WE HAVE A SIX MILLION DOLLAR MAN OF OUR OWN.

He's Jack Harris, president of KPRC radio and television. And for the past seven years, he has personally directed KPRC-TV's participation in the Houston Area Jerry Lewis Telethon for Muscular Dystrophy. His efforts have helped bring in $6 million for medical research and made the Houston area telethon contributions the highest per capita in the nation.

So, when Baylor College of Medicine, headed by Dr. Michael DeBakey, used part of the funds to complete and equip a new research unit in the Jerry Lewis Neuromuscular Disease Research Center, it was decided to name it after someone who really cared about the work that was being done, and had helped make it possible. Jack Harris.

A great honor? Jack thinks so, and so does the rest of the KPRC-TV organization. But they know honor won't get kids out of wheelchairs and back on their feet. That takes money. So next Labor Day, Jack and the rest of the KPRC-TV crew are going to be back in the studio getting people to send in whatever they can.

That's why we think Jack Harris is as impressive a six million dollar man as you'll find. Next year? We're going to try for eight.
In a world of moving people, communications can't stand still.

Our job: to provide communications for moving people. Moving communications. Mobile communications.

We're an association of independent companies across the nation, making what was once a fantasy become a reality, with a whole new generation of personal communications services.

Our Telocator® pagers and mobile radio telephones are vital to doctors, businessmen, repairmen, government officials—to anyone who has to keep in touch in order to serve you better.

In a world of moving technology, we've kept up. Now, we're moving ahead. With the freedom to compete, we're now serving more mobile communications subscribers than any competing system.

The Telocator Network of America. That's Communications on the Move.

TELOCATOR® NETWORK OF AMERICA
COMMUNICATIONS ON THE MOVE

For Telocator mobile telephone or pager service in the Washington area, call any of the following members of the Telocator Network:

Kwik Kall Communications
953-3311

Metrocall
751-4550

Contact of Washington, Inc.
333-1150

Radio Communications, Inc.
855-6500
Winner of Nine Emmy Awards

Including "Best Limited Series"

Plus More Than 135 Other Awards

A David L. Wolper Production
Stan Margulies, Producer

Warner Bros. Television Distribution  A Warner Communications Company
Professional Profiles: Donald H. Platt

Don Platt represents a rather new breed of broadcast manager: The professionally-educated, professionally-trained general manager. The term “general” in this case is particularly apropos, because Don would be able to apply the same finely-developed marketing skills and financial understanding to almost any industry he chose to enter. His M.B.A. training at Stanford University gave him a thorough knowledge of the tools of marketing and general commerce. His real business acumen was perhaps best refined, however, at America’s marketing mogul, Proctor and Gamble. A brand management internship at P & G (Don’s was in the food division) is considered by many captains of industry to be the finest “real life” marketing training available. It is there that one learns, firsthand, the need for clear business logic and the value of on-going management information developed through research. Since building broadcast audience and selling broadcast time are both really marketing functions, the industry must consider itself fortunate to have the professional expertise that Don Platt, and others like him, bring.

Don is Vice President and General Manager of KSFX, ABC-FM in San Francisco and a valued client.

The Research Group

Perceptual Research for Broadcast Management | San Luis Obispo, California
SILVERMAN TO NBC  □  The programer with the golden touch for ABC will leave that company and replace Herbert Schlosser as president and chief executive officer. PAGE 28.

REINSCH TO GET DSA  □  Cox Broadcasting chairman selected by NAB for industry's highest honor. PAGE 29.

IN PUERTO RICO  □  The NAB board assesses its major problems including the status of the Van Deerlin rewrite and sex and violence on TV. PAGE 29.

GLIMMER OF HOPE  □  Questions from some of the Supreme Court justices during oral arguments in the media crossownership case boost the confidence of the plaintiffs' lawyers. PAGE 30.

FERRIS'S FIRST QUARTER  □  The new FCC chairman, three months into the job, still thinks it's "great." Although the pace he's set is not as fast as some would have expected, he's happy with the work accomplished so far. PAGE 32.

ROBINSON TO WARC  □  The former FCC commissioner and U. of Virginia law professor is picked to head U.S. delegation. Ambassadorship will come later. PAGE 33.

REVISIT TO WPIX  □  The eight-year old fight for channel 11 in New York surfaces again in oral arguments at the FCC. Challenger Forum Communications digs up old charges of news distortion. PAGE 36.

POLITICAL CONTRIBUTIONS  □  Common Cause reports who got how much and from whom during the 1976 campaign. It includes reports on donations by the NAB and the NCTA to Communications Subcommittee members. PAGE 37.

JAMMED AGENDA  □  INTV heads for San Diego next Sunday for four days of sessions that will touch on all phases of independent TV operation. PAGE 38.

SEX ON TELEVISION  □  A Doyle Dane Bernbach study of adult Americans finds the public wants reins on such programing, but is wary of outright censorship or federal controls. More advertiser involvement with the issue is urged. PAGE 48.

ARBITRON EXPLAINS  □  Measurement firm says that last year's drop in TV viewing levels stemmed from the comparison of 1977 numbers against those of an exceptional 1976. It adds that figures are now back in line with previous years. PAGE 50.

OUT OF COURT  □  A court in Milwaukee throws out the case against Storer's wti-TV there, brought by fan who wanted to force the station to carry CBS's basketball game of the week. The station now says it will carry the games. PAGE 52.

LANCE TO TV  □  The former director of the Office of Management and Budget will do news analyses on WXIA-TV Atlanta and possibly other Combined Communications stations. PAGE 55.

PORNO PROMOTION  □  Turned down by the Los Angeles Times when it tried to buy ads for an X-rated film, Pussycat Theaters does find three independent TV's there that would accept the campaign. PAGE 58.

DIARY TAMPERING  □  A grand jury in Denver is to consider whether or not to hand down indictments against persons suspected of manipulating or selling Arbitron ratings diaries. PAGE 58.

AKRON DUST-UP  □  A letter to FCC's Ferris from Roger Berk of WAKR-TV, a UHF there, about his concerns in connection with Cleveland network signals, brings charges of foul from the opposition. PAGE 60.

DIPLEXING GOING WELL  □  Most broadcasters are pleased with the new technique that sends both TV audio and video signals on one AT&T circuit. PAGE 61.

IMPORTS  □  The U.S. Supreme Court agrees to hear arguments in the eight-year old battle by Zenith over the prices of Japanese-made TV receivers in this country. PAGE 61.

ENGINEERING A COMEBACK  □  As the new president of CBS Television Stations Division, Tom Leahy is charged with restoring that Tiffany group of stations to the prominence that lately had been slipping away. His first move is to people the division with those who can grow and accept responsibility. PAGE 61.
Shake hands with a fantasy.

Everyone loves a parade. And with Yogi Bear and other Hanna-Barbera characters joining the crowd, it becomes more than just a parade. It's fun and laughter. A happy time that brings people closer together.

Family Entertainment. It's part of the business and philosophy of Taft Broadcasting. Through our Hanna-Barbera television and motion picture productions we reach a worldwide audience in the hundreds of millions. It's a powerful means of support to basic family values, and we're proud of our involvement in it.

Our themed amusement parks host over 6½ million people a year. And our radio and television stations serve seven major markets.

TAFT Broadcasting Company

Informing and entertaining the American family.
Minority aid
Carter administration is about to announce plan to ease minorities' way to broadcast and cable television ownership. Program includes suggestions that FCC give credit in comparative hearings to applicants with minority participation and permit licensees facing renewal or revocation hearing to sell station at reduced price to minority group (BROADCASTING, Jan. 9).

Plan also provides for government loans and loan guarantees, spells out guidelines for government agencies to allocate advertising money to minority-owned stations, and includes training program in station operation, to be carried out by Labor Department.

Morning Line
Politic ing went on beneath palm trees in Puerto Rico where National Association of Broadcasters joint board met last week. Although elections of new board officials don't take place until next board meeting in Toronto in June, candidates are lining up like this: current board chairman, Donald Thurston (WMNB-AM-FM North Adams, Mass.), is shoo-in for re-election, unopposed, to second one-year term. Television board chairmanship, currently held by Kathryn Broman (Springfield (Mass.) Television Broadcasting), who retires from board in June, is sought by Thomas Bolger (WMTV-TV Madison, Wis.), current TV board vice chairman. He is unopposed at moment. Bill Bengston (KOAM-TV Pittsburg, Kan.) wants TV vice chairmanship.

Both chairmanship and vice chairmanship of radio board will be up for grabs: Chairmanship, now held by Len Hensel (WSM-AM-FM-TV Nashville) who retires from board in June, is sought by Bill Sims (KOJAMI-KOZJFM Laramie, Wyo.) and Walter May (WPKE-AM-WDRF-FM) Pikettesville, Ky. Although unannounced, Jerry Lee (WDJR-FM Philadelphia) is also expected to run. No one has announced yet for radio vice chairmanship, now held by Dick Painter (KYSM-AM-FM Mankato, Minn.), who also retires in June.

Stops out
ABC-TV, simultaneously celebrating 25th anniversary of its current ownership and management and runaway lead in prime-time ratings, hopes to make this year's annual meeting of its affiliates something special to remember. Among possibilities under consideration are active roles for ABC-TV program stars in sessions themselves, instead of their usual stand-up-and-say-hello appearances at annual banquet, and some as yet undefined closed-circuit innovations. Meeting starts May 23 at Century Plaza hotel in Los Angeles and, if special plans work out, will probably run one day longer than usual to May 26.

Squeaker
Tribune Co. of Chicago has bare majority of FCC commissioners on its side in its effort to stave off challenge of Forum Communications Inc. for license of its WPIX-TV New York. After oral argument in case on Wednesday (see story page 36), commissioners went into closed session, engaged in vigorous debate for two-and-a-half hours on instructions to be given staff as to drafting of final order. When it was over, Commissioners Robert E. Lee, James H. Quello, Abbott Washburn and Margita White were understood to favor renewal, over dissenting views of Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown. Positions could change by time final order is adopted, but no one is betting on commission order denying renewal.

Commission order favoring WPIX would not end eight-year-old fight. Forum's counsel, Michael Finkelstein, said if commission denies its application, Forum will be "in court next day."

Deflation
Trend in salesman compensation among big television program syndicators is away from commission system and to salary plus bonus. Latest to make change is said to be 20th Century-Fox Television. With rise in TV prices for production and distribution, commissions were getting out of hand.

NAACP turns pro
Former FCC Commissioner Benjamin L. Hooks is delivering on promise to set up office of communication at National Association for the Advancement of Colored People, which he now heads. Office is to be run by Angela Shaw, lawyer formerly with FCC Common Carrier Bureau and later legal assistant to FCC Commissioner Joseph Fogarty. Working with Miss Shaw will be Veronica Jefferson, formerly with Office of Communication of United Church of Christ. New office, in NAACP's New York headquarters, will be concerned with treatment of blacks by and in radio, television and print media.

New office will also establish departments in NAACP's branch offices to teach members how to deal with media. Aim will be to resolve differences through negotiation. When that fails with broadcasters, Mr. Hooks said, groups will be prepared to file petitions to deny license renewals.

Money people
In addition to engineering and legal specialists, each member of FCC should acquire personal economist to provide guidance on common carrier matters dealing with reasonableness of tariffs in telephone, telegraph, satellite and other regulatory areas where rate structures are basic. That's view of Commissioner Abbott Washburn, whose international communications background has established him as resident expert in satellite communications matters.

Each commissioner (except chairman) now is entitled to two professional experts in Grade 15 (annual pay from $36,170 to $47,025). Mr. Washburn wants third—economist in same pay range—plus present three of secretarial-clerical rank. FCC Chairman Charles Ferris has three professionals on personal staff. His predecessors had four.

Brown's men
FCC Commissioner Tyrone Brown has picked two legal assistants: Neal Goldberg, of Washington law firm of Wilmer, Cutler & Pickering, and Booker Wade, of Department of Transportation. Formal appointment awaits Civil Service clearance.

SNAFU
Situation was normal, but didn't look it, when seven broadcasters declined nominations to National Association of Broadcasters radio and TV boards (BROADCASTING, Jan. 16). There were two primary reasons: press of business and three-way ties in which one nominee was deferred to other two. It happens in every election, but this time NAB released announcement of initial call for nominations (BROADCASTING, Jan. 2) before all reluctant candidates had chance to remove their names. NAB emphasizes it won't happen again.

News network?
WPIX-TV New York is getting closer to decision on production of national news show for independents, with start date either in June or September. Present thought is to send stations satellite feed at 9 p.m. or 10 p.m. on barter basis, with time reserved for national advertisers. Project cost is put at $3 million a year or more.
For all the video freedom you can use, get the studio camera with the outstanding picture.

That's the RCA TK-46, latest version of the most popular studio camera ever made. It incorporates a host of features introduced to the industry by RCA—successful in more than 1,500 units—the largest universe of any camera series.

Camera excellence doesn't just happen. In the TK-46, it comes from years of experience.

We planned to set a new standard for studio cameras when we introduced the original TK-44—and we succeeded. Its successor, the TK-46, still sets the standard, with features that deliver outstanding pictures. Among them: Chromacomp, the colorimetry adjustment that doesn't change picture luminance; comb filter and coring, for greatly improved signal-to-noise ratio; high efficiency prism optics for clarity and stability; scene contrast compression. And such automatic features as color balance, iris control and optional centering control.

You deserve the latest camera developments. You get them in the TK-46.

The TK-46 includes these new features: an advanced preamp that improves signal-to-noise ratio by 3 dB; a 30° tilttable viewfinder with an 8" diagonal screen; simultaneous in/out of band aperture equalization with combing and coring—standard, of course. The control panel has been simplified, and setup controls are virtually accident-proof.

Video freedom is available now in the TK-46. And in a huge array of broadcast equipment from RCA.

Video freedom is the outstanding performance of the TK-46. It's the flexibility, features and value of our other cameras. It's everything you need for quality TV operation: antennas, transmitters, mobile vans, VTRs, telecine systems, and more.

It's all available now. Contact your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.
TK-46. Part of the new video freedom.
Folger Coffee  □ Subsidiary of Procter & Gamble features its flaked coffee in five-month TV buy starting in February. Cunningham & Walsh, New York, will buy spots in 32 markets during all dayparts. Target: total women.


Seabrook Foods  □ McKenzie's country fry and vegetable gumbo is scheduled for 10-week TV promotion beginning this week. Tucker Wayne & Co., Atlanta, is arranging spots in about 12 markets during day, fringe and prime time. Target: women, 18-49.

Rep appointments
- WWJR(FM)-KJIB(FM) Portland, Ore., and WONC(FM) Syracuse, N.Y.: Eastman Radio, N.Y.
- WKWF(AM) Key West, Fla.: Jack Bolton Associates, Atlanta.
- WLKR-AM-FM Norwalk, Ohio: Regional Reps, Cleveland.


GAF Corp.  □ GAF Viewmaster will get eight-week TV flight beginning this week. Daniel & Charles, New York, will buy spots in test markets during early fringe and prime time. Target: total adults and children.

Amoco Oil Co.  □ Light oils will be featured in eight-week TV campaign beginning this week. D'Arcy-MacManus & Masius, Chicago, will buy spots in 60 markets during prime and news time. Target: men, 18-49.


Carling National Breweries  □ Brewery will highlight its Tuborg beer in seven-week TV campaign beginning in early February. W. B. Doner, Baltimore, will select spots in 18 markets during prime, news and early fringe time. Target men, 18-49.


International Harvester  □ Lawn and garden division will spend approximately $500,000 on six-week TV campaign starting in mid-March. BBDM, Chicago, will buy spots in about 60 markets during fringe time. Target: total men.

Ziebart International Corp.  □ Auto rustproofing firm slates five-week TV drive beginning in late March. Ross Roy, Detroit, is buying spots in at least 40 markets during fringe and prime time. Target: men, 18 and over.

Potato Service Inc.  □ Frozen food processor places five-week TV promotion beginning in early February, costing approximately $180,000. Chapman Communications, New York, will handle spots in New York, Boston and Presque Isle, Me. Target: women, 25-49.


Allen Products Co.  □ Division of
These are some of the people to ask when you have questions about Gulf.

Finding, producing and transporting energy are complicated jobs. Sometimes the reasons we do things one way instead of another, or do one thing instead of another, aren’t clear to anybody outside the business. But the people and the press have a right to know what we’re doing and how it will affect them. So Gulf Oil Corporation has an elaborate system for supplying answers to questions about our company. The people in the picture are just a few of the people who are in charge of Gulf Public Affairs offices in various parts of the country.

Below there is a list of names and phone numbers of the Gulf people to call when you need information. We hope you’ll use the system, because probably one of the most important challenges we have to meet is maintaining a free and open dialogue with the press.

Gulf people:
meeting the challenge.

1. Atlanta, Georgia
   Michael M. Kumpf - 404-897-7738
2. Boston, Massachusetts
   James T. Morris - 617-227-7030
3. Denver, Colorado
   James W. Hart, Jr. - 303-758-5855
4. Houston, Texas
   James L. Gatten - 713-709-2736
5. Raymond Snokhous - 713-682-1170
6. Los Angeles, California
   Ralph E. Lewis, Jr. - 213-553-3800
7. New Orleans, Louisiana
   Michael H. Nelson - 504-566-2667
8. Philadelphia, Pennsylvania
   Jack Galloway - 215-563-6633
9. Pittsburgh, Pennsylvania
   Thomas D. Walker - 412-263-5938
10. Santa Fe, New Mexico
    A. Samuel Adelo - 505-988-8905
11. Tulsa, Oklahoma
    Jeffrey P. Harris - 918-560-4305
12. Washington, D.C.
    Nicholas G. Floocos - 202-659-8720

Gulf Oil Corporation
Liggett & Myers slates four-week TV drive for its Alpo snap treats, starting in late February. Weightman Advertising, Philadelphia, is placing spots in 15 markets during fringe and daytime.

Target: women, 18-49, and working women.

**General Electric** Company features its rechargeable batteries in three-week TV buy beginning in late March. General Electric's Advertising and Sales Promotion Operations, Stamford, Conn., will arrange spots during fringe and prime time. Target: adults, 25-54.

**Ice House Wines** Ice House wine cocktail will get two-to-three-week TV push starting in early March. David W. Evans, Los Angeles, will place spots in about four markets including New York during fringe time. Target: adults, 18-34.

**Banquet Frozen Foods** Company will feature its fried chicken in two-week TV campaign starting in early February. Case & McGrath, New York, will buy spots in 14 markets during prime time. Target: women, 18-49.

**Smithfield Packing Co.** Company focuses on its lunch meats in two-week TV push starting in early February. Henry J. Kaufman, Washington, is scheduling spots in eight markets during day and early fringe time. Target: women, 18-49.

**Anheuser Busch** Brewery sponsors Muhammad Ali-Leon Spinks world heavyweight boxing championship on CBS Radio, Wednesday, Feb. 15, beginning at 10 p.m. NYT, through D'Arcy-MacManus & Masius. Win Elliot and Don Dunphy will provide description of bout.

**Sentry Insurance** Insurance firm sponsors one hour ABC-TV special, *The Sentry Collection Presents Ben Vereen - His Roots*, Thursday, March 2 (10-11 p.m. NYT), through Grey Advertising. Ben Vereen, star of *Roots*, will be highlighted in special spotlighting key events of his life.

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**BAR reports television-network sales as of Dec. 25.**

**ABC $1,222,635,500 (34.4%)** **CBS $1,165,384,300 (33.2%)** **KABC $1,156,119,800 (32.4%)**

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<th>Day parts</th>
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<th>Total dollars week ended Dec. 25</th>
<th>1977 total minutes</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
<th>% change from 1976</th>
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<td>141</td>
<td>$944,800</td>
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<td>$33,566,149,800</td>
<td>$29,954,284,700</td>
<td>+20.7</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

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**Radio only**

**TRW Inc.** Manufacturer will launch 52-week radio promotion beginning in late February. Media Buying Services, New York, will select spots in 13 markets including Boston, Chicago and Philadelphia. Target: men, 35 and over.

**S.S.S. Co.** S.S.S. Tonic gets 20-week radio promotion beginning this week. Tucker Wayne & Co., Atlanta, is selecting spots in 120 markets. Target: adults, 25-54.

**Boyer Bros. Inc.** Sweets manufacturer will place 12-week radio promotion beginning in early February for its candy. Mediators, New York, will buy spots in 10 markets including Albany, N.Y.; Boston, Milwaukee and St. Louis. Target: teenagers.

**Japan Airlines** Airline schedules four-week radio push starting in early February. Ketchum, MacLeod & Grove, New York, will handle spots in five markets including Chicago, Los Angeles and San Francisco. Target: adults, 35 and over.

**Tyson Foods** Poultry division arranges four-week radio flight for its rock cornish hens starting in early March. Brooks-Pollard, Little Rock, Ark., will place spots in Chicago, Minneapolis and Milwaukee, spending approximately $50,000 on campaign.

**Geo. A. Hormel** Grocery products division focuses on its chili in two-to-four week radio campaign beginning this week. BBD0, Minneapolis, will buy spots in about 12 markets including Atlanta, Dallas, Los Angeles and San Diego. Target: women, 18-34.

**Automatic Data Processing Inc.** Computerized bookkeeping and recordkeeping service schedules four-week radio buy starting in early March. Schaefter Advertising, Valley Forge, Pa., is buying spots in 15 markets including Baltimore, Cleveland, Dallas and Miami. Target: men, 25-54.

**National Coal Association** Trade association places two-to-three-week radio campaign beginning in early April. Richard Newman Associates, Champaign, Ill., is handling spots in 30 markets including Boston, Chicago, Detroit and St. Louis. Target: men, 25-54.

KBEQ Kansas City has appointed RKO Radio Sales.
You can add points to your ratings with a TV LOG listing ad like this in any of our 82 major markets.

Networks, stations, syndicators and sponsors have been using TV LOG successfully for over 20 years. Audience insurance is the reason why. TV LOG is the most cost-efficient way of reaching your potential audience at the "moment of decision."

CONSIDER THESE TV LOG FACTS: • Available on a national, regional or local market basis • You reach over 49 million potential viewers in 437 publications

You reach non-viewers as well, adding to your total impressions • Buy one market or buy 82—your average cost per thousand is only 15¢.

TV LOG listing ads are sold on a first come, first served basis. So, phone us today for the markets you're interested in, or send us the coupon below for further information.


Update my files.
Please send me details on current markets available, rate information, etc.

Name ____________________________
Company ____________________________
Address ____________________________
City/State/Zip ____________________________

TV LOG ADS

...Where people look before they watch!
“Elizabeth... this is the big one.”
Highest rated ½-hour series in NBC history.

More Homes than “Happy Days”
More Women than “Mary Tyler Moore”
More Men than “Mash”
More Youngsters than “Barney Miller”

136 Episodes. Available This Fall. Order Now!

A TANDEM Production
Distributed by P • I • T • S Films

Contact Robin French or Gary Lieberthal • 1901 Avenue of the Stars. Suite 666. Los Angeles, CA 90067. (213) 553-3600
Qwip sends a message via radio and television

Manufacturers of facsimile transceivers ("fax" equipment) have made one big mistake in their attempts to introduce this revolutionary device to the business market. They have been selling just another piece of office equipment rather than an entirely new concept in office hard-copy communications. This realization, I believe, accounts for the tremendous success we have had in the just-completed nine-week TV-radio test advertising campaign for Qwip Systems in Chicago and Los Angeles. As a result of this success, we are moving right into our national advertising campaign in broadcast as well as print, starting this week.

Qwip is a simple device that allows the operator to send and receive authentic copies of letters, reports, drawings, sketches, charts, contracts and other time-critical documents across town or across country in minutes. The only other piece of equipment necessary to the operation of a Qwip machine is the already essential telephone. In short, facsimile transmission can be described as long-distance copying done with a telephone.

Fax has actually been a viable business tool, since the introduction of the AP Wirephoto of the 1930's. But it wasn't until the Carterfone decision of 1968 that it became possible to use regular telephone equipment for transmission purposes. Xerox, 3M and Graphic Sciences (now a division of Burroughs) entered the field early and began marketing their fax equipment. We feel their marketing efforts were ineffective. The equipment they offered was expensive, too delicate and sensitive, and hence, unreliable. As to approach, they were selling hardware rather than the concept of fax. We immediately realized that top-level executives, not office managers, were positioned to buy a concept. Our advertising campaign reflects this. We are talking to management with $25,000-plus incomes who are involved in making decisions to buy equipment worth more than $1,000.

The rental for a 1000 series unit is $29 a month, and extraordinary simple to operate, and offers a "repair-by-replacement" policy which precludes time-consuming, on-premises repairs. These qualities reduce the marketing thrust to the conceptual level which, with the assistance of Creamer Lois/FSR President and Creative Director George Lois, we have been able to translate into extremely effective advertising.

The competition advertises almost exclusively in the vertical trade media, which, of course, is hardware oriented. Our print campaign, which went national last spring, has been aimed at top business executives through such publications as Time, Newsweek, Business Week, The Wall Street Journal and Fortune. But the broadcast media are the most efficient means for reaching this audience. The test campaign in Chicago and Los Angeles corroborated this view. Although Chicago and Los Angeles are tough test cities, we chose them because we have strong in-place marketing operations and were able to follow up on interest generated by the test. The usual test cities were just too small for a young company like Qwip Systems.

The test was unbelievably successful and far exceeded our expectations. Awareness rose 475% from pre-to-post-testing—a period of nine weeks. And the current sales volume was very good. Our agency enlisted the aid of Octoboy-Smith Inc. to do a penetration study. This was done in two waves of interviewing, one wave occurring before the advertising broke in late September, the other coming after it was over at the end of November. In each wave 550 target people were interviewed. These people were responsible for major office equipment purchases in their firm, and they worked in offices that employed at least 25 persons. The target age group was in the 20-54 range.

The national broadcast campaign is just now getting under way. The radio and television spots will be supported, as mentioned, by a substantial print campaign. Together, the package amounts to a sustained, year-long, nonseasonal awareness campaign which we feel will effectively launch facsimile in general, and Qwip in particular.

The breakdown of markets to be used for the 1978 media plan is quite solid. We have divided the markets into "A" (major), "B" (minor), and "C" (small) categories. While the "A" category encompasses large cities such as New York, Dallas, Houston, Washington, Boston and so on, these markets also happen to be the nation's communications centers, which lends additional meaning to the "major" categorization. The divisions are also representative of the size of our operations in each locale.

An interesting facet to the campaign is that the television component is not a network buy, but a spot buy. In making this decision, the financial aspect was not the major concern. With the excellent capability of the media department at Creamer Lois/FSR, the buying can be controlled market-by-market so that the national spot buy becomes the most efficient way to go. We will be shooting for spots and spots and spots.

The radio buy will concentrate on similar markets with heavy emphasis on drive time. Radio spots will be off during the weekend. Of particular importance in the radio/TV combination is the definite interplay between the two. In the long run, our audience won't remember whether they saw it on TV or heard it on the radio, which is the ultimate objective of an awareness campaign.

One of the inspired aspects of the whole project, aside from the nature of the concept and product, is the way George Lois attacked the conceptual difficulties inherent in marketing Qwip. By playing off the Qwip name, he created Qwibble, master of the "Qw" sound. Broadcast market audiences will hear Qwibble offer these friendly words of advice:

"Qwip is an inquitable machine that mails pictures and words electronically by telephone in four minutes flat!"

In the 10 years since Carterfone, only 150,000 fax units were placed in the market. With a 33-million business phone potential, that figure truly represents only the merest stirring of the sleeping giant. And Qwip is now leading the way. In 1977, we placed more units than Xerox, Graphic Sciences and 3M combined. This is why embracing upon Qwip System's first combined national TV, radio and print campaign is particularly exciting. In terms of product features and marketing expertise—Qwip Systems has it. Now, the national broadcast campaign will flaunt it.
Broadcasters are talking about two exciting new programs from

BROADCAST WORKS, INC.
Datebook

This week

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 C.B. Littlejohn, Dan Redmond of Washington law firm of Dow, Lohnes & Albertson, and Richard Shiben, chief of FCC renewal and transfer division. Sheraton Inn I-85, Horsen Circle, Spartanburg, S.C.


Jan. 25-Deadline for nominations for Sigma Delta Chi Distinguished Service Awards. Of the 16 categories, there will be three in radio and three in television: reporting, public service in journalism and editorializing, Cassettes, tapes or film and a typewritten summary plus scripts are required. Awards will be presented April 28 in St. Louis. Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, suite 3108, Chicago 60601.

Jan. 25-New York City chapter of American Women in Radio and Television 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 Minorities 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. Capitol Airport Inn, Atlanta.

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

Jan. 27-28-Utah Broadcasters Association convention. The Four Seasons motel and convention center, St. George, Utah.


Jan. 28-Deadline for entries in 10th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged. Professional categories will be broadcast (radio and television), print (newspapers and magazine) and photojournalism. Cash prizes of $1,000 will be awarded the best in each category with an additional $2,000 grand prize for the most outstanding of the category winners. Entries (from student print, broadcast and photojournalists) will be judged separately with a three-month journalism internship in Washington and a $500 honorarium to the executive director: 1035 30th Street, N.W., Washington 20007. (202) 338-7444.

Jan. 29-30-Eighth conference on westcoast (radio and TV) as part of the American Meteorological Society's 58th annual meeting (Jan. 29-Feb. 2). De Soto Hilton hotel, Savannah, Ga.


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


February

Feb. 1-Radio Advertising Bureau sales clinic. Sheraton Airport Inn, Bloomington, Minn. (For Minneapolis area).

Feb. 1-Deadline for entries for Awards in Connecticut Business Journalism to recognize writers and editors covering Connecticut and financial journalism last year. Prizes of $500 will be granted writers and producers in eight media categories, information and entries: Connecticut Business Journalism Awards, PO. Box 3598, Hartford, Conn. 06103.


Feb. 1-2-Ohio Association of Broadcasters' professional sales school. Carrousel Inn, Columbus, Ohio.


Feb. 2-3-Arkansas Broadcasters Association winter convention. Speakers will include Arkansas candidates for the U.S. Senate and Jim Gibbett of the National Radio Broadcasters Association, Pine Bluff Convention Center and Holiday Inn South, Pine Bluff, Ark.

Feb. 2-6-International Radio and Television Society's faculty/industry seminar. Harrison Conference Center, Glen Cove, N.Y.

Feb. 3-4-Society of Motion Picture and Television Engineers 12th annual television conference. Sheraton-Atlanta hotel, Atlanta.

Feb. 4-Regional conference of Northeast Region of National Federation of Local Cable Programmers which will include seminars on funding, media access, production and media for social change, Boston Film and Video Foundation, Boston, Contact: Salie Fischer, region coordinator, PO. Box 75, Derby, Conn. 06418.

Feb. 5-7-Seminar on impact of cameras in courtrooms, cosponsored by Florida Association of Broadcasters and Florida Press Association and presented by University of Florida College of Journalism and Communications. Hilton hotel, Gainesville, Contact: Pamela M. Zimpfer, division of continuing education, University of Florida, 2012 West University Avenue, Gainesville 32603.

Feb. 6-7-South Carolina Cable Television Association annual meeting. Hilton-Bluff Inn, Columbia. Information: Vic Nicholls, (803) 721-8526.

Feb. 7-Radio Advertising Bureau sales clinic. Holiday Inn, Charlotte, N.C.


Feb. 8-Arizona Cable Television Association annual meeting.
There's an old saying that in business nothing really gets done between Thanksgiving and New Year's. We were aware of that feeling when we decided to announce on November 21, 1977 our new series "THE RIGHT TO KNOW", hosted and reported by JOHN DEAN for BROADCAST WORKS, INC.

We've since discovered that they were wrong. You can get a lot accomplished over the Holidays—if you've got the right product. Broadcasters throughout the country have told us that we do. Our original announcement of "THE RIGHT TO KNOW" has brought us not only a good of inquiries, but a substantial and impressive early lineup of stations. We're privileged to print some of these call-letters elsewhere on this page.

Our program's start date is Monday, January 30, and we guarantee it will be innovative, provocative and controversial. Thanks to our heavy use of actualities and unique subject matter, each three minute daily broadcast will stimulate and involve our listeners.

Some of JOHN DEAN's opening episodes of "THE RIGHT TO KNOW" will include:

Teenage Alcoholics—Why they drink and why they're not getting help.

Why Idi Amin is called Africa's Hitler—An exclusive interview with our former ambassador to Uganda.

The subway train that travels 10,000 miles per hour—It could be tomorrow's transcontinental transportation.

Antiwar activist Jerry Rubin's advice to Richard Nixon on how to cleanse his soul.

Why Americans never hear America's most expensive radio program.

What it's like doing business with the Russians—getting Brezhnev on the dotted line.

Mort Sahl on political humor—who was America's wittiest President?

Jimmy Carter's position on marijuana.

And much, much more.

Many broadcasters who have had a peak preview of our first two weeks of programs have called them "superb". But, judge for yourself. If your market is still open, we'll be happy to send you a demo and our first two weeks of programs. After you've listened, we're certain you'll find a market exclusive, too.
winter meeting and legislative luncheon, ACTA headquarters, Phoenix.

Feb. 8-10 — New Jersey Cable Television Association annual meeting, Marriott, saddlebrook, N.J.

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


Feb. 13 — New deadline for comments to be filed on a proposal by the ethics committee of District of Columbia Bar Association to amend the association's rules to make it more difficult to pass through the so-called "revolving door" between government and regulated industries when changing employment. Previous deadline was Jan. 6.

Feb. 14 — Missouri Cable Television Association annual meeting, Remanda Inn, Jefferson City, Mo.


Feb. 15 — Deadline for entries in 1978 Clarion Awards competition of Women in Communications Inc. One plaque and one honorable mention will be conferred in eight media categories that include radio series, documentary television series or documentary and advertising campaign. Purpose is to honor outstanding communication between Jan. 1 and Dec. 31, 1977, in the fields of human rights, resources and community. Entry forms: Women in Communications Inc., P.O. Box 8561, Austin, Tex. 78766.

Feb. 15 — Deadline for entries for Broadcast Preceptor and Broadcast Media Awards of San Francisco State University. Winners will be honored during 28th annual Broadcast Industry Conference, San Francisco, April 16-21. Information: Janet Lee Miller, Broadcast Industry Conference, San Francisco State University, San Francisco 94132; (415) 469-1347.

Feb. 15-17 — Texas Cable Television Association annual convention. Marriott, Dallas.

Feb. 18 — Radio Advertising Bureau sales clinic, Sheraton Boston, Boston.


Feb. 17 — Deadline for entries in 1977 Charles Stewart Mott Awards competition, sponsored by the Education Writers Association, to honor education writing. Radio and television category awards will be given in single series and series of reports. Entry forms: published subject or theme, but not to exceed 60 minutes. Information: EWA, P.O. Box 281, Woodstown, N.J. 08098; (069)769-1313.


Feb. 19-20 — Idaho Cable Television Association convention, Holiday Inn, Boise, Idaho.

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

Feb. 21-23 — Washington Cable Television Association meeting, Tyee Motor Inn, Tumwater, Wash.


Feb. 23-24 — Louisiana Cable Television Association annual meeting, Best Western Chez Vous, Shreveport, La.

Feb. 24 — Deadline for entries by FM stations in U.S. and Canada for 1979 Armstrong Awards for excellence and originality in FM programming. Competition is administered by Columbia University, where late Edwin Howard Armstrong was professor of electrical engineering and dean of the engineering and executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.


Feb. 24-25 — Industrial forum, "Managing the Entertainment Business by the Graduate School of Management, UCLA. Six panels will feature key executives in film, television, agency and recording businesses. UCLA Los Angeles.


March

March 1 — Deadline for entries for American Bar Association's Gavel Awards. Legal and public relations services and news syndicates are among the categories that will be judged for efforts during 1977 to increase public understanding of the legal system of law and justice. Committee on Gavel Awards, ACA, 77 South Wacker Drive, Chicago 60606.


March 1 — Deadline for entries in competition for distinguished service in health reporting, sponsored by the American Chiropractic Association. Cash prizes and medals of merit will be awarded in radio, television, 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 commercial television station. Bronze plaque and $2,500 will be given the over-all broadcast winner with $1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: F. Ben Hevel, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.


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


March 8-9 — California Community Television Association's fourth annual congressional-FCC conference. Westings are scheduled during the day on March 6, 7, and 8 with FCC officials, members of Congress and White House officials. There will be a pre-conference briefing March 5 by National Cable Television Association and CCTA staff members. Receptions and dinners on March 6 and 7 are scheduled to honor the FCC commissioners and staff and California and Arizona congressmen, Hyatt Regency, Washington.


March 10 — Deadline for students to submit entries for annual Radio Television News Directors Association scholarships. Entries should go to chairman or department heads at schools for forwarding to Radio Television News Directors Foundation. Information: Rob Downs, secretary of RTNDE, c/o WKAR (AM) East Lansing, Mich. 48824.

March 10 — Spring luncheon meeting of New York
We've had such an overwhelming response to our unique public affairs series BETWEEN THE GROOVES that we're convinced that it is going to become one of the true giants of national radio when we begin distributing it Sunday, February 26.

Broadcasters are talking about BETWEEN THE GROOVES because it represents a solution to the dilemma of how contemporary radio stations can satisfy their public affairs commitments while still retaining their audiences.

At BROADCAST WORKS, INC., we've developed BETWEEN THE GROOVES with the idea that public affairs programming need not be dull or serious. We think it should relate to the type of audience today's rock broadcasters are catering to—the 12 to 34 age group.

The result of our efforts is BETWEEN THE GROOVES, a weekly one-hour feature which highlights a well-known recording artist or group's thoughts on a socially oriented issue, along with their music.

Each BETWEEN THE GROOVES now comes complete with eight 10-second availabilities for sale by you to local sponsors. We also provide you with an outline of all the music used in the program and a list of participating individuals and community problems used, for your ascertainment file.

Pictured in the adjacent column are just a few of the artists you'll hear on BETWEEN THE GROOVES—Harry Chapin, The Beach Boys, Natalie Cole, England Dan & John Ford Coley and Stevie Wonder. Elsewhere on this page we're privileged to list some of the radio stations that have already arranged to carry the show on an exclusive basis in their markets.

If you haven't listened to our demonstration album yet, we'd be happy to send you one on request. BETWEEN THE GROOVES is the show you need to hold elusive contemporary audiences while satisfying your station's public affairs commitments.

K100 Los Angeles
KMGC Dallas
WXKX Pittsburgh
WLUP Chicago
KDBW AM/FM Minneapolis
WLCY AM/FM Tampa/St. Petersburg
KTLK Denver
WZMF Milwaukee
WSAI/AM Cincinnati
KUPD AM/FM Phoenix
WFBQ Indianapolis
WQIRK Norfolk
WCMF/AM Rochester
WOHO Toledo
WKDF Nashville
WEEX Allentown/Bethlehem/Easton
KYNFO Fresno
KQ98 Omaha/Council Bluffs

These stations are but a partial list as of January 6th (our copy deadline). Stations are joining the ranks daily. To find out if your market is still available call us at Broadcast Works, Inc.

6430 Sunset Boulevard,
Suite 302
Los Angeles, California 90028
(800) 421-4248 • (213) 469-5129
Man's best friends.

For more than 20 years, WKZO-TV has been televising Kalamazoo County Humane Society programs. The result has been an increased community awareness of the so often overlooked problem of stray and mistreated animals.

Because of WKZO-TV's special sensitivity to the needs of Kalamazoo County's animal population, the Humane Society recently expressed their appreciation for the station's help. The Society honored WKZO-TV for "the many words and pictures over the years" which "played a vital role in furthering the Humane movement in Kalamazoo County."

Focusing attention on the problems of those unable to speak for themselves is all part of the Fetzer tradition of total community involvement.
While everything else goes up in price, our “Price” goes up in performance:

22% rating increase over lead-in program in 22 markets!

22% share increase over lead-in program in 23 markets!

52% women (18-49) increase over lead-in program in 36 markets!

19% rating increase over year-ago program in 23 markets!

19% share increase over year-ago program in 29 markets!

35% women (18-49) increase over year-ago program in 26 markets!

Performance! It's the sign of a blue-chip from Goodson-Todman. Call us for investment opportunities in your market.

The Price Is Right
with new host Bob Barker

Source: ARB, 11/77 and 11/76. Audience estimates are subject to qualifications available upon request.


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

March 15 — Deadline for entries in Radio Television News Directors competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There are also RTNDA awards for spot reporting, investigative reporting and editorial commentary. Entry forms: RTNDA, 1735 E. Quincy St, N.W., Washington 20036.

March 16 — FCC's new deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience revenue relationship and service to public (Docket 21284). Replies are now due May 15, FCC, Washington.


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

March 24 — FCC's new date for comments in inquiry into possible changes in commission's form 395—annual employment report (Docket 21474). Replies are now due April 21, FCC, Washington.

March 29 — NBC Radio Network regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

March 31 — NBC Radio Network, regional affiliate meeting. Opryland hotel, Nashville.

April 1

April 5 — Luncheon to induct John Caples, BBDO, and Dr. George Gallup into American Advertising Federation's Advertising Hall of Fame. Waldorf-Astoria hotel, New York.


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

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

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

April 12 — Deadline for reply comments in FCC inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

April 13 — NBC Radio Network regional affiliate meeting. Sheraton hotel, Cleveland.

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


April 15 — Regional workshop of Radio Television News Directors Association and Department of Journalism, Duquesne University, Pittsburgh.

April 19-21 — Spring convention of Kentucky Broadcasters Association and Woman's World (D-Ky) will be the principal speaker. Executive West Inn, Louisville, Ky.

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


April 23-27 — Seventh American Institute of Aeronautics and Astronautics communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, Box 92919, Los Angeles 90090; (213) 468-3788.

April 24 — Twentieth annual Broadcasting Day, sponsored by Florida Association of Broadcasters and University of Florida College of Journalism and Communications. FABC will hold its spring meeting on preceding day (Sunday). Reitz Union, campus. Gainesville.

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

April 30-May 2 — Chamber of Commerce of the United States Ethics meeting, Washington.

April 30-May 2 — Action for Children’s Television seventh annual symposium on children’s TV, Washington.

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

May


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

May 11-13 — Louisiana Association of Broadcasters spring convention, New Marriot East, Cleveland.

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

May 16 — NBC Radio Network regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

May 17 — NBC Radio Network regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

May 17-18 — Ohio Association of Broadcasters spring convention, New Marriot East, Cleveland.

May 19-20 — Public Radio in Mid America spring meeting, KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

May 21-24 — Tenth annual Southern Educational Communications Association conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.


May 28-June 3 — Eighth Prix Jeunesse International, an international television competition for children’s and youth programs under the auspices of the European Broadcast Union and UNESCO. Building of Bayerische Rundfunk, Munich, Germany.

June

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


June 6-8 — NBC Radio Network regional affiliate meeting, Logan Airport Hilton hotel, Boston.

June 7-9 — NBC Radio Network regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

June 8-10 — Alabama Broadcasters Association spring convention. Gulf Park Resort, Gulf Shores, Ala.

June 8-11 — Mississippi Broadcasters Association annual convention. MBA board will meet June 5. Sheraton-Biloxi hotel, Biloxi, Miss.


June 15-16 — Oregon Association of Broadcasters spring conference. Salishan Lodge, Gleneden Beach, Ore.


June 21-24 — Florida Association of Broadcasters 43rd annual convention, The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22-23 — Broadcast Financial Management Association/BCCA quarterly board of directors meeting. Opryland hotel, Nashville.


June 25-28 — Public Broadcasting Service's annual membership meeting. Fairmont hotel, Dallas.

July

July 12-16 — Combined Colorado Broadcasters Association/Rocky Mountain Broadcasters Association meeting, Manor Vail, Colo.

July 16-18 — California Broadcasters Association...
PROOF... Superior FM Performance
with Harris' MS-15 exciter and MSP-100 audio processor

Dear Gene,

I thought you would be interested in K-QUE's latest purchase from the Harris Corporation, the MS-15 exciter and the MSP-100 processor. We have purchased these products after many years of use of other equipment from Harris.

The difference is quite evident. With K-QUE's new MS-15 exciter and MSP-100 processor, we expect to exceed our expectations for improving our already good quality.

The new equipment not only improves the loudness and clarity of our broadcasts, but also provides better reception in fringe areas.

Great reception in fringe areas

Notice the difference in loudness and clarity

Improved broadcast signal quality

The difference is quite evident. With K-QUE's new MS-15 exciter and MSP-100 processor, we expect to exceed our expectations for improving our already good quality.

I listen to K-QUE at my ranch on a GM car windshield antenna in stereo like a local. This is some 150 miles north of Houston.

You keep making equipment with this noticeable improvement in clarity. Increased level that has resulted in the increased coverage and we'll keep buying it.

Kind regards,

David B. Morris, President

TEXAS COAST BROADCASTERS, INC.

Why don't you?

Contact Harris Corporation
Broadcast Products Division
Quincy, Ill. 62301

MS-15 and MSP-100 far exceeds expectations

HARRIS
COMMUNICATIONS AND INFORMATION HANDLING
midsummer meeting. Del Monte Hyatt House, Monterey, Calif.
July 16-19—National Association of Farm Broadcasters summer meeting. Fairmont hotel, San Francisco.

August

Good winners
Editor: Your special report on Lester W. Lindow ["AMST: about to change the guard, but not to drop it"] is applauded in this corner. As Vince Lombardi once remarked—"Winning isn't everything, it's the only thing." Les has consistently been a winner with very little fanfare, but certainly with a touch of class.—Jason L. Shrinsky, Stambler & Shrinsky, Washington.

Wrong billing
Editor: In your Jan. 9 issue, you accurately reported Lee Loevinger's refusal to appear in a forthcoming Ford Foundation seminar program at Georgetown University, Washington, treating the role that the FCC in dealing with advertising to children. An unfortunate inaccuracy occurred in that article for which I am responsible.

The article indicated that Frank Lloyd would be one of the speakers at the seminar. My understanding was that Mr. Lloyd was expected to represent an FCC viewpoint in lieu of Chairman Charles Ferris who has stated that he will not be making public appearances during his first few months in office. This information was incorrect. Mr. Lloyd had not been contacted and it was undoubtedly embarrassing to him to read Mr. Loevinger's criticism of his supposed views in a context in which he had no advance knowledge. Again, the responsibility for the error is mine.—Gerald J. Thain, professor of law, University of Wisconsin, Madison.

Knows his ABC's
Editor: Among my responsibilities here is to instruct a class entitled "Fundamentals of Mass Communication." Though this course explores many media, the history and regulation of the broadcasting media are, of course, a large portion of the content.

As a seven-year subscriber to Broadcasting magazine, I turned to your Broadcasting Yearbook to see whether any portion would be useful in the course. Sure enough, your "ABC's of Radio-TV" is the finest short-yet-detailed summary of the world's most important media I have found.—Scott W. Tilden, director, Office of Public Relations, University of New Haven, West Haven, Conn.

September
Sept. 10-12—Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.
Sept. 15-16—Annual meeting of Public Radio in Mid America. WHAI(M) Madison, Wis. will be host station, University of Wisconsin campus, Madison.
Sept. 16-18—Nebraska Broadcasters Association annual convention. Kearney, Neb.

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GROWING

1977-78 season average - 31 rating, 49 share.
17% increase in ratings over the 1976-77 season.
36% increase in ratings over the 1975-76 season.

MORE THAN EVER YOU NEED
"HAPPY DAYS"

* NTI 14-Week Average
Subject to Survey Qualifications

Available Fall, 1979
ABC's ace becomes NBC's hope

Programing whiz Silverman is tapped by Griffiths to replace Schlosser as president and chief executive officer of NBC

Fred Silverman, who helped lead ABC to the ratings heights, was named last week to rescue NBC from the depths. The president of ABC Entertainment was named president and chief executive officer of NBC, replacing Herbert S. Schlosser.

The move came as a surprise, although there had been repeated speculation that Mr. Schlosser was in jeopardy as NBC-TV floundered from second to third place in the prime-time ratings ("Closed Circuit," Jan. 2).

In a statement prepared for release late Friday afternoon (Jan. 20), Edgar H. Griffiths, president of NBC's parent RCA Corp.—who has made no bones about his determination that NBC become number one in both ratings and profits—said that he had been impressed not only with Mr. Silverman's programing skills but with his desire and apparent capacity to enlarge the scope of his responsibilities. "He will be in full charge of the company and he will have my full support," Mr. Griffiths said.

There had been talk that, with ABC-TV firmly established at the top of the prime time ratings and making progress in other dayparts, Mr. Silverman, at 40, might want to take on other challenges—at Paramount Pictures or with some other Hollywood production company—when his ABC contract expires at the end of May.

The moods at NBC and ABC began to shift noticeably by Friday afternoon, after the first surprise had worn off at each of those organizations. At NBC, a quiet optimism and even elation began to take hold, propelled by the opinion of senior executives that Mr. Griffiths had executed a "brilliant coup" in bringing in the one person whose selection could not be challenged on any count (save perhaps that of experience beyond the programing area, and NBC is not in conspicuously short supply in those quarters). As one put it, Mr. Silverman's selection "put everything on hold," referring to escalating criticism of NBC from Wall Street, affiliates and others.

On the other hand, a quiet bitterness was gathering at ABC, where Mr. Silverman reportedly had assured intimate associates that, while he might leave the company, it would not be for a job with the competition. He had made similar statements to the press, labeling speculation that he might go to NBC "ridiculous."

Mr. Silverman has seemed to dominate ABC programing so completely that speculation as to his successor got off to a slow start. Those said to be among "logical choices" are Stephen Gentry, vice president of programs, West Coast; Lewis Erlich, vice president of programs, East Coast; Ed Vane, vice president and national program director, or Brandon Stoddard, vice president, dramatic programs and motion pictures for television, who reports to Mr. Gentry in Los Angeles.

Mr. Schlosser was offered, and is considering, an executive vice presidency at RCA. In any event, NBC sources said, he will remain as NBC president and chief executive officer until Mr. Silverman arrives to take over those responsibilities.

When this would happen was not clear, except that it seemed likely to be at least a few weeks, and might be early June if ABC holds him strictly to his contract. Mr. Silverman has had the flu and also, according to sources close to the situation, wants to take three or four weeks' vacation before moving into the new job.

There were differing views as to whether he would be free, under his ABC contract, to go to NBC before it expired. One version was that it contained certain rights that he might be able to claim had been breached by ABC, enabling him to leave at will. Another was that the contract will permit ABC to keep him until it expires.

What seemed virtually certain was that ABC, whether it holds him or not, would not want him to remain active another day after he had come to terms with a principal competitor.

What changes might follow Mr. Silverman's arrival at NBC remain to be seen. RCA sources said that Julian Goodman would continue as chairman and David C. Adams as vice chairman, and that they did not anticipate any widespread upheaval in the NBC ranks.

The position of Paul Klein, NBC-TV's chief programer, seemed particularly doubtful to observers, however, since Mr. Klein has frequently expressed disdain for ABC-TV programing under Mr. Silverman. ABC programing, Mr. Klein has said, basically appeals to "kids and dummies." A contrary view held that Mr. Silverman would not want to risk losing him to the competition.

Irwin Segelstein, whom Mr. Klein succeeded late last year as programing chief, was said on the other hand to stand to gain from Mr. Silverman's arrival. Mr. Silverman and Mr. Segelstein, who became head of program planning when displaced by Mr. Klein, are said to be both neighbors and long-time good friends. The two were said to have been together at New York's "21" Club a couple of nights before the news of Mr. Silverman's new job broke.

The changes apparently caught NBC officials, as well as the broadcasting and advertising business generally, by surprise. Mr. Schlosser reportedly got the news from Mr. Griffiths on Thursday. He had planned to go out of town but canceled the trip, according to NBC sources, after being called to Mr. Griffiths's office.
NAB boards: laid back in Puerto Rico

Winter meeting has no conflict; opposition to rewrite and code language on sex reaffirmed; dues for radio code integrated with NAB fees; approval given for filing amicus brief in WBAL case

It may have been the soothing influence of sun and sea, or it may be that the winds of the broadcasting industry are equally balmy, but things were remarkably inanimate at the National Association of Broadcasters winter board meeting in Puerto Rico last week.

Meeting Tuesday through Friday at the Cerromar Beach hotel, the boards—joint radio and TV—took four major actions with a minimum of fuss and always unanimously, according to participants in the closed meetings. (1) The joint board reaffirmed its stance in opposition to the House Communications Subcommittee rewrite of the Communications Act, particularly against the notion of industry trade-offs. (2) It reaffirmed its new TV code amendment urging restraint by NAB members, especially networks, and TV producers and writers, in the depiction of sex on television. (3) The radio board consolidated its radio code due structure with its radio membership structure to boost sagging code membership. And (4), the joint board decided to jump into the case now before the Supreme Court on the side of WBAI(FM) New York, the Pacifica station cited by the FCC for indecent language on the air.

The board said that while not condoning the station's broadcast of comedian George Carlin's "Seven Dirty Words" routine, it felt compelled to file a friend-of-court brief on the station's behalf because "NAB strongly endorses the principle of editorial independence and full First Amendment freedom for the electronic media."

Although avoiding the fray until this late hour (the case originated in 1975) the board's vote was declared to be unanimous, although there was an abstention (by Pat Murphy, KCRC-AM-FM Enid, Okla.).

On the subject of the Communications Act rewrite, the joint board produced no clear NAB battle plan, but after what was reported to be an hour and a half discussion, several things were clear: NAB continues to hold that there's no need for an "attic to basement" revamp of the act. It will not provide a proposed draft, as has the United Church of Christ (Broadcasting, Jan. 2), and it will not accept "trade-offs." Indeed, said NAB President Vincent Walsiewski, talk of trade-offs has been confused. He said House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has linked talk about future threats to broadcasting from new technologies with suggestions that broadcasters should be willing to pay a "tax." Mr. Walsiewski said there is no connection between the two.

Much of the board's discussion revolved around the recent exchange of letters between Mr. Walsiewski and Mr. Van Deerlin, NAB's asserting that the broadcasting industry—represented by NAB—is willing to cooperate but not to trade, Mr. Van Deerlin's restating the need to trade. Several board members objected to Mr. Van Deerlin's verbiage, particularly to his remark that Mr. Walsiewski isn't paid to "uncouple the gravy train." Jack Younts of WEEB(AM) Southern Pines, N.C., said, "I frankly resent it. I don't like his gutter talk." Bill Sims of KOJO(AM)-KJOZ(FM) Laramie, Wyo., said: "The small-market broadcaster isn't on any damn gravy train ... we're lucky to make a profit of 8% before taxes."

There was another side of the coin in the board's discussion. William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., said he was concerned that NAB is "stonewalling" the rewrite. He said he tried unsuccessfully a week prior to the board meeting to get Mr. Van Deerlin to meet in Puerto Rico, so that NAB might "treat" with the critic. But Mr. O'Shaughnessy concurred in the board's reportedly unanimous opinion that NAB is in the proper position.

NAB will not be totally passive, however, said Joint Board Chairman Donald Thurston, WMNS-AM-FM North Adams, Mass. If the association's lobbyists see the subcommittee moving toward something like a tax the association will begin mobilizing the membership. "We don't want to be in that reactive posture," he said.

(1) The joint board was said to have been deeply impressed by the remarks of Eugene Cowan, ABC's Washington vice president, whose summary of the rewrite situation reportedly included a review of where the votes are on key House subcommittees. Mr. Van Deerlin's support is weak, Mr. Cowan said.)

(2) The television board revisited the TV sex issue last week out of concern that the code amendment passed last September had not been taken seriously by the networks. TV code subscribers should consider the "family atmosphere" in which their programs are viewed, and should avoid "graphic portrayals of sexual acts by sight and sound," the new standard says. "Subscribers shall not broadcast any material which they determine to be obscene, profane or indecent." But the network's vice presidents for program practices, all members of the NAB TV code board, indicated to Broadcasting in subsequent statements last fall that the code provisions would not change their actions much. Those remarks upset several TV board members. "They [the networks] can't take it lightly, for Christ's sake," said Bill Bengtsen, KOAM-TV Pittsburgh, Kan.

In response, the network representatives on the TV board reportedly argued that NAB's message had gotten through loud and clear. The quotes in Broadcasting were regrettable, said Peter Kenney, Washington vice president for NBC. That the networks have and will continue to cut back on violence and sex "is obvious," he said.

The board also decided to continue...
public town meetings similar to those staged last year by NAB and the TV board in San Diego, and urged that the TV code board and TV Code Authority continue dialogues with the network presidents, Hollywood writers and producers, and public interest groups that have been active in the area of TV programming.

Also on the subject of the TV code, TV Code Board Chairman Robert Rich of KJIR-TV Duluth, Minn., said last week that there is to be a major re-examination of the NAB code operation, prompted by the recent heavy activity in the area of sex and violence—the Los Angeles district court's family viewing decision and the heightened pitch of criticism from citizen groups. The examination will focus on the structure of the Code Authority and its relation with the public, following the TV code board meeting scheduled in March. It will culminate in a set of option papers to be presented to the TV board at its next meeting in June, Mr. Rich said.

The radio board's decision to consolidate NAB radio membership and radio code dues was a controversial one, because it will increase dues for the majority of NAB radio members without bringing in more money to the association.

Under the board's resolution, stations will not be forced to subscribe to the code, but they will be paying the same amount in dues, regardless. To offset the $240,000 budgeted for separate radio dues under the old system, the association will raise the normal association dues. Talk in Puerto Rico centered on a 12% increase, but, in any case, it will not be higher than 15%, the board resolved. NAB Radio Board Chairman Len Hensel of WSM-AM-FM Nashville said the radio board expects that with the increase the association will break even.

Mr. Hensel and Carl Venters of WPTF-AM-WQDR(FM) Raleigh, N.C., said they expect the move will cause some current NAB radio members to drop out, but they could not project how many. On the other hand, they said it could almost double subscriptions to the radio code. That only 39% of NAB radio members now subscribe has long been an embarrassment to the association. Messrs. Hensel and Venters argued that the move will also bring cost efficiencies in the long run through simplified administration of radio money.

In other actions:

- The joint board appropriated $10,000 for the World Press Freedom Committee, a group that seeks to counter communist threats to the free press in Third World countries. Arch Madsen, Bonneville International, a member of the committee, also asked the NAB to host the 1979 convention of the Inter-American Broadcasters Association at an estimated cost to NAB of $50,000.
- The radio board rejected, for a second time, a request that NAB petition the FCC so that spots in network radio news not be counted as commercial minutes under FCC time standards. The radio board also put off the suggestion that NAB accept advertising in its monthly Radioactive magazine.
- The joint board was told that NAB membership in all categories reached new highs last year. Total A.M membership increased by 163 to 2,548, FM increased 228 to 1,905. Total radio is now 4,453. TV members increased by 24 to 551. Associate members increased by 104 to 482. In acknowledgment of that record, NAB promoted Wayne Corinns, NAB director of membership, to vice president for membership.
- The joint board approved annual convention sites from 1985 through 1987 (sites for 1978 through 1984 were already certain; see "Datebook," page 18): Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; and Atlanta, April 5-8, 1987.
said, the next stop could be barring newspapers from such ownership "everywhere." And as for the argument that a rule designed to promote diversity serves the goal of the First Amendment, he said, "The First Amendment is a shield, not a sword to promote diversity."

Furthermore, Mr. Griswold said, even if the constitutional issue is not reached, the commission cannot be assumed to have the authority to adopt such a rule; Congress, he said, has not delegated to the commission the authority to regulate newspapers.

And in response to questions from Justice Byron White, Mr. Griswold laid out the traditional argument for regulating broadcasting, which does not apply to newspapers: The limitation of the spectrum "they use—a limitation to which newspapers are not subject. The spectrum-scarcity rationale has been accepted by the Supreme Court in a number of cases, including the one in which the commission's fairness doctrine was affirmed (Broadcasting, June 16, 1969). As solicitor general in 1969, Mr. Griswold argued before the court in behalf of the doctrine.

Echoes of these arguments were heard in Justice Marshall's questions during the presentation of the FCC's associate deputy general counsel, Daniel Armstrong. "Do you mean that someone could own General Motors, Atlantic steamship lines, Amtrak, four bars and grills and operate a broadcast station but a newspaper can't?" That, he said, does not sound "neutral" to him.

He also expressed doubt that the commission has authority over newspapers. But Mr. Armstrong said it does—when newspapers seek broadcast licenses.

Mr. Armstrong also argued that although the prospective rule constitutes a reasonable exercise of commission authority designed to promote diversity of ownership of the media, the decision to grandfather most existing crossownerships—the FCC ordered the breakup of 16 involving "egregious" cases of monopoly—was "rational" also. The commission, he said, relied on a "bias against retroactive rulemaking," and added that the grandfathering was consistent with what the commission has done in the past.

Several justices appeared to pick up on this argument in questioning the lawyer for the Justice Department, Deputy Solicitor General Lawrence Wallace, who said that the grandfather provision is "irrational" and that the matter should be remanded to the commission for further consideration. (The Department of Justice, however, agrees with the broadcasters, publishers and the commission in holding that the appeals court exceeded its authority in directing the commission to hold a rulemaking and in specifying the result to be reached—an issue that did not account for any questions from the bench.)

"We don't believe the grandfather provision the commission has adopted is rationally justified by the considerations it chose to rely on," Mr. Wallace said. He also said that in barring the creation of new crossownerships, the commission is creating a "disparity in treatment" in a "constitutionally protected area."

(This point appeared to interest Chief Justice Warren E. Burger. Several times he asked lawyers to relate the commission's policy to the situation in Washington, where Joseph Allbritton was required to choose between the Washington Star and the broadcast properties he had acquired in purchasing the Washington Star Communications Inc. [he kept the newspaper] while the Washington Post Co. was permitted to keep the newspaper and its television station, WTOP-TV. The Post and Detroit News have announced plans to swap their stations.)

But in response to Mr. Wallace's argument that the commission failed to give weight to certain considerations, Justice William H. Rehnquist said, "The commission is entitled to give weight, and it is entitled not to give weight." And when Mr. Wallace attempted to point out what he considered the irrationality of the commission's localism argument in favor of grandfathering by stating that one-quarter of all crossowned stations are not locally owned, Justice John Paul Stevens asked, "Is it rational as to the three-quarters that are?"

In any event, Mr. Wallace noted, the commission "has approved transfers over the years resulting in a diminution of local ownership."

Justice Rehnquist also raised the issue of agency "expertise" in questioning both Mr. Wallace ("isn't the commission presumed to have expertise for applying that [localism] ground?") and Charles Firestone, counsel for the National Citizens Committee for Broadcasting, which had appealed the commission's rule.

Mr. Firestone also said the commission's action was "irrational," asserting that if the commission cites "the free flow of information" as the "greatest factor" in the decision to adopt the prospective rule, "it can't grandfather." But when he said the commission was "arbitrary and capricious" by failing to support from the record the reasons it gave for grandfathering, Justice Rehnquist indicated it would be sufficient for the agency to rely on its expertise rather than on the record.

But, said Mr. Firestone, when the commission gives reasons, it must not be arbitrary.

One unexpected development was what seemed the critical questioning by Justice Rehnquist of the right of the Department of Justice, which normally represents the commission before the Supreme Court, to challenge a commission rule. Mr. Armstrong, who took the question, said that since the commission permitted Justice to participate in the rulemaking proceeding, it didn't oppose Justice's participation in the court case.

Justice's opposition to commission actions—in rulemakings and license-renewal proceedings—is a matter of concern within the FCC, but commission officials say there is a reluctance to make an issue of such feelings.

Justice Marshall made clear he had no concern about Justice's participation: You'll recognize its right to intervene in this court at any time." Justice Rehnquist, however, said while the commission may need the solicitor general to represent it in some cases, "it's another matter" to say the solicitor general can appear in court on any side he chooses.
Ferris likes the work and the company

But he's setting slower pace than he's led people to expect in initial stages of tenure

Three months into his job as chairman of the FCC, Charles D. Ferris last week seemed as buoyant and cheerful about it as on the day he was sworn in, in the East Room of the White House, by Vice President Walter Mondale. Never mind that things are not going as smoothly as he might have expected, or at least hoped. Asked how he felt about the job, he said, "Great. I love it."

"Intellectually, it's very exciting," he said. His colleagues on the commission he finds "extraordinarily exciting and compatible ... One couldn't ask for a better group of people." And "the quality of the personnel in the bureaus is remarkable."

And those extraordinary folks have cooperated to give him some good days as chairman. Two months ago, a majority of the commission sided with him in the controversial decision to refuse to approve construction of a seventh trans-Atlantic cable. It was the most significant action taken by the commission in the last three months. And two weeks ago, the staff made him look good when it presented a plan to break the impasse over the fee-refund issue (BROADCASTING, Jan. 16). Mr. Ferris, at his Senate confirmation hearing, had promised to make resolution of the fee issue one of his first orders of business.

But there have been some rough patches, too, and one involves making good on another of those confirmation-hearing commitments. He had said he would have recommendations for personnel to staff the stalled network inquiry within 30 days of his being sworn in. Later, he amended that to "30 working days," but that deadline has since passed, too. The task of finding even a single person—a staff director—has proved exceedingly difficult. If a candidate had the necessary qualifications, it seemed, he was unable to break free of present commitments to tackle the job.

But last week, the chairman was hopeful that the search is nearing an end. Some details remain to be "tidied up," he said, but he thought he would be able to make an announcement "by the end of the month." And when it is made, he said, the announcement will include more than one name. He is talking of "key people"—at one point, he said "a couple." But beyond that, he would not elaborate.

That matter aside, Chairman Ferris is not moving with great speed to put his stamp on the commission. Since selecting a general counsel, Robert Bruce, and some members of his personal staff—Frank Lloyd and Frank Washington—he has made no other major personnel changes, though not, apparently, for lack of ideas about such matters.

He is reported to be planning to replace Charles Higginbotham, chief of the Safety and Special Radio Services Bureau, with Carlos Roberts, now head of the Office of Plans and Policy, and to bring in someone of his own choice to run an expanded OPP. (An expanded OPP is another goal he set for himself in the confirmation hearing.)

FCC Administrative Law Judge Thomas B. Fitzpatrick denied license renewal to Bartell Broadcasting's WMJX(FM) Miami (formerly WCFX) in initial decision released last Wednesday. Judge found that station had broadcast "false, misleading and deceptive matter" with regard to two station-conducted contests. Station's newscasts also perpetrated "distortion and falsification" of material in connection with contests, judge ruled. Decision becomes effective in 30 days unless appealed.

Former FCC Chairman Newton N. Minow has been recommended as next chairman of board of Public Broadcasting Service, PBS search committee announced Thursday. Pending final action by full board at Feb. 3 meeting in New Orleans, Minow will replace outgoing Chairman Ralph B. Rogers in June. Now attorney with Chicago law firm of Sidley & Austin, Mr. Minow was under consideration for position on board of Corporation for Public Broadcasting last year but declined to disclose his financial holdings (BROADCASTING, Aug. 8, 1977). Mr. Minow is presently member of PBS board. Mr. Rogers will remain as board member representing KERA-FV Dallas.

President Carter's budget for fiscal year 1979, being submitted to Congress today (Jan. 23), is expected to include request of $87,035,000 for FCC ("Closed Circuit," Dec. 19, 1977). This would provide agency with $3,068,000 more than in current fiscal year, and permit addition of 58 new positions, 20 of them in Common Carrier Bureau. New National Telecommunications and Information Administration is in budget for $12 million (BROADCASTING, Jan. 16).

Jim Gabbert, president of National Radio Broadcasters Association and member of Representative Lionel Van Deerlin's (D-Calif.) Communications Act rewrite advisory committee, is attempting to restore contact between committee and congressmen. He has called meetings of radio and television members of advisory committee for Feb. 22, in Rayburn Office Building on Capitol Hill and says Representative Van Deerlin and members and staff of his Communications Subcommittee will participate. Mr. Gabbert expressed regret at letter committee sent to congressman in December, stating refusal to list rewrite pro-

In Brief

RCA earnings in fourth quarter of 1977 reached $65.5 million, breaking fourth-quarter record set nine years earlier and bringing total to $247 million for year. RCA's most successful since its founding in 1919. President Edgar H. Griffiths said that among contributors to record were seven divisions with record earnings of their own, including NBC, which on 15% sales increase "produced its third successive year of new highs, with pretax profit up 27% despite heavy costs of unusually intense competition." RCA's total 1977 sales reached record $5.92 billion, up 10% while RCA's total earnings represented 39% gain (including $20 million special charge to fund Oriel Foods Group). Earnings per share were $3.23 as compared with 1976's $2.30. Previous record, $2.39, was set in 1973.

Long-standing litigation challenging union shop code of American Federation of Television and Radio Artists ended last week when conservative broadcast commentators William K. Buckley Jr. and M. Stanton Evans and AFTRA signed stipulation in Southern District Court in New York. Agreement means TV-radio performers and newsmen must pay union dues and initiation fees but need not join union. National Right to Work Legal Defense Fund, which joined commentators in their litigation dating back to 1971, claimed "victory" in that AFTRA has agreed to non-union membership clause. AFTRA insisted it has always held that affected employees need not join union but must pay dues and fees.

CBS President John Backe has written Speaker of House Thomas P. O'Neill Jr. (D-Mass.) that CBS is opposed to having House employees operate microphones and cameras during projected coverage of its activities. Mr. Backe wrote that Mr. O'Neill has been quoted as saying "some of high-ranking people of largest networks" favor system under which House employees would man broadcast equipment. Mr. Backe said, to his knowledge, "responsible officials" at other networks share his viewpoint. He added CBS's position is and has been that broadcast coverage of House floor should be in hands of professional journalism organizations and said use of government employees would raise question of credibility.

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The replacement of Raymond Spence as chief engineer is also said to be likely.

Chairman Ferris does not confirm or deny those reports. But he has said enough about such matters to indicate that he feels the individuals involved should be given the opportunity to make their own departure plans. Mr. Higginbotham, for instance, is expected to retire in April.

However, one personnel change is being made this week. Howard Kitzmiller, head of the general counsel's legislation division, whose impending departure from that post was reported weeks ago, starts work today (Monday) as a special counsel to Broadcast Bureau Chief Wallace Johnson. He is expected to provide a commission resource for legislative initiatives, at least in broadcasting matters, and his first assignment will be to provide a focus on those matters in the Communications Act rewrite, now proceeding in the House Communications Subcommittee.

The question of who will replace Mr. Kitzmiller in the general counsel's office was left unanswered by the chairman last week. But he has someone in mind; he said an announcement could be made this week.

Personnel is not the only area in which he is proceeding at what might be called a measured pace. He has not yet started issuing the three-month work calendars that focus the commission's energy and give it direction. His office indicated the first would be published early in January, but on Jan. 13 he informed the commissioners that there would be no hard schedule for the first quarter other than two-day regular agenda meetings every other week.

He said the staff was still presenting items that might be appropriate for special meetings in February and March, and attached what he called a "partial list" of them, though without dates on which they would be considered. (Most of these dealings with broadcast and cable television matters were reported last week [Broadcasting, Jan. 16].)

The chairman's failure to commit himself to a three-month schedule grows out of a reluctance to issue a calendar that might be based "on wishes, rather than on hard judgments." He wants to determine the commission's ability to meet shorter-range goals before adopting a three-month calendar. For the present, he said, "We're just getting a good data base."

The lack of passion for haste may be taken as a sign Chairman Ferris intends to be around for a long time. On the other hand, those who have watched the commission over the years say that things left undone have a way of piling up faster than the snow was accumulating on Washington streets last Friday.

Report that Bill Moyers would leave CBS News for public broadcasting berth was current again Friday (Jan. 20) in New York—this time joined by speculation that Harry Reasoner would leave ABC News for return to CBS. CBS News President Richard S. Salant would say only that "nothing on either side is by any means final; Bill Moyers is under contract to CBS and Harry Reasoner is under contract to ABC."

Betting also was that outgoing NBC President Herbert S. Schlosser would not accept offer of RCA executive vice presidency instead might turn sights westward to Hollywood, where he scored spectacular career success before eastward and upward elevation at NBC—perhaps to major production company post of sort passed over by Fred Silverman when he decided to take Schlosser job at NBC (story page 28).

William S. Hedges, 82, retired NBvice president,died Jan. 19 in Scarsdale, N.Y., nursing home of complications following surgery month ago. Mr. Hedges was radio editor of Chicago Daily News and simultaneously manager of paper's WMAQ-AM Chicago from 1922 to 1931 and remained with station after it was bought by NBC. He went on to numerous executive assignments with network. He was among founders of National Association of Broadcasters and was its president in 1928-29. Survivors include wife, Meg; two daughters, Mrs. Helen Kidder of Vail, Colo., and Mrs. Margaret Wicker of Greenwich, Conn., nine grandchildren and one grandchild. Funeral will be Tuesday (Jan. 24) at 2 p.m., St. James the Less Church, Scarsdale, N.Y.

TV actor Cari Betz, 57, best known for roles in Judd for the Defense and The Donna Reed Show, died Wednesday (Jan. 18), of cancer, in Los Angeles.

Raymond J. Steiner, 50, recently appointed president of Sony Corp. of America, died of heart attack in Tokyo Jan. 19. Death came same day company announced new general manager of Sony Broadcast: W. Arnold Taylor, formerly national sales manager for Ampex Corp. He replaces David MacDonald, who will stay with Sony through National Association of Broadcasters convention in April.
run for 10 weeks—Mr. Robinson presumably will attract more attention. For the upcoming WARC is being described by those involved in its preparations as one of the most important WARC’s in years. And in leading the U.S. delegation, Mr. Robinson will carry the title of ambassador. However, that appointment, by the President, will not be made until next year.

WARC ‘79 will be the first general radio conference since 1959 and will be concerned with the over-all table of allocations. It will have, the State Department said in announcing the Robinson appointment, “the potential of conditioning the development of communication-electronic equipments and the operation of national and international telecommunications systems into year 2000.”

The issues are seemingly without end. But one that broadcast industry interests will watch involves the future of UHF—whether provisions should be made for sharing it with other services. Another involves the question of whether the present AM band should be extended.

The questions involving satellite communications will pose tough problems for the U.S. The question of whether prior consent of nations should be required before broadcasting to them directly by satellite is expected to be an issue—and the U.S. is almost alone among the nations of the world in opposing such a requirement.

The conference is also likely to deal with the question of whether communications satellite orbital slots should “prefixed”—assigned to nations in advance in accordance with a specific plan—or made on a flexible or “evolutionary” basis. The U.S. favors the latter, fearing that a prefixed system would inhibit the development of satellite technology. Many nations, particularly those of the Third World, want the guaranteed orbital slots that a prefixed plan would afford them.

For the most part, the U.S. position that will be presented at the 1979 WARC is being developed by the FCC and the Office of Telecommunications Policy. The commission is building its proposals through a series of notices of inquiry. Among other things, for instance, it has come out against any change in the use of the UHF portion of the spectrum (Broadcasting, July 4, 1977).

As for Mr. Robinson’s role in these matters, it will be relatively limited, at least initially. For the immediate future, he says, he expects to steep himself in the preparatory work already done, and in the issues. He will also be participating in the selection of a group of 10 to 20 persons who will provide the core of the delegation that may include as many as 100 members.

He and the core group, whose members will be picked for specific skills in various disciplines, will help shape the U.S. position.

To some extent, the amount of influence Mr. Robinson has will be limited by the considerable amount of work already done, which is in part based on discussions that U.S. teams have had with representatives of a number of foreign governments. However, Mr. Robinson expects to play a role in working out compromises between the FCC and OTP on various issues, as well as in defining the various options the U.S. will present.

Another issue to be faced up to is the date for the WARC approaches, he and the core group will develop the negotiating strategy that will be followed. That will involve determining not only what the U.S. wants to see achieved but what proposals it can trade off to get them.

The full delegation, which is not expected to be named until shortly before the start of the conference, will be drawn from the private as well as the government sector. A State Department spokesman said members will be chosen on the basis of expertise in various areas; that will probably mean that persons from affected industries will be chosen. The spokesman also said the department is making a special effort to include minorities and women on the delegation. “We’re sensitive to this,” he said.

For Mr. Robinson, who is 41, the appointment adds further luster to his reputation as an expert in telecommunications matters, which he began developing as a law professor at the University of Minnesota, where he began teaching in 1967. He became known in the communications community through his articles on communications law and appearances before congressional committees, and in 1974, the Nixon White House, largely through the efforts of former FCC Chairman Dean Burch, then a White House aide, and Clay T. Whitbread, then director of OTP, named him to a vacancy on the FCC. He served until the term expired in 1976, when he returned to teaching at the University of Virginia.

One of his first activities after his appointment as chairman of the U.S. delegation to WARC, was to visit the FCC. He paid a courtesy call on Chairman Charles D. Ferris, and later discussed WARC matters with Commissioners Robert E. Lee and Abbott Washburn, both of whom have demonstrated interests in international telecommunications matters.

**Wires, NAB lose fight against new AT&T rates**

FCC won’t grant more time to Telpak end links; they’ll be replaced by new MPL service and higher costs; commission starts up inquiry looking to lower charges for wire users

Major newswire services and trade associations last week lost their battle before the FCC for a further extension of an AT&T transmission service the commission found illegal two and a half years ago. As a result, beginning today the wire services will pay rates they say will increase costs more than $6 million each year.

However, in the face of the knowledge that much of the increase will be passed on to broadcast stations and newspapers, not all of them financially robust, the commission directed the staff to restart an inquiry begun in 1975 to assess the need for preferential telephone line rates for the press (Broadcasting, Nov. 10, 1975).

The commission voted 7 to 0 to deny petitions for a five-month suspension of the service AT&T has proposed as a substitute for the one found illegal—so-called Telpak end links, which are single circuit extensions of the multiple-channel services used mainly by newspapers and other multipoint private line users.

The commission in September 1975 found the service like another AT&T private line service, but priced at a lower and, therefore, illegally discriminatory rate. AP, UPI, and other newswires, along with the National Association of Broadcasters fought the action before the commission and in court. But last week’s action marked the end of the fight.

They had argued in their petitions that the Multi-Schedule Private Line service AT&T has offered as a substitute is identical to the service they had been receiving but would result in costs between 33% and 93% higher. They have challenged the lawfulness of the new tariff, and said that a five-month suspension would be an appropriate means of delaying the effects of the MPL rate structure.

Although the commissioners were not moved by those arguments, they did express concern about the effect of the rate increase on newswire services’ customers, and asked the staff to move rapidly on reactivating the preferential press rates inquiry.

The staff expects to have the necessary order before the FCC within a month.
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The Wall Street Journal Business Report

P.O. Box 300, Princeton, N.J. 08540
Eight-year-old WPIX(TV) case is aired at FCC

Oral arguments were held last week; challenger Forum Communications digs up old news-distortion charges in attempting to unseat Tribune Co.

Old stories of filmed television reports that had arrived by plane carrying “via satellite” supers and of audio reports from Vienna being identified as originating from Prague at the time of the Soviet invasion chased each other across the landscape of the FCC’s memory last week as the seven commissioners heard lawyers debate the right of the Tribune Co. (WPIX Inc.) to continue operating WPIX(TV) New York, as it has for the past 30 years.

The Tribune Co. is being challenged for that right by Forum Communications, which filed its competing application in 1969. Forum contends that taped and former broadcast executives, performers and ethnic leaders. And although there are other issues in the case, allegations of news distortion by the station in the fall of 1968 and of inadequate supervision of the station’s newsroom continue to dominate.

The news-distortion issue in most cases does not involve the actual basis of the reports as much as their presentation. Besides incorrect “via satellite” supers and originations of reports being credited to cities where the action was rather than where the reporter was broadcasting, the station also presented film of a tank photographed in Fort Belvoir, Va., as being made in Vietnam’s Central Highlands, and gratuitously added to a story about a driver being stopped by Maine police for driving too slowly a sentence suggesting he had been jailed.

Michael Finkelstein, counsel for Forum, said such actions constituted efforts to “deceive station viewers” and were “an attempt to hypo news ratings. It was simply a matter of greed.” The principal action the station took when a reporter brought the matter to the attention of Fred thrower, then president and general manager, was to fire the reporter, he said. WPIX Inc., he added, should be held to be unqualified to be a licensee.

The Broadcast Bureau’s David Silberman agreed. “WPIX repeatedly falsified, misrepresented and distorted the news to improve its ratings,” he said. Management, he said, ignored complaints from the staff for several months until it finally conducted “an inept investigation that is entitled to little weight” and attempted “a cover-up.” He warned the commissioners that other licensees are watching the WPIX case “to see what they can get away with.”

The bureau is recommending a grant of Forum’s application.

Both attorneys, however, were laboring under the disadvantage of having to argue against the conclusions reached by an administrative law judge in the case. Judge James Tierney had dismissed the news-distortion allegations as of little consequence. He said they were “few” in number and the responsibility of a particular news producer, Ted Kamp, and that there was no evidence of deliberate distortion by the licensee. He recommended renewal of the WPIX license, and held Forum to be disqualified; he said it suffered “fatal defects” in terms of financial qualification and ascertainment of local tastes, needs and interests (Broadcasting, Dec. 16, 1974).

And Robert Beizer, counsel for WPIX, urged the commission to accept the ALJ’s decision. He said “only a handful of incidents” of alleged distortion “during a short time period”—from August through November 1968—are involved. “And look at the other service the station provided, and what community leaders thought of the service. They evaluated it as good.”

Mr. Beizer also contended that the news reports at issue were accurate, if not the labeling. But that cut two ways. He had argued that claims of distortion were exaggerated in light of the fact that WPIX was not being accused of the kind of distortion that had been proved against CBS programs involving a staged pot party or a “starving” baby that turned out to have been born prematurely. In neither case was a license lost.

However, Messrs. Finkelstein and Silberman said the First Amendment offered no protection to broadcasters in such matters. “This has nothing to do with news judgment,” Mr. Finkelstein said. Mr. Silberman made the same point, and added, “It was a distortion of the source of news.”

Mr. Beizer said “a sensitive area” was involved and that “the law was not fully settled” on the question. But he also did not think the question had to be reached. The incidents, he said, did not warrant punishment. Chairman Charles D. Ferris said, “These are promotional acts.” Acting against them would be “stepping on the First Amendment as closely as action taken against content,” he said. “It doesn’t even skirt the First Amendment.”

Commissioner Joseph Fogarty agreed: “I don’t think it’s a First Amendment question.” And Commissioner Tyrone Brown said such actions might be considered “deceptive trade practices.”

However, determining that the practices are not protected by the First Amendment (and overruling Judge Tierney on that point; he said they were) would not necessarily mean that WPIX would lose its renewal. The commission could decide simply to give WPIX a comparative demerit rather than disqualify it as a licensee. And even assuming the commission overrules Judge Tierney to the extent of finding Forum qualified, it could still rule in favor of WPIX on a comparative basis. Judge Tierney said WPIX’s 1966-69 record earned a “well done with a plus.”

And at least three commissioners ap-
peared to favor renewal. Commissioner James Quello, for instance, said the commission should consider "what was done by an overzealous newsman, but have the punishment fit the crime. We're engaging in overkill." He said the commission should weigh against "a few incidents" the fact that top management was not involved in them and that the station's overall record is good.

Commissioner Robert E. Lee on several occasions backed to cases in which the networks stood accused of distortion—CBS's *Hunger in America* and *Selling of the Pentagon*—or of committing fraud on the public through the quiz shows of the late 1950's—but were never punished.

One element in the case that did not appear to stir much interest among the commissioners involved the departure from Forum of Lawrence Grossman, the former New York advertising man who had been the organizer, president and major stockholder of the applicant. He resigned from Forum in February 1976 to become publisher of the Public Broadcasting Service. Mr. Beizer made a point of noting Mr. Grossman's departure from Froum, and the sale of his stock to Oppenheimer & Co. It is now the largest stockholder in Forum, with 36%, but has no broadcast experience, Mr. Beizer said.

**Political contributions: who got how much from whom**

Common Cause report details campaign giving by industry groups; members of Commerce Committees, Communications Subcommittees get broadcasting, cable donations

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Committee, received a total of $1,600 from the political action committees of the National Association of Broadcasters and the National Cable Television Association for his 1976 re-election campaign, according to a report issued last week by Common Cause.

Both groups, according to the 1,742-page report, contributed funds to the campaign coffers of most of the members of the full Commerce Committee as well as those of most of the members of Mr. Van Deerlin's subcommittee.

In all, NAB contributed $51,400 to political campaigns. NCTA's total was not reported by Common Cause because it did not contribute more than $30,000 in 1976.

The breakdown of contributions to Mr. Van Deerlin: $1,500 from the NAB-affiliated Television and Radio Political Action Committee (TARPAC) and $100 from the National Cable Television Association Political Action Committee (NCTAPAC). Those were not the only groups with communications interests to contribute to the chairman's campaign, however. Groups affiliated with the United States Independent Telephone Association, General Electric Company, General Telephone & Electronics and the Recording Industry Association of America contributed another $1,400. Mr. Van Deerlin received a total of $20,500 from special-interest contributors for his campaign.

Nor was Mr. Van Deerlin alone in benefiting from trade associations and companies concerned with the activities of his subcommittee. Louis Frey (R-Fla.), the ranking minority party member of the Communications Subcommittee, received $500 from TARPAC and $600 from NCTAPAC. Mr. Frey also received $200 each from USITA and General Electric.

There were also some senators who received substantial contributions from NAB. Former Senator Vance Hartke (D-Ind.) received a $2,000 NAB contribution toward his unsuccessful re-election bid, and Senator J. Glenn Beall, another incumbent who failed to be re-elected, received $2,300 from NAB. Former Senator James L. Buckley (R-N.Y.) received a $1,500 gift, and Frank E. Moss (D-Utah) received $1,700 for his unsuccessful try for re-election.

NAB contributed $20,875 to 23 Senate candidates, 11 of whom lost. In fact, NAB contributed higher sums to losing candidates than to winners. The association's average contribution to losing candidates was $1,180 while only $797 went to winners. On the Republican side, $1,100 went to the average loser and $400 to the average winner. John Melcher, the freshman Democrat from Montana, received a $1,000 contribution from NAB and took a seat on the full Senate Commerce Committee. Howard Cannon (D-Nev.), a member of the Communications Subcommittee, received a $900 NAB gift, and Robert A. Durkin (D-N.H.) received $200 (as did his opponent, Louis Wyman).

Both NAB and NCTA made substantial contributions to members of the House Communications Committee. NCTA contributions are given first, NAB's second. Those congressmen who also sit on the Communications Subcommittee are indicated with an asterisk (*):

Democrats—John E. Moss (Calif.) $200, $500; John D. Dingell (Mich.) $100, $300, Fred B. Rooney (Pa.) $100, $300; *John M. Murphy (N.Y.) $100, $500, Bob Eckert (Tex.) $200, $200; Richardson Preyer (N.C.) $200 from NAB; *Charles J. Carney (Ohio) $300, $700; Ralph H. Metcalf (III) $100, $300; James H. Scheuer (N.Y.) $200, $150; *Henry A. Waxman $100, $400 and a
$200 contribution the California Cable Television Association; Robert Krueger (Tex.) $100 from NCTA; *Timothy E. Wirth (Colo.) $555, $475 and $200 from CCTA; Philip R. Sharp (Ind.) $100, $200; James J. Florio (N.J.) $300, $200; Jim Santini (Nev.) $200, $800; Andrew Maguire (N.J.) $100, $200; and *Marty Russo (Ill.) $500, $500.

Republicans—*Samuel L. Devine (Ohio) $300, $500; James T. Brophy (N.C.) $400, $700; Clarence J. Brown (Ohio) $300, $500; Joe Skubitz (Kan.) $100, $400; James M. Collins (Tex.) $300 from NAB; Norman F. Lent (N.Y.) $200, $200; Edward R. Madigan (Ill.) $200 from NAB; Matthew J. Rinaldo (N.J.) $100 from NAB; and *W. Henson Moore (La.) $200 from NAB.

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**201-IT results! Bonneville International Corporation. prefer in 567-8800 target! An active, or FM. Live, because automated. only it's semi dependent it's -scene Goldstein, Land, president of of chairman of the association and president on INTV Monday anniversary, and construction permits); ingestion transmission wide to expected the vistas and vexations of the nonaffili- on four from NAB; and 'W.

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**IT WORKS FOR STATIONS, FOR LISTENERS, FOR SALES, FOR ADVERTISERS.**

Stations prefer it because it's flexible! AM or FM. Live, semi-automated or fully-automated. 18-49's prefer it because the sound is on target! An active, consistent sound. Adult radio without the nonsense.

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**Jammed agenda faces INTV in San Diego**

Van Deerlin to address banquet Sunday night: four-day program to touch all phases of independent operations including sales, promotion and a report on the Washington scene

The vistas and vexations of the nonaffiliated TV station business will again be explored at the fifth annual convention of the Association of Independent Television Stations (INTV) Jan. 29-Feb. 1.

A record attendance of more than 400 is expected at Vacation Village in San Diego to hear and participate in discussions on a wide range of subjects applicable to independent TV stations. Topics will include news, research, the regulatory scene, transmission of program and commercial material, sales, outlook for programming and the views of advertisers and agencies.

The convention will open Sunday afternoon (Jan. 29) with a sales advisory meeting at 1-3 p.m.; a new independent TV station workshop at 2-4 p.m. (for outlets with construction permits); a reception at 6-7:30 p.m. with XETV(TV) Tijuana-San Diego as host on the occasion of its 25th anniversary, and dinner at 7:30 p.m. The guest speaker at the dinner will be Representative Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications.

Peter Wilson, the mayor of San Diego, will welcome the delegates to the city on Monday morning (Jan. 30). Brief reports on INTV will be given by Leavitt J. Pope, chairman of the association and president of WPMX Inc., New York; Herman W. Land, president of INTV, and Nicki Goldstein, vice-president-operations, of that organization.

The remainder of Monday morning will be devoted to a report on the Washington scene by J. Laurent Scharf, counsel, Pearson, Ball & Dowd, Washington (10:10-30 p.m.), and a panel discussion on news on independents (10:45 a.m.-noon). The moderator will be Joseph T. Loughlin, vice president and general manager of WTIV(TV) Milwaukee, and the panel will consist of Robert S. Fransen, vice president and general manager, WTCN-TV Minneapolis-St. Paul; Jack F. Matranga, president and general manager, KTBI(TV) Sacramento, Calif.; Mr. Pope and Harold E. Proter, vice president and general manager, KPLR-TV St. Louis.

The luncheon speaker on Monday will be FCC Commissioner Abbott Washburn. The afternoon session from 2:30-3:45 p.m. will focus on alternatives to the use of AT&T lines. The moderator is Eugene McCurdy, president and general manager of WPHL-TV Philadelphia, and panelists are Ken F. Leddick, senior marketing engineer, Scientific-Atlanta Inc., Atlanta; John A. Tagliaferro, vice president, communications services, Paramount Television Distribution, New York, and Robert J. wormington, president and general manager, KJMS-TV Kansas City, Mo.

The INTV board of directors will meet at 4:15 p.m.

The entire morning session on Tuesday, Jan. 31, will consider the subject of selling the independents. It will be moderated by Martin H. Ozer, vice president and director of sales for Metromedia Television, New York.

At 8:45-9:05 a.m. James W. Packer, president of Mission-Argele Productions, Los Angeles, will speak on "The Independent's Secret Weapon." A panel discussion will follow at 9:05-9:50 a.m. on local sales successes. Participants will be Richard Goldman, general sales manager, KTVU(TV) Oakland, Calif.; Robert R. Hartman, general sales manager, WUAB(TV) Cleveland; Sam H. Horel, general sales manager, KMHP(TV) Tulare, Calif., and Kevin P. O'Brien, vice president and general sales manager, WTCN-TV.

The views of advertisers, national representatives and agencies will be presented during a segment at 10:05-11:15 a.m. Panelists are David S. Allen, senior vice president, The Katz Agency Inc., New York; James R. Barker, executive vice president, Erwin Wasey Inc., Los Angeles, and Isabel Ziegler, senior vice president, Ted Bates & Co., New York. Commentators during this session will be Gerald B. Baldwin, vice president and director of local broadcast, Young & Rubicam, New York, and Sue Baron, media manager, Olympia Brewing Co., Olympia, Wash.

INTV will hold a closed business meeting from 11:20 a.m. to 12:15 p.m. It will be followed by luncheon, at which the guest speaker will be E. B. Brogan, national advertising and public relations manager for Toyota Motor Sales U.S.A. Inc., Torrance, Calif.

The entire afternoon of Jan. 31 will be given over to research. Serving as moderator will be Albert M. Holtz, vice president and general manager, WPQH-TV Pittsburgh. Participants will be Roy H. Anderson, executive vice president, media research services group, A.C. Nielsen Co., New York;

An early-bird sales workshop has been scheduled on Feb. 1 at 7:15-8 a.m. Discussing co-op advertising opportunities will be William L. McGees, president of Broadcast Marketing Co., San Francisco.

Alvin M. Eicoff, president of A. Eicoff & Co., Chicago, will speak on new dimensions in direct marketing.

The in's and out's of TV station promotion, advertising and marketing will be explored by a panel consisting of Mary B. Barlow, publicist, KTLA(TV) Los Angeles; Ivan Ladzinsky, promotion manager, KTUU(TV) Oakland, Calif.; Bill White, vice president and general manager, KBHK-TV San Francisco, and Michael P. Davis, president, New York Film and Videotape Communications, Naborth, Pa. Moderating this panel, set for 9-10:15 a.m., will be William C. McReynolds, vice president and general manager, KPHO-TV Phoenix.

The final session of the convention (10:30 a.m.-12:30 p.m.) will be an assessment of programing for the independents. Evan C. Thompson, president of the television division of Chris-Craft Industries Inc. and general manager of KCP(TV) Los Angeles, will be the moderator.

Speakers are Art Frankel, senior vice president, administration/product, Paramount Television, Los Angeles; Louis N. Friedland, president MCA TV, New York; Leonard V. Koch, executive vice president, Syndicate Services Inc., New York; William A. Schwartz, vice president and general manager, KTUU(TV), and John A. Serrao, vice president and director of operations and programing, Petty Television, New York.

TV beckons Gabbert. James J. Gabbert, president of the National Radio Broadcasters Association, intends to enter television, which he calls an "exciting medium." He plans to file an application with the FCC for channel 20 in Honolulu. Mr. Gabbert owns KIKAI and has a construction permit for KHIF(AM) there, and also owns KIKAI and KIKAI-FM, both in San Francisco.

Lincoln finalists

Southern Baptist radio-TV organization trims list to nine for its two highest honors

The list of nominees for the two top Abe Lincoln broadcasting awards has been narrowed to nine. The Southern Baptist Radio and Television Commission, which has been sponsoring the awards program since 1970, said that the two winners would be announced at the SBRTC's annual ceremonies at the Tarrant County Convention Center in Fort Worth.

The other seven will receive Abe Lincoln Merit Awards for their contributions to the quality of life in America, both as private citizens and as professional broadcasters—the same criteria used in the commission's other selections.

Master of ceremonies for the Feb. 9 program and dinner will be Andrew M. Ockershausen, executive vice president of WMAL Inc., Washington, who received an Abe Lincoln Merit Award in 1977.

The nine 1978 Abe Lincoln Awards nominees include Danny K. Albus, program director, WMBD(AM) Williamsburg, Va.; Brian Bastian, anchorman-producer, KFWB(AM) Los Angeles; Rena J. Blumberg, community relations director, WDOK(FM) Cleveland; Bill Cusack, vice president and general manager, WBZ-AM-FM Boston; Ed Hinshaw, editorial director, WTMJ Inc., Milwaukee; John McKay, vice president and general manager, KMOS-TV St. Louis; Paul Raymond, vice president and general manager, WAGA-TV Atlanta; Richard M. Schabuch, vice president and general manager, KOA-AM-TV-KOAQ(FM) Denver, and Charles Thornton Jr., general manager, WTRIM(FM) Brunswick, Md.

The SBRTC also confirmed the selection of G. Richard Shafto, retired president of Cosmos Broadcasting Corp., Columbus, Ohio, to receive the Vincent M. Wasiewski Founders Award ("Closed Circuit," Dec. 19, 1977). In making the formal announcement Paul M. Stevens, president of the commission, noted that the Wasiewski award is given "when a broadcaster distinguishes himself in raising the image of the industry in the eyes of the public." Administrators of the award, created by Dr. Stevens, are FCC Commissioner Robert E. Lee, Willard Walbridge, senior vice president, Capital Cities Communications Inc., and Mr. Wasiewski, president of the National Association of Broadcasters.

Earlier, the SBRTC had announced other honors that will be conferred (BROADCASTING, Jan. 9): They include:

The Distinguished Communications Medal that will be presented to Dr. Billy Graham, the keynote speaker at the awards ceremony.

Certificates of excellence to be given to Norman Bagwell, KTVY(TV) Oklahoma City; Walter E. Bartlett, Multimedia Broadcasting and its WLWT(TV) Cincinnati; Eugene Bohi, WHHP-FM High Point, N.C.; Don Chaney, KTBW(AM) Tyler, Tex.; 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, WQQE(FM) Elizabethtown, Ky.; A. B. Hartman, KDKA(AM) Pittsburgh; Fred Heckman, WIBC(AM)-WNAP(FM) Indianapolis; Al Hobbs, WTCY(FM) Indianapolis; Father Don Kimball, KFRC(AM) San Francisco; Norman Knight, Knight Quality Stations, Boston; James L. Loper, Community Television of Southern California, Los Angeles; Joseph B. Riley, WWNH(AM) Rochester, N.H.; John Salisbury, KXL-AM-FM Portland, Ore.; Fred von Stade, WTVN-TV Columbus, Ohio; Gene Strul, WCKT(TV) Miami; Paul K. Taff, Connecti-
cut Public Television, Hartford, Collie M. Tarleton, WBT-AM-FM Charlotte, N.C. The Southern Baptist Radio and Television Commission is one of the world's largest producers of religious programs for broadcast in public service time.

### Changing Hands

**Announced**

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

- **WFBS(AM)** Hickory, N.C.: Sold by Foothills Broadcasting Inc. to Broadcast Ltd. for $825,000. Seller is principally owned by estate of Edmond H. Smith (co-executors are Mr. Smith's widow, Margaret, and A.J. Burgess) and Joseph A. Moretz. None has other broadcast interests. Buyer is owned by Thomas A. Swatzel Jr. (40%) and William A. McDonald III and Jerry W. Oakley (30% each). Messrs. Swatzel and McDonald are Hickory businessmen with no other broadcast interests. Mr. Oakley is owner of WFBS(AM) Spring Lake, N.C. WCRC is 1 kw daytimer on 620 khz. WCRC is on 95.7 mhz with 27 kw and antenna 350 feet above average terrain.

- **WIRC(AM)** Salem, WNNF(FM) Canton, both New Jersey: Sold by Jersey Information Center Inc. to P&J Broadcasting Inc. for $460,000, plus $75,000 consultancy and covenant not to compete. Seller is principally owned by Vernon H. Baker, owner of WESR-AM-FM Tasley and WEOO(AM) Smithfield, both Virginia, and WGCIC(AM)-WBZI(FM) Xenia, Ohio. Buyer is principally owned by John H. Prince, general manager of stations, and minority interests are held by local professionals and businessmen. Neither Mr. Prince nor any of other buyers has other broadcast interests. WJIC is 250 w daytimer on 1510 khz. WNNF is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

- **WRFM(AM)** Red Bank, Tenn. (Chattanooga): Sold by Roy Davis to WSIM Inc. for $450,000. Mr. Davis has no other broadcast interests. Buyer is owned by William E. Bennis Jr. and members of his immediate family, who also own WFLI(AM) Lookout Mountain, Tenn., Chattanooga area station. WSIM is on 94.3 mhz with 3 kw and antenna 22 feet above average terrain.

- **KEXP(AM)** Kansas City, Mo.: Sold by Adrian Broadcasting Corp. to KEXP Radio Inc. for $418,449. Seller is principally owned by W. Earl Dougherty and his wife, Sarah, who have no other broadcast interests. Buyer is principally owned by Galen O. Gilbert, who is also majority owner of KSWM(AM) Aurora and KBIN(AM) Neosho, both Missouri; KTLQ(AM) Tahlequah, Okla.; and KPET(AM)-KCOI(FM) Lamesa and KZEE(AM) Weatherford, both Texas. KEXP is on 1340 khz with 1 kw day and 250 w night. KWWR-FM is on 95.7 mhz with 55 kw and antenna 300 feet above average terrain.

- **KEXS(AM)** Excelsior Springs, Mo.: Jeffco Television Corp., licensee, sold by William Kassman, Larry Falkner and others to Mr. and Mrs. Willie Williams for $295,000. Mr. Kassman, who owns approximately 75% of licenses, is in insurance business in Columbia, Mo. Mr. Falkner (5%) is general manager of station and will remain so, without ownership interest, under new owners. Remaining shares are held by 26 others. None of sellers has other broadcast interests. Buyer, Mr. Williams, is real estate broker and developer in Raytown, Mo. Neither he nor his wife has other broadcast interests. KEXS is 250 w daytimer on 1090 kHz. Broker: Ralph E. Meador.

- **WETO(AM)** DeLand, Fla.: Sold by West Volusia Broadcasters Inc. to James S. Beat- tie for $270,000. Seller is principally owned by Keith Walker, who has no other broadcast interests. Buyer, Mr. Beat tie, owns WEXY(AM) Oakland Park, Fla. (Fort Lauderdale), and has minor interest in WSSA(AM) Morrow, Ga. WETO is on 1490 kHz with 1 kw day and 250 w night.

- **Other station sales announced last week included: wuzi(AM) Palatka, Fla., and wmem(AM) Case City, Va. (see page 64).**

**Approved**

- **Station sales approved last week included: krlw(AM)-kcac(FM) Walnut Ridge, Ark.; klex(AM) Kailua, Hawaii; kwns-AM-FM Pratt, Kan.; koy(AM) Billings, Mont., and kmfm(FM) San Antonio, Tex. (see page 65).**

## Two in New Mexico have renewal problems

Stations in Roswell and Farmington, both New Mexico, have had their license renewal applications designated for hearing by the FCC.

The commission set for hearing the application for renewal of Gordon L. Gay for KKAT(AM) Roswell (dark for more than three years) and the application for assignment of the station from Mr. Gay, the trustee in bankruptcy, to Rosendo Casarez Jr. The FCC also included the competing application of Andromeda Broadcasting System for the i430 kHz facility.

The commission said the hearing was necessary to determine several matters, including whether there had been an unauthorized transfer of control to Mr. Casarez, whether Andromeda misrepresented facts to the commission and is financially qualified to construct and run the station.

The other action involves the applications of E. Boyd Whitney for KRZ(AM)-KWZ(FM) Farmington. Among the charges the FCC was investigating included whether the licensee or management misrepresented facts to the commis-
sion concerning the sale of the air time to music promoters and whether the licensee threatened not to play the records of artists whose agents booked them with promoters other than the licensee.

Outsiders may have second thoughts on offer of help to FCC

Commission's refusal of more time for cable-broadcast economic probe may spell finish to study funded by broadcast groups

Charles River Associates, a Boston research firm, is prepared to start on a $500,000 econometric study for the FCC's cable-broadcast economic inquiry. Comments in the proceeding are due March 15. However, the commission has refused to grant additional time for this undertaking which it says "could take well in excess of a year if there are no complications."

The proposed study was to be funded by Capital Cities, Taft Broadcasting and McGraw-Hill, but a lawyer representing one of those firms indicated that even they may decide to give up on the project in light of the commission's refusal to grant an adequate extension of time.

The commission appeared interested in the proposed study, which it said would be "unquestionably a worthwhile undertaking." But, the commission said, no "useful purpose would be served by granting a formal extension of time well into 1979."

"No one study will resolve finally the issues raised in the inquiry," the commission said. "If the Charles River Associates study is in fact undertaken we would welcome its findings in whole or in part, during the inquiry or in connection with pertinent rulemakings, if any."

Son vs. father in fight over WBBY

Local judge ousts 'Wild Bill' Bates from station, but acknowledges the FCC has to get into the act

A family squabble over control of WBBY (FM) Westerville, Ohio, has resulted in a decision by a state judge that, in effect, transferred control of the station. Or did it? The judge, aware of the FCC's role in such matters, included a paragraph in his order saying that it might be modified after the case is considered by the commission. And he directed the parties to bring the case to the agency's attention.

The central figure in the dispute is a man who likes to call himself "Wild Bill"—William R. Bates. He is majority stockholder in the licensee firm, Mid- Ohio Communications Inc., and until last month was president and director as well as chief engineer.

He is still a director. But Mr. Bates's son, Kenneth, who is a director and general manager of the station, and the corporation's third director, David Mylander, voted him out of his post as president.

Nevertheless, Judge Henry E. Shaw Jr. of Delaware county accepted the injunction suit filed by Mid-Ohio, and granted a preliminary injunction that, pending a hearing on the merits of the case, bars the elder Bates from having any contact with the station, even from entering its premises.

The concern of the younger Mr. Bates and Mr. Mylander, they said, was the senior Bates's allegedly erratic and irresponsible behavior. "Wild Bill," for instance, often drove his personal van to shopping centers and danced on top of it in what he called a "Wild Bill disco routine." This, the corporation said, led some advertising accounts to withdraw their business from the station. (In a separate action, the corporation is seeking $50,000 in damages as a result of business allegedly lost because of such actions.)

Judge Shaw credited that behavior as one reason for granting the preliminary injunction.

The order was issued on Jan. 5. But before that point was reached, Mr. Bates and his attorney had been in touch with FCC Broadcast Bureau personnel. And Martin Levy, deputy chief of the bureau, advised one of the attorneys involved that, since the elder Bates is the majority stockholder, a successful conclusion of the suit "could involve an unauthorized transfer of control." Accordingly, late in December, Judge Shaw called the chief of the transfer branch, Roy Stewart, who asked him of the commission's responsibility in transfers of control of licensee corporations.

That conversation apparently was reflected in a paragraph in the order which hedges it. It directs the parties "to take appropriate steps to bring the entire case before the FCC, at which time and if necessary to so . . . this court will modify the instant decree if the requirements of the law so require."

Media briefs

Audience participation. Corporation for Public Broadcasting announced plans to create 24-member Task Force on Public Participation in Public Broadcasting with major objective "to recommend areas of appropriate public participation at both national and local levels." Task force will include 12 members representing public radio and television and 12 from public at large. Names of those to be asked to sit on board were not disclosed. First meeting will be held in Washington Feb. 16-17.

Star and Tribune expands. Minneapolis Star and Tribune Co. has reached agree-
RADIC Now Presents Thr

Today's most exciting adult MOR format.

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ment in principle to acquire majority control of Sun Newspapers Inc., commercial printing firm and publisher of 17 community newspapers in Minneapolis-St. Paul area. Star and Tribune also owns KTTH-TV Hutchinson, Kan., and WDBT-TV Louisville, Ky. No financial details were disclosed.

Falcons shot down. U.S. Supreme Court let stand lower court ruling that contracts professional sports teams sign with broadcasters are not depreciating assets. Ruling, issued originally by federal trial court in Atlanta and affirmed by Fifth Circuit Court of Appeals, involved E. Cody and Joanne H. Baird, minority owners of Atlanta Falcons. Case history goes back to 1966, when Falcons organization joined National Football League. Bairds subsequently contended they were overtaxed for 1967 and 1968 because they had not been allowed to depreciate Falcon's share over the life of $4.2 million CBS-NFL contract.

More shares, more money. Multimedia Inc., Greenville, S.C.-based group broadcaster and newspaper publisher, has announced three-for-two stock split and 15% increase in cash dividend. Split will be distributed Feb. 15 to stockholders of record Feb. 1, increasing number of common shares outstanding to approximately 6.6 million. Quarterly dividend of 11.5 cents will be payable on split shares Feb. 15; company previously paid 15 cents quarterly on pre-split shares, equivalent of 10 cents after adjustment for split.

Buying its own. Board of directors of Schering-Plough Corp., group station owner, has authorized purchase of up to two million shares of corporation's common stock to be used for future requirements of its employee benefit plans. Up to 800,000 shares are to be purchased this year. There are approximately 54 million shares outstanding.

Looking for blacks. Arbitron Television will institute special interviewing and weighting procedures to account for black viewers in two additional markets during February sweep period—Beaumont-Port Arthur, Tex., and Little Rock, Ark. Arbitron now uses special techniques for blacks in 33 markets.

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**Booknotes**

Reluctant Regulators: The FCC and the Broadcast Audience, by Barry Cole and Mal Oettinger; Addison-Wesley Publishing Co., Reading, Mass. $10.95, 288 pp. plus appendices.

As the title suggests, this book deals with a subject that has formed the basis of more than one critic's appraisal of the FCC—the commission's reluctance to hold broadcasters to higher standards (or, in the view of some, any standards in some cases). But if the authors do not break new ground in that regard, they do bring insiders' insights to their work.

This is particularly true in the case of Mr. Cole, a consultant to the commission from 1970 to 1975 and, as such, on the scene when decisions were made and actions taken. Mr. Oettinger covered the FCC as a trade press reporter for a number of years, several of them with Broadcasting.

The incidents they have collected and set down disclose no conspiracy on the part of broadcasters and commissioners to facilitate broadcasters' passage through the shools of regulations. But they reveal an attitude that Representative Lionel Van Deerein (D-Calif.), chairman of the House Communications Subcommittee, in a bookcover blurb, calls "disturbing." (Another who endorses the book, on the dust jacket is Henry Geller, the president-nominee to be assistant secretary of commerce for communications and information.)

The authors report, for instance, Mr. Cole's disappointment with the commissioners in 1975, after they adopted standards for determining which renewal applications could be granted by the staff and which, because of apparent deficiencies they reveal in the performance of broadcasters involved, would be referred to them for review. The FCC lost interest after being "exposed to some renewal applications that raised problems," the authors said, adding, "Things soon returned to normal: The staff ground out renewal grants, commissioners remained uninvolved and the processing rules were ignored."

The book also contains support for the view of some observers that the staff exercises a Svengali-like influence over the commissioners. In renewal matters, at least, the authors say the staff is "the gatekeeper of information and is the real decision maker." What Mr. Cole found "particularly disturbing" was that disagreements within the staff regarding the proper disposition of a case were never reported to the commission.

The authors do not suggest the staff is activist by nature, however. In discussing the policy statement the commission issued on children's television programming, the authors note that the commission did revise the license renewal form to obtain from broadcasters information designed to determine whether they were complying with the statement. The authors say that "the commissioners [as of June 1977] have shown no interest in learning what the answers are" and that, "As with other renewal problems, the staff doesn't want to stir up a hornet's nest on matters in which the commissioners have evinced no interest."

The commission's new chairman, Charles D. Ferris, has said he plans to reopen the inquiry into children's television programming to determine how well broadcasters are living up to the obligations set down for them in the policy statement. The book's foreword indicates he will be working virgin territory.

As a matter of fact, their study offers a number of other areas he might want to look into.


Ted Sennett is a master of nostalgia. His books on the performing arts regularly dip into yesteryear with a warm and accurate jogging of the memory.

In "Your Show of Shows," he again kindles that spirit in documenting the life of the NBC-TV show that was the high mark of Saturday night TV programming from Feb. 25, 1950, to June 5, 1954. The many behind-the-scenes anecdotes also chronicle the emergence of TV programming from its pioneer days to an era of class programming. While it perhaps was a pinnacle for stars Sid Caesar and Imogene Coca, it was the take-off point for many others such as Carl Reiner, Howard Morris and Mel Tolk.


From AA Rating ("a measure of the size of a program's audience . . .") to Vladimir K. Zworykin ("U.S. electronics engineer and inventor considered the father of modern television . . ."), this book is designed to serve as an in-depth introduction for the layman as well as a quick reference source for the television professional. The well-informed broadcaster may not need a two-paragraph description of the National Association of Broadcasters, but if perchance there's an interest in forgotten minuta such as Grindl ("situation comedy vehicle for Imogene Coca . . . . NBC introduced it in 1963 but it was unsuccessful . . .") or in the names synonymous with broadcasting's growing years such as Rosel H. Hyde ("long-time commissioner [1946-69] and twice chairman of the FCC . . ."), the information's here. Add to that the subjects on page 175 alone: Golden Rose of Montreux, Leonard H. Goldenseon, Dr. Peter G. Goldmark, Gomer Pyle, USMC, "Gone with the Wind" and The Good Guys. With help from contributing editors, Les Brown, New York Times television writer and author of the earlier "Busi$$es$$ Behind the Box," guides the reader, researcher and trivia enthusiast through television, from people to programs, from technological development to legal development, from past to present—a book, in the author's ambition, to "bring together all the flickering parts of television."
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DDB study finds public wants reins on television sex, but shies from total censorship, federal controls

ITT conference given report that suggests some advertisers should get more involved

Sex on television now rivals violence on television as a source of concern for many Americans, but their reactions vary according to the subject matter and how it's treated.

This was one of the findings made public last week from a survey conducted last month by Doyle Dane Bernbach among 400 adult Americans—200 men and 200 women—selected to be representative of the public as a whole.

Joseph R. Daly, DDB chairman, said people worry more about sexual themes that seem to impinge on the welfare of their children or their concepts of normal family life, and they consider sexual subjects less suitable for treatment in comedies and dramas than in documentaries, news specials and cultural programing. But "whatever their views," they do not "as yet" want the government to exert control over program content, Mr. Daly said, and do not feel that advertisers should do so, either. They feel the primary responsibility for what is shown should rest with the public (named by 91% of the sample) and networks and stations (44%), with other nominees in this order: consumer organizations (37%), advertisers (22%) and government (10%).

Mr. Daly's report on the survey was presented last Thursday at the International Telephone & Telegraph Corp.'s 1978 corporate relations and advertising conference, held at Key Biscayne, Fla. Mr. Daly was unable at the last moment to be present and the report was read in his behalf by Dr. Ruth Ziff, DDB senior vice president and director of research and marketing services.

The survey, the report said, found that the public sees both good and bad aspects in sex on TV:

"They desire to maintain a channel of free thought that reflects what is happening today, depicts other life styles and provides adult entertainment. Yet at the same time they feel a responsibility to shelter their families, particularly the children, from ideas and practices they find undesirable or aberrant, or which they feel television presents in a distorted manner."

The report said that "the public is particularly sensitive to programs which show children being sexually exploited or which contain ideas and behaviors which seem to threaten their existing concepts of family institution. They overwhelmingly reject programs which portray children in prostitution and pornographic films—fully three out of four feeling that such material definitely is not suitable for television entertainment programs. Strong majorities also reject homosexuality and mate-swapping as unsuitable subjects, while a majority finds sex between a young teenager and a mature adult improper for airing."

"They express moderate levels of concern about rape, partial nudity, prostitution and adultery."

"They are less concerned about those things which do not deal with children and which do not directly challenge the integrity of the family—premarital sex, scenes of couples embracing in bed and women in revealing clothing."

The report found the public "more tolerant of these subjects when they are placed in the context of educational or cultural programing, but still shows strong repulsion for the most sensitive areas such as child exploitation and homosexuality."

What would the public like to see done about sex on the TV?

The three most frequently volunteered answers were to show the programs when children are not viewing (19%), take them off the air completely (15%) and tone them down (13%).

Given their choice among three specific alternatives, Mr. Daly said, "the majority selected an option which reflected their willingness to retain sex-related material on television—79% choosing either scheduling of programs at hours when children are not likely to view (44%) or having no restrictions (and) having parents with the responsibility (35%). Only one person in five would advocate the extreme position of removing all sex-related programs from television."

"Significantly, even among those people with children at home, few would favor outright censorship."

Mr. Daly said the study found that concern over violence in television had declined as TV violence declined, and that concern over sex had risen with rising incidence of sex on TV. "We do not believe, however, that concern with sex as has yet reached the level achieved by violence in the past," he added.

Asked generally to compare the quality of TV now with that five years ago, 46% rated it worse now, 26% better and 28% about the same.

Mr. Daly said the study now, 37% cited reasons related to violence, 33% to sex/permissiveness and 16% to unsuitability for family or children.

Of the total sample, 54% said they were dissatisfied and 46% satisfied with TV's handling of sex-related themes or scenes.

The study found dissatisfaction "higher among viewers of certain advertisers; among lower-income individuals, married people, residents of the Midwest and West and smaller places and among light and medium viewers and those who have not viewed several episodes of potentially sensitive programs."

Among Mr. Daly's conclusions: "The industry should be aware of the real concern of viewers about their children and social morality and take these into consideration in planning..."

"While television should continue to be innovative and experiment, it probably also should leave the evolution of new sexual patterns to the many political, educational and religious institutions in society which traditionally have been responsible for change."

"Information obtained from surveys of the public can enable advertisers to make the most prudent recommendations regarding program selections—indicating things to be avoided but also preventing overreactions to situations which are in fact benign."

"We do feel that the ultimate decision regarding program selection or rejection of potentially sensitive programs must rest with the advertiser [and that] advertising agencies should provide their clients with as much information and counsel as possible..."

Federation of Decency hunts down TV sex

ABC shows the most of it, American Home Products sponsors the most, according to monitoring by Tupelo group

ABC leads the networks in sex programing, followed by CBS, then NBC, and American Home Products (Anacin), Ford Motor Co. and Sears are the top sponsors of sex on television, according to a study by the National Federation of Decency, Tupelo, Miss.

The study covers 864 hours and 30 minutes of prime time network programing, which was monitored in San Diego, southwestern Wisconsin, northeastern Mississippi and Houston by persons who "represented a wide range of ages and educational backgrounds," according to the Rev. Donald E. Wildmon, executive director of the NFD.

The study claimed the networks showed a total of 2,433 scenes of suggested sexual intercourse or sexually suggestive comments, 2,155 of which were depicted outside marriage. The incident factor was 2.81 per hour. Of the 459 incidents of suggested intercourse recorded, 201 were on ABC, 88 on NBC and 70 on CBS. Of the 1,974 suggestive comments recorded, 908 were on ABC, 656 on CBS and 410 on NBC.

The top 10 sex-oriented shows were led by ABC's Soap, followed by Three's Company (ABC), James at 15 (NBC), Charlie's Angels (ABC), 79 Park Avenue (NBC), Busting Loose (CBS), Lost in Space (ABC), All in the Family (CBS), Laugh In (NBC) and Redd Fox (ABC).

The top sponsors of sex on television were found to be American Home Products, Ford, Sears, Roebuck, General Foods, Bristol-Myers, Unilever-Lever Bros., General Motors, Procter & Gamble.
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Hanes Corp., with its ads for Underwear, L' Eggs and Hanes hosiery, was designated the top user of sex in commercials. The next nine: Unilever group of Lever Bros. (Caress soap and Close-Up toothpaste), Pfizer Inc. (Smitty, Emeraude and Nuance perfumes), Chesebrough-Ponds (Aviance and Cachet perfumes), Colgate-Palmolive (Ultra Brite toothpaste), Bic Pen Corp. (Bic lighters and shavers), Teledyne Inc. (Water Pik Shower Massage), Revlon (Jontue perfume), Squibb Corp. (Rive Gauche & Jean Nate perfumes) and Jovan Inc. (Jovan perfume).

CBS-TV says Super Bowl was an all-timer for sports

Average rating of 46.9 meant something more than 86 million watched and helped network win entire week; Action Track, Electronic Palette make low-key debuts during game

Super Bowl XII may not have been much of a football game, but about 86 million people in more than 34 million households watched at least part of it.

That was the audience estimate given by an elated CBS-TV when A. C. Nielsen's figures for the first prime-time Super Bowl came in. CBS also reeled off a list of other ratings superlatives to describe the game's performance, which put the network in first place for the week ending Jan. 15. According to CBS, it was highest-rated sporting event ever televised and, except for "Gone With the Wind" and parts of Roots, the highest-rated national program of all time.

That was undoubtedly happy news for advertisers on the show, who paid a top price of $344,000 for a minute's time in the game. CBS said there were 20 minutes sold in the game itself, which lasted from 6 p.m. to 9:45 p.m. (NYT), plus 14 minutes more in both the hour-and-a-half pregame show and the half-hour postgame wrapup. Given expenses of $4.5 million for the rights, $600,000 for production costs and 15% commissions to the agencies (there was no affiliate compensation), CBS probably cleared a million more on the deal besides getting a considerable boost in its prime-time ratings.

The game's average rating of 46.9 with a 68 share beat the second-place show for the week, ABC-TV's Laverne and Shirley by 9.3 rating points. The third-ranked show of the week was CBS's post-game wrap-up, which pulled 37.1/54. Predictably, the Super Bowl wiped the competition on ABC and NBC. ABC's Hardy Boys Mystery and Six Million Dollar Man pulled 15 and 20 shares, respectively, while NBC's "Willy Wonka and the Chocolate Factory" pulled a 21. ABC took advantage of the football frenzy by scheduling "Superdome" as its Monday Night Mouse (Jan. 9), which pulled a 38 share and wound up the 11th-ranked program of the week. The lowest-rated show of the week was NBC's Henry Kissinger: On the Record, which scored an 8.6 rating and a 14 share. CBS's 60 Minutes, airing at 10:47 p.m. the night of the game, pulled a 25.7 rating and a 48 share.

Averages for the week had CBS with a 24.1 rating and a 36.7 share, ABC with a 21.5/33 and NBC with a 16.1/24.7. Season-to-date averages, Sept. 5, 1977-Jan. 15, stand at 20.6 for ABC, 18.5 for CBS and 17.9 for NBC.

- CBS-TV's use of two new technological gizmos. (Broadcasting, Jan. 16) was noticeably slight during the network's Super Bowl broadcast. Action Track, which traces the path of any moving part of the picture, was used only during two extra-point replays. Electronic Palette, the computer-assisted TV painting system demonstrated on the show by artist Leroy Neiman, was seen mostly as background for statistics.

Producer Robert Stenner explained after the game that he was sparing with the new devices because he "didn't want to ram them down people's throats." He also said that the Action Track system was found to be too confusing for football. "With 22 players out there" he said, "it gets a little mushy."

Perhaps the most surprising innovation of the broadcast, however, was an impromptu half-hour special preceding the game, hosted by CBS Sports President Robert Wussler. The network had planned to use the Phoenix Open golf tournament as part of its lead-in to the pre-game show. But the tournament was rained out, a development difficult to anticipate for an Arizona event. Faced with an empty half hour, Mr. Wussler pulled together a sort of "behind the scenes" Super Bowl story. At 4 p.m. NYT he went on live, saying "A funny thing happened on the way to the Super Bowl. We lost a golf tournament."

He then led viewers on a visual tour of CBS's broadcast facilities, talking to various producers and technicians and at one point switched to Barry Frank, Mr. Wussler's second-in-command at CBS Sports, who took over the announcing duties from the network's remote facilities on the field.

Four up the flagpole

ABC-TV to see how the wind blows in March for fall hopefuls

Two situation comedies, a series about pregnancy and a western are to be given "limited run" tryouts on the ABC-TV prime-time schedule beginning in March. Time periods for air tests of the fall series hopefuls have not been announced, but ABC Entertainment President Fred Silverman has said they won't be shunted into slots now occupied by falling or marginal
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The new series are:
- **A.E.S. Hudson St.** This show will depict the "comic frenzy" of a hospital emergency ward, according to ABC. Its executive producer is Danny Arnold, who also produced ABC's *Barney Miller* and *Fish* and who is under exclusive contract with the network.
- **Young Pioneers.** An "inspiring drama of teen-age newlwyeds," the series features a "gritty" young woman who "follows her husband to an unknown destiny in the newly opened Dakota Territory." The former Carol Burnett sidekick stars as "an eccentric actor, still aspiring to stardom, who keeps the wolf from the door by running an unconventional acting academy in his home."

**Arbitron's explanation for those falling viewer levels**

Reason for last fall's declines, it says, is that numbers were measured against an exceptional 1976; figures are now back in line with those of previous years.

Arbitron Television has concluded, after a review of homes-using-television levels over the past four years, that 1976 was just an exceptionally good year, and last fall's decline merely brought HUT levels into line with those of 1974 and 1975.

This conclusion, Arbitron said last week, was based on a series of analyses. They were undertaken after the Nielsen national rating service and both the Arbitron and Nielsen local measurements last fall indicated a drop-off in television usage from the comparable 1976 periods (Broadcasting, Nov. 7, 1977, et seq.).

Among the findings in earlier studies in the series were indications "that 1977 viewing levels were more similar to those of 1976 than 1975." In the latest—and final—analysis in this sequence, Arbitron extended the comparisons back to 1974. The analysis used Arbitron November sweep results for 19 markets selected to be representative of the U.S.

Arbitron offered these "observations" from its four-year review:
- "1977 appears to have the atypical year in this four-year trend. Levels achieved in 1976 were higher or equal to those of the other three years analyzed for all demographics and dayparts [that were studied]."
- "1977 viewing levels were very similar to those of 1974. The greatest difference between 1977 and 1974 levels was a two-point HUT drop during news time and access time—both of which, however, only represented a 4% decrease. The largest percentage difference was a 10% increase in viewing for women 18-49 and children 2-11 during the morning daypart."
- "For the dayparts analyzed, 1977 viewing levels for total women and women 18-49 either increased or remained the same compared to 1974."
- "In three out of five dayparts, children 2-11 viewing levels increased from 1974, and one time period showed no change. This observation is particularly impressive due to the fact that in these 19 markets as well as nationally, the children population dropped 4% from 1976 to 1977."

In weekday mornings, the demographics analyzed—HUT, total women, women 18-49 and children 2-11—all were higher in November 1977 than in November 1974 or 1975, and in the afternoon these demographics were unchanged from those years (except children 2-11, which were up 9%).

In early fringe (4:30-6 p.m. Monday-Friday), the same demographics were down 5%-6% from 1975 but close to 1974 levels—HUT was off 3% while total women and women 18-49 were unchanged from 1974 and children 2-11 were up 3%.

During news time (6-7:30 p.m. Monday-Friday) HUT was off 4% from 1974 but the others were unchanged (compared with 1975 HUT was also off 4%, while total women were unchanged, women 18-49 were up 4% and children 2-11 were down 6%).

On Saturday mornings, HUT levels were the same in 1977 as in 1974 but children 2-11 were off by 3%.

For the other day parts the analysis examined only HUT levels. In prime access time 1977 HUT levels were down 4% from 1974 and also from 1975. In prime time they were off 2% from 1974, 3% from 1975. In late fringe (11:10-13 p.m. Monday-Friday) they were unchanged from 1974 but unchanged from 1975. And for total day (9 a.m. to midnight, Sunday-Saturday) the HUT level was off 3% from both 1974 and 1975.
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There has been a lot of activity in Washington radio in recent years, but none to match the excitement and anticipation generated in the Washington community by WRQX. As the newest member of the ABC Owned FM Radio Station group, WRQX is the beneficiary of over 10 years of successful FM development by ABC Radio.

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projects as the business aspects of professional sports clubs or even the goings-on in network sports departments. "We're not going to skirt the issues," he said. "It's really a matter of us asserting our integrity. If we don't, I guess we can go back to being shills."

The main focus of the show will be on Olympic-style events as a build-up for the network's coverage of the 1980 summer Olympics in Russia. At the same time, Mr. Ohlmeyer said, the network will be building its own production expertise, also in preparation for the games.

The show is to be divided into three areas each week: a "major event" usually related to the Olympics, taking between 45 and 60 minutes; a "minor event" not usually seen on TV, and the journalism segment. Chester R. Simmons, president of NBC Sports, said the show will vary in length from one hour to 90 minutes or more. Its premiere was set for 2:30-4 p.m. NYT.

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**Warner Bros. TV racks up record '77**

Some established standbys plus big prerelease prices for follow-up to 'Roots' get much of the credit

Warner Bros. last week announced that worldwide sales for its Warner Bros. Television distribution subsidiary skyrocketed to more than $140 million last year, more than doubling any previous year.

Crediting the "strong leadership" from Charles McGregor, the subsidiary's president, Warner Bros. President Frank Wells added that 1977 also saw all-time monthly sales records broken, with a high of $19,531,501 last November. He said that "this is clearly one of the highest annual totals for any company in the industry's history."

Contributing substantially to the success, according to Mr. McGregor, were the feature film package "Volume 21," The Waltons, Roots and Welcome Back, Kotter. Especially in foreign distribution, which increased by more than 100%, Roots was said to have led the way, as well as generating unprecedented prerelease prices for Roots: The Second Hundred Years, to air on ABC-TV in early 1979.

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**NBC brings in two subs**

Prime-time tinkering continues as NBC-TV last week announced the addition of two new shows to its schedule.

Premiering in a special one-hour episode! at 8-9 p.m. NYT will be Quark, a science-fiction comedy starring Richard Benjamin. On subsequent Fridays, Quark will air at 8-8:30 p.m., taking CPO Sharkey off the schedule.

On Feb. 28, The Chuck Barris Rah Rah Show will debut in the 8-9 p.m. time slot. The Hanna-Barbara Hour, previously announced for that time period, has been postponed, but an NBC spokesman said it will appear sometime in the spring. Gong Show producer Chuck Barris' variety hour ran as an NBC special on Dec. 20, scoring a 15.8 rating and a 25 share against ABC's Happy Days and Laverne and Shirley. Those two shows remain the competition for Mr. Barris' new series.

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**Local court throws out WITI basketball suit**

But Milwaukee station agrees to broadcast games anyway, as long as the ratings hold up

WITI-TV Milwaukee made its point in Milwaukee County Circuit Court last week. So now the CBS affiliate is prepared to give local basketball fans what they say they want—the CBS network's professional basketball games on Sunday, at least as long as the ratings warrant it.

The Storer station was hauled into the local court earlier this month by a local attorney and Milwaukee Bucks fan who had filed a class-action suit seeking to force the station to carry the National Basketball Association games. The station had chosen not to air the NBA contests because of the low ratings they achieved last year (BROADCASTING, Jan. 16).

The station's lawyers argued that the case should be dismissed on the ground that the court lacked jurisdiction, and Judge Robert Cannon, a sports fan himself—he was involved in a futile effort to block the move of the Milwaukee Braves baseball team to Atlanta—agreed. He threw out the case.

Having demonstrated that court suits cannot be used to affect programming decisions, Hank Davis, vice president and general manager of the station, said WITI-TV "will carry the games." But, he added, "we'll study the ratings, and we'll continue to present the games if the ratings justify the broadcasts."

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**Paracom breaks out of syndication with two international sports sales to NBC**

Paragon Communications (Paracom) has announced its entrance on the network scene, with two international basketball games sold to NBC-TV, the first to air in April and another later this year. The company, through its Sports Syndication International Ltd. subsidiary, began selling to individual stations last year with The Way It Was and Sports Challenge (BROADCASTING, Aug. 29, 1977).

Heading Paracom is Eddie Einhorn, who had been president of the TVS Television Network and who continues with TVS as executive producer of its 1978 college basketball series on NBC-TV.

As part of its first network deal, Paracom, representing the Amateur Basketball Association of the U.S., will be packaging, producing and promoting an invitational tournament with the U.S., USSR, Cuba and Yugoslavia. The finals of this first match are to run on NBC-TV April 9.

Paracom also is planning two as-yet-unidentified international competitions through its role as representative of the Federation Internationale du Sport Universitaire, a group that covers student competitions.

Plans are for a special on track and another on gymnastics for airing this summer.

On the company's syndication front, 18 half-hour episodes of The Way It Was begin the second half on some 30 stations this month, amounting to about 65% U.S. clearance. That series is to be followed by 18 Sports Challenge shows. However, according to Mr. Einhorn, should The Way It Was prove a hit, it may continue longer than the minimum 18 weeks.

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**SIN raises volume of satellite feeds**

The Spanish International Network, which has been offering Spanish-language shows via satellite since September 1976, last week beefed up its weekly program hours on Western Union's Westar bird from 19 to 52.

The additional programming, including sports, continuing dramas and musicals, comes from Argentina, Brazil, Chile, Colombia and Venezuela. Live coverage of World Cup soccer from Argentina also is to be transmitted and SIN is maintaining its policy not to offer reruns or dubbed U.S. programming.

The eight SIN satellite affiliates, five owned by Spanish International Communications Corp.: WLTV(TV) Paterson, N.J. (New York); WTLV(TV) Miami; KXEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; KFTV(TV) Hanford (Fresno), Calif.; KDRTV(San Francisco; KOROTV) Corpus Christi, Tex., and KLOC-TV Modesto, Calif.

Of the 19 original hours that affiliates continue to receive, 12 are for an "all-day" variety show on Sundays. Other programming consists of an hour-long live news program from Mexico (which includes satellite reports from other countries), soccer, boxing and specials.

According to SIN President Rene Anselmo, more than 60 hours of satellite programming are expected to be offered within six months and more thereafter.

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**Albeck at UA helm after mass resignations**

Andreas Albeck, United Artists Corp. senior vice president, has been elected as the company's president and chief executive officer, filling part of a void created earlier this month when UA's five chief
officers submitted their resignations.

The departing UA top echelon includes Arthur B. Krim, chairman; Robert Benjamin, finance committee chairman (and former chairman of the Corporation for Public Broadcasting); Eric Pleskow, president and chief executive, whose role now will be filled by Mr. Albeck; William Bernstein, senior vice president for business affairs, and Mike Medavoy, senior vice president for production.

The resignations reportedly stemmed from disagreements with the parent Transamerica Corp., with the UA leaders seeking autonomy in their positions and a spin-off of the subsidiary. The five former officers are said to be considering the formation of their own film distribution company.

Transamerica has let it be known that no changes in company operations are anticipated.

Program Briefs

On board. By first week of year, Dance-Fitzgerald-Sample's Program Syndication Service, Inc. will be clearing its markets as well as Canadian CTV network for pilot of Honest Al's A-O-K Used Car & Trailer Rental Tigers. Show, about little league football team, is to air this month. Another PSS product -- 90 minute special, Peanuts to the Presidency, concerning Carter campaign -- has been picked up thus far in nine markets including WNEW-TV New York and KTTV(TV) Los Angeles.

Cross-over. Show Biz Inc. reports having cleared Tony Brown's Journal, 30-minute public affairs series, on 40 stations thus far, including NBC-owned WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago. Show previously had run on Public Broadcasting Service under title, Black Journal. Deals are on barter basis for Pepsi-Cola.

War stories. In first two weeks of selling, Time-Life Television says it has signed 19 key markets for new prime-time series to be shown next fall on T/L Diary. Among buyers are CBS-owned WCBS-TV New York, KNXT(TV) Los Angeles and WCAU-TV Philadelphia. Weekly series narrator is Lloyd Bridges.

Carter, now Koch. Edward Koch, mayor of New York, was to field questions from listeners during special two-hour live call-in program yesterday (Jan. 22) over WCBS(AM) there from 2 to 4 p.m. Broadcast was to be similar in format to program carried on CBS Radio last year in which President Jimmy Carter replied to questions from listeners. Moderator was to be Lou Adler, news director of WCBS.

Chance to talk. Carnegie Commission on Fugure of Public Broadcasting will hold special evening meeting Wednesday (Jan. 25) in New York to hear from independent filmmakers and video firms. Meeting is in response to request from Association of Independent Video and Filmmakers.

Interpublic debut. McCann-Erickson, New York, has established Interpublic Television Inc., to develop, package and distribute TV and radio programs for networks and syndication. Staffs are to be maintained on both coasts, under direction of Philip Howort, general manager, former vice president-programs, Don Kirshner Productions.

Golf classic. Six stations already have signed for second annual Kathryn Crosby/Honda Golf Classic, combining sanctioned Ladies Professional Golf Association tournament and celebrity participation on March 18 and 19 from San Diego. Line-up of stations for live telecast, starting at 11:30 p.m. NYT, is being arranged by Air Time. Stations already included are KABC-TV Los Angeles; KOQ-TV San Francisco; KGT(TV) San Diego; WBNS-TV Columbus, Ohio; KHYT(TV) Houston and WIXI-TV Cincinnati.

Legend comes alive. More than 100 TV stations have signed for fifth season of Greatest Sports Legend, half-hour series on outstanding sports personalities. Series will run from April through September on stations including WNEW-TV New York, WLS-TV Chicago, KKW-TV Philadelphia, KGO-TV San Francisco and WBZ-TV Boston. Tom Seaver, Cincinnati Reds pitcher, will be host of Legend and will conduct interviews with athletes including Ted Williams, Mark Spitz, Bob Feller, Rod Laver and Johnny Longden.

The shadow known. Punxsutawney (Pa.) Groundhog Club will mark its 91st year of reporting Groundhog's Day shadow-sighting Feb. 2 with two-and-half minute taped feed of result available to radio stations at no charge. Call after 7:30 a.m. (814) 938-6000.

Grossman notes problems with two PBS offerings

He calls 'Visions' and 'Cavett' uneven in report to board

Two much ballyhooed public television programs this season have not met the expectations of the Public Broadcasting Service. In his fourth-quarter report to the PBS board, Lawrence Grossman, president of the public network, called Visions and Dick Cavett "uneven."

Mr. Grossman said that Visions, a series of original television plays, had disturbed some local stations "by the incidence of adult material and rough language." He said some of the Dick Cavett interviews "were also markedly uneven." Mr. Grossman said such a record was "in telimilar" and the "unavoidable price of striking out onto new, untested paths." He added that such programs were necessary, however, if public television was "going to move beyond commercially acceptable mediocrity."

The remarks were included in PBS's fourth-quarter report to its governing board. Also contained in the report was Mr. Grossman's evaluation of PBS's relatively new revolving documentary fund, an attempt "to provide up-front funding for meritorious documentary proposals by both stations and independent producers."

One of those documentaries, Plutonium: an Element of Risk (produced by KCET(TV) Los Angeles), Mr. Grossman said, "fell short of the system's journalistic standards."

Group W readies new daily series

'EveryDay' pilot near completion; it will be departure from format of talk show, says syndicator

Taping was completed and post-production began last week on the pilot of Every Day, a 90-minute entertainment/information strip series that Group W Productions is counting on as its next original entry in the syndication market ("Closed Circuit," Jan. 9).

Described as "the next generation of reality television" by Group W Chairman David Salzman, who created the concept and is serving as executive producer, Every Day is said to go beyond traditional talk shows in its amount of original material, preparation and rehearsal time.

The daily series is operated with a "family" concept, including hosts Sarah Jane Edwards, formerly of ABC-TV's A.M. America, and singer/actor John Bennett Perry, as well as six regulars: Tom Chapin, Anne Bloom, Murray Langston, Judy Gibson, Robert Corff and Emily Levine, whose credits involve combinations of singing, composing, acting, comedy and writing. NBC-TV Tonight show veterans Paul Black and Howard Pash are the producers.

According to Mr. Salzman, the show is being produced for play "at any time" but with a "focus on later afternoons time periods." And while the series is expected to cost in the neighborhood of $200,000 a week to produce, Mr. Salzman says it will be "moderately priced." Tentative plans call for marketing with stations paying cash but with some commercial time for national advertisers.

The Every Day set is described as a "free-form arena-in-the-round with eight staging areas." And aside from audience participation in the show, segments are to be done on location. An "Around America" feature will call upon stations taking the show to supply regional and local coverage. Guest stars, contributors and "life-style" specialists also are to appear.

With the announcement of the series, Group W Chairman and President Donald H. McGannon said: "The president of our Television Station Group, Win Baker, and I have every expectation that Every Day will be as successful as our other major syndication program, The Mike Douglas Show ... for which a lengthy future is assured."

Messrs. McGannon and Baker were scheduled to screen the pilot this week.
ABC’s 25th Anniversary

The Silver Has Turned to Gold

Keeping up with ABC one week at a time is challenge enough. Capturing 25 years worth is something special indeed.

But that’s what we’ll do on February 13.

**The whole:**

A special report on the 25th anniversary of the merger of ABC and United Paramount Theaters that produced what is now American Broadcasting Companies Inc.

**The parts:**

*The Story of ABC Television.* From back of the pack to top of the heap in one of broadcasting’s most stunning upward bounds.

*The Story of ABC Radio.* From almost out of the network business to proprietor of the longest line-up in audio history. And, on the stations side, from just-also-running to the leading edge of contemporary AM and FM programing.

*The Story of ABC’s “Everything Else.”* A coast-to-coast diversification that has involved the company importantly in records, theaters, publishing and leisure attractions.

**And including:**

The ABC corporate history, with special attention to Leonard H. Goldenson, who put it all together. And a touching-of-bases with the key figures in ABC’s past and present. And a complete list of all radio and TV affiliates. And . . .

Well, you’ll read all about it on February 13.

Make sure they read about you. *Advertising deadline: February 6.*

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You **belong** in Broadcasting® Feb 13
Lance joins ex-politicians as commentators on television

He's hired by WXIA-TV Atlanta but may go on other stations owned by Combined

Bert Lance, the former director of the Office of Management and Budget who resigned that office last year amid what many observers considered a press barrage, announced last week that he was joining a growing list of political figures on television news programs. Beginning Feb. 6, Mr. Lance will deliver 90-second commentaries on Combined Communications Corp.'s WXIA-TV Atlanta, an ABC affiliate whose local news programs have consistently been third in that city's ratings. Combined Communications is also considering the possibility of distributing Mr. Lance's spots to its other television stations as well as to other station groups.

Jeff Davidson, president and general manager of WXIA-TV, said Mr. Lance had signed to do up to five commentaries each week "as his travel schedule and other activities will permit." James Sieger, director of corporate news for Combined Communications, said Mr. Lance was expected to average about three news analyses a week.

Neither Mr. Lance nor the Combined Communications officials would discuss what the new analyst would be paid by the channel 11 outlet, but broadcasting sources in Atlanta said that the going rate in that city for television commentators was in the mid-to-high-$20,000 range. Mr. Sieger would say only that Mr. Lance would be getting "nothing like he's used to." He added that Mr. Lance's salary is "not going to pay off his debts."

Mr. Lance's new job raised anew questions in journalism circles about the propriety of political figures assuming positions heretofore reserved for newsmen and editors. Dick Williams, news director at WXIA-TV, said that even he had had a "mixed bag of feelings" about Mr. Lance's new position and said that "on a purely philosophical level I would prefer to leave commentary to journalists."

But, Mr. Williams said, as a "practical matter" he felt there was a place for political figures on the "op-ed pages" of television news programs. "John Lindsay [the former mayor of New York]," he said, "certainly brings something to [ABC-TV's] Good Morning, America." Nor, he pointed out, is Bert Lance alone in making the move from newsmaker to news analyst. Other political figures who have taken positions on the news shows of various broadcasters include former President Gerald Ford and former Secretary of State Henry Kissinger, who have agreed to provide irregular commentary and analysis for NBC News; former California Governor Ronald Reagan, a syndicated broadcast commentator; Carl Stokes, the former mayor of Cleveland, and former Oregon Governor Tom McCall.

Among journalists, however, there is some dissatisfaction with the trend toward politician-commentators. One Atlanta newspaper, for instance, doubted that WXIA-TV's news would profit considerably from Mr. Lance's new position at the station—although, he said a "country-smart kind of guy" such as Mr. Lance may be "rather popular" among television viewers in that Southern city.

Mr. Sieger defended Combined Communications' hiring of Mr. Lance and said the former budget director was a "private citizen" and an "ex-politician." "Who does the color at a football game?" Mr. Sieger asked rhetorically. "Ex-football players." Mr. Williams pointed out what he called a "Pavlovian reflex" among local viewers to listen to politicians about political issues. Local newsmen, Mr. Williams said, are too often looked on by viewers as "conduits of information and not of opinion."

Combined Communications also admits that its new commentator is a likely candidate for broader circulation. Mr. Sieger said that "at first" Mr. Lance will probably appear only on WXIA-TV, but he "would think" that other Combined Communications stations would "very likely" be interested in airing some of the commentaries. One of those stations may provide Mr. Lance with a re-entry to the Washington scene. Two weeks ago Combined Communications received FCC approval of its purchase of WJLA-TV in the capital (Broadcasting, Jan. 16).

Whether Mr. Lance is seen regularly outside the Atlanta area will depend on the issues he chooses to discuss, Mr. Sieger said. "Inflation and things of that nature," he said, would have importance "not just in Georgia."

Both Mr. Sieger and Mr. Williams emphasized, however, that Mr. Lance was an Atlantan with strong "regional roots" and an interest in state and local issues. "To us down here," Mr. Williams said, "Bert Lance is not just the ex-budget director. He's the fellow who built the highways." (A reference to Mr. Lance's former position as commissioner of Georgia's transportation department.)

An official at a competing station pointed out, too, that whatever Mr. Lance's national reputation, he is "very well thought of down here." Another said that the sentiments of most people in Mr. Lance's home state "are still pretty positive" despite his experiences in Washington.

The day after the announcement last week, Mr. Lance and his wife, LaBelle, appeared on ABC's Good Morning, America.

Weather reporter stirs up storm for himself

New Bern station fires him after newspaper prints interview that is uncomplimentary to TV

Josh Humphries, weather reporter and producer of the 12 at Noon talk show at WCTI-TV New Bern, N.C., was suspended following the publication of an inter-

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view with him in the Raleigh (N.C.) News and Observer in which he was quoted as describing his weathercasting as a "successful hoax." Two days later, after consultations between station management and corporate headquarters, Malrite Broadcasting, Cleveland, Mr. Humphries was fired.

Bill Jenkins, WCTI-TV general manager, said Mr. Humphries' comments "were inappropriate and not in line with the objectives of the station, and we felt he had damaged his credibility to such an extent that we would have to terminate the relationship."

What did the weatherman say? Following are excerpts from the published view:

"People could find out a lot more about the weather if they'd pick up the phone and call the real professionals at the weather bureau, but they will sit there and listen to me and think I know what I'm talking about. All I know is what the weather bureau reports.

"I lie to [the viewers] all the time. ... Hell, I don't know if it's going to rain, but I act like I do.

"I really think I'm successful with the hoax.

"If someone bothers me during dinner to ask for an autograph, I might really unload on them. After I finish with them they may not watch me again, but I've got 20,000 people watching and I can afford to lose one every now and then."

Mr. Jenkins said that as of last week the station had received only "eight or 10" inquiries into the matter.

What's news?
The results of a special Harris Survey indicate there are sharp differences among editors, news directors, reporters and the general public on the types of news that interest readers. Harris conducted its poll among a national cross-section of 1,533 adults and 86 top editors and news directors and 76 reporters and writers from the various news media. For example, although 34% of the media executives said they felt that people are "very interested" in national news, a much higher 60% of the public said they had a high interest in national affairs. Similarly, 75% of the media professionals voiced the opinion that the public is "very interested" in sports news, while only 35% of the public expressed such an interest. In a number of areas the estimations of the media leaders approximated more closely those of the public.

NAB promotes editorials on the First Amendment

The National Association of Broadcasters is running a contest for the best broadcast editorial on the First Amendment and broadcasting. Entrance is not limited to NAB members; any radio and TV licensee may send unlimited entries—on subjects such as the fairness doctrine, the equal time law, reporters' access to news events, government bans on advertising, prior restraints on program content. The purpose, NAB says, is to "stimulate, recognize and reward broadcast editorializing designed to awaken the public to broadcasting's lack of First Amendment protection and impending threats to freedom of broadcast press." Entries, which must have been broadcast after March 1, 1977, and received at NAB by March 1, 1978, will be judged on originality, research, quality of writing and clarity. A panel of three judges comprises William Leonard, CBS Washington; Herbert Hobler, Nassau Broadcasting Co., Princeton, N.J., and Charles Wright, WBYS-AM-FM Canton, Ill.

D.C. police back off

The newly designated District of Columbia chief of police, Burtell Jefferson, will not pursue an attempt by his predecessor, Maurice Cullinan, to draw up a formal agreement between police and news media regarding terrorist coverage (Broadcasting, Dec. 12, 1977).

Chief Jefferson said it would be impossible to draft a "monolithic" set of rules to cover hostage situations and proposed three general objectives instead: avoiding disruption of negotiations between police and terrorists, avoiding broadcasts that reveal tactical police movements and assuring that police provide more timely and accurate information to reporters.

Unfettered news agencies in Third World countries urged

A UNESCO conference on Latin American culture held in Bogota, Colombia, last week was the scene of an intense debate on the subject of government-supported Third World news agencies. In what was reported to be a "blistering attack" on the present international news organizations, especially those headquartered in America, Guido Groscoors, the Venezuelan ambassador to Colombia, accused the news agencies of "informational imperialism" and said that his country favored the creation of alternative organizations "so that we will not remain colonialist countries" of the existing news services.

Mr. Groscoors's proposal did not specify how the new agencies would be funded, but he said he was not proposing government control of news organizations. He suggested that such agencies could be jointly financed by their respective countries and by private capital.

George Beebe, publisher of the Miami Herald and president of the World Press Freedom Committee, said the thrust of the proposal was "for more government control of the media." He cautioned that governments could create news monopolies that report only "the government's truth."

Philadelphia story. When word leaked out earlier this month that the Justice Department was planning to replace David Marston, the U.S. attorney general for the eastern district of Pennsylvania, Philadelphia TV journalists began pursuing a local story that soon became national. Westinghouse Broadcasting Co.'s WTX-TV there launched an editorial campaign, offering the White House address and phone number for viewers' comments. It also conducted a poll that showed, 1,263 to 48, that local residents favored retaining him. The scope of the story expanded as reports surfaced that Mr. Marston's removal was being urged by Representative Joshua Eilberg (D-Pa.) whose motivation for a switch in attorney general might be more than the routine replacement of a Republican with a Democrat by the administration. Word broke that Mr. Marston was investigating the involvement of Congressman Eilberg's law firm in securing a local hospital for a client, with federal and state funds also brought into the picture.

During the first week of the still-continuing controversy CBS owned-and-operated WCAU-TV claims it was first in reporting that Mr. Eilberg had requested Mr. Marston's dismissal. Capital Cities Communications' WPTV says it had an exclusive in showing a direct connection.

And, as shown in the above pictures, WTX-TV has its share of exclusives. Reporter Jim Hickey nabbed U.S. Attorney General Griffin Bell prior to a press conference Jan. 12 when President Carter was questioned on the matter (WTX-TV also showed Mr. Marston watching the conference from Philadelphia). The following day Mr. Hickey, with help from a WTX-TV Atlanta cameraman, tracked down Mr. Eilberg in Puerto Rico for another exclusive. 

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<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tr>
<td>2</td>
<td>Short People □ Randy Newman</td>
<td>Warner Bros.</td>
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<td>1</td>
<td>How Deep Is Your Love □ Bee Gees</td>
<td>RSO</td>
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<td>4</td>
<td>You're In My Heart □ Rod Stewart</td>
<td>Warner Bros.</td>
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<td>3</td>
<td>Baby Come Back □ Player</td>
<td>RSO</td>
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<td>5</td>
<td>Just the Way You Are □ Billy Joel</td>
<td>Columbia</td>
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<td>8</td>
<td>Staying Alive □ Bee Gees</td>
<td>RSO</td>
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<td>7</td>
<td>We Are The Champions □ Queen</td>
<td>Elektra</td>
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<td>6</td>
<td>Here You Come Again □ Dolly Parton</td>
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<td>9</td>
<td>Sentimental Lady □ Dolly Parton</td>
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<td>Turn To Store □ EL O</td>
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<td>14</td>
<td>Dance Dance Dance □ Chic</td>
<td>Atlantic</td>
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<td>11</td>
<td>Blue Bayou □ Linda Ronstadt</td>
<td>Asylum</td>
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<td>13</td>
<td>Come Sail Away □ Styx</td>
<td>A&amp;M</td>
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<td>18</td>
<td>We Will Rock You □ Queen</td>
<td>Elektra</td>
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<td>21</td>
<td>Sometimes When We Touch □ Dan Hill</td>
<td>20th Century</td>
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<td>23</td>
<td>Desire III □ Neil Diamond</td>
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<td>17</td>
<td>Native New Yorker □ Odyssey</td>
<td>RCA</td>
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<td>You Light Up My Life □ Debby Boone</td>
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<td>19</td>
<td>Emotion □ Samantha Sang</td>
<td>Private Stock</td>
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<td>29</td>
<td>Love Is Thicker than Water □ Andy Gibb</td>
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<td>26</td>
<td>Serpentine Fire □ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
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<td>19</td>
<td>Slip Sliding Away □ Paul Simon</td>
<td>Columbia</td>
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<td>20</td>
<td>Hey Deo □ Shaun Cassidy</td>
<td>Warner Bros.</td>
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<td>16</td>
<td>Back in Love Again □ LTD</td>
<td>A&amp;M</td>
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<td>30</td>
<td>What's Your Name □ Lynyrd Skynyrd</td>
<td>MCA</td>
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<td>12</td>
<td>Don't Make My Brown Eyes Blue □ C. Gayle</td>
<td>United Artists</td>
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<td>42</td>
<td>I Go Crazy □ Paul Davis</td>
<td>Bang</td>
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<td>32</td>
<td>Ffun □ Con Funk Shun</td>
<td>Mercury</td>
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<td>29</td>
<td>Point of Know Return □ Kansas</td>
<td>Kanischer</td>
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<td>25</td>
<td>Don't Let Me Be Misunderstood □ L. Gomez</td>
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<td>31</td>
<td>Your Smiling Face □ James Taylor</td>
<td>Columbia</td>
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<td>27</td>
<td>It's So Easy □ Linda Ronstadt</td>
<td>Asylum</td>
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<td>47</td>
<td>Poor Poor Pitiful Me □ Linda Ronstadt</td>
<td>Columbia</td>
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<td>48</td>
<td>Wonderful World □ Art Garfunkel</td>
<td>Columbia</td>
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<tr>
<td>39</td>
<td>Name of the Game □ Abba</td>
<td>Atlantic</td>
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<td>24</td>
<td>Run Around Sue □ Leif Garrett</td>
<td>Atlantic</td>
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<td>44</td>
<td>Theme from &quot;Close Encounters&quot; □ John Williams</td>
<td>Arista</td>
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<td>35</td>
<td>Peg □ Steely Dan</td>
<td>ABC</td>
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<td>39</td>
<td>Lay Down Sally □ Eric Clapton</td>
<td>RSOPolydor</td>
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<td>40</td>
<td>Too Hot to Trot □ Commodores</td>
<td>Motown</td>
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<td>31</td>
<td>Heaven on the Seventh Floor □ Paul Nicholas</td>
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<td>The Way You Do the Things You Do □ R. Coolidge</td>
<td>A&amp;M</td>
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<tr>
<td>40</td>
<td>Theme from &quot;Close Encounters&quot; □ Meco</td>
<td>Millennium</td>
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<td>-</td>
<td>We're All Alone □ Rita Coolidge</td>
<td>A&amp;M</td>
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<td>45</td>
<td>Street Corner Serenade □ Wet Willie</td>
<td>Epic</td>
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<td>46</td>
<td>Our Love □ Natalie Cole</td>
<td>Capitol</td>
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<td>-</td>
<td>Jan It's Time □ The Chrysalis</td>
<td>Capitol</td>
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<td>36</td>
<td>You Make Lovin' Fun □ Fleetwood Mac</td>
<td>Warner Bros.</td>
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<tr>
<td>49</td>
<td>The Way I Feel Tonight □ Bay City Rollers</td>
<td>Arista</td>
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<tr>
<td>50</td>
<td>I Love You □ Donna Summer</td>
<td>Casablanca</td>
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</tbody>
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These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A □ indicates an upward movement of five or more chart positions between this week and last."
L.A. independents carry spots for porno movie

Theater group there, pushed out of 'Times' by new policy, gets ads for 'Jennifer Welles' on three local TV stations

Three TV stations in Los Angeles have carried spots for an X-rated film, "Inside Jennifer Welles.'

Jimmy Johnson, vice president for advertising for the Pussycat Theaters there, said last week he was "very pleased" with the campaign, which ran on independents KCOR, KTTV and KHJ-TV from Dec. 31 to Jan. 7.

"We think we're the first theater chain to advertise hard-core porno on TV," he said, "and we know we're going to continue to use TV, either for another round on 'Inside Jennifer Welles' or on another release."

Mr. Johnson estimated that about $10,500 of an estimated $26,500 in advertising spent on the film went into the television campaign to promote its presentation at three Los Angeles area theaters. A 30-second spot included a slide of the film's star and director, Jennifer Welles, the sound of a heartbeat and the voice of an announcer reading excerpts from reviews of the picture. A 10-second version also was used. Another $16,000 was spent on area newspaper advertising.

He reported that three Los Angeles stations, KTLA, ABC-owned KABC-TV and NBC-owned KNBC, do not take advertising for X-rated films. KNXT, the CBS-owned TV station, declined to take the spots because, he said, it objected to one of the quotes from Playboy magazine's film reviewer.

Mr. Johnson said the theater's move into TV was prompted by a new policy adopted by the Los Angeles Times last summer banning advertising of X-rated films. He reported that until the prohibition, Pussycat Theaters had allocated about 75% of its advertising budget to the Times.

Denver grand jury looking into charges of diary tampering by stations there

A grand jury in Denver was to begin hearing testimony last week to determine if indictments will be handed down against persons suspected of tampering with or selling Arbitron ratings diaries.

District Attorney Dale Tooley said he hopes to conclude the presentation of evidence and wind up the investigation in February, and he believes there is substance enough to the charges to justify indictments. "Our grand jury is very busy," he said, "and we don't bring something to its attention unless there's something there or we need the subpoena power."

He said that some witnesses have refused to cooperate with his initial investigation, and that some radio station employees are among those to be questioned by the grand jury. Mr. Tooley added that the FCC has expressed interest in the case, and he said he intends to cooperate with the commission when the grand jury's secret deliberations are over.

Known to be one of the stations involved in the investigation is KHOW(AM) Denver, which has been accused by former employees of tampering with Arbitron's April-May 1976 report. Attempts to tamper with the ratings service's October-November 1977 report are also being investigated (BROADCASTING, Jan. 9).

Arbitron notified recipients of its Denver report that broadcasters there had altered Arbitron of two attempts to sell diaries for the fall 1977 report, and that the homes to which the diaries were sent had been located. Arbitron said that one of the diaries had never been returned and that the other was returned after the attempt to sell it failed. Both diaries were eliminated from the sample, according to Arbitron.

The pick of the TV spots

Commercials festival honors TV advertisements in annual presentation in Chicago


D'Arcy-MacManus & Masius, St. Louis "King Spectacular," for Anheuser-Busch by Creative Film Arts (food: beer).


Gardner Advertising, St. Louis "Drums," for Busch Garden division of Anheuser Busch by Joel Productions (recreation: theme parks).

Gardner Advertising, St. Louis "60 Minute Loan," for Dayton's by Bandelier Films/Dick & Bert (sales event).

Hessebalt & Mitten, Akron, Ohio "Stop Motion," for Penn Athletic Products by Hessebalt & Mitten (recreation: equipment).


Kircher Halton Collett, Dayton, Ohio "Follow the Bouncing Ball," for WHTO-TV Dayton by Dave Kallaher Inc. (recreation: entertainment events).

Lillier, Neal, Battle & Lindsey, Atlanta "Dimension," for Southern Forestry Cooperative by Jamin Prod- uctions (public service announcements).

for Kraft Inc. by Gomes-Loew (food: meal and dessert).

McCann-Erickson, Portland, Ore. "Barn Raising," for Georgia-Pacific Corp. by Myers & Gritn/Cuesta (image building, customer relations).


Nadler & Larimer, New York "Restaurant; "Weldes" for Faberge by Gomes-Loew (personal products: women's products).

NBC Advertising and Promotion, New York "NBC Profile: David Brinkley" for NBC-TV by EUE Screen Gems Istation promos. (ID's news promos).


J. W. Schoen Advertising, Chicago "Smoking Stinks" series, for American Cancer Society by Film Fare Studios (public service announcements).

J. Walter Thompson, Chicago "If One Doesn't Get Him Another Will" for Jovan (personal products: women's products).


Production technique winners

BBDO, San Francisco "Dinosaur; "Dollar Bill; "Hide & Seek" series, for Chevron USA by Kerits & Friends (automotive: service).


Cunningham & Walsh, New York "Bridge," for St. Regis Paper Co. by Fred Levinson and Co. (photography).

D'Arcy-Macmanus & Masius, St. Louis "King Spectacular" for Anheuser-Busch by Creative Film Arts (music).

Doyle, Dane, Bernbach, New York "Star Wars;" for 20th Century-Fox Film Corp. by Hawk Productions (production).

Gardner Advertising, St. Louis "Balloon" for Busch Gardens division of Anheuser-Busch by Joel Productions (music and direction).


Rosebud Advertising, New York "Marathon Man" series, for Paramount Pictures Corp. (editing).

J. Walter Thompson, Chicago "If One Doesn't Get Him Another Will," for Jovan (copywriting).


**NAD report for December includes 1971-77 resume**

The National Advertising Division of the Council of Better Business Bureaus received 13 challenges to national advertising, including three on television, during December 1977.

Tetley Inc. (Tetley tea bags) agreed to modify a TV commercial at the suggestion of NAD. Reviewed and found acceptable by NAD were television commercials for Beecham Products (Clen Free fabric softener) and Frame Corp. (AutoLine spark plugs).

NAD also reported that from its inception in mid-1971 through 1977, it had processed 1,244 challenges to national advertising, exclusive of challenges to the claims of children's advertising. The claims in 485 of these were found to be substantiated by NAD. In 395 instances, advertising claims were either modified or discontinued. NAD referred 13 unresolved advertising matters to the National Advertising Review Board for panel adjudication (18 additional cases were referred by others) and closed 285 matters for administrative reasons.

From mid-1971 through last Dec. 31, NAD handled 76 challenges to advertising directed to children. The claims in 14 were found to be substantiated; 2 were modified or discontinued, nine were closed for administrative reasons, and one case still pendins.

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**Study emphasizes male radio audience outside drive time**

CBS Radio released last week an analysis of the spring/fall 1977 RADAR data and concluded that more than one of out of every five adult men in the U.S. (more than 15 million) listen to radio during the average weekday quarter-hour between 10 a.m. and 3 p.m.

The main reason for the "generally unrealized strength" of radio listening by men in these time periods CBS Radio said, is that almost one-half (46%) takes place in such "other places" as offices, public locations, service establishments and automobiles.

"The implications of this important media finding seem evident," Richard M. Brescia, CBS Radio vice president and general sales manager, said. "An advertiser trying to reach as many men as possible would be well advised to include in his weekday media plan the midday hours instead of only the conventional, and normally more expensive, morning and afternoon drive periods."

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**Advertising Briefs**

Signed up. Former FCC Chairman Richard E. Wiley will participate in Ford Foundation-sponsored seminar on FCC's role in matter of television advertising directed at children. Seminar, one of a series being presented by Georgetown University Law Center, will be held on Feb. 27. Mr. Wiley, now in private law practice in Washington, was invited after another former commissioner, Lee Loebinger, declined invitation (BROADCASTING, Jan. 9).

Not for states. National Association of Broadcasters has filed friend-of-court brief in class action suit against Mattel toy company in California state court, arguing action by state in matter is pre-empted by federal Federal Communications Commission (FCC) interest groups is charging Mattel with deceptive and misleading advertising in TV commercials aimed at children and parents—but without naming specific commercials. NAB said matter is not for state courts to consider, or there might develop 50 sets of regulations for ads on national TV. Rather, broadcast advertising matters are properly handled by FCC, Federal Trade Commission and NAB TV code, association pointed out.

Brighter. Federal Trade Commission has added to its sunshine act rules provision for disclosure of explanatory materials prior to each open meeting. Public will be given copies of agenda items so that those who attend meetings "can understand discussions more readily," commission announced. Materials may consist of draft rule or other staff proposal as well as excerpts from staff memorandum or summaries and will be made available in public reference room day before open meeting.

Kraft at 75. To celebrate 75th anniversary of Kraftco Corp., Glenview, Ill., NBC Radio will carry special program featuring music and comedy from best Kraft Music Hall radio shows of 1930's and 1940's on Feb. 12 (8:06-8:38 p.m. N.Y.T.). Kraft, through J. Walter Thompson, Chicago, will sponsor special, which will present Eddy Arnold as host and Ed Herlihy as announcer and co-host and include segments with Bob Hope, Bing Crosby, Groucho Marx, Jimmy Durante, Mary Martin, Jeanette MacDonald and Nelson Eddy.
Akron letter causes dust-up in Washington

Broadcasters' plea to FCC chairman brings charge of foul from the opposition; issue on the sidelines dramatizes center ring dispute over cable nonduplication rules

A minor flare-up has developed alongside the main controversy over whether the commission should exempt significantly viewed television signals from the cable television network nonduplication rules.

Roger G. Berk, president of Summit Radio Corp., licensee of WAKR-TV (ch. 23) Akron, Ohio, started it with a letter to FCC Chairman Charles D. Ferris, expressing concern over a report that the commission might reconsider the rule requiring the blackout of significantly viewed signals (Broadcasting, Dec. 19, 1977).

Sol Schildhouse, counsel for Moscow Cable TV, Moscow, Idaho, fanned the dispute with a follow-up letter to Chairman Ferris, calling on the commission to open the Summit stations' finances to public scrutiny and to admonish Mr. Berk for his approach to the commission. Moscow Cable is seeking reconsideration of the rule as well as a waiver of it.

Mr. Berk told the chairman that Summit Radio has invested more than $2 million and suffered losses of over $5 million with the Akron UHF television station. He attributed the losses to the overshadowing of Akron "by the three powerful, profitable VHF, network-affiliated television stations in Cleveland." 30 miles away. WAKR-TV is an ABC affiliate.

Mr. Berk said that after 24 years of losses, the station will show "a modest profit" in 1977, and credits that to the network exclusivity WAKR-TV is afforded as a result of the present rules. If the station loses its nonduplication protection, either through reconsideration of the rule or through a pending request for special relief by Scripps-Howard's VHF ABC affiliate, WENS-TV Cleveland, "it is highly likely that Akron will lose its sole local television service."

He said he was not attempting to "prejudge the merits of the case," but to inform the commission of the "critical importance" of the nonduplication rules to "smaller, local TV stations."

Although all parties in the controversy involving requests for waiver or special relief as a result of the rule were served copies of the letter, Mr. Schildhouse contends it was "unusually offensive because it menaces due process." He called it an attempt to "intimidate," with its reference to the possibility of WAKR-TV being forced to cease operation.

"Something more than a rejection of the letter is indicated," he said. The finances of WAKR-TV are "at issue," he said. What's more, he said, the finances of all the other Summit stations—three AM's and three FM's—should also be available for scrutiny.

Finally, he said, the commission should issue Mr. Berk a letter of admonishment and insert it in the files of the Summit stations. Something more than "unconcern is indicated if there is to be a reversal in the attitude of treating the rules [of procedure] as if they were mere guidelines."

Mr. Schildhouse said this. Incident, he added, affords the commission an opportunity "to take a stand against the appearance of the corrosion of process."

The Schildhouse letter was followed by one from William J. Dempsey, counsel for Scripps-Howard Broadcasting Co. He said that according to the Berk letter "any consideration would obviously involve a deviation of the most prejudicial kind from the commission's established rules and procedures." He asked the commission to consider "the serious question of what sanction should be imposed upon Summit."

Cable Briefs

Citizen group rebuffed. FCC denied petition by Concerned Citizens Coalition for Open Media of Worcester (Mass.) and refused to revoke certificate of compliance of Teleprompter of Worcester Inc. for its cable television system there. Group had contended that Teleprompter had failed to:

1. Cease and desist from the violation of the rule or equivalent of the rule which is in effect at the present rules.

2. Make its equal opportunity employment plan and records available for public inspection;

3. Not make its equal employment opportunity employment plan and records available for public inspection; and

4. Committed various other breaches of its certification. But commission ruled that Teleprompter had already moved to correct its public file and that its hiring practices concerning women and minorities were within commission guidelines.

Group owner enters cable. Harte-Hanks Communications announced agreement to purchase assets of Pasadena CATV (Lester Kamin, general partner), operator of cable system in Pasadena, Tex., for undisclosed price. Pasadena system has approximately 7,500 basic subscribers with 5,400 taking pay service. San Antonio, Tex.-based Harte-Hanks owns 26 daily newspapers and 54 non-daily publications in 33 markets and WFMY-TV Greensboro, N.C., WTLV(TV) Jacksonville, Fla., and KENS-TV San Antonio.

Cox in Iowa. Through local referendum, Cox Cable Communications Inc. has won cable franchise for Cedar Rapids, Iowa, with plan to build 350 miles of plant, passing 37,000 homes. System will be owned 80% by Cox Cable; remainder will be in local hands. First service, perhaps 80-100 miles, is expected to be available by end of year. Use of Home Box Office pay service also is anticipated. Cox Cable, which already serves more than 483,000 subscribers in 41 systems, has another referendum in Marion, Iowa, scheduled for Jan. 24.

Local origination: Patience pays off

If you're a cable operator not finding much overnight success with locally originated programming, don't scrap the project. It takes time to nurture. And although you may not make a financial killing even a profit, you'll make up for it in public service and public image.

That general philosophy emerged last week at a conference sponsored by the Alternative Media Center of New York University's School of the Arts. Discussed were the experiences of 28 interns sent across the country as part of a four-year CATV apprenticeship program. The program was funded with $12,000 from the National Endowment for the Arts as well as matching grants from cable systems and nonprofit organizations.

A detailed report, in book form, is to be published by New York University this April.

According to Robert Pinto, apprenticeship program director, the interns' findings showed the necessity of high-interest, local programming as well as adequate penetration by a cable system within the community. Unless a system serves a substantial number of households, he said, it is difficult to gain funding or advertising to support local programs.

He added that it may take three or four years before local origination comes up to speed, citing the time it takes to build audience interest as well as train a staff to "feel comfortable using the medium."

Another key to success, he said, is cooperation from various parts of the community, cable systems and independent access centers,
Diplexing debut going well

Most broadcasters are pleased with new technique that sends both TV audio and video signals on one AT&T circuit resulting in improved audio frequency response

AT&T kicked in its "diplexing" system for transmitting both audio and video TV signals over a single circuit last week (BROADCASTING, Jan. 16), and initial reactions from broadcasters was reported to be generally positive.

The system stacks the audio signal onto the unused portion of the video spectrum (the 5.8 mhz subcarrier frequency), with diplexing encoders at the transmitting end and decoders at receiving terminals. The diplexed audio channel is transmitted over a bandwidth of 15 kHz, as opposed to the previous five, significantly enhancing the sound quality. There is still room for a second audio channel to be placed further above the video (at 6.4 mhz subcarrier frequency) that AT&T believes could be used for stereo TV transmission by as early as the end of the year.

AT&T engineers reported no problems or complaints with the system after its first few days in operation. Engineers at NBC-TV and CBS-TV also reported no trouble.

But Julius Barnathan, president of ABC Broadcast Operations and Engineering, said that his network had experienced interference with frame stores, which he attributed to the diplexing system. He speculated that the problem might be an inadequate decoding of the diplexed signal. But the system's biggest drawback, he said, is that in times of network technical trouble, stations will always lose both audio and video at once; in the "old days" of two weeks ago, there was a chance of keeping one or the other.

Frank Flemming, vice president of engineering at NBC, said he expects some bugs will show up in the early days, but that he's happy to have the 15 kHz sound. "It's such a vastly improved audio," he said. "We're delighted." To protect against bugs, AT&T has left its previous transmission system intact for the breaking-in period.

Specifications for the diplexing system were worked out over the last few years by the Network Transmission Committee, which consists of engineers from the three commercial networks, the Public Broadcasting Service and Bell Laboratories.

PBS has decided not to convert to the system, because of its plans to go all-satellite transmission. AT&T has distributed briefcase-sized decoders at all stations with briefcase terminations, while the networks have been supplied with encoders.

The system will result in considerable savings for AT&T by freeing the circuits previously used to carry audio signals. However, a spokesman for the company said he doesn't expect a price cut for transmission so much as he hopes for a slow-down in price increases, and executives at the commercial networks said they know of no campaign to force price cuts.

Another benefit of the diplexing system for both AT&T and broadcasters is expected to be the reduction in the number of switching errors because of the elimination of the separate audio transmission. Jerry Cornwell, product manager for AT&T Long Lines, said that the company plans to file with the FCC for use of the higher end of the band for the second audio channel within the next few months. Given that approval, he said, stereo TV broadcasts may be possible, if not actually functional, by late this year.

Stations can now broadcast network and other outside feeds with the same sound quality as local origination. Most viewers won't be able to notice the improvement, however, unless they have one of the better new TV sets or one of the older "home entertainment centers" that combined high fidelity sound equipment with the TV set. Stereo broadcasts would, of course, require modification of both transmitting and receiving techniques and apparatus. In Mr. Barnathan's view, the problems of doing so would outweigh the benefits. "For what, voices?" he said. But he added that the ability to use two audio channels can be used in other ways, such as broadcasting simultaneously in two languages. That has already been done in Japan, he said, and would require only a simple decoding box on the viewer's set.

Valtec purchase of fiber-optics firm OK'd

Stockholders of Valtec Corp., a West Boylston, Mass.-based manufacturer of electro optics and fiber optics products, and Comm/Scope have approved the purchase of Comm/Scope by Valtec.

Comm/Scope, headquartered in Catawba, N.C., manufactures cable, primarily for CATV systems, and will now expand into fiber optic system development and manufacturing. The two firms have already developed and installed a fiber optics telephone system in Las Vegas.

Valtec will increase its common stock from three to five million shares and will use 1.4 million shares for the acquisition in which Comm/Scope shareholders will receive three Valtec shares for each of their Comm/Scope issues. Valtec stock, which trades over the counter, closed last Tuesday (Jan. 17) at $6.50.

Valtec said that Comm/Scope will function as a wholly owned subsidiary with no changes in management, location and Comm/Scope Chairman George Hutton and President Frank Drendel will become Valtec directors.

High court will review case against imports

The U.S. Supreme Court last week agreed to hear arguments in the eight-year court battle waged by Zenith Radio Corp. over the prices of Japanese color television sets sold in this country. If the court rules that a commodity tax imposed by Japan on sets sold there but not on those exported to the U.S. requires that this country establish "countervailing duties" on Japanese sets sold in the U.S., Americans can expect to pay more for electronics imports. If the court rules against Zenith, however, there will be, as one industry group said, no end to "the flood of Japanese color television sets now being imported into the United States."

Zenith asked the court to overturn a July 1977 U.S. Court of Customs and Patent Appeals ruling that the Japanese remittance of its commodity tax on exported sets is not an unfair international trade practice. In a 3-to-2 decision, the lower court ruled that Japan was not paying for or bestowing a grant requiring the United States to impose countervailing duties (BROADCASTING, Aug. 1, 1977).

But Zenith, which won one round of its fight last spring in the U.S. Customs Court...
in New York (BROADCASTING, April 18, 25, 1977), asked the Supreme Court to correct the "mischief" of a decision that, if allowed to stand, "would constitute judicial cooperation in the executive's refusal to honor the exercise by Congress of its constitutional power and duty to regulate foreign commerce."

Friend of the court briefs supporting Zenith were filed by the Committee to Preserve Color Television (COMPACT), United States Steel Corp. and Bethlehem Steel Corp. COMPACT told the court that any decision reached would affect "the entire consumer electronics industry." The two steel companies also sided with Zenith. Bethlehem said it would likely "sustain substantial long-term harm" if the appeals court decision were upheld.

The Treasury Department, which is asking the court to uphold the decision, said that a reversal would "not only risk a significant breakdown in international trading agreements and retaliatory actions from our trading partners, but also would undermine our negotiating flexibility" in future trade negotiations.

Technical briefs
Dutch Sony, Sony Corp.'s Netherlands subsidiary for sales of broadcast video equipment. Main products are to be one-inch helical scan recorders and accessories.

Extended disk. Development of two-hour double-sided video disk was announced by Philips and MCA Inc. Companies said disk system is to be introduced to consumers later this year. Announcement follows development of two-hour disk systems by Matsushita and RCA.

New distributor. Marconi Communications Systems Ltd. has been named worldwide distributor for Orrix Corp.'s CMX series video-tape editing systems.

All set. Tokyo Shibaura Electric Co. (Toshiba) will open TV set factory outside Nashville with production expected to start in summer. Three firms, Sony, Matsushita and Sanyo, already have U.S. plants and Mitsubishi and Hitachi have plans to build. Action stems from U.S. government-imposed 1.75 million unit limit on Japanese color sets starting next July 1. Japan exported 2.96 million color sets to U.S. in 1976.

Another vote for Type C. NEC America Inc.'s broadcast equipment division will manufacture one-inch helical tape recorder in Type C (Sony-Amplex) non-segmented format. It was announced last week by R. Denis Fraser, general manager. Subsidiary of Japan's Nippon Electric Co. will have first production models available in August. NEC's products for U.S. broadcast market are being sold through dealer-distributor channels.

New monitor. Gorman-Redlich Manufacturing, Athens, Ohio, offers new digital AM antenna monitor. Model CMR is fully removable, features true ratio readout, unsymmetrical modulation, and has DC outputs for remote phase and ratio readings plus LED displays with continuous phase shift and BCD outputs. Price is $1,990 for two antenna towers.

Upgrading in New Orleans. RCA Broadcast Systems, Camden, N.J., reports WUEN-TV New Orleans has ordered RCA transmitting and studio equipment valued at about $900,000. Equipment includes two RCA TT-25FH 25 kw transmitters, videotape cartridge recorder and portable production camera.

Dickinson honored. Electronic Industries Association has chosen William A. Dickinson to receive its 1977 engineering award of excellence. Award recognizes Mr. Dickinson (design engineering manager, electronic tube division, GTE Sylvania) for contributions during 30 years on EIA Joint Electron Devices Committee, of which he was chairman for 12 years which "insured the orderly development of picture tubes during the phenomenal growth of television."

Fates & Fortunes

Media

Jonathan Hall, director of National Association of Broadcasters Radio Information Office, Washington, will join Radio Advertising Bureau, New York, as assistant to president, effective March 1. Mr. Hall was also editor of NAB's Radioactive magazine, post that will go to Sandi Barclay, now associate editor.


Michael Waterkotte, advertising and promotion director, WXYI(AM) Detroit, named to same position, WLSI(AM) Chicago.

Ken Miller, general sales manager, KMPC(AM) Los Angeles, named to additional post of assistant general manager.

Barbara A. Clark, assistant to senior VP-community affairs, WPX(AM) New York, named to newly created position of manager, community affairs.

Barbara Harland, with Jon Carter Co., Boston, agency, joins WNAO-TV there as advertising manager. Lisa Glinus, with advertising department, appointed promotion coordinator.

Chris Michaels, creative head-public relations director, WGLI(AM) Babylon, N.Y., named promotion administrator, WNYW(AM) New York.

Buddy Leathers, president and executive director, Carolina Christian Communications, named general manager of that organization's ch. 22 UHF under construction in Raleigh, N.C. Permittee has applied for WFLA-TV call letters.

Shamir Sickles, assistant to general manager, WNIC-AM-FM Dearborn, Mich., appointed assistant general manager of stations.

Mark A. Kravetz, director of sales, WDBO(AM) Winston-Salem, N.C., appointed station manager.

Mary Lou Heimbrock, with WCPQ-TV Cincinnati, appointed personnel manager.

John A. Bulmer, general manager, WPNM(AM) Ottawa, Ohio, named VP of licensee, Triplet Broadcasting.

Mark Grieve, with WPRB(AM) Princeton, N.J., appointed station manager.

Neal (Moon) Mullins, program director, WNNI(AM) Louisville, Ky., promoted to operations director.

James Medaun, weatherman-announcer, WREX-TV Rockford, Ill., named promotion manager.

Roy S. Lambertson, program manager, non-commercial KETR(AM) Commerce, Tex., named director-manager, KGOU(AM) Norman, Okla.

Broadcast Advertising


John Caples, VP, BBDO, New York, and George Gallup, chairman, The Gallup Organization, New York, elected to American Advertising Federation's Advertising Hall of Fame. Mr. Caples is known for early work in direct-response advertising and is credited with creating ad, "They laughed when I sat down at the piano. But when I started to play ..." He has been with BBDO for 50 years. Dr. Gallup is recognized for his work in public opinion research and his pioneering efforts in measuring advertising audiences and ad effectiveness.
Programing

Richard N. Hughes, senior VP-community affairs, wpix(TV) New York, takes on additional responsibilities for programing, filling vacancy left by departure of programing VP Robert Shay, who joined knxt(TV) Los Angeles (BROADCASTING, Jan. 16).


Herb Lazarus, VP and general manager, Columbia Pictures Television, Los Angeles, joins Television Representatives International there. TRI is involved in representing independent television producers and in consulting for producers and broadcasters. It also distributes Carol Burnett and Friends TV show.

Richard Traum, programming administration manager, NBC-TV, New York, named director, late night programs and administration.

Martin J. Groothuis, director of business affairs, 20th Century-Fox Television, Beverly Hills, Calif., named VP-business affairs, syndication, production and distribution.

Robert N. Brand, director of dramatic series development, MGM Television, New York, named VP program development.

Susan Howe, programming secretary, WLM(AM) Cincinnati, promoted to operations assistant.

John Proffitt, former director of programing, KCMO-TV Kansas City, Mo., joins KENS-TV San Antonio, Tex., as director of programing and operations.

C. Stephen Currie, program-promotion manager, WSFA-TV Montgomery, Ala., named to same post, WDSU-TV New Orleans.

Frank Taylor, director, KOMN-TV Portland, Ore., named production manager.

Tom Heinsohn, former Boston Celtics coach, named color commentator for Boston College basketball on WLV-AM Cambridge, Mass.

Jack (Bucks) Braun, music director, WWIN(AM) Louisville, Ky., named program director.

Tom Richards, public affairs director, WMSX(AM) Portland, Me., named program director.

Atlanta Flames (hockey) left winger Eric Vail and marathon runner Gayle Barron join WAGA-TV Atlanta sports staff.

Herbert Glass, editor-in-chief, Performing Arts magazine, Los Angeles, named program development consultant, noncommercial KUSC(AM) there.

David Terrasi, financial analyst-director of tax services, Metro-Goldwyn-Mayer, Culver City, Calif., named assistant treasurer.

Broadcast Journalism

Pamela Hill, documentary producer, ABC News, named executive producer of television documentaries there (BROADCASTING, Jan. 9).


Monica Rivera, assistant assignment editor and newswriter, WPIX-TV New York, joins WNEW(AM) there as news reporter.

Robert K. Schuman, news director, KLIF(AM) Dallas, named to same position, WSAI(AM) Cincinnati.

Bob Perkins, formerly with KDKA-TV Pittsburgh, joins WPZ(AM) there as morning news anchor.

Larry Richel, executive news producer, KBTV(TV) Denver, named to same post, WDSU-TV New Orleans.

Bill Rice, with KVI-FM Seattle, appointed news director.

Mark W. Barash, production manager and sports director, WGEN(AM) Huntington, N.Y., joins KFSN-TV Fresno, Calif., as sports director.


Mary Ann Eads Sturgeon, reporter and afternoon desk editor, WDM(AM)-WKRF(AM) Owensboro, Ky., appointed news director.

Tarrance Bynum, reporter-photographer,
trans.-SH-Nevada presunrise service authority.

MEOV-average freq.-actions named VP's.

W. Albany joins Cable chairman. Other executive committee members are Don Farmer, ABC: Vie Reiner, ABC; Russ Ward, NBC, and Joe Tomko, Evening News Broadcasting.

Cable

Carl A. Sambus, with Viacom, New York, appointed director of business affairs for Viacom's pay television subsidiary, Showtime.

David Korte, formerly consultant with New York State Commission on Cable Television, Albany, joins Cable Television Information Center, Washington, as regional director.

Lois A. Pearl, with Continental Cablevision of Miami Valley, Dayton, Ohio, appointed commercial sales manager.

Equipment & Engineering

Carl J. Cangolosi, general counsel; Dennis W. Elliott, director of finance, and Charles H. Twitty, director of industrial relations, RCA American Communications, Piscataway, N.J., named VP's.

John Gable, Ben Greenberg, and Joe Maltz, with engineering staff, ABC, New York, appointed managers, Audio/Video Systems Group.

Allied Fields


John H. Spellman, associate, Hamel, Park, McCabe & Saunders, Washington, named partner in that law firm.

George R. Grange II, with law firm of Zuckert, Scott & Rosenberger, Washington, joins law offices of James A. Gammon there.

Tom W. Brown, counsel for Georgia Association of Broadcasters, has joined firm of Morris, O'Brien & Manning, Atlanta. He had been with firm now known as Kutak, Rock & Hule. Mr. Brown is son of Walter J. Brown, president of WSTA-TV Spartanburg, S.C.

Deaths

Martin A. Trapp, 42, former VP and associate media director, Benton & Bowles, New York, died of cancer at Point Pleasant (N.J.) hospital on Jan. 10. He is survived by his wife, Elizabeth, and two daughters.

Susan A. S. McCall, 35 former VP at McCaffrey & McCall, New York and copywriter at Young & Rubicam and Ted Bates Co., died in New York on Jan. 11 after suffering stroke. She is survived by her husband, David McCall, chairman of McCaffrey & McCall, and daughter.

Don Gillis, 65, composer and former producer of NBC Symphony radio broadcasts under Arturo Toscanini from 1944 until 1954, died of a heart attack Jan. 10 in Columbia, S.C. More recently he was composer-resident at University of South Carolina and chairman of its media arts department. He is survived by his wife, Barbara, two daughters and son.

Don Mallory, 54, senior news correspondent, KGBT-TV-KELT-FM Harlingen, Tex., died Jan. 10 of heart attack. He is survived by his wife and five children.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 6 through Jan. 12.


Ownership changes

Applications

KVAF/FM Monterey, Calif. (96.9 mhz, 1kw)—Seeks assignment of license from A-B Chemical Corp. to James E. Brown & Associates for $350,000. Seller: is wholly owned subsidiary of National Distillers and Chemical Corp. which has decided to sell KVAF(FM) and thus terminate its broadcast investments. Buyer: 51% owned by James E. Brown and 49% by his wife Anne L., has no other broadcast interests. Ann. Jan. 10.

WWJB(AM) Brooksville, Fla. (1450 kw, 1kw-D, 250 w-N)—Seeks assignment of license from Hunter-Knight Broadcasting Inc. to Hernandez County Radio Inc. for $275,000. Seller: is principally owned by William A. Hunter, 55%, who owns 38% of WDOT(AM) Burlington. Vt. and 35% of WTCM(AM) Ocala, Fla., and Phillip M. Knight, 28%, director and 6% owner of WTMIC(AM). Both own (50%) WDAT(AM) Ormond Beach, Fla. Buyer is 30% owned by John C. Clancy, president and general manager of WFLR-AM-FM Durand, N.Y.; 35% by Robert L. Hinson, Penn Yan businessman, and 35% by Donald L. Stork, Penn Yan insurance broker and secretary-treasurer, WFLR-AM-FM. Ann. Jan. 10.


WSUZ(AM) Parma, Ohio, (800 mhz, 1 kw-D)—Seeks assignment of license from Wayne E. Bullock to WQ Enterprise Inc. for $155,000. Seller: has no other broadcast interests and would like to pursue some other field in broadcast industry. Buyer is 50% owned by James Stephen Wilkerson, Charleston, W.Va. dentist with no other broadcast interests; and 50% owned by Fred P. Howard, Florida retailer with no other broadcast interests. Ann. Jan. 10.

WLAK(FM) Chicago (93.9 mhz, 6 kw)—Seeks
assignment of license of Sudbrink Broadcasting Inc. to Radio WLAK Inc. for $42,500. Seller: is principally owned by Robert W. Sudbrink and his wife Margaret. It also owns WLYF(FM) Miami, WFUN(A)(FM) South Miami; WEZF(FM) Wauwatosa, Wis., and WPCH(FM)-WI(WN) Atlanta, although applications to sell WEZW, WPLH, WPCH and WLYF are pending with the Commission. Buyer is a wholly-owned subsidiary of Storer Broadcasting Co., publicly-traded group owner. Ann. Jan. 10.

- WBOV(AM)-WBOQ(FM) Terre Haute, Ind. (AM: 1230 kHz, 1 kw-D, 250 w-N, FM: 101.5 mhz, 46 kw)—Seeks assignment of license from Ohio Broadcasting Corp. to WBOV-WBZO Inc. for $750,000 plus adjustments. Seller: is 90% owned by Eastern Broadcasting, of which F. William Kasmann and others (100% before; none after) are owners. Buyer is 60% owned by Mr. and Mrs. Epperson, president, general manager, and son-in-law of LEECorporation, Inc. and, through subsidiary, WRSA(AM)-WLMN(FM) State College, Pa. WBOV-WBQ Inc. is wholly-owned subsidiary of Quincy Newspapers Inc., licensee of WGEM-AM and 88% of WGEM-AM-TV, all Quincy, Ill.; WSIY-TV-Elkhart, Ind., and KTTC(TV)-Rochester, Minn. QNI is Illinois corp. owned by 40 stockholders, principally among them F.M. Lindsay Jr., chairman of the board, and his family individually and in trusts. Ann. Jan. 10.

- KEXS(AM) Excelsior Springs, Mo. (1090 kHz, 250 w-D)—Seeks transfer of control of Jefferies Television Corp. from F. William Kasmann and others (100% before; none after) to Willie A. Williams and Aubrey Williams. F. William Kasmann owns 95%, 27 others own remainder. Consideration: $295,000. Principals: F. William Kasmann owns 83%, 27 others own remainder. Buyer is 55.56% owned by Willie A., president; Phillip A., treasurer, and Aubrey of Raytown, Mo. real estate salesperson, and his wife Aubrey 44.44%. Ann. Jan. 10.

- KXEO(AM)-KWWR-FM Mexico, Mo. (AM: 1340 kHz, 1 kw-D, 250 w-N, FM: 95.7 mhz, 55 kw)—Seeks transfer of control of Adrian Broadcasting Corp. from W. Earl Dougherty (100% before; none after) to KXEO Radio Inc. (none before; 100% after). Consideration: $418,449. Principals: Transfers own all outstanding stock of Adrian Broadcasting Corp. to Mr. and Mrs. Dougherty, who will own 20% and Ms. Mostman 8%, and have no other broadcast interests. Buyer is principally owned by Galen O. Gibert, 30.5%, majority owner of KSWM(AM) Aurora, Mo.; Kenneth M., Mo.; KLFW(AM)-Christiana, Okla.; KPET(AM); KFC(T) both Lampasas, Tex., and KZEE(AM) Weatherford, Tex. Ann. Jan. 10.

- WIRC(AM)-WXRC(FM) Hickory, N.C. (AM: 630 kHz, 1 kw-D, 95.7 mhz, 27 kw)—Seeks transfer of control of Foothills Broadcasting Inc. from Estate of Edmond H. Smith Sr., Joseph A. Moret, Scott H. Smith, et al. (100% before; none after) to Broadcast Inc. (none before; 100% after). Consideration: $825,000. Principals: Margaret A. Smith and A. H. Burgess are co-creditors of Estate of Edmond H. Smith Sr. Buyer is 60% owner of Foothills, Joseph A. Moret 23% is other principal owner. None has other broadcast interests. Buyer is 45.61% owned by Franklin J. Cooley, president, general manager and chairman, and 30% by Jerry W. Oakes, president, general manager and 100% owner WFBZ(AM) Spring Lake, N.C. Ann. Jan. 10.

- KYNG(AM)-Conway Bay, Ore. (1420 kHz, 1 kw-D)—Seeks assignment of license from Pacific Western Broadcasters Inc. to Sequoia Broadcasting Inc. for $425,000. Seller: is wholly-owned by Philip C. Waters, no other broadcast interests, who wishes to retire due to heart condition. Buyer is Oregon corporation principally owned by Richard J. Behrendt, 47.5% and wife Susan G., 47.50%. Ms. Behrendt owns 10% KAST(AM) Astoria, Ore. and 11% KOIN-AM-FM-TV Portland, Ore. Sequoia Broadcasting will be applying for FM license in Coos Bay in near future. Ann. Jan. 10.

- WSIM(FM) Red Bank, Tenn. (94.3 mhz, 3 kw)—Seeks assignment of license of Roy Davis to WSM, Inc. for $450,000. Seller: has no other broadcast interests. Buyer has financial interest in broadcast to period of poor health. Buyer is new corporation with no other broadcast interests wholly-owned by WFLI Inc., licensee of WFSU(AM)- Lookout Mountain, Tenn. WFLI Inc. is principally owned by William E. Beans Jr., 43.3%, remainder by his immediate family. Ann. Jan. 10.

- KDLT(AM) Delta, Utah (540 kHz, 1 kw-D)—Seeks assignment of license from Glen S. Gardner and John Miller for $120,000. Seller: has no other broadcast interests. Buyer is general manager of KDXU-

call letters

**Applications**

**Call** | **Sought by**
--- | ---
WXDL | H-M-S Broadcasting, Jacksonville, Ala.
WRSM | Sunnion Broadcasting, Sunnion, Ala.
**New FM's**
KCOO-FM | Malico, Billings, Mont.
KWSX-FM | KWBO Broadcasting, Coeurle, Ore.
KTAS | Pendleton Broadcasting, Pendleton, Ore.
**WRRC** | Radford College, Radford, Va.
**Existing AM's**
KGNR | KCRE Sacramento, Calif.
KWLS | KWSN Pratt, Kan.
WRRD | WBCM Bay City, Mich.
**Existing FM's**
KNIT | KSMQ-FM Ontario, Calif.
WFWQ | WTL-FM Lake City, Fla.
WSAK | WFMA Sullivan, Ill.
KWSL-FM | KWSZ-FM Pratt, Kan.
WQXB | WRLI Granite, Miss.
WCPM | WBCM Burlington, N.C.
KSKD | KW Serial, Ore.
KNFO | KECC Webo, Tex.
**Grants**
KAXS - Sabine Broadcasting, Hempstead, Tex.
**New AM's**
KNHS - Taylor Communications, Clay Center, Kan.
**New FM's**
KLYT-ELV | KELT-ELV Yuma, Ariz.
**Existing AM's**
WPJL | WRNC Raleigh, N.C.
KEAN | KBEAT Abernathy, Tex.
**Existing FM's**
KUYK | KAIR-FM Tucson
KULR-AM | KULR-Lite Little Rock, Ark.
WWKI | WMER Caina, Ohio
WOXY | WKOR Oxford, Ohio
WALR-AM | WALR Union City, Tenn.
KEAN-FM | KNTF-Aberene, Tex.
**KSGU-FM** | KCDR-FM Cedar City, Utah
**WAYA** | WFSK-FM Arlington, Va.

- **AM-FM-St. George, Utah both of which are owned by his wife Julie P. Miner. Ann. Jan. 10.


- **KAPS(AM)-Mt. Vernon, Wash. (1470 kHz, 500 w-D, 80 kw)—Seeks transfer of control of Tolom Broadcasters Inc. from George B. Aller (100% before; none after) to Valley Broadcasters Inc. (100% before). Consideration: $380,000. Principals: Mr. Aller is retiring and has no other broadcast interests. Buyer: is 60% owned by Mr. Aller, 25% owned by General Manager and 15% owned by Mr. Aller. Ann. Jan. 10.

- **KRM-FM** (San Antonio, Tex. (96.1 mhz, 60 kw)—Broadcast Bureau granted assignment of license from Rosa Lee Pennington to Classic Media Inc., for $317,500. Seller: Mrs. Pennington is widow of original license holders, Harry Pennington Jr., and has no other broadcast interests. Buyer is equally owned by Suart W. Epperson, his wife Nancy, Edward G. Atsinger III and his wife and Mrs. Epperson own KRRK(AM) Vinson, Va.; WBRX(AM) Chapel Hill, N.C., and 59% of KCP(AM) Tulia, Okla. Mr. and Mrs. Atsinger own KDIR(AM) Oxnard, Calif. Mr. Epperson and Mr. Atsinger recently sold KBSI(AM) Bakersfield, Calif. Action Dec. 28.


- **WSPF Hickory, N.C.—Seeks CP to increase power to 3 kw

**Facilities changes**

**AM applications**


- WSPF Hickory, N.C.—Seeks CP to increase power

- **Broadcasting Jan 23 1978**

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- WCLE Cleveland, Tenn.—Seeks CP to increase power to 2.5 kw and change type trans. Ann. Jan. 12.

- WRRA Fredericksburg, St. Croix, V.I.—Seeks CP to add nighttime power of 500 w, change hours of operation to U and SL. Ann. Jan. 12.

- KQIN Burien, Wash.—Seeks CP to change freq. to 810 khrz, increase power to 5 kw non-DA, change type trans. and make changes in ant. system. Ann. Jan. 12.

- WJQJ Tomahawk, Wis.—Seeks CP to increase power to 10 kw and install DA. Ann. Jan. 14.

**AM actions**

- KKJQ Menomino, Minn.—Broadcast Bureau granted mod. of CP to change nighttime power to 2.5 kw (BMP-14,517). Action Dec. 21.


**FM applications**


- KRMQ Provo, Utah—Seeks CP to change TL, type trans., type ant., make changes in ant. system; ERP: 50 kw (h.kv) and HAAT: 2728 ft. (h.kv). Ann. Jan. 12.

**FM actions**

- WQEZ-FM Birmingham, Ala.—Broadcast Bureau granted CP to change TL, install new trans., ant., make changes in ant. system, change TPO, ERP: 100 kw (h.kv) and ant. height: 890 ft. (h.kv) (BP-10,707). Action Dec. 28.

- KLVR-FM Carmel, Calif.—Broadcast Bureau granted CP to reconfigure TL and SL, change TPO and ERP: .80 kw (h.kv), ant. height: 590 ft. (h.kv) (BP-10,800). Action Dec. 27.


- KREM-FM Spokane, Wash.—Broadcast Bureau granted CP to install trans. from proposed TL to be operated on 92.9 mhz, ERP: 5.7 kw (h.kv) and ant. height: 2090 ft. (h.kv) (BP-10,816). Action Dec. 23.

- WYXE-FM Sun Prairie, Wis.—Broadcast Bureau granted CP to change TL and SL, install new trans. and ant. and make changes in ant. system; change TPO, ERP: 3 kw (h.kv) and ant. height: 300 ft. (h.kv) (BP-10,809). Action Dec. 23.

**In contest**

**Petition to deny**

- KCOP(TV) Los Angeles—National Association for Better Broadcasting. Received Jan. 4, ann. Jan. 11.

**Denied for hearing**

- Bozeman, Mont.—Commission has designated for hearing mutually exclusive applications of Burt H. Oishi, Western Media Inc and Northern Sun Corp. for new FM on ch. 229 at Bozeman. Action Jan. 11.


**Procedural rulings**

- Burbank and Pasadena, both California, George E. Cameron Jr. Communications et al., AM and FM proceeding (Docs. 29629-31)—ALJ John H. Cullin granted request by Broadcast Bureau and continued prehearing conference scheduled for Jan. 5 without date. Action Jan. 4.


- Gilmore, Tex., KHYM Broadcasting and Daniels Broadcasting, FM proceeding (Docs. 21281-2)—

**FCC tabulations as of Dec. 31, 1977**

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*Special temporary authorization

**Summary of broadcasting**

**FCC decisions**


- KISR(FM) Fort Smith, Ark.—Commission approved filing applications of MBI Media to change ant. site and increase facilities of KISR(FM). Action Jan. 11.

- KZSU(FM) Stanford and KFJC(FM) Los Altos Hills, both California—Commission granted applications of educational FM stations to increase their power. Action Jan. 11.

**Fines**

- WEOQ(AM) Whitley City, Ky.—Broadcast Bureau ordered licensee to forfeit $500 for operating at more than five percent of 1,000 w and nighttime operating power of 250 w. Action 3.

- KRFM(FM) Greensfield, Mo.—Broadcast Bureau ordered licensee to forfeit $1,000 for criticizing or opposing candidacy of Howard Rader for sheriff of Dade county without notifying him. Action Jan. 5.

- KSTV(TV) Scottsbluff, Neb.—Broadcast Bureau notified licensee of apparent liability for $350 for having greater than six months time between two power meter calibrations. Action Dec. 27.

- WMTR(AM) Morrisstown, N.J.—Broadcast Bureau denied review of order to forfeit $500 for failure to abide by terms of station license. Action Dec. 15.

- WEDE-TV Chattanooga, Tenn.—Broadcast Bureau notified licensee of apparent liability for $300 for failure to make available for inspection data concerning equipment performance measurements. Action Dec. 21.

**Other actions**

- Commission directed staff to make planned refund of portion of $163 million in fees collected between 1970 and 1976 and move ahead with process of developing new fee schedule for future applications. Action Jan. 11.

- Commission issued revised listing of acceptable edi-
Books for Broadcasters

T403. AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Eton. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting, 8½ x 11". illustrated. 
$12.95

T404. THE ANATOMY OF LOCAL RADIO-TV COPY by William D. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 148 pages. 
$5.95

T405. BROADCAST STATION OPERATING GUIDE by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. 
$12.95

T406. THE BUSINESS OF RADIO BROADCASTING by Ed Swearer. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. 
$12.95

T435. RADIO PROGRAM IDEABOOK by Hal Fisher. All the programming ideas you need to build and hold an audience! A virtual treasure store of ideas on radio showmanship loaded with suggestions to help you get station ratings to the top. Fresh and surface program ideas. 256 pages. 
$12.95

T411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Sweeney. A unique study guide and reference manual, combining theory and application with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radio-telephone license exams plus broadcast and cable endorsements. Complete detailed answers to questions on virtually every subject you may be asked when you take your exams, plus sample questions on each element (with answers in the back of the book) Also for practical reference in your profession, 448 pages, 150 illustrations. 
$10.95

T421. HOW TO SELL RADIO ADVERTISING by Sr. William. The right formula for sales depends on the individual and his prospective advertiser. This book lists the secrets as Sr. William illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the cloutchings, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "apparition moment" and how to convert a "No" to a "Yes" 320 pages. 
$12.95

T417. GUIDE TO PROFESSIONAL RADIO & TV NEWSCASTING by Robert C. Silie. A practical, set study guide for those who want to get started or get ahead in broadcast journalism. 224 pages, illustrated. 
$9.95

T418. HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, surveys, station and personality promotions. One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8½ x 11" bound in long-life binding. 
$29.95

T410. HOW TO BECOME A RADIO DISC JOCKEY by Hal Fisher. This book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey). 260 pages, illustrated. 
$12.95

T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Aiken. A complete guide to determining finances for any video tape or film production. From TV commercials to feature-length films. Jammed with facts and figures on cost of making TV commercials, features, news, documentaries, and feature-length TV and film project. 
$12.95

T434. RADIO PRODUCTION TECHNIQUES by Jay Holter. Here's an all-around book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio. 

T423. MANAGING TODAY'S RADIO STATION by Jay Holter. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. 
$12.95

$12.95

T437. RADIO STATION SALES PROMOTIONS by Jack MacDonald. 300 merchandising ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 


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City State Zip

Total $
Rulemaking

Action
Chief, Broadcast Bureau, on request of Golden Spike Television, extended from Jan. 6 to Jan. 20 time for filing replies in matter of proposal to remove non-commercial reservation of ch. 9 at Ogden, Utah. (Doc. 21358), Action Jan. 6.

Translators

Actions
- K69QI Welton and Mohawk Valley, both Arizona—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KPHO Phoenix (BPTT-3384). Action Dec. 20.
- K05GI Buford, Colo.—Broadcast Bureau granted CP to change freq. from ch. 12 to 5, add Upper White River area to present principal community, change type trans., increase output power to 10 W, change primary station to KBTV Denver, change via to BPTT-3300 White River area and make changes in ant. system for VHF TV translator station (BPTT-5851). Action Dec. 12.
- K06JG Meeker, Wilson Oil Camp, both Colorado—Broadcast Bureau granted CP to change freq. from ch. 7 ch. 6, change primary TV station to KBTB Denver, change via to BPTT-3298 Wilson Creek and Meeker, change type trans. and increase output power to 10 W for VHF TV translator station (BPTT-5850). Action Dec. 12.

Cable

Applications
- Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 10 (stations listed are TV signals proposed for carriage):
  - Marion CATV, for Marion county, Ohio (CAC-11017); WYAH-TV Portsmouth, Va., WTCG Atlanta.
  - Galaxy Cablevision, for Kanawha Fall, W.Va. (CAC-11300); interim authorization.
  - Kirby Cable, for Kern, Calif. (CAC-11620); interim authorization.
  - Keyser Television, for New Creek District, Cabin Run, both West Virginia (CAC-11639-40); interim authorization.
  - Circleville Cablevision, for Circleville, Ohio (CAC-11174); certificate of compliance.
  - Bedford Improved TV, for Bedford, Snake Springs, N.P. East St. Clair, Coleman, all Pennsylvania (CAC-11860-5); interim authorization.
  - Colony Cable TV, for Laurel, Ky. (CAC-11876); certificate of compliance.
  - Fleetwood Multi Video, for Maiden Creek, Pa. (CAC-11900); interim authorization.
  - Betterview Systems, for Mannington, Buckhannon, Nt. Hope, Pine Grove, Reader, Wetzel, Salem, Industrial, all W. Va. (CAC-11920-35); interim authorization.
  - Point View TV Cable, for Point Pleasant, New Haven, both West Virginia, Middleport, Pomeroy, both Ohio and Mason, W.Va. (CAC-11936-40, 45); interim authorization.
  - Betterview Systems, for Laurel Valley, Good Hope, Lost Creek, Harrison, all West Virginia, Oakland, Lock Lynn, Mt. Lake Park, Deer Park, all Maryland, Madison, Holly Hills, Lincoln Court, Upper Rukers, Third Street, Boone, Danville, Hill Street, Calloway, Brownson, Simpson, Taylor, all West Virginia (CAC-11947-90); interim authorization.
  - K and K TV, for McDowell,leckie, Pageton, Skagusty, Eckman, all West Virginia (CAC-12062-70); interim authorization.
  - Betterview Cablevision, for San Manuel, Ariz. (CAC-12177); interim authorization.
  - Carolina Cablevision Properties, for Cherraw, S.C. (CAC-12275); interim authorization.
  - Simmons Communications, for Elk City, Okla. (CAC-12284); WYAH-TV Portsmouth, Va.
  - Dudley Cablevision, for Dudley, Mass. (CAC-12294); interim authorization.
  - Freeburn TV Cable, for Freeburn, Phelps, both Kentucky, Dekem, W.Va. (CAC-12321); interim authorization.
  - Cablevision of Lindsay, for Lindsay, Okla. (CAC-12324); certificate of compliance.
  - Court Cable, for Sabina, Ohio (CAC-12325); certificate of compliance.
  - Warner Cable of Hampton, for Langley AFB, Va. (CAC-12333); certificate of compliance.
  - Lakland Cablevision, for Detroit Lakes, Minn. (CAC-12335); WTCG Atlanta.
  - Ingles TV Cable, for Guin, Ala. (CAC-12336); NWTV-Florence, Ala.
  - Sayre TV Cable System, for Sayre, Okla. (CAC-12337); WTCG Atlanta, WYAH-TV Portsmouth, Va., KAUZ-Tv Whitehall, N.Y.
  - Community TCI of Colorado, for Lakewood, Colo. (CAC-12338); WYAH-TV Castle Chronic, W.Va., WTCG Atlanta, KTLA Los Angeles.
  - Cable TV of Lake Tahoe, for El Dorado, Calif. (CAC-12339); certificate of compliance.

Certification actions
- CATV Bureau granted following operators of cable TV systems certificates of compliance:
  - Suburban Cablevision, for Essex Falls, N.J. (CAC-09413); Crossville Cable TV, for Crossville, Tenn. (CAC-10250); Roanoke Rapids Cablevision, for Roanoke and Vinton, both Virginia (CAC-10085-7); Cable Equities, for Albin FSB, Fia. (CAC-10281); Jim R. Smith & Co., for Tombstone, Ariz. (CAC-10066); Variety Cable TV Inc., for West Middleton, Pa. (CAC-08274); Community Cable, for Big Stone City, S.D. (CAC-09385); Community Cable, for Alamosa, Col. (CAC-11937); Warner Cable of Danville, for Danville, Ill. (CAC-09127); Warner Cable of Coos county, for Coos, Ore. (CAC-09053); Liberty Cable TV, for Port Arthur, Tex. (CAC-09056); Cable TV of Durango, for Durango, Colo. (CAC-09642); Salida Cable, for Salida, Colo. (CAC-09649); Alamosa Cable TV, for Alamosa, Colo. (CAC-09964); Community Communications, for Leadville, Monroe Vista, both Colorado (CAC-09695-6); Caucosa Cablevision Network, for Zanesville, Ohio (CAC-09840-1); People's Cable, for Pittsford, Perinton, Gates, Greece, Pennfield, all New York (CAC-09781-6); Vision Cable Televeision, for Cliffsfold Park, N.J. (CAC-10003); Delaware County Cable Televeision, for East Lansdowne, Pa. (CAC-10038); Nor Cal Cablevision, for Butte, Calif. (CAC-10113); Telepromeent Cable Communications, for Big Fork, Flathead, Columbia Falls, Kalispell, Pulson, Whitewater Lake, all Montana (CAC-10475-83); G-F Cable TV, for East Grand Forks, Minn. (CAC-10576); American Television and Communications for Seattle Cablevision, for Seattle, Wash. (CAC-10632); Key Cable TV, for Eastard, Tex. (CAC-10687); Better TV of Zanesville, for Yorkville, Falls, Newton, South Zanesville, Springfield, Washington, Wayne, all Ohio (CAC-10712-8).

Commercial Radio Monitoring Co.

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Our Ideal-Candidate will have a minimum of 5 years radio experience. Able to sell, service and expand an excellent list of solid active accounts. Ready to accept and effectively carry out Administrative and Management responsibilities. Community Oriented. Sales Oriented. News Oriented. Able and ready to function in all phases of radio except engineering. We offer a solid-stable-growth oriented, small group located in the Midwest. A really good, sound, career opportunity. Excellent pay package, incentives, and fringe. Send complete information to Box A-149.

Help Wanted Sales


Our Ideal-Candidate will have a minimum of 5 years radio experience. Able to sell, service and expand an excellent list of solid active accounts. Ready to accept and effectively carry out Administrative and Management responsibilities. Community Oriented. Sales Oriented. News Oriented. Able and ready to function in all phases of radio except engineering. We offer a solid-stable-growth oriented, small group located in the Midwest. A really good, sound, career opportunity. Excellent pay package, incentives, and fringe. Send complete information to Box A-149.

Need aggressive, self-starting salesperson with a professional attitude. Should have a successful "track record" before applying. Our station is a well established adult contemporary, automated FM with great potential. Here's an opportunity to grow earning $15,200 to $20,000 per year in a firm Central Wisconsin community—great for family living and the outdoors person. Really ideal living and working. A fine benefit package. Send resume to: Jack R. Gennaro, W103, Wisconsin Rapids, WI 54494. An Equal Opportunity Employer.

Unique small market contemporary station with No. 1 ratings against 50KWM competitor is looking for self-starter salesperson who likes money Sports and/or news background helpful, but not absolutely necessary. You will replace a good person who is joining a major market station. Good account list. Indiana. Phone 219-655-9534.

WPMH in Port Huron, Michigan, has established list. Equal Opportunity Employer; Mr. Tyrrell. 2379 Military Path, Port Huron, MI 48060.


Help wanted—sales, News: Sales news position opens. Position is for someone who likes being part of a community Call John Schad, KEMB, Emmitsburg, IA 712-852-4551.

Aggressive salesperson for Long Island area—AM-FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550. Equal Opportunity employer.

Sales Manager for Northern California AM-FM. Will be responsible for training new sales staff. All sales tools will be available. Salary plus live pay and profit sharing. Send resume to Mel Peterson, KUBA, PO. Box 309, Yuba City, CA 95991.

Like big city activities, small town environment?? KYNM, 1000 watt clear channel, in two college town 35 miles from Twin Cities, looking for salesperson with proven track record. Take over active account list. Resume, salary requirements to Wayne Eddy, Box 201, Northfield, MN 55057.

Wanted: Sales Person with track record. Number one sales account in the state. Must have excellent list. Must accept commission with good opportunity for advancement. Good account list. Call Cliff Davis 703-382-6108.

Michigan—immediate opening in Bay City (Saginaw). Immediate opening in Bay City, Michigan. We are looking for a person interested in sales and radio sales management. Send resume and salary history. Box B-43.

Help Wanted Annunciators

Immediate openings for: Announcer: First Tickets only. Write KCPW, Box 968, Powell, WY 82435, EOE.

Immediate openings for: two community air personalities and a Production Director. Medium Market contact, Rick Warren, Program Director of WBHP PO. Box 547, Huntsville, AL 35804. Area code 205-534-5521.

Outstanding East Coast Contemporary FM seeks an afternoon drive personality with solid sales experience. Excellent earning potential. Send resumes to Gary Berkowitz, Program Manager, WPRO-AM-FM, 35 East Street, Providence, RI 02915. EOE.

PRO-FM 93, Capital Area Communications in Providence has a new opening for an afternoon drive personality. If you have experience in Top 40, do knock out production, hold a Third Class License, and carry impeccable references, send a tape and resume to: Gary Berkowitz, Program Manager, PRO-FM 1502 Wampum Road, East Providence, RI 02915. PRO-FM is an Equal Opportunity Employer.

Vermon't largest radio station has immediate opening for night announcer: Good pay benefits, working conditions. Air check, resume to Gary Wherlech, WVMT, Box 1044, Burlington, VT 05401. EOE.

Our First A.M. drive opening in 19 years and we need an Adult Contemporary personality who wants the good life working at a good station. Opening is immediate. Send resume and tape to Al Sellers, WRGI/WDEZ, 529 Third Street, Wausau, WI 54401. EOE.

Central Ohio MOR station needs experienced staff announcer for midnight shift. Send tape and resume to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

Adding to staff: Salary definately open. Top announcement for easy listening. Minimum 3 years commitment. Experience. Resume. Strong voice, good voice, knowledge of technical operations, 1st class FCC license (3rd with endorsement considered). Equal Opportunity Employer; Pat Freenan, WLBC, Muncie, IN 317-2685455.

WNCN adult contemporary station in Elizabeth City, NC signs on at 6 AM. If you'd like to be the announcer that says Good Morning, call J.L. Lamb 919-429-6088.

California small market seeks morning personality. Contemporary style for Adult Top 40. Program should be creative, informative and adult oriented. Controversy OK. Community involvement a must. Must have excellent production. Strong voice desired. 3rd endorsement OK, but first is better. No time and DJ please. An EOE station. Tape and resume to KOBW, Box 1056, Yuba City, CA 95991.

Major Market 50-KW seeking experienced announcer who can present music, news, and information in a bright adult/contemporary manner. Send resume. Box B-27.

Texas SMSA station has opening for announcer with production ability. Good facilities. Advancement as you desire. Box B-48.

Looking for that first break? WDLF-FM, Montmouth, Illinois. Daily, evening and weekend joining a growing most dynamic station. We accept this is not new business coordinator: All ages, all experience. We will accept news, sports, MOR and AOR air checks. Send tapes and resumes to Operations Manager, WDLF-FM, Box 507, Montmouth, IL 61842, EOE.

Modern Country Station seeks experienced Announcer-Program Director. Want strong person to run inside. Salary above average. Delightful place to live by lake area in warm climate. Exceptional schools, excellent medical plans. Send resume indicating starting salary requirement and tape. Jeffrey Miller, WVKUL, Cutline AL 35055, Equal Opportunity Employer.


AM/FM Combo needs experienced announcer with production background. Board shift plus production. Excellent pay, medium size college community. Send tape resume to Mgr. KRUS/KK2K, PO. Box 430, Ruston, LA 71270, EOE.

WKRG-FM 100 going live, offers top money, new facilities, great manageable and number 1 market potential to the most talented, ambitious and aggressive/p told winner we can find! If you're ready for one of the South's most progressive and beautiful areas, send tapes and resumes to R. Blaine Kelley (WKRG-FM 100) 162 St. Louis Street, Mobile, AL 36602, An equal opportunity employee.

Morning person capable of news and considerable production, opportunity for Small and Medium Market talent to polish your act. Tapes and resumes to Jim Pastrick, Post Office Box 1550; Utica, NY 13502, 315-735-2785.

Boston area AOR requires professional communication with solid programming/production experience and an aggressive attitude towards sales, marketing, and promotion. Eventual program management possible. Tapes and resumes to Dan Murphy, WCAS, 380 Green St., Cambridge, MA 02139. No calls, EEO.

The Lucky 13—WMID has opening for morning drive announcer with good production background. Tape and resume to Gary Lane, PO. Box 1137, Atlantic City, NJ 08404. Call if interested 609-344-5113. An Equal Opportunity Employer.

Combo Announcer-Technician: positions open for experienced broadcast professional: Good air voice, know technical operations, 1st class FCC license (3rd with endorsement considered). Equal Opportunity Employer; Pat Freenan, WLBC, Muncie, IN 317-2685455.
HELP WANTED ANNOUNCERS CONTINUED

North Jersey Adult MOR. Entry level. Bright, alert one to one, with SMILE. Will teach. Tape, resume to WNNJ, Box 40, Newton, NJ 07860, EOE.

Immediate opening for an experienced country announcer at WRIC in Richlands, VA. Good pay and fringe benefits for the right person. Send tape and resume to Box 836,Richlands, VA 24611.

50kw FM in metro Washington DC market needs two personalities. These are minimum nights per week, 7-12 & 12-6 AM. Not formatted jumbo box station. Personality must be able to read news. Salary negotiable. Send resume, will contact you for tape. Box A-95.

WFBO, Indianapolis, has immediate openings for talented AOR personalities. Tape and resume only to: Dave Parks, Operations Manager, 6161 Fall Creek Road, Indianapolis, IN 46220. No phone calls, please. An Equal Opportunity Employer.

Morning Personality . . . No. 1 station Western Massachusetts, WHYN Springfield. Outstanding opportunity for bright, experienced individual. We are a Rock station, and offer excellent salary, fringe benefits and security. Applicants will be judged on voice, personality and talent. Send tape and resume to Program Director, WHYN Radio, 1300 Liberty SL, Springfield, MA 01101 EOE.

HELP WANTED TECHNICAL

Assistant Chief Engineer, ABC O&O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAKM, 1201 Fannin Bank Building, Houston, TX 77030.

Southwest AM/FM operation seeking experienced Chief Engineer, Automation and RF knowledge essential, EOE. MF Opportunity for capable person. Send Resume to Box A-93.

Chief Engineer wanted for 5000 day, 1000 night, 12 AM, downtown Pueblo, Colorado. KDIN, Box 293, 81002. 301-542-5570.

Ohio Metro AM/FM needs experienced Chief Engineer. Should be strong on audio with automation knowledge and able to take charge three person staff. Strong group operation, excellent salary all benefits including retirement. Very stable, first engineering opening in 15 years. EOE. Resume Box A-144.

Chief—Quality Oriented AM Directional & high power FM station seeks Engineering/FM technician required. Detailed resume and salary requirement to Personnel, WSLC/WSLO Radio, PO, Box 6002, Roanoke, VA 24014. EOE. MF. Excellent benefits. Looking for a good member for a great team.

Chief Engineer wanted at WSRJ, Marlboro, Massachusetts. Contact Manager 817—485-9291 or send resume: Equal Opportunity Employer:


Chief Engineer—experienced directional AM, Stereo FM Studio and Automation. Excellent working conditions, good opportunities benefits. EOE. Resume to Box B-34.


Chief Engineer, 5000 watt directional AM-FM. Send resume to Mel Peterson, KUBA, PO, Box 309, Yuba City, CA 95991.

Chief Engineer for Midwest Medium Market Class A and Local class II AM. Must be experienced and strong on maintenance. Insurance Plan, profit sharing and many other benefits go along with working for a five station group. Salary is commensurate with ability. State salary requirements with initial contact. Contact: Russ Sailer, President, or Chuck Filippi, GM, WKKD, FM, 312—898-6666 or write 1884 Plain Avenue, Aurora, IL 60505.

Chief Engineer for directional AM. New York Southern Tier. Excellent opportunity for the right person. EOE. Reply Command Broadcast Group, Box 511, Beacon, NY 12508.

Maryland AM and FM stations need chief engineer. Strong on maintenance, good working conditions. Call or write WLSW/WSL, Box 97, Havre de Grace, MD 21078: 301—939-8000.

HELP WANTED NEWS

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest Radio Station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Dughi, KTOK Radio, Covenant Broadcasting, PO, Box 1000, Oklahoma City OK 73101.

Anchor-reporter with interest in sports. At least two years experience. Good delivery a must. Will help with polishing writing/reporting skills. Starting salary range, 5,180-230 weekly. Annual reviews. Good benefits. Closing Date: 1-23-78. Send tape and resume to: News Director, Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer, MF.

Newsperson needed as News Director for Suburban Western Massachusetts station where news comes first. Contact Mike Djon, WDEW, Westfield, MA.

Newsperson. Top Chicago FM AOR station looking for a laid back style with an emphasis on great writing. Minimum two years medium market news experience. Write resume to: Richard Riemann, News Manager, WMAG/WKQX-FM, Merchandise Mart, Chicago, IL 60654. No phone calls, please. An equal opportunity employer.

Small market Northern California station looking for strong journalist. If you can write, and have good pipes, we don't apply Must be able to do local stories and develop leads. Commitment to community involvement required. Strong, authoritative voice required. Good conditions, new studio and benefits. Tape, resume and examples of ability to KOBO, Box 1056, Yuba City, CA 95991. An EOE Station.

Newscaster/Reporter—Immediate need for aggressive broadcast journalist with good sound, solid writing and reporting ability Good salary and benefits. Please send tape and resume to Rick Hansen, WNHL/WLW, Box 1350, Norwalk, CT 06852. EOE.

Newsperson. Expanding news operation. Resume and tape to: Dick Studley, WDWH Radio, Box 1065, Gainesville, FL 32602, EEO.

Aggressive—Energetic—Experienced news person. Looking for the person who really likes to dig and has strong desire to be the competition. Some production and playbyplay experience is essential. Send resume to: M. KUDE/JKF, Oceanside, CA 92054, 714—757-1320. An Equal Opportunity Employer.


KWBW Radio, Buffalo, is seeking the most creative, energetic, professional News Director we can find. Must be strong on administrative and production skills. A demanding, yet rewarding position with a Capital Cities station. Applicant must have at least 5 years experience, resume, and salary requirements to WNZG Radio, 1505 Dundee Road, Winter Haven, FL 33880 EOE.

Sports director/Sales opening at one of the countries most progressive AM-FM small market stations. Opportunities here for the person who wants to grow with us. Resume and tape to Dave Ziebell, The KAGE Stations, Box 767, Winona, MN 55987.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

WBT Radio, Charlotte, NC, is looking for a creative, talented, mature person to do production with some air time. Experience required. Send audio with automation for full information. Send tape and complete resume to Andy Bickel, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Excellent opportunity for drive-time air personality. Familiarity with Country Music a plus but not a must. Must be available full time. Position is in a major market, send tape and resume to Tom Allen, KBOX Radio, 9900 McCree Road, Dallas, TX 75238. Equal Opportunity Employer.

Production oriented copy person for growing Central Florida station. Strong on creativity with ability to write, produce and voice sellable spots. Send production tape and copy samples to Paul Hershey, WSIR, PO Box 633, Winter Haven, FL 33880.

Only the best, bright, creative PD to lead top-rated medium market AM-FM station. Creative and leadership are essential. Come live where the air is clean and the bucks are good. Send adult contemp tape and resume to Roy Knotts, WTBO, Box 1644, Cumberland, MD 21502.

Immediate opening—Maines No. 1 50 kw Corinip. Looking for bright, creative PD, with good pipes, production, production and good at detail. Must have experience. Call Tumer Porter—404—433-5542.

Program Director, a mature creative professional who can work with air talent, get ratings—they want and improve their talents—qualified to direct a community involved old line Kentucky station with modern plant facilities. Responsible for total air sound, including staff, music, production, copy and promotion. Good voice job—job opening within 60 days—also need good air-production people for both AM & FM. Send complete resume with tape, starting salary to station manager, Box 70, Fort Knox, KY 40121. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager—31 yr old dynamic motivator—described as "Promotional Genius"—exp. all formats including Black. Incredibly track record. Impeccable references. Med to large markets only (Prefer Southeast) Box A-112.

Mature and strong on administrative.


Once in a while a perfectly good station isn't reaching its full potential. If the right management is given it (and it usually is), then its time for a change you can afford. If you consider offering a percentage of profit instead of current base or equity buy-in to your budget. Have resurrected all-sized stations before! am doing it now! will do it again. Reply to Box B-46.

Major Market GM with Sales and Program background seeks major or medium market opportunity. Excellent references. Box B-47.
SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager—for University or small to medium commercial market; Solid background in Radio and TV; have built and owned station, can teach and work for advanced degree. Prefer Rocky Mountain West. Box B-56.

SITUATIONS WANTED ANNOUNCERS

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

Attention: Small Market PD’s. Trained “Pro” available who doesn’t do tight budgets. Tape has Newscasts & DJ Box A-83.

DJ, 5 months experience Top 40/MOR. Tight board operation, news and commercials, ad-lib, promotions, production and programming. Prefer a station within a 60 mile radius of N.Y.C. Call Tom 201-943-5816.

Female, 22, 3rd endorsed, experience in Top 40; MOR, seeks position in same. Will relocate immediately; anyplace. Call 312-331-0154, or write Pal Lacey, 541 Thornwood Drive, South Holland, IL 60473.

Personality looking for move up to midrange market. Good experience, versatility. Wants Top 40, AC, or MOR. Call between 6am & 3:30 p.m. E.S.T. 814-348-4822.


Five years full and part time experience. Looking for a good home in medium market. Mike Jim, 411 1/2 Fifth St, Huntingburg, IN 47542, 812-683-3291.


Southeast MOR, Top 40, AOR, 4 years experience (college, I commercial). Quality voice, good production and news, 3rd endorsed. Box 404-252-7070.

For Sure; Personable male/female combo. Potential Plus Box B-62.

Young college grad, single, 3rd phone seeks full-time position. 1-1/2 years commercial experience. Some announcing; also assisted in programming and production - acquired knowledge and collection of oldies, 1950 to present, Prefer New York and surrounding states. Box B-21.

6 years experience, MOR/EasyRock/Newsp. Good delivery excellent production, 26 yrs old. Married. 1st. Phone 3 years producing all talk/farm/news. Major market, 50,000 w. Would like advancement or off air to management. No direct sales. Write Box B-29.


Classical or "Easy" Music Announcer-/newscaster! Broadcast Journalist: Solid education, fluent language, trained in all areas of performance. All offers very negotiable. Wayne Wunderlich, 35 Blackburne Place, Summit, NJ 07901.

Seven years in a major market. 1st phone and degree. Call Dan before 8:30 am CST at 504-241-2486.

Hundreds of PD’s Have said no. Despite my archeve, I’ve been number one since 1972. I must be doing something right. Unique morning personality looking for medium or large opportunity. Say yes. Call toll free, 800-524-142, California 800-524-1763. Ext. 21615 and leave number for return call.

Unique Specialist: Airline Captain for major carrier with extensive regional relations. Specializing in speciality work assignments. Extensive background in radio-TV, DJ production, weather, national agency network commercials, stage, AC, country music. Voice is friendly, warm, with moderate amount of accent. If your needs call for a special voice, will audition your copy. Capt. William Mauldin, 978 SW 17th Street, Boca Raton, FL 33432, 305-393-6830.

I talk and don’t just play records. All night show, Experienced, third, dependable. Warm climate, 1-904-255-6950, Mike Hon, 373 Williams, Daytona, FL 32018.

Broadcast School Grad, 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Gentleman rocker, 10 years experience as announcer, PO, chief engineer, wants back. Call John, 502-368-6108.

Top 40, MOR Experienced DJ, with third endorsed. Tape and resume available. Will relocate immediately: dependable. Ron Jenkins 201-926-5770, 278 Scheley St, Newark, NJ 07112.

FM Announcer for the last five years in a major market, looking for a stable situation. Good production. Bob, 301-951-0249.

SITUATIONS WANTED TECHNICAL

Need young Combo or First Phone with some background who delivers more than promises. Anywhere O.K. Box A-84.

Experienced Chief, over 25 years, AM-FM-DA-installation, Prefer Western stations. Medium to small market. Box A-102.

Chief Engineer-B.S. degree, CET, experienced in directional antenna installation, and remote control. 505-437-5249 or Box B-1.

SITUATIONS WANTED NEWS

News Director-Reporter Talk Show Host, 10 yrs. exp. Excellent track record $800 monthly-available now—Bruce, 312-246-1121, Noon-5 p.m.


Young and aggressive—with a proven record of excellence. Seek a morning and/or sports position in medium-large market. Box A-139.

News and Public Affairs Specialist seeks Management level position with growth opportunities. Box A-133.


More than a newscaster: Radio Journalist, B.A., M.S. journalism, 3 years experience, play as reporter or news director position. Sound news judgment, intelligent writing. Box B-5.

Top Notch all news anchor seeking Radio news position. Highly experienced. Award-winning. Bachelor’s Journalism. Excellent references. Major or medium market only Box B-15.

Sportscaster: D.J. 3 years experience as SD, PD & sports talk programming. Also 3 years experience as jock. Will relocate anywhere; South preferred. Available now. 413-567-5024, or Broadcasting Box B-20.

Experience Sportscaster. Medium Market, willing to relocate, talk or play-by-play and Sportscasting position. Box B-40.


SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Looking for a Program Director or Operations Manager for your M.O.R. Let’s start the New Year right, together. Will be coming to you with the best of recommendations from the town of your Nation’s M.O.R.’s in the top ten ninety minute markets. Box A-65.

Creative Music Director/Announcer with syndication and production experience looking for position in music-programming syndication firm. Ed Klein, 4 Forestal Road, Kendall Park, NJ 08824.

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

Mature, Creative man seeks position with future at station or production company. Experienced in all facets of Radio, including heavy production. Call 714-244-4991.

Looking for a position with future in production or related field. Also interested in learning sales and Television production. Write Rob Box B-28.

Knowledgeable, Experienced young programmer. Ten years in radio, college educated, excellent references, Pop/Adult and Top 40 medium and major markets, with preference for West Coast. I’m a hard worker and love winning. Box B-37.

Competent Broadcaster seeks return to Radio after four year absence. Fifteen years experience: announces, produces, program management, sales. First Phone, Too. Prefer to host talk/interview show and/or boost ratings as Program Director. Solid background—not a beginner. Will relocate. SERIOUS detailed replies only, please—Minimum salary $18, 000. Box B-42.

Jarrett Day, major market PD and personality seeks programming position. Experience includes KILT, KYXZ, KEVIN, and WCBM, 411 Concordia Drive, Katy, TX 77450 or call 713-371-0707.

Instructor at Junior College for 3 years, commercial experience, seeks fulltime advisor of college Radio and/or teaching. Dave Davenport, 4100 Devonshire, Lansing, MI 48910. 517-882-1302.

2 Years Experienced, seeking Live Contemporary Rock Music Jock with good experience in variety, talk, news, information program. Experienced, hard working, media field-keen, and possessed. Preferably in or near Ohio. Brad Lovett, 421 E. College, Coldwater, OH.

TELEVISION

HELP WANTED SALES

Midwest Network Affiliate seeks aggressive, ex- perienced 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.

Sales Manager group owned ABC affiliate now en- joying exciting growth offers enormous potential to salesperson who loves everything about television sales from personal contact to achieving maximum first and repeat business. Excellent track record and ability to take full charge. No armchair approach please. Must desire on the street selling of agency and direct accounts, with management know how to maintain outstanding sales department. Excellent starting salary override and incentive bonus. Stable company, attractive Great Lakes area market. Abundant recession free environment, diversified industry and tourism. Near major cities with superior life style of medium size community Should expect to double income in next five years. EOE. Resume Box A-142.

Number One Position in Southeastern market look- ing for experienced, aggressive, intelligent sales per- son. Good pay. Group owned. EOE. Box B-45.

Experience salesperson wanted for growing South Texas television station. Good "closer" has great op- portunity here. Equal Opportunity Employer. Send resume to Box B-51.

HELP WANTED ANNONCERS

TV Hosts Wanted in Top Ten Market for morning variety talk, news, information program. Must have ex- tensive background for interviewing newsmakers, en- tertainers, et cetera. Personality a key for the right person. An Equal Opportunity Employer. Please send a complete resume and salary requirements to Box A-117.

HELP WANTED TECHNICAL

Television Maintenance Engineers: Must know troubleshooting. Must be experienced. No trainees. Full color facility Wane, Bill Brister C.E., WGNV-TO, 2912 1ST Bldg, New Orleans, LA 70130.
Wanted Maintenance Engineers now. Minimum two years experience and production maintenance. Maintain and modernize equipment. Excellent benefits. Send resume with salary history to Bill Green, First Class Radiotelephone operators license, Box 741, P.O. Box 2200, San Diego, CA 92111.

Maintenance Engineer. Two years experience and production maintenance. Excellent benefits. Send resume to: Personnel Department, San Diego Gas & Electric Co., P.O. Box 2381, San Diego, CA 92113.

Maintenance Engineers. Four years experience and production maintenance. Excellent benefits. Send resume to: Personnel Department, Southern California Edison Co., 1937 W. 8th St., Long Beach, CA 90804.

Maintenance Engineer. One year experience and production maintenance. Excellent benefits. Send resume to: Personnel Department, Pacific Gas & Electric Co., 1855 California St., San Francisco, CA 94109.

Help Wanted Technical Continued

Television Engineer Trainee candidate for partially funded Minority Training Grant for television broadcast engineering. Degree or Associate Degree in electronics or radio technology plus equivalent in education with strong experience background in digital technology also considered. Contact: Roland Desjardins, WCCB, Lewiston, ME 04240.


Broadcast Technician, FCC First Class Radio-Television license required. Minimum two years experience, Applicants should be able to perform television maintenance and video operations. Salary commensurate with experience. Contact: William R. Yordy, Sr., Chief Engineer, KCST-TV, Box 11038, San Diego, CA 92111. An equal opportunity employer.


Top 5 Midwest market seeking top notch television engineer. Operator, strong maintenance systems and Ampex VTR's, Norelco cameras—remote and studio. Min. 7 yrs. exp. similar position. Box B-7.


Help Wanted News


Medium market, Midwest network affiliate needs weekend weather person who would also be street reporter: three days a week. Send resume to Box A-104.

T.V. Weather, New Orleans group-owned VHF Private meteorologist with knowledge of Gulf Coast weather. An Equal Opportunity Employer. Send tape and resume to Program Director, WWTV, PO Box 13847, New Orleans, LA 70175.

Anchor needed—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt bureau. Send resume and cassette to Art Angelo, WVPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Co-anchor reporter—Major Southeastern Market. Three years experience on-air/news work. Send resume, salary requirements, tape on Monogram, News Director, WFTC-TV, Box 788, Greenville, SC 29602, EOE.
HELP WANTED NEWS CONTINUED

TV Weatherperson Wanted. If you are young, vital, energetic, know your weather and want to move up to the 63rd market... call Claude Evans, WALA-TV, Montgomery, Ala., 21, Box 33754. One year TV weathercasting experience necessary. EOE. We are ready to hire the right person.

Exceptional Opportunity for experienced, enthusiastic on-air reporter. Small market experience preferred. Excellent benefits. Send resume and tape to Station Manager, WABY-TV, Bangor, Maine 04401. EOE.

HELP WANTED PRODUCTION, AND OTHERS

Top 10 Market VHF has immediate opening for Producer/Director. Three to five years experience required in studio, remote and news. Resume and salary requirements in first mailing to Box A-91.

Take-Charge TV Promotion Manager wanted for aggressive network affiliate in growing Southeast market. Effective on-air promotion and publicity skills a must. Will consider anyone ready for move to No. 1 spot. Send resume to Program Director, Box A-114.

Promotion, Group-owned VHF in major Southern market looking for experienced on-air promotion person. Must be creative writer with good knowledge of film, sound truck production, music. Strong emphasis on news promotion. Equal Opportunity Employer. Send resume to Box A-124.

Pennsylvania ABC affiliate looking for production person with hands on experience in producing commercials in studio and on location. Salary commensurate with experience. Great fringe benefits. Group operation, EOE. Reply Box A-143.

Director for major public television station. Will direct programs for local and national broadcast. Heavy experience in all facets of creative journalism required. Salary open. EOE. Box B-14.

TV Director—For New England network affiliate. Duties include production of local programs, remotes, promotions and commercials, some writing. Two years commercial TV experience and college degree (or equivalent) required. Salary commensurate with ability and experience. Equal Opportunity Employer. Detailed resume to Box B-33.

Medium market Midwest ABC affiliate seeks producer for early evening newscast. We need someone experienced in newsroom operations, assignments, and repartorial skills to put it all together and help us maintain existing ratings. BA in broadcast journalism preferred. Salary negotiable. We are an Equal Opportunity Employer. Box B-34.

We are looking for a director with an extensive production background in studio commercial production, who wants to go with a growing station in a growing market. Excellent facilities, good working atmosphere, creative staff. Located in Mid-South area. An Equal Opportunity Employer. M/F. Reply stating experience, salary requirements to Box B-35.

Producer/Director: Minimum 2 years experience in commercial, sports and program production for major commercial production station. No phone calls. Resumes and tapes only to J. Hark, WPIL-TV, 500 Wynnewood Avenue, Philadelphia, PA 19131.

Senior Faculty Position for television producer-director in broadcast journalism includes four year colleges and appropriate education. Salary extremely competitive. Send resume, list of references to Dean, College of Journalism, University of South Carolina, Columbia, SC 29208. USC is an affirmative action/equal opportunity employer.

Media Director for Boston-based theatre company Coordinate and place Radio and Television for current films. 25 markets New England to Midwest. Create promotions. Need strong personality with broadcast experience and supervisory capabilities. Please send resume and salary requirements Box B-44.

Producer/Director. Midwest ETV Station. 2-3 years of varied experience in local journalism background desirable. Start $11,000 - $12,000. Send resume to Don Peterson, Radio-TV Dept., University of Nebraska at Omaha, Box 888, Omaha, NE 68101, or call 402-554-2516. Deadline: February 15, 1978. EOE.

SITUATIONS WANTED MANAGEMENT

General Sales Manager—Seeking major market, experienced, age 35, resume, and references. Box A-19.

Station Operation Manager seeking comparable position or GM. Experienced all phases including sales, license renewal, programming, Box B-23.

Sales Manager TV. Strong sales background includes station and spot. Prefer East. Age 48. References. Box B-54.

SITUATIONS WANTED NEWS


Sharp Reporter/Anchor, 27, three years television experience in medium market, news and sports. Box A-129.


One of the country's finest medium market young anchors is looking. He's in no hurry. But is willing to consider possibilities both immediate and future. Background includes 4 years political public relations and 5 years broadcast journalism. Only those organizations dedicated to news excellence need inquire. All inquiries treated in confidence. Box B-4.

Assignment Editor-Producer of number one rated news in top-100 market seeks similar position in major market. Will consider medium markets. Box B-10.


Recent college graduate seeks entry level news reporting opportunity. Single, B.A. in journalism. Sigma Delta Chi, strong talk show background. Four years college football experience, including TV internships at major market CBS affiliate. Living in Harrisburg, PA area, but will re-locate. Box B-17.


SITUATIONS WANTED PROGRAMMING, PRODUCTION AND OTHERS


Switcher/Directory, 10 years experience with NBC affiliate, very skilled on news blocks. 33 years old, married 10 years, one child. 5 years previous Radio experience, knowledgeable in all facets of TV Radio Production. Looking for warm climate. Minimum pay: $12,000. Please reply Box B-3.

Executive Producer or Program Director: Creative personnel with good communications skills and major market experience in all phases of live, film and videotape production. Write for resume. Broadcasting Box B-9.

Mae Culpa—I got out—now want back in. 3 yrs. experience, RCA. Would like directing or promotion. Prefer Midwest. Reply Box B-19.

If you're reading this ad, I'm what you're looking for! Experience on air switching, assisting news department in editing news inserts for local broadcast, and director of mini-newscast. I can give you major results. Box B-36.

Production Manager, 20 years in Television. Dedicated professional will organize and train dynamic creative department. Box B-55.

I want to start with you and grow with you. I have production experience in film, TV and records. I write TV copy, do 40 yr. directing, free lance still photography, and radio programming. If you want a hard working and loyal staff member, write or call Steven Leigh Piva, 2300 Sedgwick Avenue, New York, NY 10458. Home telephone 212-364-0188, 24 hr. answering service, 212-691-7950. Full resume, letters of reference and Sony KCS10 3/4" cassette or Sony 1/2" video tape VHS reel available on request.

Graphic Artist. 10 years Television Experience. Upper Thirties. Immediate. Van Rinehart, 201 Claremont Avenue, Louisville, KY 40206.

Production Manager. Currently Production Supervisor for a top 12 No. 1 rated Network affiliate and looking for a challenging position with growth potential. Production Manager, Program Director, etc. Producing. Directing and Sales experience 26 years old with 7 years experience. Don Heims 314-876-8965.

TV Feature and Documentary Producer, unique approach to presentation, proven success, major national credits. Box 10433S, PO Box 10433S, Miami, FL 33101.

Community Affairs are crucial. 10 yrs. producing (2 Nat'! Emmy's) and marketing pro with Ph.D. seeks challenging responsibility as Dir. Community/Public Affairs. If offer fresh insight, sound judgment, wealth of management and experience, deep commitment, and solid background for major station with progressive management and realistic budget for asccrination. ESA, Children, Religion, Education, Consumers, etc. 314-382-0975.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Kirbile Street, Laredo, TX 78040. Manuel Flores 512-723-3331.


16mm SO Camera—wanted used sound rig in good condition. Steve Grissom, 815-936-0150.

FOR SALE EQUIPMENT


Sony D-1000's, Grass Valley Switcher, Norelco Audio Console, Time Base Corrector and Datatron Editing Controller. Reasonably priced. Call 202-783-2700.

Complete Stereo Production studio, includes two Ampex 601-2 Recorders, all for $2,000. Priced for quick sale. 404-393-2742.

**Help Wanted Announcers Continued**

**SUN BELT Power Station!**

**Talk Show host.**

Adding muscle to News and talk format. Looking for Talk Show host with vibrant personality, effective writing and interviewing skills, and ability to provide an intelligent audience stimulation ... no agitators. Must be highly organized and have a good track record.

**Sportscaster**

Strong on-air personality—strong repertory. No “Gee-whiz” types please. Full particulars in first reply.

**Help Wanted Management**

**FEMALE OR MALE CONSULTANTS**

Well established “Executive Search” firm is expanding and were interested in adding 2 consultants to our staff. Candidates must be comfortable working with top-level broadcasting executives and enjoy the challenge of solving client problems. High energy level and excellent written and verbal skills essential to success at a recruiting consultant. Limited travel to all areas of the country from attractive, new offices near O’Hare Airport. Send resume, and letter stating why you are interested in this unique opportunity. Lee Hague, Ron Curtis & Company, Renaissance Plaza, 1460 Renaissance Drive, Suite 213, Park Ridge, Illinois 60068. All replies answered promptly.

**Help Wanted Technical**

**WEST COAST OPPORTUNITY**

**Engineering Manager**

Expanding West Coast broadcast equipment manufacturer offers an excellent opportunity for an above average engineer. This position requires the ability to evaluate RF —linear and digital-circuitry as well as strong supervisory ability and a minimum of 5 years experience. Both manufacturing and broadcast experience are desired. If you are ready for a new challenge forward your reply and resume to Box A-94.

An equal opportunity employer.
Help Wanted Programing, Production, Others

D. DONAHUE
Country programing pro, Group PD, Consultant ..... NUMBER ONE results... everywhere available ..... Now Call 319-365-8726.

TELEVISION
Help Wanted Management

MANAGER
Sales and Marketing background preferred for growing Southeast Cable System. Send resume to Box A-64
An Equal Opportunity Employer M/F

L. VEGAS
Based remote videotape facility company wants top Maintenance Engineer. Experience preferred with Norstar Cameras, Ampex VTR, 1200X000's & Grass Valley accessories. Some travel required. Call Collect (702) 673-3660
Trans-American Video, Inc. of Nevada
Fifty Plaza Vegas
3355 Spring Mountain Road
Las Vegas, NV 89102

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

SALES ENGINEER
Broadcast Equipment Division

Experience in RF including UHF, VHF solid state, transmitter & microwave systems with the ability to translate information to meet customer requirements. Basic television industry background helpful with an EE degree. Willingness to travel within the continental U.S. Compensation includes base salary plus commission plus company car.

ENGINEER

Experience in digital video, analog video as well as some mechanical aptitude. Willingness to learn new & exciting products in the broadcast equipment field with the capability of developing systems & interfacing with various types of electronic equipment. Attractive base salary, with some limited travel. Please submit resume with salary history in confidence to

NATIONAL SALES MANAGER

NEC AMERICA
Broadcast Equipment Division
130 Martin Lane,
Elk Grove Village, Illinois 60007
An Equal Opportunity Employer M/F

Broadcasting Jan 23 1978 76
BROADCAST FIELD ENGINEERS

RCA Service Company has immediate opportunities for field engineers with at least 3 years experience in the maintenance and repair of VHF and UHF television transmitters, television tape and/or color studio equipment. Successful candidates should have a 1st Class FCC Radiotelephone license, plus a strong digital electronics background.

Positions offer salaries commensurate with qualifications and experience, plus outstanding benefits including:

- Free medical insurance for you and your family
- Free life insurance
- Paid vacation and holidays
- Liberal retirement program

Relocation unnecessary if you are now located near good air transportation service.

For immediate consideration, send resume to: Mr. V.D. Eichenlaub, RCA Service Company, 102 Gaither Drive, Mt. Laurel, N.J. 08054.

Equal Opportunity Employer F/M.

RCA

Help Wanted Programing, Production, Others

TV Personnel Needed

The Christian Broadcasting Network, Inc., a non-profit, religious corporation and producers of "The 700 Club" has a continuing need for experienced personnel in all areas of programing, production, and engineering to help spread the Gospel to the world. Please key resume with a "B" and send to CBN Personnel, Virginia Beach, Va. 23463. Equal Opportunity Employer.

PRODUCER-WRITER

To produce and write audio-visual programs for Health Care Professionals. Production primarily in video with some studio sound work. Applicant will be responsible for total production coordination with particular creative responsibility for writing proposals and scripts.

Programing varies from educational to public relations to promotional with heavy emphasis on educational. Person to work with internal and external production facilities.

Interested in a person with 3-5 years of broad production experience, B.A. degree or equivalent required. Salary $18,000-$22,000 with liberal fringe benefits. Send resume and complete salary history to Media Center, American Hospital Association, 640 North Lake Shore Drive, Chicago, Ill. 60611.

Help Wanted Programing, Production, Others Continued

Southwest Regional Sales Manager

The Grass Valley Group, Inc. seeks a capable and creative individual to represent our products as Regional Sales Manager for the Southwestern United States.

Based in the Dallas, Texas area, this key position requires someone with excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Interested applicants please submit a resume in confidence to V. False, Personnel Manager, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

The Grass Valley Group

Radio Programing

THE BIG BANDS ARE BACK
One 55-minute weekly program of Big Band sounds with host Jim Bolen.

Program Distributors:
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

LUM AND ABNER
5 - 15 MINUTE PROGRAMS WEEKLY

Program Distributors:
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Public Notice

The City of Burkburnett, Texas, will accept applications for a C ATV system until 5:00 p.m., April 17, 1978. Applications must be obtained from the City Manager’s Office, 415 Ave. C, Burkburnett, Texas, 76354.

Miscellaneous

BUILD A BETTER STATION

Call Aderhold Construction Company, A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5143.

Aderhold Construction Company

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished delux condominium apartments for two $55 per day until April 21 with guests fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apec-Courtesy Car Rental. WE FEATURE FORDS.

Write or call
VILLA LAGO APARTMENTS
3010 Crystal Lake Drive
Pompano Beach, Fla. 33064 (305) 782-3400
SORRY NO PETS

Wanted To Buy Stations

TV ACQUISITION

Privately held company interested in TV acquisition. Must have positive cash flow, C of O terms. Replies treated in strictest confidence. Box A-87.

PUBLIC COMPANY

interested in acquisitions and/or mergers.

T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

VHF-TV

in Top 50 Market wanted for broker’s client. (UHF considered.)

Box B-25

Help Wanted Sales

Salespeople Wanted

Experienced, freelance radio salespeople to sell new, unique five-minute radio program on Alcoholism. Bill the Alcoholic. Program already proven in sales and listener response. Earn 40 percent. Contact Bill Rust, Box 1131, Greenville, Texas 75401. Phone 214-455-1338.

Business Opportunity
For Sale Stations

**Fulltime AM**

with FM

Absentee owned. Within 100 miles of Washington, D.C. Underdeveloped facility has good growth potential. Priced at 7.5 times cash flow. Includes real estate. Principal's only. Box 8-26.

**Ralph E. Meador**

Media Broker

AM - FM - TV - Appraisals

P.O. Box 36

Lexington, Mo. 64067

Phone 816-259-2544

**Media Brokers Appraisers**

Richard A. Shaheen

475 North Michigan - Chicago 60611

312-467-0040

- Powerful fulltimer, good market area of GA, real estate, billed about $300,000, $590,000.
- Class A FM, GA city, 50% for $175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share $710,000. Terms.
- UHF TV with 20 cable systems in South. $1,150,000.
- Powerful Fulltimer in Central Arizona. $900,000. Terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. $810,000. Assume corporate note. AM/FM near major Northeastern metro market. Cash billing about $800,000. Pop 2 1/2 million. Real Estate. Excellent buy for $2,000,000. Terms.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo, Near Canada. Solid Investment. $400,000. Assume note.
- Oregon fulltimer. Profitable. $180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. $260,000.
- Daytimer. Southern Georgia. $265,000.
- Powerful fulltimer in New Mexico. $725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**Business Broker Associates**

615-894-7511

24 Hours

For Sale Stations Continued

**Chapman Associates**

media brokerage service

**Stations**

**Contact**

| W | Small AM | $142k | $36k | Gailen Gilbert | (214) 387-2303 |
| S | Small AM | $150k | 29% | Paul Crowder | (615) 298-4986 |
| W | Small AM/FM | $250k | 101k | Bill Hammond | (214) 287-2303 |
| MW | Small AM/FM | $655k | 175k | David Kelly | (414) 499-4933 |
| W | Med AM/FM | $1.1kk | 29% | Ray Stanfield | (213) 363-5764 |

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga., 30341

**Broadcasting's Classified Rates**

Payable in advance. Check or money order only. (Billing charge to stations and firms: $1.00)

When placing an ad, indicate the exact category desired: Television or Radio. Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typewritten or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted)

Reprints of ads with Blind Box numbers should be addressed to [Box number] c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: $70.00 per word. $100.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: $0.00 per word. $100.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $5.00 per inch. For Sale Stations. Wanted. To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1864, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, group of figures or letters as a word. Symbols such as $mm, $CD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Broadcasting

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<th>Closing Wed. Jan 11</th>
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<td><strong>INTL. VIZOR CORP.</strong></td>
<td>IVV</td>
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<td>2.09</td>
<td>1.02</td>
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<td><strong>ZENITH</strong></td>
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**Total Market Capitalization:** 981,727

### Service

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock Symbol</th>
<th>EPS</th>
<th>Net Change</th>
<th>Market Cap</th>
<th>P/E</th>
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<td><strong>OILYV &amp; OTHER</strong></td>
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</table>

**Total Market Capitalization:** 99.772

### Stock Market

**Standard & Poor's Industrial Average:** 99.7107 90

<table>
<thead>
<tr>
<th>Stock Exchange</th>
<th>Closing Wed. 18</th>
<th>Closing Wed. 17</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1977-78</th>
<th>Low 1977-78</th>
<th>P/E ratio</th>
<th>Total market capitalization (000)</th>
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**Stocks traded on Wednesday closing price shown is last traded price.**

**No P/E ratio is computed. Company registered net loss.**

**Stock split.**

**Net change in week may vary slightly.**

**P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.**
Profile

Tom Leahy: engineering a comeback for CBS's owned-and-operated TV's

Tom Leahy isn't one to rattle off his accomplishments. Be it modesty, admiration for his colleagues or team strategy, he's quick to direct attention from himself.

Ask about his first job in broadcasting, as an NBC-TV page, and he'll talk about being "allowed to stand next to and among the movers and shakers." Look for the reasons he was chosen last September as president of the CBS Television Stations Division and he'll mention being "lucky enough" to have worked with people from whom he could learn.

What Mr. Leahy doesn't mention is that he faces the major challenge—and what could be the major accomplishment—of his career thus far. Tom Leahy is a man with a big assignment: to restore the Tiffany group of CBS owned-and-operated TV stations to the prominence that lately has been slipping away.

To find out what he plans for the division and he'll say: to "people [it] with those individuals that can grow and accept responsibility."

It's a management philosophy that's close to home. Back in 1960, the ABC sales force took a chance on a young man with an engineering background and once he made it over to CBS two years later, it was a steady progression up the organization.

Tom Leahy's entry-level job in broadcasting was more for convenience than out of any great love for the business. The hours required of an NBC-TV page meshed well into his schedule as an electrical engineering student at Manhattan College in his native New York. Although he "applied cold" for the job, without any broadcasting aspirations, the experience started him thinking.

When graduation came a year later in 1959, however, he was hesitant to forsake his hours in engineering classes. As he puts it, he "went legit," taking a job as sales trainee for Link Aviation in Binghamton, N.Y. An active-duty stint in the U.S. Army Reserve followed and by mid-1960, Mr. Leahy was back in New York City—and back in broadcasting.

In approaching a career in television sales, Mr. Leahy's own self-confidence proved his best credential. "I knew instinctively I could do it," he recalls. His instincts didn't steer him wrong.

From ABC-TV to the New York sales office of WGN-TV Chicago, through the sales teams of WCBS-TV New York and the CBS-TV network in New York and Chicago, Mr. Leahy spent almost all of the 1960's as an account executive.

He entered the management ranks in 1969 when he became director, daytime sales. In 1971 he was repositioned with the CBS owned-and-operated TV stations, in the newly created role of vice president, sales. Next came the job of vice president and general manager for WCBS-TV in 1973 and last year the presidency of the division responsible for WCBS-TV, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis and KNXT-TV Los Angeles, as well as CBS Television Stations National Sales, the representative arm of the five stations.

It's been a long time and innumerable client calls since Tom Leahy was debating how hard it would be to transfer engineering credits and switch his studies. In retrospect, he's glad he didn't.

Electrical engineering courses may not be the classic way into television sales but he says the discipline taught him the "mental gymnastics" necessary to get to the heart of a problem—with emphasis on the "practical" and the "bottom line."

Yet getting to that bottom line doesn't necessarily mean following set formulas or carrying a rule book in hand. In describing the kind of operation he's trying to run, Mr. Leahy speaks of "nobody waiting to get a reading on what the house position is." His philosophy, he says, is that "I don't know" is an acceptable answer but if you've got an opinion, "you'd better be able to defend it!"

The flexibility that he hopes to bring to his staffs apparently was the same as he brought to clients. Mike Moore, senior vice president and director of media management at Benton & Bowles advertising, says: "He is the kind of guy who will ask the question: 'How can we work it out?'"

And when Mr. Moore calls him a "very good businessman with honesty that shows through" and with "talent written all over him," it's an appraisal similar to one offered by Ted Shaker, president of the Arbitron Co. He's a "fast study," Mr. Shaker says, adding that Mr. Leahy is foresighted and innovative enough to anticipate and respond to crises before they occur.

In particular, Mr. Shaker recalls that it was through Mr. Leahy's urgings and "perseverance" about five years ago that Arbitron uncovered and corrected a problem regarding its diary records of late-evening viewing.

Although he admits missing the "hands-on" responsibility that he had as general manager of WCBS-TV, Mr. Leahy claims now to be reaping the rewards to be had from "orchestrating people"—directing, encouraging and "hopefully inspiring" his staff.

Aside from working with packagers to develop new program types for the 7:30 p.m. access-time period, personnel is a major priority for Mr. Leahy. By hiring people who can grow with the company, he is looking to create a "farm team" of sorts. Overall, he claims that "we have an ample supply of effective, efficient managers" but "where we're running dry" is on those who bring "imagination" and "creativity."

While his hours extend beyond 9-5, Mr. Leahy's time isn't exclusively CBS's. When not with his wife, Patti, and three children (a fourth is due in March) at his suburban New York home, he's likely to be filling organizational board seats both in and out of broadcasting.

A glance at his resume shows him as a board member of the Greater New York Red Cross, a trustee of the Big Brothers, not to mention activities that don't stop with the boards of the New York State Broadcasters Association and the International Radio and Television Society.

Closest to his heart, however, is his role as a trustee of Fordham Preparatory School, his alma mater—a "hold-out of quality" education, he says, in a now economically deprived section of the Bronx borough of New York.

Profile
Everybody's medium

The principal programing of Sunday, Jan. 15, provided an instructive exhibition of the range of service that television delivers to the American public. No two events could be less alike than the memorial service for Hubert Humphrey in the rotunda of the U.S. Capitol and the Super Bowl and related hysteria in New Orleans.

Only a miracle of modern science could produce a communications system that can present both Isaac Stern and the Kilgore Rangerettes without electronically regurgitating. At one moment Robert Merrill singing The Lord's Prayer and at another a Denver cheerleader wriggling for a cameraman—and on the same tube the same day.

Yet between the solemnity of the Humphrey memorial and the gross excess of ballyhoo that is the Super Bowl there was a universality of experience that only television can provide. How else could millions watch the farewell to a respected figure at the Capitol last Sunday morning and join the huge audience that broke television attendance records at the raucous Super Bowl that night?

Television is indeed a mass medium, encompassing the whole spectrum of public tastes. It can be no better, and certainly no worse, than the culture it reflects.

Two for one

Combined Communications Corp., which two weeks ago won FCC approval of its latest acquisition, WILA-TV Washington, has been on a collector's binge. It has filled its portfolio of television stations, is approaching the FCC limit in radio ownerships, has picked up the Cincinnati Enquirer and the Oakland (Calif.) Tribune, and last week it got Bert Lance.

Mr. Lance has been hired as a commentator on Combined Communications' television station in Atlanta, where he remains a popular figure no matter what those pointy-headed liberals in Washington say about him. Surely, however, the company will not deny itself access to Mr. Lance's nonjournalistic skills as well. Mr. Lance retains his palship with the President of the United States and old contacts with U.S. bankers. His attraction to an expansion-minded corporation with a liking for leverage is obvious. He may become a hotter property off camera than on.

At last

The selection of J. Leonard Reinsch to receive the 1978 Distinguished Service Award of the National Association of Broadcasters is a belated recognition of a career that should have been honored long ago. It is also an indication that broadcasters may be outgrowing a neurotic fear of cable.

Matching Mr. Reinsch's record against that of several DSA recipients who come to mind suggests how large a handicap he has carried into NAB councils when, before retirement, he headed both the broadcasting and cable operations of the Cox Broadcasting Corp. To the conventional broadcasters who tend to dominate NAB affairs, cable has been thought of as the enemy. There were those who perceived less rigid colleagues, like Mr. Reinsch, to be traitors to their class.

That attitude is diminishing among most television broadcasters, except those in small markets who feel threatened by the competition that cable can import. Elsewhere cable growth is proceeding at a rate that encourages broadcasters to think an over-the-air system will be in business long after present mortgages are paid.

This year the NAB's Distinguished Service Award will mean exactly what it says.

Where It belongs

We do not intend to get into the merits of the dispute now, but we think that Westinghouse Broadcasting Co., having decided to block any increase in network commercials on its TV stations, was right in the way it implemented the decision. That is, Westinghouse itself acted, instead of asking the government to act.

Westinghouse stations plan to cover with public-service announcements any network commercials in excess of the levels that existed on Jan. 1 (Broadcasting, Jan. 16). Since only five stations are involved—one ABC affiliate, two CBS and two NBC—this in itself is not likely to deter any network from increasing its commercial load if it wishes to do so. But it is a game other affiliates can play, and if enough feel as strongly about it as Westinghouse does, the problem for the networks could be quite formidable.

Westinghouse did suggest that the help of "regulatory bodies" might be needed as a last resort. It may also be argued that Westinghouse won't really need to ask for government help, on the theory that the essence of the present dispute is encompassed in the elaborate petition that Westinghouse filed 16 months ago for a general FCC inquiry that is still very much around.

Nevertheless, we like to see businessmen settle their differences among themselves. It is hard to invoke regulatory help without at the same time invoking regulatory hindrance.

"Can't complain. I've been in three commercials, a made-for-TV movie and played the token black in seven series."
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.
At Home. Or Away.

At home in the studio, or away on location, Ward-Beck’s flawless performance comes through for you. The same engineering expertise, imaginative design concepts, and unparalleled craftsmanship, provide a depth of quality that is inherent in every Ward-Beck console, whatever its application.

For those who want a consistent winner, there is really only one choice.

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