines over third-class tickets**

**NAB comment to FCC suggests special permit for routine duties by instructed personnel; broadcasters, however, appear split on need for strict rules**

The National Association of Broadcasters proposed last week that routine operations at broadcast stations should be done by persons holding a "registered permit" rather than the FCC's standard third-class operator's license. The proposal was made in the form of a comment in the commission's inquiry into redrawing some of its radio operating regulations.

The NAB's suggestion would allow unlicensed operators to do much of the routine work around stations that now must be done by licensed technicians. But the NAB also said the commission "should require that any licensed individual responsible for the station's technical operation instruct all new routine operators in meter reading, logging procedures, modulation monitoring, power determination and adjustment." NAB further suggested that unlicensed employees be issued a "certificate of instruction," attesting to the fact that they had been instructed in the proper operation of the station equipment.

The NAB proposal was made amid considerable disagreement among broadcasters over the question of whether the commission should discontinue its third-class license. The NAB's position was comfortably in the middle, neither opposing the elimination of the third-class permit nor advocating no required training of station operators.

Among broadcasters, just as many were in favor of getting rid of the third-class permits as opposed that move. Kermit L. Richardson, general manager of KBOK(AM) Malvern, Ark., wrote that he did not believe "the quality of operations will suffer one bit" by dropping the third-class requirement. He said the move would be "highly welcomed at this small-market station."

But another small-market broadcaster took precisely the opposite position. C. Curtis Sigmon, general manager of WYCL(FM) York, S.C., said he could "hardly believe" that the FCC was considering such a move—"a blind leap backward." If anything, Mr. Sigmon wrote, "the requirements should be more stringent."

So the individual broadcasters sawed—some vehemently opposing the plan and others embracing it gladly. Constantino E. Bernandez, station manager of noncommercial KTCU-FM Fort Worth, gave the proposal his "full support and endorsement." His counterpart at another noncommercial station, John G. Murray of KCMW-FM Warrensburg, Mo., said the plan "would be a mistake."

Some other quotable comments included:

"It is my opinion that licensing of operators has nothing to do with the proper technical operations of any broadcasting station in the United States," said John J. Davic, a consulting engineer in Sierra Madre, Calif. "The only place for the untested operator is in front of the lights and at the on-off switch of an automatic transmitter system." —Stephen A. Bloomfield, engineer, WAUP(FM) Akron, Ohio.

"I do not feel it is in the public interest to have broadcast stations . . . operated by persons whose only claim to qualification is their ability to write in for the license." —Greg Vanacker, engineer, KOVR-TV Stockton, Calif.

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Broadcasting Jan 9 1978
Still cooking. Heatwave, the British rhythm and blues group whose Boogie Nights single (Epic) hit the top of "Playlist" (Nov. 14, 1977), is back on the chart again. This entry, Always and Forever (at 49), is a ballad; Boogie Nights, which is still on at 34, is more in a disco vein. Both singles are from Too Hot to Handle, the group's first album released in this country. Always and Forever is on at WRQX (AM) Pittsburgh and music director Patty Sullivan reports this one is among the top 10 sellers there: "People who bought the album for Boogie Nights just really like Always and Forever. They began calling in to request it and the record snowballed from there." Hummin', Curious Mind (Um, um, um, um, um) (Big Tree/Atlantic), the Major Lance hit of the '60s, has been revived. Johnny Rivers, whose last hit was Swingin to the Music, is the artist and his version is "delightful," says Geoff Richards of WYMP Philadelphia. It has "an air of the old values and some new ones too... It sounds good on the radio and we thought it would be particularly relatable," says Mr. Richards. Bobby Knight of WCUE (AM) Akron, Ohio, is playing the Rivers record. too: "It's a medium paced record—a nice easy rock song."

Street singing. Wet Willie, a Southern boogie group with a cult following, is breaking into top 40 with its latest single, Street Corner Serenade (Epic). From the album, Manorions, this single is "pretty good rock," says Anna Reyzez of KRIZ (AM) Phoenix. It is also on at WLAC (AM) Nashville and music director Eva Wood reports the record is just beginning to break there. "It's got a minstrel sound. We're playing it at night because it appeals to young adults."

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.
Wayne Kearl, group president for Harte-Hanks television stations, appointed to additional post of corporate VP, William G. Moll, executive VP-general manager of H-H's KENS-TV San Antonio, Tex., succeeds Mr. Kearl as president of that station. Other corporate promotions at Harte-Hanks include: Larry D. Franklin, finance VP, to senior VP; Bill R. Gulledge, corporate development director and assistant to president, to staff services VP; John T. Williams, financial services director, to treasurer; Richard H. Clester, marketing director, to senior marketing director; Floyd Whellan, industrial relations director to senior human resources director, and Janet M. Henry, secretary and special assistant to president, to special projects and corporate services manager.

Gary Edens, VP, Southern Broadcasting Co., and general manager of its KOY(AM)-KRFM(FM) Phoenix, promoted to manager of Southern's newly formed Southwest Group which includes Phoenix stations, KULF(AM)-KYNIF(FM) Houston and WZLF(FM) Memphis. Pete Schultz, general manager, WRFU(FM) Tampa, Fla., named VP-manager of Southeast Group which includes WBBQ and WSN(AM) Birmingham, Ala.; Bob Jones, VP-supervisor of all of Southern's radio properties, named manager of Central Group, KFWE(FM) Fort Worth; WIX(AM)-WYDI(FM) Raleigh, N.C.; and WYRA(AM)-WRVO(FM) Richmond, Va.

Brian Bleier, general manager, WLIF(FM) Baltimore, named VP of licensee, Cox Broadcasting's WLIF Inc. there.

Bruce A. Nugent, assistant controller, CBS Inc., New York, appointed VP, finance and planning, CBS-TV Network there.

Raymond Manupelli, senior financial analyst in ABC treasury department, New York, named director, treasury forecasting and analysis.

M. Dale Larsen, president-general manager, KTVH(TV) Wichita, Kan., elected assistant VP of licensee, Minneapolis Star and Tribune Co. He will also oversee WDBB-TV Louisville, Ky., newly acquired by MST Co. Elmer F. Jaspan, WDBB-TV general manager, elected to additional post as president of station.

Anne G. Murphy, director of congressional liaison, National Endowment for the Arts, Washington, joins Public Broadcasting Service there as director, long range federal funding task force.

Wayne Phillips, operations manager, United Broadcasting Co., Washington, appointed general manager, WBIZ-AM-FM Eau Claire, Wis.

John C. Lund, program manager, WSIN(AM)-WLFX(FM) Milwaukee, appointed director of group operations, Rust Communications Group, Leesburg, Va.

Jay Clark, operations manager, WTCI-AM-FM Hartford, Conn., promoted to VP-operations.

Gil R. Rozzo, station manager, WPEZ(FM) Pittsburgh, named VP-general manager.

Sidney D. Berlin, national sales manager, co-owned WWSW(AM) there appointed administrative assistant to president, John D. Gibbs.

Richard W. Osborne, station manager, WXLL-AM-FM Concord, N.H., named general manager.

James J. Jeannotte, sales representative and sports director, appointed assistant manager and operations director.

Jack Michaels, general manager, WMVR-AM-FM Sidney, Ohio, named VP of licensee, Dean Miller Broadcasting Inc.

Dale M. Paul, sales manager, WYRE(FM) Annapolis, Md., joins WNCH(AM) New Haven, Conn., as general manager.

Barbara Lorenz, promotion director, WYR(FM) Chicago, appointed research analyst.

Pam Patton, member of traffic-continuity department, noncommercial WCV(AM) Grand Rapids, Mich., appointed traffic-continuity director.

Brian Stone, general manager, WSAI-FM Cincinnati, appointed national special projects coordinator.

Linda Hansen Wallace, research specialist, WTV(TV) Charlotte, N.C., joins WIL TV Washington as director of research and sales promotion.

William Shupert, operations manager, WSAI(AM) Columbus, S.C., named to same post, WMEX(AM) Boston.

Maurice B. Mitchell, former chancellor of University of Denver and newly designated president of Center for Study of Democratic Institutions, and McHenry Boatwright, opera performer and associate professor of music at Ohio State University, named to board of directors of National Public Radio to fill vacancies left by resignations of Patrick Callihan and Louis Martin.

Donald G. Youpa, VP-executive director, Sears-Roebuck Foundation, Chicago, named development VP, noncommercial KEXTV(AM) Los Angeles.

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ROY W. HOWARD
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Call for entries
Entries are now being accepted for the Roy W. Howard Awards for public service by a radio station and by a television station.

Mr. Howard was the long-time editor and president of The New York World Telegram & Sun and president of Scripps-Howard Newspapers and United Press. These awards (along with a similar award for a newspaper) have been established by The Scripps-Howard Foundation to honor the memory of this most distinguished journalist through this annual recognition of Public Service through news media.

The rules, as stated below, are simple in order to place as few restrictions as possible on stations from all markets and yet adhere to the goal of improving the Public Service product through honoring outstanding effort.

Eligibility
Any commercial radio or television station in the United States or its territories except those owned and operated by Scripps-Howard Broadcasting Company.

Prizes
A bronze plaque and a cash award of $2500 will be awarded to the over-all broadcasting winner. Cash awards of $1000 will be awarded to the first runner-up in television and the first runner-up in radio.

There is no entry fee!
The purpose of the awards program is to encourage and reward exemplary effort.

Rules
1. Material must have been broadcast in calendar 1977.
2. A letter from the station manager must accompany each entry detailing:
   a. The problem.
   b. How it was uncovered.
   c. Journalistic enterprise used in studying and exposing the problem.
   d. Method used for communicating (i.e. spot, documentary program, mini-doc, news reports, etc.) and why that method was chosen.
   e. How the results—if any—were measured.
3. Entries submitted on:
   a. Radio—4½ audio tape, 7½ or 3¾ ips or cassette.
   b. Television—4½ videotape cassette only.
   (Entries will be returned only if requested at the time of submission and accompanied by sufficient postage.)
4. Deadline: all entries must be received by March 1, 1978.
5. If, in the opinion of the judges, no entry is of sufficient quality to merit award, Foundation shall not be obligated to make such award. Elaborateness of presentation has no bearing on the awards.

Send Entries to:
F. Ben Hevel
The Scripps-Howard Foundation
500 Central Avenue
Cincinnati, Ohio 45202

Scripps-Howard Foundation


David E. Mumford, research team manager, Katz Television Continental’s gold team, New York, appointed associate director, sales research, marketing division. Maury Wind, account executive, MMT Sales there, returns to Katz American Television in same post.

Gary Koester, Chicago sales manager, CBS Radio Spot Sales, named to same post, New York office, succeeded by Richard Feinblatt, account executive.


James R. Fisherty, VP, Golin Communications, Chicago, joins Tracy-Locke, Dallas, as VP, director of public relations.

Joe Adduci, media planner, Cunningham & Walsh, New York, joins Creamer Lois/FSR there as senior media planner.

Richard L. Rader, account supervisor, D’Arcy-MacManus & Masius, Chicago, joins J. Walter Thompson, San Francisco, as management supervisor.


Miriam Bedrick, research supervisor, Life Savers Inc., and Priscilla Martin, project director from Lieberman Research, join Richard K. Manoff advertising, New York, as research manager and senior project director, respectively.


Allan Provoost, copywriter, Ingalls Associates advertising, Boston, joins Hume-Smith-Mickleberry, Miami, in same capacity.

Sandra Lester, writer, account executive and public relations specialist, and Al Treece, account executive, Joe Newman Advertising, Indianapolis, named VP’s.

J. Roger Vilaanck, VP-creative director, Henry J. Kaufman and Associates advertising, Washington, named to same post, Abramson/Himelfarb advertising there.

Robert A. Flynn, president and co-founder of San Francisco-based writing consultant firm, joins J. Walter Thompson there as account supervisor in public relations department.

Mike White, VP-media director, McCann-Erickson, Chicago, named management supervisor.

Richard W. Ferguson, assistant to controller,

Stuart B. Rosenberg, national sales manager, KNXT-TV Los Angeles, appointed sales manager, KBNCTV in Berkeley.

Ronald E. Steiner, local sales manager, WZTV Pittsburgh, named general sales manager.

Elmer G. Haskins Jr., general sales manager, KIEM-TV Eureka, Calif., named VP-general sales manager.


Bob Blacher, account executive, WTVJ(TV) Miami, named local sales manager.

Dennis J. Dunphy, account executive, WSAI-FM Cincinnati, named to same post, WPCH-TV Pittsburgh.

Programming

Bruce Gordon, executive VP, international television sales, Paramount Television Service, named senior VP of company's newly formed Paramount Television Distribution Division, continuing responsibilities in worldwide distribution and adding duties of acquiring product for overseas sales and for late night network sales. W. Randolph Reiss, VP-Sales, appointed VP, domestic television syndication.

Jeff Bresmont, production manager for theatrical feature, "Roseland," and previously producer-story editor, named program executive assigned to current comedy programs, ABC Entertainment, West Coast.


James C. Kilner, director of marketing and syndication development, named VP-first run syndication and development.

James C. Ezzer, director, special projects and planning, Home Box Office, New York, named director of programming. Showtime, pay TV subsidiary of Viacom International there.


Jacqueline Grennan Wexler, president of Hunter College of City University of New York, named commentator on Westinghouse Broadcasting Co.'s seven radio stations. She will provide three commentaries per week on variety of subjects related to both new developments and social trends.

Terry Segal, consultant and research analyst for Frank N. Magid, Marion, Iowa, joins Tuesday Productions, San Diego as broadcast division sales and service representative.

James R. Hefferman, director of television and film for New York Racing Association, has resigned and will return to fulltime television and film production.

E. Alvin Davis, program director, WSAI(AM) Cincinnati, named national program coordinator.

K. Dwight Werle, production manager, WTHR(TV) Indianapolis, appointed assistant program director, succeeded by Guy Hempel, senior director.

Hank Price, from WAXY-TV Huntsville, Ala., named production manager, WPFTV West Palm Beach, Fla.

Eric J. Light, consulting director, Communications Consultants of Leeds, England, joins WPCH-TV Pittsburgh, as production coordinator.

Dave Shannon, from WISM(AM) Madison, Wis., and Gene Allen Scott, from WBDI(AM) Dubuque, Iowa, join WBIZ-AM-FM Eau Claire, Wis., as program manager and music director, respectively.

Gary Cooper, director of nightly newscast and special presentations, Group W's WJZ-TV Baltimore, joins co-owned KPIX(TV) San Francisco as production manager.

Suzanne Well, director of dance program at National Endowment for Arts, Washington, joins Public Broadcasting Service there as director for arts and humanities programming.

Leah Myers, director of continuity, WSPD(AM) Toledo, Ohio, appointed music director.

Thomas F. Madigan, director of corporate underwriting, noncommercial WNET(TV) New York, named director of national program development, noncommercial WQED(TV) Pittsburgh.

Broadcast Journalism


Terry Q. Bynum, field reporter, WEYI-TV Saginaw, Mich., named news manager.

James Ryan, executive news producer, WNBC-TV New York, named head of its news investigative unit, FIND, replacing Chris Wallace, who joins NBC News reporting staff in Washington.

Mike Lonergan, reporter, KBRO-AM-FM Bremerton, Wash., named news director.

John Sallisbury, news director, KXJZ-AM-FM Portland, Ore., promoted to executive director for news and public affairs, succeeded by Brian Jennings, co-anchor.

Pat Cunningham, investigative reporter, WEXX-TV Rockford, Ill., promoted to assistant news director.

Pierre Sallinger, with French news magazine, L'Express, assumes additional duties as contributing correspondent for ABC News, Paris.

News department changes and additions, KOCO-TV Oklahoma City: Craig Marr, assignment editor, named assistant news director; Karim Karim, news photographer, given additional duties as sports producer-photographer; Paula McCarter, news photographer from KRTE-TV Luften, Tex., joins KOCO-TV in same post; Deborah Lindern and Lisa Thompson, from KOMU-Columbia, Mo., join KOCO-TV as reporter and photographer, respectively, and Bill Geidt, KOCO-TV floor cameraman, joins news department as photographer.

Sharon McClimans, reporter, weekend assignment manager and producer, KHOU-TV Houston, joins WSBI-TV Atlanta as reporter.

Muriel Clair, reporter, WMAQ-TV Chicago, joins WGN-AM-FM Chicago in same capacity.

Greg Todd, reporter, weatherman and backup anchor, KDUB-TV Dubuque, Iowa, joins WFMT-TV Youngstown, Ohio, as anchor.

Wendy Tokuda, reporter-weekend anchor, KING-TV Seattle, joins KPIX(TV) San Francisco, as reporter.

Matt Korp, news and sports reporter, WBBM(AM) Somerville, N.J., joins WWEN(AM) Easton, Pa., in same capacity.

Dennis Feltgen, meteorologist, WPEC(TV) West Palm Beach, Fla., joins KSTP-TV Minneapolis-St. Paul in same capacity.

Lloyd L. Young, weathercaster, KIPVT(V) Idaho Falls, Idaho, joins WFRV-TV Evensville, Ind., in same post.

Cable

James C. Cownie, general manager, Hawkeye Cablevision, Des Moines, Iowa, and executive VP of parent, Heritage Communications, named president of Hawkeye, succeeding
James M. Hoak, president-chairman, who continues as chairman.

Herbert Miller, marketing VP, Cable Films, Kansas City, Mo., named president.

Miklos B. Korodi, director of corporate development, American District Telegraph Co., New York, joins Warner Cable there as VP-new business services.

**Equipment & Engineering**

Gale Totten, director of engineering, May Broadcasting, Omaha, appointed VP in charge of engineering for company’s KMVT(V) Omaha, KOUN-TV Tucson, Ariz., and KMA(AM) Shenandoah, Iowa.

Robert H. Plummer, electronic maintenance engineer, KOMO-TV Seattle, promoted to chief engineer. He succeeds F.W. (Frank) Miller, assis-
tant to director of engineering for parent, Fisher’s Blend Station Inc., who is retiring.

Richard J. Yeamans, chief operations engineer, appointed assistant chief engineer. Walter C. Jamison, transmitter supervisor, KOMO-AM-TV, named assistant chief engineer for transmitters.

Phil Falcone, audio engineer, NBC-TV studio field operations, New York, retires after 49 years with network.

Bernard Feldman, regional sales manager, John Fluke Manufacturing Co., Mountlake Ter-
race, Wash., joins Leasametric, division of Metric Resources Corp., Burlingame, Calif., as manager of new Seattle rental inventory center. Metric Resources rents, leases and sells test in-
struments and communications equipment.

Dennis Kronenberg, remote engineer, Clevel-
land Barons’ Hockey Network and WJW(AM) Cleveland, joins Ohio Educational Broadcast-
ing, Columbus, as master control engineer.

**Allied Fields**

Bruce A. Houston, management consul-
tant with Rust Communications, Leesburg, Va., and former general manager of WACR-AM-FM Detroit and WRC(AM)-WYSS(FM) and WEAM(AM) Washington, joins Washington office of Cecil L. Richards Inc. as media broker.

J. Richard Lamb, Southeast regional manager of Arbitron Radio, Atlanta, appointed Midwest regional manager, based in Chicago.

James C. Cute, account executive, Nielsen Station Index, Chicago, appointed Northwest regional sales and service manager, based in Menlo Park, Calif.

Ky R Ewing, partner in Washington law firm of Prather, Seeger, Doolittle, Farmer & Ewing, specializing in litigation of economic issues, ap-
pointed deputy assistant attorney general, Anti-
trust Division, Department of Justice.

Ronald A. Brown, attorney for board of govern-
ors of Federal Reserve System, Washington, joins Syndicated Communications Inc. there, company developed to foster minority acquisi-
tion of electronic media properties, as VP-cor-
porate counsel.

Lawrence H. Rogers II, president of Omega Communications, Cincinnati, and former presi-
dent of Taft Broadcasting, elected to second three-year term on board of directors of Cincin-
nati branch of Cleveland Federal Reserve Bank and named board chairman.

Clifford M. Kirtland Jr., president and chief


Gary Stindt, director of news for Central Europe, NBC, awarded West German Service Cross for 39 years of reporting in Berlin and Germany.

**Deaths**

Percy H. Russell, 69, former communications attorney with Washington law firm of Kirkland & Ellis, died at George Washington University hospital there Dec. 30 after long illness. Former presi-
dent of Federal Communications Bar Associa-
tion, he joined firm, then Kirkland, Fleming, Green, Martin & Ellis, in 1936 after four years as law clerk to Supreme Court Justice Benjamin Cardozo. He re-
tired in 1974. Survivors include his wife, Wilson, one son and two daughters.

Charles E. Clift Jr., 68, retired official in eco-
nomic section, FCC, died of Alzheimer’s dis-
ease (premature senility) Jan. 2 at Washing-
ton Hospital Center. He joined FCC in 1940, in-
vestigating conflicts of interest in broadcast ownership and later, as broadcast specialist, he worked on studies of newspaper-broadcast crossownership. He retired in 1973. Survivors include his wife, Kathleen, two daughters and one son.

Halsey Hall, 79, former sportscaster, WCCO-AM-
FM Minneapolis-St. Paul, died at his home there Dec. 31. He provided color commentary for all Minnesota Twins baseball games between 1961 and 1974, when he retired. He is survived by his wife, Sula, and one daughter.

**For the Record**

As compiled by Broadcasting based on fil-
ings, authorizations, petitions and other actions announced by the FCC during the period Dec. 23 through Dec. 29.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. auc.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional anten-
a. Doc.—Docket. ERP—effective radiated power. fma—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presswire 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.

**Ownership changes**

**Actions**

- **WZZA(AM)** Tuscumbia, Ala. (1410 khz, 500 w-
D)—Broadcast Bureau granted assignment of license from Wein Broadcasting Inc., to Muscle Shoals Broad-
casting Inc. for $101,000, plus $45,400 consulting fee and agreement not to compete. Seller is principally owned by family of Edward and Margaret Wein (50%) and Melvin Saltof, Stanley Hirsch and Irwin Friedlander (16.2/2.9%) each. Wein family also owns WDUG(AM) Gothen, Ala., and WRCX-FM Sheffield, Wash., which are selling. Buyer is owned by Bob Carl Bailey (61%), J.C. McClanahan Jr. (13%), Bob R. Love (13%) and two others. Mr. Bailey is station man-
ager of WZZA, Mr. McClanahan is in real estate business, and Mr. Love is supermarket manager. Ac-
tion Dec. 20.

- **KC(AM)** Chunette, Ark. (1940 khz, 1 kw-D, 250 w-
D)—Broadcast Bureau granted assignment of license from Ira Q. Toier to Bailey Broadcasting Inc. for $140.
- **KCUZ(AM)** Clifton, Ariz. (1490 khz, 1 kw-D, 250 w-
D)—Broadcast Bureau granted assignment of license from Ira Q. Toier to Bailey Broadcasting Inc. for $140.
- **KWIN(AM)** Arlington, Tex. (1420 khz, 1 kw-D, 250 w-
D)—Broadcast Bureau granted assignment of license from Ira Q. Toier to Bailey Broadcasting Inc. for $140.

- **KQCA(AM)** Canton, Mo. (1023 mhz, 3 kw)—Broad-
cast Bureau granted assignment of license from Des
cart Broadcasting Inc. to Lewis and Clark Broad-
casting Inc. for $65,000. Sellers: Donald Squires, presi-
dent, and five others (16.6%). Remaining stock is held by company treasury. None of sellers has other broad-
cast interests. Buyer is owned by Robert E. Ayers, president of Midwest oil firm in Canton. He has no other broadcast interests. Action Dec. 21.

- **KATT(AM)-KATT(FM)** Oklahoma City (AM:
- **WZZ(AM)** Tuscumbia, Ala. (1410 khz, 500 w-
D)—Broadcast Bureau granted assignment of license from Point-O-Sale Broadcasting Inc. to WCAR Inc. for $500,000, plus
- **KQFM(FM)** Portland, Ore. (101.7 mhz, 100 kw)—Broad-
cast Bureau granted assignment of license to South-
pacific Broadcasting Co. for $250,000, plus


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pacific Broadcasting Co. for $250,000, plus

304. AUDIO CONTROL HANDBOOK—for radio and television broadcasting. 4th edition. Revised and Expanded by Robert S. Cangel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index. $10.00

307. CLASSROOM TELEVISION: New Frontiers in TV by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it, 320 pages, 6" x 9", 133 ill. $8.95

311. DOCUMENTARY IN AMERICAN TELEVISION: Form - Function - Method by A. William Blum. A critical examination of the documentary movement in American television. 312 pages, 6 1/8" x 9 1/4", illustrated, appendices, notes. $8.95

312. THE TECHNIQUE OF TELEVISION PRODUCTION, 6th Revised Edition by Gerald McFerrin. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography. $14.50

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318. RADIO BROADCASTING: An Introduction to the Sound Medium, Revised Edition by Robert L. Hilliard. Revised and expanded throughout, this new edition includes radio news, First Amendment problems and current techniques of electronic journalism. 478 pages. 100 illustrations, notes, bibliography, appendices, glossary. $10.95.

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*WRRG River Grove, Ill.-Seeks CP to install new ant. and make changes in ant. system. Ann. Dec. 7.

*WyFE-FM Winnebago, Ill.-Seeks CP to install new ant.; make changes in ant. system, change TPO,
- WTCO-FM Campbellsville, Ky.—Seeks CP to change ERP: 2,925 kw (h&v) and HAAT: 300 ft. (h&v). Ann. Dec. 7.
- KMFM San Antonio, Tex.—Seeks CP to change TL, type trans., ant., make change in ant. system, ERP: 100 kw (h&v) and HAAT: 516 ft. (h&v). Ann. Dec. 6.

FCC actions
- WWY-FM Waterbury, Conn.—Broadcast Bureau granted mod. of CP to change TL and ant. system, conditions (BPM-15,236). Action Dec. 16.
- WLTE Waycross, Ga.—Broadcast Bureau granted CP to make changes in ant. system (BPM-10,408). Action Dec. 19.
- WAWV-Wilmingon, N.C.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system, conditions (BPH-10,396). Action Dec. 19.
- KSPD Bóbil, Tex.—Broadcast Bureau granted CP to make changes in ant. system, conditions (BPH-10,396). Action Dec. 19.
- WNR-AM Norfolk, Va.—Broadcast Bureau granted CP to change transmission line, ERP: 46 kw (h&v) and ant. height: 520 ft. (h&v), conditions (BPH-10,195). Action Dec. 14.

In contest

Designated for hearing
- Fort Pierce, Fla., Indian River Television Inc. (WTVX-TV), revocation proceeding: (Doc. 21496)—Chief ALJ Chester F. Nauwitz Jr. designated ALJ Thomas D. Fitzpatrick to serve as presiding judge, scheduled prehearing conference and hearing for Feb. 1 in Fort Pierce. Action Dec. 19.

Procedural rulings
- Initial decision
- Scottsbluff, Neb., Tracy Corp. and Hilliard Co., FM proceeding: (Docs. 21359-60)—ALJ Frederick W. Denniston dismissed Hilliard application, granted Tracy application and terminated proceeding. Action Dec. 19.

Review board decision
- Large, Fla., WLCY-TV Inc. (Doc. 19627)—Review Board granted application to improve facilities by increasing station's ant. height, relocating trans. and employing DB system. Action Dec. 8.

FCC decisions
- WOCA-TV Ocala, Fla.—Commission granted assignment of CP for UHF station from Marion Communications Corp. to Gator Broadcasting Corp. Action Dec. 21.
- WJLC-FM San Antonio, Texas—Commission designated rerouting application of WBOO Inc. for WOIO (AM) for WOIO (AM) for hearing with mutually exclusive application of WOIO (AM) for broadcasting. Action Dec. 21.
- KSL-FM Salt Lake City and KAFM-FM (KRLD-AM) Dallas—Commission granted assignment of license of KSL-FM from Bonneville International Corp. to Simmons Family Inc. and assignment of license of KAFM-FM Dallas from KRLD Corp. to Bonneville. Action Dec. 8.
- Commission extended to March 15 date for filing comments in FCC's inquiry into economic relationship between television broadcasting and cable TV. It also set May 15 as date for filing reply comments. Action Dec. 20.

Allocations
- San Francisco and San Mateo, both California—Commission proposed reassigning UHF ch. 60 from San Francisco to San Mateo and noncommercial ch. 14 from San Mateo to San Francisco. Comments due Jan. 24, replies Feb. 15. Action Dec. 8.
- Stonington, Conn.—Broadcast Bureau assigned ch. 272 as community's first FM. Action Dec. 19, becomes effective Feb. 7.
- Fort Walton Beach, Destin, Crestview, all Florida—Commission assigned ch. 243 at Fort Walton Beach, reassigned ch. 221A from Fort Walton Beach to Destan in response to petition by Vacationland Broadcasting Co., licensee of WFTF (FM) Fort Walton Beach and Dr. John Makowski; seeking reconsideration of assignment of ch. 243 to Crestview. Action Dec. 21, effective Feb. 15.
- Brainard, Minn.—Chief ALJ Chester F. Nauwitz Jr. granted application of Tower Broadcasting Corp. for new FM station on ch. 194 at Brainard. Action Dec. 21, effective in 30 days.
- Manitou, Utah—Broadcast Bureau assigned ch. 286 as community's first FM. Action was response to proposal by San Pete County Broadcasting Co., licensee of KMTI (AM) Manitou. Action Dec. 14, effective Jan. 3.

Applications
- Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 16 (stations listed are TV signals proposed for carriage):
  - Larry J. McCloud, for Macon, Mo. (CAC-08448); KETC St. Louis, delete KTVI St. Louis.
  - Rocky Mount Cable TV, for Franklin, Va. (CAC-09904); delete WYAH-TV Portsmouth.
  - Durfee TV Cable, for Parkersburg, Wood, West, W.Va., and Belmar, Ohio (CAC-10542-2, 10572); WTCG Atlanta.
  - Placentia Cablevision, for Hilton Head Island, S.C. (CAC-10594); WTCG Atlanta and delete WTV Charleston, S.C.
  - Capital Cable Co., for Austin and Bergatrom A.F.B., both Texas (CAC-10623-4, 5); delete WYAH-TV Portsmouth, Va.
  - Home CATV, for Blackville and Barnwell, both S.C. (CAC-11324, 11513); WTCG Atlanta, delete WYAH-TV Portsmouth, Va.
  - Frontier TV Cable, for Lorraine, Texas (CAC-11457); intermediate authorization.

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(CAC -11560); interim authorization. 

Community Telecommunications, for Carlisle, N.M. (CAC -11515); exiting operation.

Midwestern Cablevision, for Traverse City, Peninsula, East Bay, Garfield, Arno, Long Lake, Blair, Green Lake, Elmwood and Bingham, all Michigan (CAC -11535-44); interim authorization.

Multi-County Cablevision, for Lodi, Ohio (CAC -11557); interim authorization.

Ashland County Cable, for Loudonville, Ohio (CAC -11558); interim authorization.

Ohio Cable, for Higginbotham, Ohio (CAC -11559); interim authorization.

Limestone Cable Vision, for Mason, Ky. (CAC -11560); interim authorization.

Ohio Cable, for Ripley, Georgetown, both Ohio (CAC -11561-2); interim authorization.

Fleming Vision, for Flemingburg, Ky. (CAC -11565); interim authorization.

Elkhorn City Cable Service, for Elkhorn City, Ky. (CAC -11565); interim authorization.

R V Cablevision, for Harrodsburg, Ky. (CAC -11566); interim authorization.

Camden TV Cable, for Camden, Tenn. (CAC -11567); interim authorization.

Ohio Cable, for Aberdeen, Ohio (CAC -11568); interim authorization.

R V Cablevision, for Burgin, Ky. (CAC -11569); interim authorization.

Limestone Cable Vision, for Washington, Ky. (CAC -11570); interim authorization.

Oakonan Valley TV Cable, for Tonasket, Wash. (CAC -11577); interim authorization.

Columbia TV Systems of Hermiston, for Hermiston, Mich. (CAC -11581); interim authorization.

See More TV, for Tilton, Ill. (CAC -11583); certificate of compliance.

Cardinal Telecable, for Paris, Ill. (CAC -11583); certificate of compliance.

Valley Telecasting, for Yuma, Marine Corps Air Station, both Arizona (CAC -11585-6); interim authorization.

Clear Vision Cable, for McKenzie, Atwood, Tresvant, Huntington, Hollow Rock, Greensboro, York, Martin, all Alabama (CAC -11587-96); interim authorization.

WFHM Cable TV, for Cullinan, Ala. (CAC -11600); interim authorization.

Pointview TV Cable, for Ravenswood, W.Va. (CAC -11601); interim authorization.

Cambria TV Distribution, for South Fork, Ehrenfield, Summerhill, all Pennsylvania (CAC -11602-4); interim authorization.

Telepromter of Commerce, for Delta, Fannin, Hunt, all Texas (CAC -11605-7); interim authorization.

Coastal Associates of Florida, for Alachua, Cross City, High Spring, Jasper, Lake Placid, Madison, Quimby and Wauchula, all Florida (CAC -11608-15); interim authorization.

Pendleton Community TV, for Pendleton, Pilot Rock, Umatilla, all Oregon (CAC -11617-9); interim authorization.

Belleville Community Antenna, for Belleville, Kan. (CAC -11621); interim authorization.

Cherokee TV Cable System, for Cherokee, Okla. (CAC -11623); interim authorization.

TV Cable of Brendham, for Brendham, Tex. (CAC -11623); interim authorization.

Carson Cable TV, for Carson, Calif. (CAC -11625); interim authorization.

Titusville Cable TV, for Titusville, Oil Creek, Hyde-town, all Pennsylvania (CAC -11626-9); interim authorization.

Storer Cable TV, for Westlake Village, Sebastopol, Rohnert Park, Temecula, all California (CAC -11629-35); interim authorization.

Camarillo Cable TV, for Rancho Camarillo, both California (CAC -11636-7); interim authorization.

Keyser Television, for Keosauqua, Iowa (CAC -11638); interim authorization.

Keyser TV Co. of Maryland, for McCoole, Md. (CAC -11641); interim authorization.

Community Cable TV, for Walnut Ridge, Hobie, both Arkansas (CAC -11643-4); KETE Jonesboro, Ark.

Pricketts Radio and TV, for Bay City, Garibaldi, Rockaway, all Oregon (CAC -11651-3); certificate of compliance.

Imperial Valley Cable, for El Centro, Calif. (CAC -11654); interim authorization.

Imperial Valley Cable, for Imperial, Holtville, Calexico, Brawley, Westminster, all California (CAC -11655-61); interim authorization.

Sweetwater Television, for Rock Springs, Wyo. (CAC -11676); certificate of operation.

Wheeling Antenna, for Wheeling, W.Va., and St. Clairsville, Ohio (CAC -11684-5); interim authorization.

Wentronics, for Strand, Utah (CAC -11688); interim authorization.

Santa Fe Cablevision, for Santa Fe, N.M. (CAC -11687); interim authorization.

Eastern Shore TV, for Worcester, Md. (CAC -11689); interim authorization.

Television Cable Service, for Sweetwater, Tyler, both Texas (CAC -11690-13); interim authorization.

Cable Electronics, for Hamilton, Tex. (CAC -11693); interim authorization.

Ross Brothers Cable, for Cardle, Pa. (CAC -11702); interim authorization.

Ross Brothers Cable, for Flibert, Millsboro, Fredericktown, Republic, Fairbank, all Pennsylvania (CAC -11703-8); interim authorization.

Centre Video, for Wall, Willmerding, both Pennsylvania (CAC -11724-5); interim authorization.

Retel TV Cable, for Perryville, Trout Run, Cogan Station, all Pennsylvania (CAC -11727-9); certificate of compliance.

Tulia Cable Television, for Tulia, Tex. (CAC -11731); interim authorization.

Brockway Television, for Brockway, Snyder, both Pennsylvania (CAC -11733-3); certificate of compliance.

Columbia Video, for Columbia, Miss. (CAC -11734); interim authorization.

Laurel Highland Television, for Saltlick, Donnegal, both Pennsylvania (CAC -11735-7); interim authorization.

Nocona TV Cable, for Nocona, Tex. (CAC -11398); interim authorization.

Cordell TV Cable System, for Cordell, Okla. (CAC -11399); interim authorization.

Fairview TV Cable System, for Fairview, Okla. (CAC -11740); interim authorization.

Springfield TV Cable System, for Springfield, Colo. (CAC -11741); interim authorization.

Cableview, for Lowell, Ore. (CAC -11742); interim authorization.

Ekiah TV Cable, for Ekiah, Kan. (CAC -11743); interim authorization.

Dalhart TV Cable System, for Dalhart, Tex. (CAC -11744); interim authorization.

International Cable Co., for Monaco, Duarte, both California (CAC -11748-9); interim authorization.

Barron Cable, for Barron, Wis. (CAC -11750); interim authorization.

Blair Ridge Cablevision, for West Jefferson, Smithport, Beaver Creek, East Jefferson and Bristol, all North Carolina (CAC -11751-6); interim authorization.

Brown Radio and TV, for Barborville, Artemus, Boone Heights, Heidrick, all Kentucky (CAC -11757-60); interim authorization.

Columbia Cablevision, for Garfield, N.J. (CAC -11219); certificate of compliance.

General Electric Cablevision, for Madison, Ind. (CAC -11221); certificate of compliance.

Midwestern Cablevision, for Traverse City, Mich. (CAC -12245); interim authorization.

Valley Telecasting, for Yuma, Ariz., Imperial, Calif. (CAC -12246-7); interim authorization.

Sylvan Valley CATV, for Brevard, Transylvania, both N.C. (CAC -12248-9); certificate of compliance.

Comcast Cablevision, for Pilot, Mount Morris, both Michigan (CAC -12250-1); WKBW-TV Detroit.

CDA Cable, for Coeur d'Alene, Idaho (CAC -12252); interim authorization.

Video Link, for Perry, Pennsylvania (CAC -12253); WOR-TV New York, WTVS-TV Birmingham, Pa.

Lynchburg Cablevision, for Campbell and Bedford counties, Virginia (CAC -12254-5); certificate of compliance.

Oakonan Valley TV Cable, for Orovile, Wash. (CAC -12256); interim authorization.

Cable Antennas Systems of Idaho, for Mountain Home, Elmore, both Idaho (CAC -12257-8); interim authorization.

Pulaski Multiple Channel Cable Systems, for Fayettville, Tenn. (CAC -12260); certificate operations.

Cobre Valley Cablevision, for Globe, Miami, Gila, all Arizona (CAC -12261-3); WTCG Atlanta.

Plate County Communications, for Lake Waumuske, Platte, Parkville, Weatherby Lake, Weston, all Missouri (CAC -12264-8); WTCG Atlanta, WYAH-TV Portsmouth.

Tel-media of Van Wert, for Van Wert, Ohio (CAC -12271); WHIO-TV Gahin, Ohio.

Kersh Inc., for Mountain Home A.F.B., Idaho (CAC -12272); WGN-TV Chicago, WTCG Atlanta, KTVU Oakland, Calif., WYAH-TV Portsmouth, Va.

St. George Cable TV, for St. George, Utah (CAC -12273); certificate of compliance.

Cableview Inc., for Lane, Ore. (CAC -12274); interim authorization.
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Sell Vermont—Sales Manager potential for exciting FM in Capitol, WNCs, Box 551, Montpelier, VT 05602. EOE.

Central Virginia 24 hour black format radio station. R&B format is looking for an experienced Sales Manager. Someone willing to relocate in the Richmond area. Reply immediately with resume to Mr. James A. Carter, c/o Basin Radio, Inc., 111 North 4th Street, Richmond, VA 23219.


Coastal South Florida sales opening for experienced successful and proven Sales Person. Good opportunity with growing company interested? Send resume and income requirement to Randolph H. Miller, WRJ/WJWV, PO Box 3035, FL Pierce, FL 33464. We are an Equal Opportunity Employer.

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Morning Person... No. 1 station Central New Jersey, WHWH Princeton, MOR. Seven-year veteran Howard David, leaving January 6th for top sports job, has been (1) sport director, (2) night production; (4) excellent play-by-play of Princeton football and basketball, Desire combination replacement, but priority is for morning person. Please send tape, resumes to Box 1350, Princeton, NJ 08540 or call 609—924-3600 M. Robert Locke.

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Stability, If you're looking for a stable, healthy Station and Market, you've found it. Morning air personality. Must be creative, articulate, audience personable. Mid-west market. Adult-contemporary format with local interest programming. Solid financial advancement to workers. EOE. Resume to Box A-42.

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Morning person needed immediately. Experience in both production and air, some sales. Send tapes and resume to Dave Walt, GM, PO, Box 47, Gaffney, SC 29340.

Beautiful Cape Cod—50,000 watt stereo FM has an immediate opening. Excellent reading ability and voice and production capabilities required for our adult MOR. Good salary, fully paid insurance and excellent working and living conditions. Call WCBI at 617—548-3102. An Equal Opportunity Employer.

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Fresno's Top-Rated FM Rocker needs dedicated, energetic air talent. Un-doctored air-check, salary, resume to Dan Spears, KYFE, Fresno Townhouse, Fresno, CA 93721, EOE.

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Medium Market AM/FM combo Needs top mid-morning contemporary announcer with copy production experience. Good pay & benefits. Send tape and resume to Mrg, KRUS, Box 430, Ruston, LA 71270, EOE.

Outstanding opportunity for experienced DJ and production person. Outstanding station, city facilities, Professional staff. We are No. 1 and plan on staying that way. Contact Damon Sheridan, PD, 419—422-4454, WRFN Findlay OH. EOE.


Personality Announcer wanted for WWOY-FM, a medium sized AM/MOR station. Must be experienced and have at least a second Class License. Applicants will be judged on their personality (funny, witty, topical), voice quality, writing style, producing ability and ability to work with color, enthusiasm and clarity. Send audition tape and resume with starting salary to John Moore, WWOY Box 3192, FL Pierce, FL. We are an Equal Opportunity Employer.
HELP WANTED ANNOUNCERS CONTINUED

Wanted Announcer to become Inside Control Room Manager & Associate Program Director for AM/FM station in Market Area. Call person to person for Mgr. 314-596-8577.

Indiana—Chicago Suburban looking for strong morning personality, must be a good communicator and have a warm personality. Send tape, resume and salary requirements to Tom Romander, WFTL 250 North Main Street, Crown Point, IN 46307. No resumes need apply.

Outstanding Morning Entertainer needed to grab ratings and hold them on Southeast coastal powerhouse. Your act is required to be youthful, full of energy and have proven production skills. Adult contemporary, new facility, beautiful city, good money. Tapes, resumes to Doug Welton, WBKB, Box 876, Savannah, GA 31402. 912-897-1528 EOE.

Chicago Rock Disc Jockey formal accepting tapes and resumes from experienced, creative announcers, with exceptional knowledge of music. Mr. Burt Burden, Operations Manager, WGCI-FM, 3350 S. Kedzie Ave., Chicago, IL 60623. No phone calls accepted.

HELP WANTED TECHNICAL

Great Opportunity for progressive, creative, hard-working Chief Engineer at relatively new, very successful AM/FM station in Northeast. Excellent pay and benefits. Transportation, studio equipment, preventive maintenance, and operational duties required. Send resume to WDFR-RKO, Box 524, Marion, OH 43302.


Chief Engineer Needed immediately. Must have experience with all phases, Directional AM, FM Stereo, Automation, Studio, rules and regulations. Send resume, references, and salary requirements to Cleve Brien, President, WLSQ-WRZ2 Radio, PO Box 5000, Montgomery, AL 36101.


WANTED ANNOUNCERS

Seeking assistant morning personality, must have experience with studio equipment, good money. Tapes, resumes to Doug Welton, WBKB, Box 876, Savannah, GA 31402. 912-897-1528 EOE.

Professional Broadcaster to set up and direct Radio News and PA operation directed at 18-34 audience. Concept, philosophy, tape, resume, salary first. Send resume to KFYE, Fresno Townehouse, Fresno, CA 93721. EOE.

NFL Play By Play and Sports Director—KCMO Radio, Kansas City, Missouri. is accepting applications with tapes (pro phone calls please) from candidates actively involved in radio and/or TV major college or major professional ball play by day. Address inquiries direct to: Tom Barsanti, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66201. KCMO is an equal opportunity employer, male/female.

Wanted—Director of News. To one person Midwest local operations. Must be conscientious and able to accept responsibility. You will work with a professional staff. Call 319-524-5410.

Opportunity New Syndicat NYC based needs experienced Writer for informal conversational Interview Syndication. Experience, if necessary, is present employment but want extra income plus possible future in syndicate send resume and writing sample to—Instructions—167 Middle Neck Rd., Great Neck, NY 11021.

Newscast, strong on digging, actualities, writing, delivery. Must be able to communicate news in both adult contemporary and top 40 formats. Tape, resume, writing samples to Doug Welton, WBKB, Box 876, Savannah, GA 31402. 912-897-1528 EOE.

Broadcast Journalism: Ph.D. in journalism (mainly broadcast) and experience in teaching, in broadcast news (radio or television), public relations, and some exposure to publishing. Those lacking doctorate need not apply. Teach basic courses and broadcast reporting in conjunction with WUXJ-FM stereo. Start August 1979 (5 yrs. experience necessary). Ph.D. in journalism necessary. Send resume and writing samples to—Instruction—Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207. EOEAA.

WOW Radio Nebraska seeks News Director. Conditions are excellent. Send resume and samples to Box A-9.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WBT Radio, Charlotte, NC is looking for a creative, talented, mature person to do production with some air work. Send air check and complete resume to Andy Wickel, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Program Director. Medium size, highly competitive, Midwestern market. High power, full time adult contemporary in SE. Send tape and credentials to: Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207. EOE AA.

Copywriter/Producer for Western Pennsylvania AM-FM. Send resume and scripts to Box R-92.

Top Programming and AM-FM Beautiful Music station looking for a confident, capable Program Director. Must assume limited air shift, take charge of developing public affairs programming and manager air staff. Send resume and credentials to: Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207. EOE.

Send resume to Box R-92.


Home for creative talent, who wants to be the major shaper of a great radio station's on-air product. Intelligent writer—creative, hip producer—preferably experienced in advertising but also with a strong involvement. An efficient machine who is not frightened by human beings or by automation. You will probably part of a very small market. Good salary. Resume, Box 1-100, Charlotte, NC 28205. Closing Date: 1-30-79.

Excellent opportunity for drive-time caliber air personality. Familiarity with Country Music a plus but not a must. If you are ready for a super opportunity in a major market, send tape and resume to Tom Allen, PBOX Radio, 8900 McCreer Drive, Dallas, TX 75238. Equal Opportunity Employer.


Large market Midwest 5 KW station has immediate opening for a creative Adult top 40 program director/announcer. Must be business oriented. Good production ability and able to make a unique sound in a competitive market. All replies confidential. Box A-34.

UT Austin, FM Program Director: The University of Texas at Austin has an immediate vacancy for an FM Program Director.Requires Bachelor's degree in Communication, Humanities, or Fine Arts and at least 3 years' experience in Radio Broadcasting Operations (seven years' experience required with High School education). Starting monthly salary range will be $1084 to $1198 depending on qualifications. Excellent fringe benefit package. Send resume and qualifications to—Chairman, Equal Employment Opportunity Program, UT Austin, Austin, TX 78712. An Equal Opportunity and Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

S. Florida Broadcasters! Ambitious, young aggressive account executive wants more than he can get currently. If you're small to medium size market and will consider percentage of station for someone who can make you money reply confidentially to Box R-114.

Currently Employed GM with nine years management experience, seven present company, looking for room to grow in SE. Record of exceptional—all areas of management and sales, Wishing to invest dollars and experience in right organization. Resume available, send description of situation to Box A-45.

Desire GM small or medium market. Thirty year background. Heavy sales and administration. College. Clear cut, Box A-52.

General Sales Manager of AM and FM in major Western market looking for similar position. Box A-14.

Station Manager Operation Manager: Seeks comparable position or GM, experienced, qualified in Programming; Sales, Daily Operations, license renewal, FCC Regulations, NAB Code, Community Involvement, Ascertainment, Public File. Box A-45.

In return for an Admin, Ass't's position, I'll provide you, as of tomorrow, 10 yrs. of broadcast journalism experience, a background in EEG, research and ascertainment and an MA in Broadcast Admin. Box A-63.
SITUATIONS WANTED ANNOUNCERS

Currently at 1000 watt, MOR in Midwest—2 1/2 years experience, looking for larger MOR or Top 40. Air check, resume available. Good production. Anywhere! Box A-24.

Gal Newscaster 5 years experience, soft British accent (or second phone) also MOR, Jazz, Classical—D.J. Box A-16.

Announcer with two years experience, seeking job with any good station. Box A-48.

Experienced Announcer tired of small markets & small paychecks, wants full-time air shift at medium-/large market Adult MOR/Beautiful Music station. Third endorsement voice, good board, good news & pro-duction, knows automation. Prefer California/Northwest area. Call Frank Cordell 714—658-1094. Hemet, CA.

Young pro, 24, warm, mature. 5 years experience. Good voice. Loyal and dependable. Top music/programming potential. Looking for solid future in adult/ contemporary position with quality organization. Joe Caravello, 12217 Renwick, St. Louis, MO 63128. 1—314—849-2829.

Must Have Security! Seasoned Radio Pro seeking programming and/or announcing—all formats. Presently No. 1 station top ten market. Prefer warm climate. Consider all! Box R-108.


Major Market (Adult & Teen) Top 40 jock. Seeking to program/manage air staff in medium market. Ten years experience, super production and promotions, ideas man, stable, solid references. Want good growing community station with a future. Ratings competition no obstacle. Box A-68.


Attention: Small Market PD's. Training "Pro" available who doesn't mind tight budgets. Tape has Newsca's & D.J. Box A-63.

I don't just play records. 4-1/2 Years, dependable, third. All night show preferred. Southern or Western states. 1—904-255-6590 Mike Hon, 373 Williams, Daytona, FL 32118.

Top 40 Personality, four years experience, First phone, college. Seeks afternoons or nites in medium market or larger. 301—488-7766.

Stable college grad, 26, experienced, third endorsed. No screamer,prefer Top 40, Contemporary, MOR. Ready now. Stuce, 309—966-2940.

Contemporary Air Personality with 4 1/2 years experience, permanent position. Box 703—835-5571 or write Bill Jenkins, PO Box 422, Foint Royal, VA 22630.

Announcer-Program Director, agency quality commercials, personality air shift, First Phone. Available immediately! Call 312—639-2905, mornings.

Top Eastern basketball, football play-by-play man available 215—297-5809 or Box 54, Lumbervile, PA 19033.

SITUATIONS WANTED TECHNICAL

Need young Combo of First Phone with some back-ground who delivers more than promises. Anywhere O.K. Box A-94.

Broadcast Engineer/Administrator seeking overseas or international travel assignment, Single, 30 years experience, first phone. Available immediately. Resume upon request. Engineer, PO Box 3352, San Diego, CA 92134.

Chief Engineer AM and/or FM available now. Techni- cally qualified? Yes! "Stuffed Shirt?" Hot First Phone since 1951. "Ham" since 1950, ship radar endorse- ment, Age 42, single, nondrinker, bondable. Former CE Houston, Miami. Founder of noncommercial FM in San Francisco. Very Heavy theory. Nice guy. $15,000. Prefer warm climates. M. Gottesman, Box 175, Quincy, IL 62201, 217—224-4114. Try Anytime!

SITUATIONS WANTED NEWS

Creative, hardworking News Director, with 3 yrs. ex- perience, seeks reporter/anchor position in medium or large market. B.A. Award-winning, available beginning late January. Box A-7.

More than a newscaster. Radio journalist, BA, MS broadcast journalism, 3 years experience, looking for reporter or news director position. Sound news judg- ment, intelligent writing. Box A-60.

Midwest! Dedicated professional wants to come home. Sports Director, 7 years PBP, Programming-Operations and management experience. Call Pat, 208—524-3830.

SITUATIONS WANTED PROGRAMMING

Public Radio Program, Production or Music Direc- tor/announcer 3 1/2 years commercial and noncom- mercial, Music training, BA, third endorsed. Relocate. 216—456-8471 or Box A-3.

Young Program Director looking to set up camp in a stable small market get set up with PD, MD or Assis- tant PD. My references will tell you I'm good. I want to help you. 18 months here, last 8 as PD. Box A-22.

Medium market caliber top 40 jock ready for PD. Position. Box R-56.

PD, Prod. Director, Announcer with medium market experience, would like a creative challenge in the West. Experience predominately in AOR. Would like to grow with stable company Call Rich at 904—249-8918.

Modern Country Personality/PD, No. 1 in medium market. Diversified background, Seeking new challenge for spring in Eastern NC station. Box A-75.

Looking for a Program Director or Operations Man- ager for your M.O.R. … Let's start the New Year right, together. Will be coming to you with the best of recom- mendation's from one of the Nation's Major F.M.'s… in the top ten ninety minute markets. Box A-85.


Soul Program Director and Personality looking 919—483-6530.

TELEVISION

HELP WANTED MANAGER


Director of Instructional Television. Responsible for management, development and ongoing operation of in- structional television services including K-12, college level, business-industry and adult education. Assess needs, design and deliver services, and evaluate results. Maintain school district involvement and cooperation through ITV advisory committee. Require- ments: B.A. degree minimum, previous instructional television experience, organizational and verbal and writ- ing skills. Classroom teaching experience desirable. Salary range: $12,500—17,000. Contact Gordon Law- rence, Station Manager, WQCV-TV Grand Valley State Colleges, Allendale, MI 49401. Deadline for applica- tions is February 1, 1978. GSVC is an Equal Opportunity/Affirmative Action Institution.

HELP WANTED SALES

Rapidly expanding VHF CBS affiliate in northeast Michigan needs direct Sales pro, resumes required, P O. Box 35, Alpena, MI 49707.

Experienced Account Executive: Major Southeast market. Affiliated group owned station offers great oppor- tunity and growth potential. Contact achievable. Send confidential resume to Box R-100.

Aggressive sales manager with excellent track record to help our strong local sales team achieve a third record setting year. Sunbelt market, now 8th and growing last. Excellent compensation package. Resume to Jerry Crowe, WERE-TV, Bowling Green, OH 43401.

Effective sales manager for 2 small radio stations in West. Must be aggressive, responsible and mature. Ex- cellent opportunity for advancement for a good salesperson who is strong in leadership. Call Al Bent, 716—773-7531. Equal opportunity employer.

Midwest Network Affiliate needs aggressive, ex- ceptional Sales Manager to direct retail and national sales. Must have experience retail sales development and management. We are a group operation and will consider only applicants with management potential. Send resume and salary requirements. Box A-59.

General Sales Manager in secondary California Coast Net Affiliate. Potential $300,000-$400,000. E.O.E. Send resume in confidence to Broadcasting, Box A-61.

Selling Sales Manager for Top 5 market. Must be aggressive, responsible and mature. Excellent opportunity for advancement for a good salesperson who is strong in leadership. Call Al Bent, 716—773-7531. Equal opportunity employer.

Successful sales manager, major West Coast television station. Excellent salary, top staff, great area. Send VTR and resume to Director of Operations, KFIF- TV, Box 2148, Idaho Falls, ID 83401. EOY Employer.

HELP WANTED TECHNICAL

Unit Supervisor, Major West Coast video production facility needs experienced mobile Supervisor. Complete responsibility for equipment and crew per- formance as well as client interface on location shoots. Some of the art cameras and video tape equipment. Send resume and salary requirements to Box P-47.

Growing Deep South UHF seeks qualified studio maintenance engineer, minimum experience five years. Must have knowledge of RCA VTAS, TR-60, Sony 1000, Sony 2000, and Sony F-5500. Some 3/4 inch machines helpful. EEO Employer. Please send resume to Box P-117.

TV Engineer wanted to work in all color, remote-con- trolled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC, Grand Valley State Colleges, Allen- dale, MI 49401. GVSC is an Equal Opportunity/Affirmative Action Institution.


Studio Equipment Maintenance engineer for KIRO-TV/Satellite Requires First Phone License, basic electronics background, two years experience in maintenance of technical equipment, basic know- ledge of digital techniques. College degree preferred, but not required. Call Personnel for employment ap- plication 206—624-7077. An Equal Opportunity Employer.

Engineer Wanted, experienced in maintenance, PC 703, RCA TR 70C recorders. N.Y.C. area. Box A-73.

Broadcasting Jan 9 1978
HELP WANTED TECHNICAL CONTINUED

WSPW-TV is currently looking for qualified broadcast/television/production personnel to handle on-air operations, camera control and maintenance. Excellent benefits package. FCC First and formal electronics training or equivalent experience required. Contact: Chief Engineer, WSPW-TV, Box A, Beckley, WV 25901, EOE. M/F.


Television Maintenance Engineer. Must have troubleshooting. Must be experienced. No trainees. Full color tape writer. Write, Bill Brister, C.E., WGNU-TV, 2912 ITM Bldg, New Orleans, LA 70130.

Director of Engineering. Responsible for planning, design and operation of "production house" environment. Must have production, experience in management of personnel and budget planning. Exciting opportunity to become part of management team at a rapidly growing PTY station in the "sun belt." Salary: open. Contact: George Dooley, President WPBT, PO Box 610001, Miami, FL 33161, 305-845-8231, EEO/MF.


Video/RF Maintenance Engineer to maintain CATV origination and headend equipment. Must have background in all areas of video maintenance including video cassette recorders, color cameras, digital video processing and management, and control room equipment. Experience in RF signal processing equipment required. 2 years video experience or electrical engineering degree preferred. Salary based on background and experience. Send resume or contact: Bruce Ferris, Mahoning Valley Cablevision, 5030 Youngstown Road, Niles, OH 44446--Phone No. 216-544-0416.

Maintenance Technician needed by KPBS-TV. Must be able to troubleshoot, maintain, repair, and install television studio and control room equipment and closed-circuit distribution equipment. First Class Radiotelephone License with FCC. 512-7087. Request application from Employment Office, San Diego State University, San Diego, CA 92182, position closes 1/20/78. San Diego State University is an Equal Opportunity/Affirmative Action/Title IX Employer.

Television operations engineer needed for new corporate television service. Experience in studio and field operations. Maintain the latest ENG/EFP video systems. 30% travel throughout U.S. Salary commensurate with experience. Send resume or contact: R.J. Hope, Air Products & Chemicals, Inc., PO. Box 538, Allentown, PA 18105.

HELP WANTED NEWS

Looking for top notch reporters, anchors, writers, editors, producers, and photographers. Major broadcasting. Southern California market. Send resume to Broadway Broadcasting.

Sports Director wanted for major market, top ten, East Coast. Seasonal or permanent position. Must have own camera and the field. We are looking for a person with a unique appeal... aggressive and self-starter. Send resume and salary expectations to WTVQ, 5151 Wisconsin Avenue, NW Washington, DC 20016. EOE. M/F.

Experienced, strong anchor for medium Midwest market to deliver our news in professional, warm, mature manner. Great opportunity for top individual. Send letter, resume, writing samples and salary expectations to Box A-30.


Medium market VHF seeks solid, experienced, top-notch executive producer. We seek a person who has ability to create and produce shows in interesting way. A person who can guide reporters, photographers. We have a total commitment to a strong news department, and we need a talented producer to pull it all together. Resume, writing samples to Box A-28.

Strong production oriented newsperson with anchor potential and desire. Send tape, resume, writing samples to WTVQ, 5151 Wisconsin Ave., Washington, DC 20016. Equal Opportunity Employer.


News Photographer wanted. Opening in the News Department for a Staff Photographer. The duties consist of filming, editing of 16mm film... operation and editing of ENG, and processing of 16mm color film. Min. 2 years experience. VHF/WTVQ-TV, Box 718, Columbus, OH, c/o Andrew Shinnick, A Equal Opportunity Employer.

Sports Director--Aggressive, creative & knowledgeable for sports oriented major market university. College, editorial, reporting experience. Send footage & resume to Van Hackett, New Director, WABR-TV, Knoxville, TN 37917. Equal Opportunity Employer.

Exceptional Opportunity for experienced, professional, enthusiastic weather person for Top 25 Market in California. Interested in successful individuals from any size market that is interested in formulating own forecasts. Group-owned network affiliate with latest weather technical equipment, including radio/Pleasant working conditions. Job involves producing and delivering weather on weekends and late evening newscast weeknights. An Equal Opportunity Employer: For more details, contact Jim Drennan, News Director, KXTV, Sacramento, CA 916--414-2345.

Southeastern medium market VHF needs reporter/anchor. Equal Opportunity Employer. Send resume, tape and $ needed to P. O. Box 2429, Savannah, GA 31402.

Anchorman and Weatherperson for expanding operation. Send taping and resume to Clyde Payne, WKBK-TV, Bowling Green, KY 42101, EOE.


ABC affiliate seeks professional meteorologist with experience in preparation and present nightly weathercasts and pursuit of active film coverage of local sports. Resumes to Box A 76.

Major Southern university, seeks Asst. Prof. of Journalism starting August. Minimum qualifications: M.A. and 5 years experience. Salary: $15,400. Send resume & letter to: Director, LSU School of Journalism, Baton Rouge, LA 70803. LSU is an equal opportunity university.


HELP WANTED TELEVISION PRODUCTION, OTHERS

Media Director, Coordinate and Place Radio and television spots. Salary $50,000-$55,000, New England to Midwest. Promotions. Need strong personality with broadcast and supervisory capabilities. Please send resume and salary requirements. Box A-33.

Home for creative talent, wants to be the major shaper of a great radio station's on-air product. Invaluable experience creating and producing programs with experience in station promotion and community involvement. An efficient machine who is not frightened by a human being. This is a position where you will be a valuable part of the top-rated radio in top-60 market (Carolina's). Start $14,000-$15,000. Closing Date: 1-30-78. Send resume, tape and writing samples to Individual, WTVQ, 5151 Wisconsin Ave., NW Washington, DC 20016. An Equal Opportunity Employer, M/F.

TV-Radio writer-producer needed to cover university Extension Division. Major land-grant university with enrollment of 20,000 seeks experienced person to write, produce, edit, write and produce TV, television magazine show inserts, public service documents, and panel discussions. Must have two years of college and five years experience, or a baccalaureate degree and three years experience, or masters degree and one year experience. Familiarity with Extension Division mission and production experience valued. Excellent salary and work environment. Send resume and salary requirements. Box A 1188, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity and Affirmative Action Employer.


Associate Director for Broadcasting/Academic Advisor for Miami University 60% assistant to Director of Broadcasting in administering operations of Broadcast/TV/FM, Audio/Video, and Technical Services to students in Radio-TV department. Masters Degree in Communication or related field with some experience in teaching and administration. At least three years experience in Broadcasting. Deadline application February 1, 1978. Date of appointment, March 1, 1978. Send resume to Charles T. Lynch, Radio-TV Department, Southern Illinois University Carbondale, IL 62901.

The University of Texas at Austin has opening for assistant professor to teach courses in television production, news gathering, writing, and production courses at all undergraduate level and to participate in graduate program. Qualifications required: Ph.D. significant professional experience, teaching experience and a demonstrated publication potential, ability to work with news media in the region and nation. Salary: minimum $13,500 for academic year, summer teaching possible Equal Opportunity/Affirmative Action Employer. Send letter of application and resume by January 20, 1978, to Dr. Al Anderson, Broadcast News, Search, Department of Journalism, The University of Texas at Austin, Austin, TX 78712.

Artist: Need top notch graphic artist experienced with all forms of TV art as well as print media, including newspaper and outdoor. Must be able to do creative TV art for production. Highly creative. Our station takes pride in having one of the best, most well-respected art departments in the Southeast. Outstanding opportunities for growth and advancement. If interested at our station offers many benefits and a secure future beyond most expectations, including a highly motivated and competitive staff. We offer a good salary based on experience. Send letter of interest to grow and expand horizons and earnings. It interested in more details, contact Hank Price, WAAY-TV, 1000 Monroe Boulevard, Huntsville, AL 35801, or call collect to 205-539-1783.

Producer/Director, Progressive SE station looking for person equally versed in studio production and film production. Looking for creative person who wants to advance with company. Send resume and salary history to Broadcasting Box A-77.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED

Continuity Specialist for University of Wisconsin-Extension Telecommunications, Center, Madison, Wisconsin. Responsible for assisting Continuity Director in preparing, coordinating, and scheduling all materials for daily on-air TV broadcast. Bachelor's or Associate degree preferred. Demonstrated creative writing, organizational, and computer skills at least one year's experience in radio/TV continuity or traffic, or two years in radio-TV production preferred. Typing ability preferred. Teacher license required. Send resume to Mary J. Zettler, 1970 for complete applications. Salary: $10,500. For application write: H. Richard Hirt, Station Manager, WHA-TV, 821 University Ave., Madison, WI 53705. An Affirmative Action / Equal Opportunity Employer.

TV Producer Director needed for 63rd market. Must have BA in Telecommunications or Mass Communications with concentration in TV Production techniques and directing. 1-2 years operational experience with ENG & Video Tape editing. 1-2 year's demonstrated ability in commercial TV production. Send complete resume & TR work history to Kalamazoo, Michigan, WOTV, Amherst 54-9001, by January 25, 1978.

Promotion Development Director for Public TV station in Southwest. Degree and professional experience in broadcast promotion and/or fund raising required. Salary $12,000 minimum. Resume, letters of recommendation, and writing samples by February 3, 1978. To J. Dryden, KRHG-TV, Box J, Las Cruces, NM 88003. An Equal Opportunity Affirmative Action Employer.

Instructor/Assistant Professor to teach and supervise undergraduate production courses in Radio, Televisio, Film, Ph.D. or M.A. preferred; however, selection will be based largely on quality and quantity of previous production experience. Closing date: February 17, 1978. For details write: Dr. Robert R. Clark, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. BGSU is an affirmative action/equal opportunity employer.

Broadcast Specialist for University of Arkansas at Little Rock. Office of Public Information. Position requires creative writing and producing for radio-television and liaison responsibility with broadcast community. Video production experience essential. Bachelor's degree or equivalent experience required. Send resume to Dr. Mary Jean Thomas, Dean of Communication, UALR, 33rd and University. Little Rock, AR 72204.

WANTED MANAGED BUSINESS

General Sales Manager—Seeking major market, experienced, age 35, and references. Box A-16.

WANTED TALENTED PERSONS

First Phone Tech, TV Production Experience, excellent education. Trained salary O.K. Phone Mary, 712-221-2374.

WANTED NEWS

Reporter with major market producing experience, master's degree, seeks reporter position in a medium to large market. Box A-7.

Ability is here. 70% market reporter seeks opportunity. ENG, anchor print, wire service experience. Seeks major market political beat or medium-small NO. VTR, resume immediately Box P-120.

Weathercaster. Highly knowledgeable, wit, good appearance. Also medicinent, environment background. Larger markets only, please. Box A-57.


WANTED PROGRAMMING, PRODUCTION AND OTHERS

Radio License Institute offers extensive prepara-
tory training for the FCC first class license. Over 90% of
our students pass their exam the first time. Both six-
week daytime and eight-week nighttime classes avail-
able year round. State approved for Veterans. RLL, 216
E. Montague St., Charleston, SC 29406, 803-
744-7189.

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 90265 213-379-4461.

Reporter/Anchor—Aggressive ABC operation seeks
experienced person to anchor weekends with
field reporting three weekdays. Send resume, VTR
and salary requirement to Rich Gimmel, WTVQ-TV, PO Box
5590, Lexington, KY 40555. Equal Opportunity
Employer: male/female.

RADIO
Help Wanted Management

WANTED
Radio Station Manager
Top 50 Southern Market.
Must have good track
record for successful
operation. Outstanding opportunity and
challenge. Write Box A-85.

Help Wanted Sales

Regional Sales Manager
Salesperson now working in the Southeast to
headquarter in Atlanta and to cover South-
eastern states for the world’s best ad
medium—Radio. Able to sell, teach, and orga-
nize. Fascinating range of assignments, from
selling radio as a medium to regional and na-
tional accounts in your area of responsibility;
coordinating this vital activity with the in-
dividual efforts of radio broadcasters. You fa-
vorably influence the future (and present) of
radio. Speaking and presenting skills essen-
tial. Opportunity for continuing growth and ex-
pertise to total range of radio and all of adver-
tising’s fascinating facets. Salary open de-
pending on experience and potential, incenti-
ves based on performance. Send letter and
resume to Joe Vincent, Radio Advertising
Bureau, 555 Madison Avenue, New York, NY
10022.

Help Wanted Programing

PROGRAMMING
MANAGER
Small Market
Ideal opportunity for person with management
potential. Accent on trust, loyalty and ability to
lead, motivate and organize production, pro-
graming, news and music. Minimum air work,
ideal living conditions for outdoor type in
mountainous Pacific Coast Region. Independ-
ent AM/FM, EOE. $10M to start. Full resume to
Box A-69. Broadcasting.

Situation Wanted Announcers

ATTENTION
N.A.S.L. MARKETS!
Time is running out but it’s not too late to hire Play-by-
playcolor talent for 1978. Also suited in Baseball,
Basketball, and Football with experience in all facets
of on-air work. Box A-84.

Situation Wanted Prograrning, Production, Others

MUSIC DIRECTOR
Off-air Music Director for respected group owner look-
ing for programming, music or research position with
other group owner, major single station or syndicator.
Still employed, with excellent references. Reply Box
A-67.

TELEVISION
Help Wanted Technical

VITAL HAS A FUTURE
FOR YOU
Dynamic growth opportunities for video
engineers with experience in video
switching systems. Enjoy Florida living.
Work for hi-technology company.
Send resume to: Dale Buzan. Vital Industries,
Inc., 3700 N.E. 53rd Avenue, Gainesville,
Florida 32601.
Help Wanted Sales

TV BROADCAST EQUIPMENT SALES
ADC has a key position as Regional Sales Manager now available to the right person. Applicants must be aggressive self starters who can organize sales activities in a large geographical territory based out of our Los Angeles sales office. All applicants must possess a strong, sales oriented, technical background in T.V. switching and control equipment along with a good general working knowledge of the complete television system. Preference will be given to individuals with proven sales performance.

Interested applicants contact:
The Marketing Manager
AMERICAN DATA CORPORATION
a North American Philips
Company
PO. Box 5228 Research Park
Huntsville, Alabama 35805

MANAGER
Sales and Marketing background preferred
for growing
Southeast Cable System.
Send resume to Box A-64
An Equal Opportunity Employer M/F

Help Wanted Programing

WNEM-TV,
Meredith Broadcasting Group, one of the nation's outstanding middle-market stations, seeks an aggressive, experienced Program Director. Must be strong in program purchasing and movie scheduling. Production background essential. EOE. Contact Dick DeAngelis, Vice President and General Manager, WNEM-TV, Saginaw, Michigan.

Situation Wanted Sales
20 years experience time sales including management of top 10 firm group, plus five years as V.P. Sales for construction firm personality adding in excess of 2 million to company sales, seeks position selling quality product or service to broadcast management in metro New York and/or New England areas. Am industrious, creative, intelligent, mature. Know station management and know how to sell. Reply to Box A-58.

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Broadcasting Jan 9, 1976

70
Profile

Into the shoes of Charles Crutchfield

New Year's Day was a special one for Wallace Jorgenson. After 10 years as executive vice president of Jefferson-Pilot Broadcast Co., he replaced Charles Crutchfield as president of that Charlotte, N.C.-based broadcast group.

Mr. Jorgenson's career as a broadcaster began far away from that Southern city. While still in college, he was a staff announcer for WCAL(AM) Northfield, Minn., a small town south of his native Minneapolis. After graduating from Bowling Green State University in Ohio, Mr. Jorgenson, a first lieutenant in the U.S. Marine Corps Reserve, was activated as the officer in charge of the Armed Forces Radio Network in Kyushu, Japan. After that, in 1946, it was back to Minnesota—this time to KTRF(AM) Thief River Falls, where he was station manager from 1946 to 48.

Thief River Falls is up in the northwest corner of Minnesota, and, as Mr. Jorgenson says, "I got tired of those winters. There's nothing like that cold. I vowed my second winter would be my last!"

It was a happy coincidence that led him to Jefferson-Pilot. After talking with CBS Radio about a sales position and being told he needed some experience at a larger station before joining the network, two opportunities came up. He was offered a position on the sales forces of KMOX(AM) St. Louis "in about six months" or an "immediate opening" with WBT(AM) Charlotte. He says he "had a lease expiring on my house, and I had to make a move one way or another." It was late spring of 1948, and Mr. Jorgenson took one look at the snow still on the roof of his home in Minnesota and headed for warmer climes.

The idea of the move to WBT, he says, was to get "two or three years' experience" and then head for CBS. But when that time was up, he found that he was already national sales manager of the station and had "found a home."

His is a success story. Mr. Jorgenson is now marking his 30th year with the Jefferson-Pilot organization, and he has enjoyed a steady rise up the corporate ladder there.

In 1952 he was named national sales manager of the company's new television station, wbtv Charlotte, and in 1966 he was named a vice president of then Jefferson Standard Broadcasting Co. Two years later he became the corporation's executive vice president.

Taking over the presidency from as distinguished a broadcaster as the veteran Mr. Crutchfield may be a tough act to pull off, Mr. Jorgenson admits, but he seems more than ready and able to get on with it. He shies away, however, from one of Mr. Crutchfield's more visible roles—that of the "conscious of CBS News."

Mr. Crutchfield was well known for his letters to CBS News President Richard Salant about what he often perceived as a leftward slant in the network's stories. But, as Mr. Jorgenson says, Mr. Crutchfield voiced his opinions "out of love and respect for CBS." Mr. Jorgenson says Mr. Crutchfield's letters were always "constructively critical."

Is Wallace Jorgenson likely to continue the tradition? Not really. He does not consider himself quite as conservative as his predecessor, but, he says steadily, "I'm no liberal either. He puts himself squarely in the "moderate" category. But he isn't a quiet moderate, either. Under his guidance, he says, the Jefferson-Pilot stations have developed a "vigorous" editorial policy that regularly draws responses from high officials in both state and federal governments. "Our issues," Mr. Jorgenson says, "are not just apple pie and motherhood."

The editorials are only a part of Mr. Jorgenson's and Jefferson-Pilot's strong emphasis on news. At WBT(TV) Richmond, Va., for example, Mr. Jorgenson reports that the company acquired a "classic underachiever" station and invested heavily to "establish a top-notch news department." He says the gamble is paying off in the Virginia city where WBT, an NBC affiliate, runs a strong second in the market. Using a similar formula at WBT, the Jefferson-Pilot station has managed to maintain its local supremacy in spite of the ratings setbacks suffered by its network, CBS.

As a member of the National Association of Broadcasters TV code board, Mr. Jorgenson has also managed to keep a close eye on the changes taking place in network programing. As are many today, he is concerned with the level of violence on television. That, he says, "has been cut back" by the networks, but "they have replaced it with sex. I wish they had replaced it with something else."

Mr. Jorgenson is an avid traveler, and his frequent trips to Europe have allowed him to study television programing there, where there are "far tighter restrictions on violence. But Europeans do not seem to be bothered by sex programing." By contrast, he notes, in this county Northerners and Westerners seem to be "more affected by violence" while the chief complaint from Southerners concerns sex.

Wallace Jorgenson brings with him to his new office as varied a background as any. His sales experience took him into management when, he says, he started developing an interest in programing— "that's the product we have to sell." He is an active member of the Association of Maximum Service Telecasters as well as the NAB; he finds the time to teach a Bible class at his church and is a member of the board of directors of a local bank.

But as a broadcaster he has found the place to combine his interests in a rewarding and personally fulfilling career. In college, he says he had a double major—art and speech. "Then, of course, I had no idea that the time would come that visual and the spoken media would come together." Nor he with them.
Editorials

Specifications

Finding a successor to John Crichton as president of the American Association of Advertising Agencies is a task of no small proportions. Until his death of a heart attack in late December, Mr. Crichton had performed with excellence as president for 15 years.

In William R. Hesse the AAAA leaders made a fortuitous choice of interim president. A former president of Benton & Bowies who has been senior vice president in charge of the AAAA's Washington office for the past two years, Mr. Hesse obviously knows both the agency business and its regulatory problems. But he is also approaching retirement age and in fact had let it be known he would leave in 1979, when he becomes 65. The AAAA is lucky to have him available to provide continuity while also giving the presidential search committee time to do its job.

The recommendation here is that the committee include in its criteria of selection a working knowledge of broadcasting and broadcast regulation. Many of advertising's most difficult problems arise in Washington and are, usually by tortuous and trendy reasoning, associated more with broadcast advertising than with advertising in other media. Someone with experience in coping on that scene would fit into the AAAA future.

Corruption of the system

Two unrelated cases now before the FCC represent abuses of citizen participation in broadcast regulation. In one, an inveterate challenger of license renewals made a gross attempt to take over one of his targets at a distress price. In the other, the licensee finally bought off a challenger for what can only be called protection money to settle litigation that had been going on for more than five years. The second case is further complicated by the last-minute intervention of a second challenger who wants the protection distributed another way.

The first case features the Committee for Open Media, which is another name for Phil Jacklin, a professor at San Jose State University in California. Mr. Jacklin, a pioneer in the art of making private action look like a citizen movement, petitioned the FCC to deny the 1974 renewal of KJAZ(FM) Alameda, Calif. Episodes in the ensuing litigation have been reported in Broadcasting as they occurred, the latest summary appearing in the issue of last Dec. 12, but they may be summarized as follows: With its license still in jeopardy three years after the original petition was filed, the station was approached by Mr. Jacklin with an offer to buy at a price of $1 million, to be paid at a rate of $2,500 a month — without interest.

Mr. Jacklin has represented this maneuver as a high-minded means of transferring the station ownership to a biracial group of his design. In truth it was closer to attempted confiscation. Under Mr. Jacklin's terms, it would take 33 years and four months to retire the obligation, at zero interest.

That offer was understandably declined, but it does not end the case, which is still in hearing status. Mr. Jacklin, however, will have to find another lawyer as the case goes on. Collot Guerard, who was at his side through his offer to "buy" the station, left that kind of practice to join the Federal Trade Commission after her husband, Robert Bruce, became the FCC's general counsel.

The other case is of even longer duration. Five and a half years ago General Cinema Corp. bought the money-losing WEFM(FM) Chicago from Zenith Radio Corp. with the intention of changing its classical music format to popular music. Something called the Citizens Committee to Save WEFM was formed and has managed to keep the station in litigation before the FCC and courts ever since.

Last October GCC submitted to the FCC a settlement agreement that included a payment of $60,000 to the citizen committee for lawyer fees, $3,500 to finance the notification of committee members, $12,500 for a backup transmitter to enable non-commercial WBEZ(FM) to begin broadcasting 24 hours a day — and $39,500 a year to underwrite classical music programming on WBEZ as long as GCC retains ownership of WEFM. As a bonus, GCC agreed to donate a classical library to WNIB(FM) Chicago, which has a fine music format.

To GCC the terms probably seem reasonable. The record shows that WEFM was losing about $900,000 a year with classical operation.

The final outcome, which awaits disposition of a rival citizen group's complaint that the $60,000 ought to be distributed among good-music sponsors in Chicago, not to attorneys, may satisfy both challenger and challenged in this case, but how has the public interest been served?

From the beginning of this case classical music has been available on other Chicago stations — more in total than the market can support, as WEFM's books unquestionably demonstrate. Is it reasonable to suppose that the aims of citizens who genuinely want classical music will be served by procedures that guarantee a gradual decline of the format? What broadcaster will institute such programming in the knowledge it cannot be abandoned, if it fails, without long and costly litigation and even the risk of a license?

The FCC's policy on format change, which promises to restore some reason to the process, is now before the appellate court. Pray for a realistic ruling from the court.

As for the abuse of petitions to deny, that is a subject that will interest the House Communications Subcommittee if that body is seriously examining equities in its review of the Communications Act. The intensifying abrasiveness that has lately been emanating from the subcommittee gives less and less promise of the dispassionate review that broadcasters originally thought possible. What may be needed is a little more real communication with the subcommittee of that name, at a decibel level slightly lower than that of the letter the subcommittee chairman wrote to the National Association of Broadcasters president last week, reported elsewhere in this issue.

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