Upstream performance of broadcast stocks
Griffiths backs Silverman commitment to quality
People turn us on!

All the people of Gaylord radio and television stations share one common philosophy: To be uncommonly responsive to the people of the individual markets we serve. We stay tuned in to their information and entertainment preferences. That's why Gaylord Broadcasting continues to grow in the ability to offer you a receptive audience. And that's why advertisers, too, turn us on!

GAYLORD Broadcasting Company

One of America's largest privately owned groups of radio and television stations.

KTVT
Dallas/Fort Worth

WTVT
Tampa/St. Petersburg

KHTV
Houston

KSTW-TV
Seattle/Tacoma

WUAB-TV
Cleveland/Lorain

WVUE-TV
New Orleans

WVTW
Milwaukee

WKY
Oklahoma City

KYTE-AM/FM
Portland

KRKE-AM/FM
Albuquerque
Be sure you're turned on in Seattle/Tacoma, be on the Gaylord station

KSTW-TV

Channel 11

It takes an unusual station to help capture an unusual market. Unusually so! KSTW-TV was the
commercial station to open earth receiving stations. (2) Broadcast Management
Magazine voted KSTW-TV the "TV Nation" for 1976 for its excellence.

This innovative leadership has paid off in audience.
In four short years, Adjacent sign-on to sign-off increases in weekly circulation income
leads the Seattle/Tacoma 7:30 p.m. weekdays in women demographics. (2)

You get penetration of 443,500 CATV homes
over 150,000 homes in three
be seen by nearly 2.5
USUAL MARKET? Productivity
is the 18th market. (5)
The KSTW-TV signal source
area reaching from the Western Washington...from Metropolitan Vancouver
Gateway to the Orient and
super reach of the new and
programming of KSTW-TV.

ajestic Mt. Rainier

600 foot Seattle Space Needle Famous Tacoma Narrows Bridge

(2) Arbitron TV, Feb., 1978.
(1) 1974 and 1977 Television Cable Factbook.
(2) Arbitron TV, Feb., 1978 and 1977 Television Cable Factbook.

Quoted data are estimates only and are subject to limitations available on request.
HATS OFF!

to:
Eric Sevareid
Alan Landsburg
Tony Potter

Thank you for making *Between the Wars* such a success.

Our thanks, also, to the National Academy of Television Arts and Sciences for the Emmy nomination of *Between the Wars* as “Outstanding Informational Series.”

This 16-week Mobil Showcase presentation, hosted by Eric Sevareid, presented a fresh perspective on American diplomatic history from Versailles to Pearl Harbor.

We believe that *Between the Wars* was important television. So did the critics, the public and the Academy.

*Mobil Showcase*
BULLS ARE RUNNING □ The broadcast market is performing "brilliantly" as one Wall Streeter described it. Stock prices are up generally, way up in some instances, and some companies, notably ABC last week, are increasing their shares outstanding to take advantage. PAGE 25.

SOLID ON SILVERMAN □ RCA President Edgar Griffiths, in an interview with Broadcasting editors, emphasizes his commitment to the new NBC president and the latter's commitment to quality in programming as the means for lifting the TV network out of third place in prime time. PAGE 26.

THE REWRITE ROAD SHOW □ The House Communications Subcommittee takes H.R. 13105 to Boston for the first in a series of public hearings on the Communications Act overhaul. PAGE 28.

EX PARTE FEELINGS □ Commenting on the FCC's proposed rules, NAB says they go too far; Media Access Project says they don't go far enough. PAGE 30.

SHADES OF MAYOR LA GUARDIA □ As New York's newspaper strike stretches on, TV and radio step in to fill the gap in news, advertising and, of course, the funnies. PAGE 30.

FINALLY OVER □ After eight years of hearings, the FCC decides to renew the license of KUPY(AM) Puylup, Wash., but says that the licensee must sell it in six months. PAGE 34.

STILL TOO MUCH □ SRA claims the networks carried 638 more minutes of commercial than their standards allow in the second quarter. CBS's Rosenfield calls the report "malicious misinterpretation." PAGE 41.

LEAD TIME LAMENT □ The Caucus for Producers, Writers and Directors takes out a full page ad in Hollywood trades protesting the TV networks' (especially NBC) move toward earlier fall season. PAGE 43.

OPT'S LATEST □ Coming off its latest success with Evening in Byzantium, Operation Prime Time has set a more ambitious goal for itself—a campaign for station commitment so it can develop five miniseries over the next two years. PAGE 44.

CABLE QUANDARY □ Speculation has surfaced that the FCC's Cable Bureau may be merged into Common Carrier. NCTA is not pleased with the idea. PAGE 48.

STILL SILENT □ New York Times reporter Myron Farber remains in jail, refusing to compromise the source of news story and to give up the notes for a book he is writing. PAGE 49.

IN IT TOGETHER □ Broadcasters go to the side of newspapers in Gannett case at Supreme Court involving a judicial gag order. NAB joins Reporters Committee in amicus filing contending the order is a dangerous precedent. PAGE 50.

CONTINUED FAITH □ RCA puts more money where its mouth is on home video cassette recorders, adding more software and hardware to its lines. PAGE 50.

ROOTS □ He's not the stereotypical network program executive: ABC's Brandon Stoddard watches—and enjoys—the programs he puts on the air. For this TV chieftain, staying in touch and in tune with his audience is all-important. PAGE 73.
Gridiron heroes of all generations will live forever in the unique new College Football Hall of Fame built by Taft Broadcasting Company for the National Football Foundation adjacent to our Kings Island Family Entertainment Center, Cincinnati, Ohio. It will commemorate the Spirit of Competition that typifies America. That same spirit prevails in our business philosophy. Our success and profits grow by competing in the expanding areas of family entertainment. Taft Broadcasting is more than radio and TV stations. We're also Hanna-Barbera Productions and themed amusement parks.

For complete information on our steady growth, write to Mr. John T. Lawrence, Jr., Taft Broadcasting Company, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Informing and entertaining the American family.
Agency, rep cut
Best fix that can currently be made on total TV commissions earned by agencies and station reps suggests that they run more than 7 to 1 in favor of agencies. FCC's 1977 TV financial report (BROADCASTING, Aug. 14) showed commissions paid "to agencies, representatives, etc." totaled $1,109,600,000 on total TV sales of $6,998,700,000. Disregarding "etc.," knowledgeable sources estimate close to $976 million went to agencies, about $1.33 million to reps.

Of that formula, agencies gained about 13% from $861 million in 1976 while reps gained about 1.5% from $131 million.

Cutting clutter
CBS-TV is targeting in on program promos as its solution to "clutter" problem. Officials feel that what one called " sloppy" practices in classifying promos are real culprit. Accordingly they plan to propose following be classified as nonprogram material in National Association of Broadcasters TV code: generic movie promos, announcements in one special program, another special and promos for program that will pre-empt regularly scheduled show. In addition, when series is being dropped, promos for replacement would be treated as program material only when scheduled in final episode (rather than last two episodes) of departing series. Among other things, these would eliminate use of siren of promos as fill when movies run short.

Paving way
Negotiations for sale of Gannett Co.'s WHEC-TV Rochester, N.Y., are reportedly in final stages, with several buyers in contention. Leading bidder is said to be Broadcast Enterprises Network, Philadelphia, headed by Ragan A. Henry, prominent black broadcaster. BEN owns four AM's and one FM. WHEC-TV, ch. 10 CBS affiliate is being spun out of proposed $370-million merger of Combined Communications Corp. into Gannett (BROADCASTING, May 15) to comply with FCC multiple ownership limits. Price is reportedly in upper 20 millions.

Nothing sacred?
Broadcasters are beginning to express grave concern about possibility that FCC will be persuaded by Chairman Charles D. Ferris and his chief aide, Frank Lloyd, to make public heretofore confidential financial reports filed annually by all licensees. Financial revelations are long cherished dream of citizen activists, of whom Mr. Lloyd was chief when he headed Citizens Communications Center. Issue first surfaced before FCC early last month when Mr. Lloyd prepared paper in one renewal case that would have opened all station reports to public ("Closed Circuit," July 10). He was rebuffed then, but matter is expected to come up again. As FCC is now composed, there is said to be majority against disclosures.

On and on
Merger agreement, whereby seven remaining applicants for KRLA(AM) Pasadena, Calif., would have joined forces to settle 14-year-old contest, collapsed last week. One contender—Voice in Pasadena, headed by Robert E. Lovett, Los Angeles advertising executive; Carl Haverlin, former Broadcast Music Inc. president, and Cal T. Smith, retired broadcaster—rejected proposal that would have made it 25% participant after others reportedly had agreed. Under proposition, Western Broadcasting Co., headed by Bob Hope and Art Linkletter, would have become 40% stockholder with potential of acquiring full ownership in three years for total outlay of some $15 million. Merger plan contemplated interests of 15% each for Goodson-Todman, program producers, and Pasadena Broadcasting Co. of Tacoma, Wash., and 5% for Charles W. Jobbins. Provision was made to pay "allowable expenses" of other applicants who would drop out. Over-all, 19 applications had been filed for 1110 kHz facility covering Los Angeles area since station lost its license in 1962 on grounds of fraudulent contests and altering of program logs. KRLA has been operated by Oak Knoll, nonprofit interim licensee. Former management personnel have been charged with mishandling funds. There's hope merger will be revived.

Higher sights
Special House committee overseeing development of television system in chamber is upgrading plans, with aim of achieving network-quality sound and pictures. Original plan called for three color cameras remotely controlled by one technician. Committee, under Chairman Charles Rose (D-N.C.), has opted for six cameras, control points, direct and, perhaps, changes for reaction shots. Changes will increase costs of installation from $500,000 originally appropriated to about $2 million. Committee will seek use of contingency funds rather than new appropriation, which would have to go to House vote, with chance for revival of opposition to whole plan. Contingency fund release needs approval of Speaker Thomas P. O'Neill Jr. Representative Rose has asked commercial and public networks to provide advisers, but so far isn't getting much help. Broadcasters are still feeling rejection of their offer to create and operate House system (BROADCASTING, June 19).

New times always
Frank Stanton, five years into retirement (he left CBS vice chairmanship in March 1973), continues making mark on communications. Name surfaced most recently in connection with sale of monthly Book Digest to Dow Jones & Co. for slightly more than $10 million cash. Dr. Stanton was original investor, held some 10% when it was sold two weeks ago. (Warner Communications was majority stockholder in selling group.) Dr. Stanton will remain on Book Digest board.

In addition to being chairman of American National Red Cross, he is now chairman of advisory board of American edition of Geo, new prestige monthly backed by German publishing group (Gruner + Jahr, which also publishes weekly Stern). He's also member of board of The Observer (London). And on June 8 he was elected to board of overseers of Harvard.

Champion
Filing of friend-of-court brief supporting Gannett in case to open pretrial proceeding to new trial (page 50) betokens new aggressiveness of National Association of Broadcasters in defense of First Amendment rights. Campaign, which began with filing in dirty words case before Supreme Court this year, will continue. Future prospects for NAB involvement currently being scouted by association's legal staff include jailing of New York Times reporter Myron A. Farber for refusal to turn over notes and files to court (page 49). When case gets to New Jersey court of appeals, association will join in.

Calling uncle?
Representatives of All-Industry Television Stations Music License Committee were in Washington last week, confering with attorneys for Justice Department. Participants wouldn't divulge details. However, American Society of Composers, Authors and Publishers, with which committee has been negotiating for new TV-station music license, has long operated under consent decree to which Justice is party, and committee chairman Leslie G. Arries Jr. of WWOR-TV Buffalo, N.Y., is on record that committee will go to court if necessary to get music costs reduced (BROADCASTING, April 17).
COMMUNITY PROBLEMS HAVE BEEN OUR PROBLEMS FOR 51 YEARS.

It didn’t take Storer long after entering the broadcasting field in 1927 to discover that the most important ingredient in a station’s success was building a responsive audience.

And instilling in that audience faith in the integrity of the broadcaster.

Storer learned something else, too. That the best way to achieve these goals was through a deep involvement with the problems, hopes and undertakings of the communities we serve.

Since those early days we’ve been doing just that. Responding to community needs. Bringing to light problems that impair the quality of life for their citizens.

Sure Prohibition is gone, but today teenage alcoholism is rampant. Sure the mob killings are now fewer, but organized crime is more virulent. Sure breadlines have disappeared, but the poverty of many of our senior citizens is equally horrifying.

The most satisfying part is that when you’re a good neighbor, everybody benefits. Experience has shown that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.
THE STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta/WSBK-TV Boston/WJKW-TV Cleveland
WJBK-TV Detroit/WITI-TV Milwaukee/KCST-TV San Diego/WSPD-TV Toledo
WLAK Chicago/KTNQ and KGBS Los Angeles
WGBS and WLYF Miami/WHN New York/WSPD Toledo
**SUCCESS FOR SALE**

Whether you measure radio success by ratings, sales or profits, THE Z FORMAT is a winner!

WNOK-FM in Columbia, South Carolina proves that Century 21 automation programming can beat live stations year after year. Arbitron listener ratings say THE Z FORMAT contemporary sound is tops. Sales are tops. But the biggest benefit is in our stations’ bottom lines.

Get in on the Century 21 secret. Whether you choose rock, M-O-R, or country music, Century 21 success systems produce superb profits for you. Details are as close as your phone. Call (800) 527-3262 toll-free.

**Soda Stream**

Manufacturer of home soft-drink systems slates fourth-quarter TV buy beginning in October. Scott Lancaster Mills Atha, Los Angeles, will arrange spots in Los Angeles and San Diego during day parts. Target: adults, 25-49.

**Stokely-Van Camp**

Frozen foods division plans 12-week TV promotion starting in late September. Montgomery & Associates, Bala Cynwyd, Pa., will seek spots in 15 markets during day and fringe time. Target: total women.

**Lloyd's**

Banking firm begins 11-week TV drive in early September. Delia Femina, Travisano & Partners, Los Angeles, will seek spots in six markets during fringe, prime and news time. Target: women, 25-49.

**Dow Chemical**

Chemical group plans 10-week TV promotion beginning in early September. Keenan & McLaughlin, New York, will arrange spots in 18 markets during news and sports time. Target: total men.

**San Giorgio**


**Murphy Oil Soap**

Soap manufacturer begins eight-week TV drive in early September. John Goulet Advertising, Cleveland, will buy spots in 11 markets during daytime. Target: total women.

**Comet Rice Mills**

Company feature its Comet Rice Mixers in two-month TV buy starting in late September. SFM Media, New York, will handle spots in three markets during fringe time. Target: total children and women, 25-49.

**Foxcross**


**Maaco**

Auto painting group launches two-month TV campaign beginning in September. Pintz Advertising, Philadelphia, will select spots in about 75 markets during fringe and news time. Target: total men.

**Bonanza**

Restaurant chain begins six-week TV drive beginning late this month. Saunders, Lubinski & Powell, Dallas, will place spots in three markets during fringe and prime time. Target: adults, 18-34.

**Cudahy**

Food products group schedules six-week TV flight starting late this month. Fairman Advertising, Milwaukee, will seek spots in about 10 markets during early fringe and day time. Target: women, 18-49.

**Jaccquin's**

Manufacturer and importer of liquor and wines places four-to-eight-
Introducing the easiest programming decision you’ll ever have to make.
THERE IS NO OTHER SERIES YOU CAN BUY THAT EVEN COMES CLOSE.

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>RATING</th>
<th>HOUSEHOLDS (000)</th>
<th>ADULTS 18-49 (000)</th>
<th>ADULTS 18-34 (000)</th>
<th>TEENS/CHILDRENS (000)</th>
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</thead>
<tbody>
<tr>
<td>LAVERNE &amp; SHIRLEY</td>
<td>28.5</td>
<td>20,380</td>
<td>19,730</td>
<td>13,240</td>
<td>18,390</td>
</tr>
<tr>
<td>ALL IN THE FAMILY</td>
<td>26.6</td>
<td>17,780</td>
<td>15,120</td>
<td>8,351</td>
<td>8,400</td>
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<tr>
<td>SANFORD &amp; SON</td>
<td>23.9</td>
<td>16,090</td>
<td>12,300</td>
<td>6,940</td>
<td>6,980</td>
</tr>
<tr>
<td>M<em>A</em>S*H</td>
<td>22.6</td>
<td>15,610</td>
<td>14,130</td>
<td>8,890</td>
<td>8,260</td>
</tr>
<tr>
<td>WELCOME BACK KOTTER</td>
<td>20.2</td>
<td>14,390</td>
<td>13,260</td>
<td>8,630</td>
<td>12,270</td>
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<tr>
<td>GOOD TIMES</td>
<td>20.1</td>
<td>13,990</td>
<td>11,470</td>
<td>6,880</td>
<td>8,210</td>
</tr>
<tr>
<td>CHICO &amp; THE MAN</td>
<td>20.0</td>
<td>14,010</td>
<td>9,700</td>
<td>5,590</td>
<td>5,920</td>
</tr>
<tr>
<td>BARNEY MILLER</td>
<td>19.0</td>
<td>13,480</td>
<td>12,460</td>
<td>7,760</td>
<td>7,800</td>
</tr>
</tbody>
</table>

SOURCE: NTI. NAD: NOV, FEB. MAY AVERAGE TOTAL NETWORK DURATION THROUGH MAY 1978 SUBJECT TO SURVEY QUALIFICATIONS

NOW AVAILABLE FOR AIRING FALL 1981

PARAMOUNT TELEVISION DOMESTIC SYNDICATION
week TV flight beginning in October. Spiro & Associates, Philadelphia, will buy spots in about 10 markets, including Los Angeles and Milwaukee, during news time. Target: adults, 18 and over.

MFA □ Insurance group schedules four-week TV flight beginning in mid-September. D'Arcy-MacManus & Masius, St. Louis, will arrange spots in 49 markets during day, fringe and prime time. Target: total men.

Pennsylvania Lottery □ State lottery prepares four-week TV push for its daily number tickets starting in mid-September. Lewis & Gilman, Philadelphia, will seek spots in six markets during all day parts. Target: adults, 18 and over.

Great Western Savings & Loan Association □ Savings and loan group prepares one-month TV flight beginning in late September. Dailey & Associates, Los Angeles, will place spots in four markets during fringe, prime and news time. Target: adults, 35 and over.

Taco Bell □ Restaurant chain arranges one-month TV push beginning in early September. Grey Los Angeles, will schedule spots in 25 markets during prime and fringe time. Target: adults, 18-34.

Pillsbury □ Food service division kicks off four-week TV campaign for its Totino’s pizza in early October. Paragon

LIBERAL KANSAS CCA REVENUES TOP $2.75 PER-PERSON ON KSCB

"To be honest with you, Ted, I had reservations as to whether or not we could create sufficient new or extra revenues to justify CCA's cost," said Stu Melchert, general manager, KSCB, Liberal, Kansas, in a letter to CCA's Ted Mason. "You were right, Ted, we locked in 33 advertisers for a gross of $37,357.30. Pretty good for a town of under 15,000 population!"

"Our initial campaign is concluded and our 'pay-off' is scheduled. I'm happy to advise you that clubs and advertisers are extremely pleased. Many advertisers have already indicated that they'll be participating again next year," said Mr. Melchert.

"I was pleased to hear that you have signed another Al Landon Station, KEDD in Dodge City. Signing for CCA after the first of the year, we were under the gun for sales-time. I anticipate we'll do $50,000 next year, Ted," Mr. Melchert predicted.

BAR reports television-network sales as of Aug. 6

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 6</th>
<th>Total dollars week ended Aug. 6</th>
<th>1978 total dollars to date</th>
<th>1977 total dollars to date</th>
<th>% change from 1977</th>
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<tr>
<td>Monday-Friday</td>
<td>131</td>
<td>$852,900</td>
<td>$32,290,600</td>
<td>$28,183,300</td>
<td>+14.6</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>131</td>
<td>$852,900</td>
<td>$32,290,600</td>
<td>$28,183,300</td>
<td>+14.6</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>1,022</td>
<td>14,911.900</td>
<td>502,037,400</td>
<td>+11.1</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>10 a.m.-6 p.m.</td>
<td>275</td>
<td>4,900.200</td>
<td>230,425,700</td>
<td>+10.4</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>107</td>
<td>3,590.500</td>
<td>120,076,500</td>
<td>+13.3</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>26</td>
<td>1,150.700</td>
<td>36,890,300</td>
<td>+14.5</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>409</td>
<td>30,320.300</td>
<td>1,16,621,800</td>
<td>+12.9</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>27</td>
<td>4,429,800</td>
<td>13,415,500</td>
<td>+7.7</td>
</tr>
<tr>
<td>Total</td>
<td>2,197</td>
<td>$602,215,300</td>
<td>69,359</td>
<td>$2,254,140,800</td>
<td>+11.9</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Companies, Minneapolis, will select spots in 19 markets during fringe and prime time. Target: women, 25-49.

Andrew Jergens □ Division of American Brands focuses on its Gentle Touch soup in four-week TV campaign beginning late this month. Cunningham & Walsh, New York, will buy spots in 22-25 markets during day, fringe and prime time. Target: total women.

Gillette □ Mypogen plant care product gets four-week TV promotion in mid-September. Hill, Holliday, Connors, Cosmopolitan, Boston, will place spots in 16 markets during day, prime and late fringe time. Target: women, 25-49.

Armour □ Food products group starts one-month TV drive for its smoked sausage late this month. Foote, Cone & Belding, Chicago, will select spots in seven markets during day, fringe and prime time. Target: men, 25-54.

Saxon’s □ Paint company launches four-week TV push in late September. Bernstein/Rein & Boasberg, Kansas City, Mo., will arrange spots during day, fringe and prime time. Target: men and women, 25-54.

IHOP □ International House of Pancakes restaurant chain slates three-to-four-week TV push starting in mid-September. Cecil West & Associates, Atlanta, will place spots in six markets during day and late fringe time. Target: adults, 18-49.


Rustler Steak House □ Division of Gino's schedules one-week TV drive this week. Lewis & Gilman, Philadelphia, will seek spots in five markets—Boston, Detroit, Minneapolis, Providence, R.I., and Richmond, Va.—during fringe and prime time. Target: adults, 18-49.

Radio only

Delta Airlines □ Airline schedules 20-week radio campaign beginning in October. Burke Dowling Adams, Atlanta, will place spots in about 12 markets. Target: adults, 35 and over.


Chiquita □ Division of United Brands launches seven-week radio promotion for its fruit in early September. W. B. Doner, Southfield, Mich., will buy spots in 76 markets including Cleveland, Las Vegas and St. Louis. Target: women, 25-49.

Pro Hardware □ Hardware distributor starts four-week radio push in early September. Ross Roy/Compton, New York, will pick spots in 18 markets including Syracuse, N.Y. Target: men, 25-54.

Ground Round □ Restaurant chain slates three-week radio buy starting in September. Cabot Advertising, Boston, will schedule spots in 20 markets including Minneapolis and Cleveland. Target: adults, 18-49.
For thousands of Americans with kidney disease, these are the threads of life.

Hollow fibers that are part of an artificial kidney made with a chemical developed by Phillips Petroleum.

Most doctors agree, the best treatment for a patient with severe and permanent kidney failure is the surgical transplant of a healthy kidney from a donor.

But some patients are just not suited for a transplant. Others may need time to recover from the trauma of their kidney failure before they are ready for surgery. Or they must be maintained until a suitable donor is found.

So for thousands of people whose kidneys have failed, an artificial kidney machine is the only hope for survival.

At the heart of these remarkable machines is a unique, disposable “kidney”, that’s made with a chemical developed by Phillips Petroleum. It consists of thousands of fine, hollow fibers, specially designed to remove excess fluid and impurities from the blood stream.

These fibers are so effective, a patient’s entire blood supply can be purified by spending just a few hours on an artificial kidney machine, two or three times a week.

So thousands of hospital-based outpatients who are waiting for a healthy kidney from a donor can now lead full and productive lives.

Developing lifesaving chemicals while we make fine products for your car. That’s performance. From Phillips Petroleum.

The Performance Company
TV does an update: not just another Pretty Feet

Repositioning existing products and revamping and revitalizing the marketing effort for them are often more productive than introducing a new product.

To put it another way, marketable new products are scarcer than turkey's teeth. The trade receives all sorts of ideas for new products, but again, like turkeys, most of them just don't fly. Besides, it's generally much easier to revitalize an old product than to launch a new one—even one that has lots of possibilities—because the existing product already has distribution and some degree of consumer support. That's why our marketing division, on a continuing basis, reviews a number of products that have been underpromoted in past years to see if they can be made more viable in today's market. One of the discoveries we made was that some products introduced in the past were positioned on too narrow a base—their range of application was not broad enough to create volume sales over a long period. In other cases, we identified new factors operating in the consumer market that tended to make the product more useful now than at the time of its debut.

One such product is Pretty Feet & Hands. Introduced about 20 years ago as Pretty Feet, it took off to a promising start. As a preparation for rubbing away rough skin and callouses on the feet, it was unexcelled. But one trouble with Pretty Feet was that many women bought it once and used it with good results—but never bought another bottle. They were able to keep their feet in great shape for years with one bottle of Pretty Feet.

But women's vocations and hobbies tend to be more physical today than they were two decades ago when Pretty Feet was introduced. With tennis, volleyball, home repairs and other strenuous activities, Pretty Feet has broader applications nowadays and can be used to remove rough skin, callouses and stains from the hands, elbows and other exposed parts of the body, as well as the feet.

Furthermore, feet are now being featured by the style-setters. The fashion world has decreed that this is the year of the feet, with the introduction of open-toed shoes, see-through footwear and new cosmetics for the feet, designed to make them as attractive as possible. We're pleased and encouraged at these developments. Fashion no longer looks on feet as "the ugliest part of the body."

Pretty Feet's potential was neglected during all the years that changes were taking place in life styles because it changed hands several times. Originally owned by Chemway, it then went to Cooper Laboratories and then to Norcliff Laboratories, when Norcliff was part of another company. The Revlon Health Care Group did not acquire it until mid-1975. We researched its past performance and its sales possibilities for the future, surveyed distributors and retailers and developed a budget—all of which took us into 1977.

When we took the problem of repositioning Pretty Feet to our advertising agency, Cadwell Davis Savage, among the first recommendations made was that we change the name to Pretty Feet & Hands. Furthermore, the agency made the name change an integral part of the TV commercials.

Cadwell Davis Savage created a two-stage television campaign in which the renaming of the product was done "out front," right on the TV screen. The first commercial, aired last winter, opens with a dancer on stage. Later, in her dressing room, she says, "I dance through a pair of shoes a week. If it weren't for Pretty Feet, I'd have ugly feet. Pretty Feet rolls away the rough, dry skin I don't want... leaves the skin I do want."

"Then I discovered it does the same for my hands... rolls away calloused, dry skin. Maybe they should call it Pretty Feet & Hands."

"Maybe," observes the announcer, voice over. "We should call it Pretty Feet & Hands."

This spot, the first new commercial in the 20 years since the product was introduced, boosted sales of Pretty Feet by a substantial percentage. Naturally, from then on we called it Pretty Feet & Hands.

Cadwell Davis Savage followed through by creating a second commercial that began running in June of this year. The new commercial opens with a couple dancing. "I dance through a pair of shoes a week—think of my feet," says the young woman. "Thank goodness for Pretty Feet & Hands."

Besides widening the product's application, the new campaign has had another important benefit. The dual positioning makes Pretty Feet & Hands a year-round item, taking it out of the foot-care sector, which is largely seasonal and which peaks in the summer months. Now placed in the hand cream and moisturizer sections of retail outlets, its movement off the shelves has been accelerated, and it no longer is out of stock a large part of the year.

To support the TV advertising, we designed and distributed an attractive floor stand featuring the product. In addition, a demonstration tester will be displayed by retailers. We find that once women try the product, they buy it.

We decided against print advertising because we needed high impact in the shortest possible time. Although print can be effective for a product like Pretty Feet & Hands, the recognition factor that we were trying to develop is gained more immediately on TV. The best evidence of that is that the renamed brand has been restored to a secure place on retailers' shelves in a matter of months after the first TV commercial with the solo dancer was shown. The new floor display ties in nicely with the TV commercial and helps escalate and fortify brand recognition. Naturally, we have implemented the television campaign with visits by sales reps to retailers and we have "followed the consumer" as much as possible, devoting time and effort to various categories of retail establishments in proportion to the share of each in total retail sales of products like Pretty Feet & Hands.

The advertising strategy devised by Cadwell Davis Savage has proved so successful that we decided to run the Pretty Feet & Hands commercials right through to the end of 1978. Our current intention is to increase promotional and advertising budgets next year.

The product is off and running, with the help of TV, on a handsome pair of feet.
THE 14-HOUR CONTINUATION OF THE BIGGEST EVENT IN TELEVISION HISTORY — NOW IN PRODUCTION — HAS BEEN PRE-SOLD TO...

WABC-TV New York  WPLG Miami
KABC-TV Los Angeles  WXIA-TV Atlanta
WLS-TV Chicago  WBAL-TV Baltimore
WPHL-TV Philadelphia  KBTV Denver
KGO-TV San Francisco  WFSB-TV Hartford
WXYZ-TV Detroit  WJXT Jacksonville
WDVM-TV Washington  WPTA Fort Wayne
WJKW-TV Cleveland

Plus the one-hour special THE PHENOMENON OF ROOTS
How to build an upscale radio audience—and boost your sales.

Join the more than 100 radio stations who are already broadcasting The Wall Street Journal Business Report on an exclusive basis. For a free information kit, write Donald Sutphen. Or call him collect at (609) 452-2000.

Imagine getting eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal. They would be wired directly to your station—without cost—via The Journal’s own communications circuits. And you’d be the only station in your market to broadcast them!

Exclusive business news coverage that builds your audience. The Business Report ranges over a broad spectrum of business and business-related topics, and includes stock market highlights. It gives listeners a real incentive to tune in to your station—and to stay tuned.

Eight opportunities a day to boost your business. Advertisers are eager to reach the upscale audience attracted to the Business Report. And you’ll be able to sell those prospective clients with morning and afternoon drive-time newscasts, and with six newscasts (on an hourly basis) in between.

It won’t cost you a cent in cash. In exchange for exclusive rights to the Business Report, we’re looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

Don’t miss out on this reliable, time-tested business booster. We’ve been transmitting the Business Report on a regular basis for over two years. More than 100 stations—including the most prestigious in the country—are already benefiting from these unique broadcasts. And we’re rapidly expanding our base to include virtually all major markets in the country.

Now is the time to explore the possibility of sponsoring this valuable program. Write or call Donald Sutphen today.

The Wall Street Journal Business Report

P.O. Box 300, Princeton, N.J. 08540
Datebook

- indicates new or revised listing

This week

Aug. 23 — Tennessee Association of Broadcasters regional license renewal seminar, Hilton Airport Inn, Nashville.

Aug. 24 — National Association of Television Arts and Sciences “Drop-In Luncheon.” Don King, sports promoter, will address session on public interest sports promotion; Third floor, 3 West 31st Street, New York.

Aug. 24-25 — Third annual Chicano Film Festival, project of Center Video of Oblate College of the Southwest, Theatre for the Performing Arts and the La Mar- ion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.


Also in August
Aug. 27-29 — Illinois Broadcasters Association meeting, Continental Regency hotel, Peoria, II.


Aug. 29 — Deadline for comments on FCC proposed change of radio/TV station annual report and EEO rules to be included in the handicapped report. Replies are due Sept. 13.

September

Sept. 5 — New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6.

Sept. 6-8 — National Association of Broadcasters seminar on labor relations, Wisconsin Center, University of Wisconsin, Madison.

Sept. 6-10 — National conference of Information Film Producers of America. Manor Yail Lodge, Valley, Colo.

Sept. 7 — Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Benson hotel, Portland, Ore.

Sept. 8-9 — South Dakota Broadcasters Association 12th annual Broadcasters Day South Dakota State University campus and Stavologue Inn, Brookings, S.D.


Sept. 10-12 — Louisiana Association of Broadcasters fall convention, Royal Sonesta hotel, New Orleans.


Sept. 10-12 — Nebraska Broadcasters Association annual convention. Holiday Inn, Kearney, Neb.


Sept. 15 — Deadline for entries in 13th annual Gabriel Awards competition, sponsored by LINDA-USA, Catholic association for broadcasters and allied communications. Material due in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 620, Cleveland 44114; (216) 579-1633.

Sept. 15 — Deadline for comments on question of whether FCC should reimburse expenses of outside participants to enable a broader range of views to be presented at FCC rulemaking proceedings (Docket 78-205). Replies are due Oct. 15.


Sept. 17-20 — Broadcast Financial Management Association’s 18th annual conference, Dunes hotel and country club, Las Vegas.


Sept. 18-19 — National Association of Broadcasters seminar on directional antennas, Airport Holiday Inn, Cleveland.

Sept. 18-20 — First national conference of action line writers and broadcasters under sponsorship of Carrying Glass Works. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

Sept. 20 — Season’s first newsmaker luncheon of International Radio and Television Society, with address by FCC Chairman Charles Ferris. Waldorf Astoria hotel, New York.


Sept. 20-22 — Fall meeting of Minnesota Broadcasters Association. John Summers, National Association of Broadcasters executive vice president, and Earl Stanley of Dowohn Lohnes & Alberson will speak. Holiday Inn, Bemidji, Minn.

Sept. 21-22 — Conference on “Communications and the Church,” sponsored by The Communications Commission, National Council of Churches. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. The interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University New York City.


Sept. 22-24 — Southwest area regional meeting, American Women in Radio and Television, Fairmont hotel, New Orleans.

Sept. 22-24 — American Radio Relay League’s 24th
WHEN "SPIDER" COUNTS DOWN, YOUR RATINGS GO UP.

The host of a three hour nightly show on WLAC, Nashville, "Spider" Harrison has established himself as a dynamic, distinctive radio personality with a very special flair for capturing the tempo and style of today's Soul sound. Now, "Spider" can be part of your station line-up: as host of BILLBOARD SOUL COUNTDOWN, U.S.A., a three hour weekly program from Music in the Air's Syndicated Programming division.

Each week, your listeners will follow "Spider" Harrison as he counts down the 40 top hits from Billboard Magazine's Hot Soul Singles chart. Interleaved between disks there's commentary and lively, revealing interviews with major Soul artists. Also, special reports from a pair of top journalists on the Soul scene: Billboard's "Soul Sauce" editor Jean Williams from Los Angeles and Radcliffe Joe from New York.

BILLBOARD SOUL COUNTDOWN, U.S.A., is a "natural" for any Soul station's schedule, or in fact for any station seeking a sure-fire stimulus for late night or weekend listening. With an already proven record of audience response it provides attractive opportunities for local sales, by associating advertisers with a recognizable personality and with the week's most popular Soul sounds. As "Spider" counts down from #40 to #1, you—and participating sponsors—can count on a rise in ratings and audience share.

Ms. Barbara Stones
MUSIC IN THE AIR
national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.


Sept. 26 — American Council for Better Broadcasts public conference, "TV is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACCB, 120 East Wilson Street, Madison, Wis. 53703.


Sept. 27-30 — Fall meeting, Pennsylvania Cable Television Association, Host Inn, Harrisburg.


Sept. 29-30 — Radio Television News Directors Association annual convention, Western Kentucky State University, Bowling Green, Ky.


Sept. 29-30 — Western area regional meeting. American Women in Radio and Television, Huntley Lodge, Big Sky Mont.


October

Oct. 1 — Deadline for entries. U.S. Television Commercial Realtor Information, entry forms: L008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.


November

Nov. 1-5 — National Cable Television Association annual convention, Atlantic City Hilton hotel. 1979 conference will be at Caesar's Palace, Las Vegas; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.


Nov. 20-22 — East Central area regional meeting, American Women in Radio and Television, Water Town Hyatt House, Chicago.

November


November

Nov. 1-5 — National Cable Television Association annual convention, Atlantic City Hilton hotel. 1979 conference will be at Caesar's Palace, Las Vegas; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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Digital Satellite Communications, sponsored by Inmarsat Telglobal Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers, Montreal.


November

Nov. 1 — Broadcast Town Meeting for public, sponsored by National Association of Broadcasters radio and TV boards, Duluth, Minn.

Nov. 2-3 — Oregon Association of Broadcasters fall conference. Jantzen Beach Red Lion, Portland, Ore.

Nov. 2-5 — American Advertising Federation Western regional conference, Waikiki Sheraton hotel, Honolulu.

Nov. 3-4 — Fifth annual advertising conference of Wisconsin. Sponsored by state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension, Wisconsin Center, Madison.

Nov. 3-6 — Sixth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by Loyola's radio stations and communications art department. New Mariott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-5129.

Nov. 6 — Federal Trade Commission hearing on children's advertising. San Francisco.

Nov. 8 — National Association of Broadcasters radio code board meeting. New Orleans.

Nov. 8-10 — Satellite Communications Symposium sponsored by Scientific-Atlanta. Emphasis will be given to earth stations and video programming Atlanta.

Nov. 9-10 — National Association of Broadcasters Fall conference. Fairmont hotel, New Orleans.

Nov. 9-12 — National Association of Farm Broadcasters fall meeting. Kansas City, Mo.


Nov. 15 — Deadline for comments, on FCC's proposed extension of the ownership rules to public broad-casting stations. Reply comments are due Dec. 15.

Nov. 15-18 — National convention of Society of Professional Journalists, Sigma Delta Chi, Hyatt House, Birmingham, Ala.

Nov. 16 — Presentation of awards. U.S. Television Commercialists Festival. Deadline for entries was Oct. 1, Chicago.

Nov. 16-18 — Arizona Broadcasters Association fall convention and annual meeting, Radisson Resort, Scottsbluff, Nebr.

Nov. 17-18 — Board of directors meeting, American Women in Radio and Television, Atlanta Hilton.

Nov. 19-20 — Meeting of board of trustees, Educational Foundation of American Women in Radio and Television, Atlanta Hilton.


Nov. 28-29 — Association of National Advertisers annual convention, Camecub Inn, Scottsdale, Ariz.


Nov. 29-30 — Western conference of Advertising Research Foundation, Hyatt Regency, Los Angeles.

Nov. 30 — Presentation of annual Gabriel Awards of UNDA-USA, Baha Mar Resort, South Padre Island, Tex.

December

Dec. 4-5 — National Cable Television Association board meeting, Anaheim, Calif.

Dec. 6-8 — Western Cable Television Show, Disneyland hotel, Anaheim, Calif.

It takes a strong commitment to start a new Radio Research Service.

It takes a company with the reputation and resources of Burke International Research Corporation.

It takes a significant investment and a staff experienced in broadcasting.

And it takes a lot of good ideas:
- Single telephone interview technique for higher respondent completion rate and more accurate data gathering
- 48 weeks of measurement with quarterly ratings reports and monthly reports for programming purposes
- Advanced sampling techniques including unlisted households and surveying one person per household
- Large sample sizes
- Expanded demographics and product information
- An affordable price

Burke Broadcast Research is a wholly-owned subsidiary of Burke International Research Corporation, located in 33 U.S. cities and 10 foreign countries. Burke International works with the major advertisers and agencies, providing them with all phases of custom marketing research. We are best known for our expertise in commercial testing and telephone research.

Now, Burke Broadcast Research brings you a detailed radio rating service. We will begin interviewing in the top 10 markets in October 1978, in the next 10 markets in January 1979.

We offer you a specific proposal. No vague concepts...just facts and figures. And a radio rating service based on the most advanced techniques in the industry.

Join us as we begin this new venture in radio ratings. Get on the phone with your nearest Burke Broadcast office today.

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606 Wilshire Boulevard
Santa Monica, California 90401
213/393-0589
ABC stock split latest signal of bull market in broadcasting

It goes three for two Sept. 19; Capcities, Multimedia and Taft have already split, Metromedia and CBS could be next; prices across the board have advanced markedly.

The ABC Inc. board of directors last week declared a three-for-two stock split, focusing new attention on the generally bullish market in broadcast stocks since the first of the year.

Looking at the business in Wall Street terms for the past 12 months, there have been such dramatic price advances as Metromedia's 145.9% (from 25 1/4 to 62), LIN's 127.6% (from 18 1/8 to 41 1/4) and Multimedia's 125.4% (from 12 1/4 adjusted for a stock split) to 28 1/4. (See chart this page.)

The ABC split will become effective on Sept. 19 to holders of record on that date. ABC now has about 18.2 million shares outstanding, held by about 16,000 shareholders. Since the company has authorization for 50 million shares, it has more than enough to effect the stock distribution.

Directors also declared a 35 cents per share quarterly dividend payable Sept. 15 to holders of record on Aug. 25. Beginning with the fourth quarter, the company intends to declare quarterly dividends at the rate of 30 cents per share on the post-split shares. ABC said this is equivalent to an annual rate of $1.80 per share on shares now outstanding, compared to the present annual rate of $1.40.

The September split will be ABC's third. It split three for two in November 1969 and two for one in February 1973.

RCA Corp. has had only one stock split in its history, in 1963—a three-for-one division. CBS has had two splits, one in 1955 (three for one) and again in 1963 (two for one).

Since the first of the year, ABC common shares have risen from $40 to the $60 range and broadcast stock analysts view the split as a move that made business sense. They noted that ABC's upsurge parallels that of a number of other broadcast companies whose stocks have risen since January and particularly since last April.

They cited such companies as Capital Cities, which went from 60 in January to 75 before splitting (two for one in July (it's now around 45, or equivalent to 90 in January); CBS, up to 62 5/8 from 50 (then up to 62 from 34); Storer, up to 34 to 20 and Taft, which split two for one last Wednesday, trading at 24 from 29 in January.

Tony Hoffman of Bache Halsey Stuart Shields Inc., New York, felt the ABC split was a sound move, making the stock more easily available to individual traders because of the pricing. In fact, Mr. Hoffman indicated that the split would have been even more popular if it had been on a two-for-one basis.

"With the types of earnings ABC is expected to report this year," he continued, "I'm sure there's going to be a lot of movement in the stock."

David Londoner of Wertheimer & Co., New York, said, "the split is a reasonable move at this time," and it "made sense for ABC to announce the split and the increase in dividends at the same time." He noted that broadcast stocks, including ABC's, have been performing "brilliantly" this year and have outperformed the market generally.

The ABC stock split and the creasing broadcast market were viewed by Mark Hassenberg of Oppenheimer & Co., as signposts of the increasing confidence that the investment community has in the television and radio fields.

"Even six months ago broadcast stock prices were undervalued, in my opinion," he observed. "Late last year there were concerns that television networks were spending too much money; television prices had become excessive and [it looked like] government regulatory agencies would be moving against the TV industry. There were reports that advertisers would shift into other media."

These apprehensions dissipated," Mr. Hassenberg continued, as prices rose more moderately and television demonstrated to advertisers that "it was the best medium" for generating sales.

"The investing public reacted positively to advertisers' continued support of TV," Mr. Hassenberg said. "Advertising really isn't a matter of how much prices are going up; it's a question of how effective is the advertising in helping to produce sales."

Dennis Leibowitz of Donaldson, Lufkin, Jenrette Inc., New York, said the atmosphere seems appropriate for stock splits this year. He characterized 1978 as

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Follow the leaders

The table below tracks stock market performance of 15 leading broadcast issues during the past 12 months. The stocks are all major group owners, and market capitalization for each is in excess of $100 million. Basic data is drawn from Broadcasting's weekly "Stock Index," pages 71 and 72.

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<td>10 7/8</td>
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<td>18</td>
<td>+65.5</td>
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1Split two for one in July
2Split two for one in February
3Split two for one in August

Prices adjusted to reflect stock split
"the top year in a long time for broadcast company splits."

He cited the Capital Cities, Multimedia and Tafi splits and said that, in his opinion, both CBS and Metromedia are likely to go this route sometime in the future. He noted that splits result in lower prices and this often has a positive effect on trading.

Mr. Leibowitz believes the continuing strength of the television network economy is one factor in the healthy investor market. He pointed out there were some reports that television networks, after last year's dramatic rises in prices, might meet resistance from advertisers for this new fall schedule. But it didn't exactly turn out this way, according to Mr. Leibowitz.

"Some investors felt that prices would go up only about 7%, but as it is, they've been averaging 10% to 12%, still moderate in comparison with 1977," Mr. Leibowitz said. The investment community is reacting to the steady up-front and "scatter" sales, he added.

Griffiths backs Silverman's bet on 'quality' as NBC's way back

There are profits to be made on the high side of TV programing, RCA chief says; he gives 'very high marks' to new network president; company is open to prospects, opportunity of new media

RCA President Edgar H. Griffiths, who hired Fred Silverman to lead NBC out of third place in the network television ratings race, said last week he gives Mr. Silverman "very high marks" on his first two months in the NBC presidency.

"All expectations we have held have been fulfilled," Mr. Griffiths said in a wide-ranging interview with Broadcasting editors last week, a month before his second anniversary (Sept. 16) at the RCA helm.

He spoke of NBC progress not in terms of ratings, because NBC is still running third, but in terms of improved morale at NBC, the "enthusiasm" of NBC people, "the pace at which they work," a sense of renewed determination to get the job done and the effects of Mr. Silverman's repeated insistence on quality programing and on greater exposure for NBC News output on the network.

Can a network provide the sort of quality programing and news coverage that Mr. Silverman has promised and still be profitable? "The answer," Mr. Griffiths said, "is unquestionably yes."

Many observers have expressed surprise at Mr. Silverman's emphasis on "quality" for NBC-TV after his emphasis on mass-audience appeal at ABC-TV. Mr. Griffiths feels that they have misjudged Mr. Silverman or that Mr. Silverman has misrepresented.

"He is much different from what we had anticipated, based on what we had read about him," he declared. "He is sincere about wanting quality programing. The better type programing represents his true personality."

Mr. Griffiths said—as he has steadfastly since before Mr. Silverman took office on June 9—that he has set no time table or target for an NBC-TV turnaround in the ratings. Mr. Silverman, he said again, will have all the time—and all the RCA resources—he needs to make the turn-around. Mr. Griffiths said he was going out of his way "to take the pressures off him."

This was not to say that Mr. Griffiths had modified his own repeated insistence that a turn-around is necessary and that, sooner or later, NBC must catch up with ABC and CBS in the profits column. He declined to say how large that gap is now, but in 1977, according to their annual reports, ABC's pretax profits from broadcast operations totaled $273,578,000, CBS's came to $217,900,000 and RCA's—that is, NBC's—were $152,600,000.

Mr. Griffiths offered some clues to why the intensity of network competition is so strong. A single prime-time network rating point in a season's average, he estimated, represents about $35 million in revenues—and, as others have pointed out, most of that comes down to the bottom line.

All three TV networks are making money, of course, "but it would be foolish to be happy as the number-three network," he said, adding: "Fred Silverman would never be happy as number three."

"Somebody has to be number three," Mr. Griffiths said, "but it doesn't have to be you year after year."

"The irony," he asserted, "is that you have to spend more money to be number three than to be number one. The number-three network, he explained, has to replace more programs, spend more money on program development, put forth a harder selling effort—and gets lower rates for what it sells."

(Although Mr. Griffiths didn't mention it, Wall Street observers suggest that NBC's being number three has also had a slowing effect on the prices of RCA stock. The shares have been hitting new price highs for the year lately, but Wall Street sources say the advances might have been more pronounced and steadier in the past year or so except for an apparent belief, among analysts, that profit increases might be slowed by extraordinary program expenditures made and anticipated in NBC-TV's drive to improve its ratings.)

As evidence of the kind of costs involved, Mr. Griffiths said RCA had close to $1 billion in outstanding program commitments on behalf of NBC-TV.

A fraction of that is the $85-million commitment made for TV rights to the 1980 Olympics in Russia. Others have wondered whether some blowup in U.S.-USSR detente might sabotage coverage plans—and NBC has, in fact taken out insurance with Lloyds of London to cover a substantial portion of the rights figure (Broadcasting, Aug. 7). But that, Mr. Griffiths said, was a "prudent business" decision, and he has every confidence that the Russians will continue to be cooperative.

They want the Olympics and the TV coverage to succeed, he said. Besides, with events scheduled not only in Moscow but also in several other Russian cities, getting ready for the games "is costing them enormously."

Nor is he fearful that the integrity of NBC News will be compromised in any way. The news in Russia will be covered by NBC News, he said, and the Olympics by NBC Sports, and all pictures will clear though an NBC monitoring point. "No one need be concerned about our integrity," he declared.

Mr. Griffiths also shed some light on RCA's first approach to Mr. Silverman. After quietly surveying the field of possibilities, RCA management settled on his name last winter—for his programing expertise, as Mr. Griffiths has repeatedly made clear. Then the question became
Going public with the rewrite

First field hearing on proposed bill in Boston hears Beranek say his station there would be willing to pay up to $800,000 in license fee; Fogarty comes out against elimination of fairness and equal time

An annual assessment of $750,000-$800,000 a fair license fee to pay for his station's use of the airwaves, Leo L. Beranek of WCVB-TV Boston told the first field hearing on the proposed new Communications Act last week in Boston.

Dr. Beranek last Friday told House Communications Subcommittee Chief Counsel Harry M. (Chip) Shooshan that favored the proposed deregulation should be 5% of a station's annual revenue and that up to three-fifths should be deducted for the costs of producing local news and public affairs programs. The proposed fee should be shared by all stations.

He called "confiscatory" a $3.5 million annual fee Boston's three VHF stations would pay under the proposed fee schedule being heard by the subcommittee staff. That is half what WCVB-TV spends each year on news and public affairs programming, he said.

Under Dr. Beranek's proposal, his station would pay $280,000 a year, according to Mr. Shooshan's instant figuring, and the latter questioned whether that wasn't too low. Mr. Beranek replied that he had $750,000-$800,000 in mind as an equitable figure.

Arnold Lerner of WILM (AM)-WSSH (FM) Lowell, Mass., a member of the National Association of Broadcasters radio board, pressed the NAB line on license fees, which is that it is more a tax than a fee. He objected to having the money go to public broadcasting, which he characterized as a direct competitor of commercial broadcasting.

Two other commercial broadcasters offered their misgivings about the bill. W. (Buzz) Sawyer, of Springfield Television Corp., said in a written statement that the proposed deregulation of cable television would lead to more distant signal importation, which he said would fractionalize small-market television audiences.

"There is no way for a small market (50 to 210) to survive this onslaught of programs from outside its area," he said.

Robert J. Connelly WNNH (AM) Rochester, N.H., president of the New Hampshire Association of Broadcasters, favored the proposed deregulation of radio in the rewrite. He said the greatest regulator is the marketplace.

FCC Commissioner Joseph Fogarty also appeared, telling the standing-room-only crowd he does not share the drafters' conviction that the public interest is best served by eliminating the current fairness doctrine and equal time provisions. He said he wants longer periods between license renewals, but greater FCC scrutiny of how well stations are serving the public interest.

Besides subcommittee member Edward Markham (D-Mass.), who presided at the session, there were two other congressmen present. One, Representative Peter Kostmayer (D-Pa.), criticized the bill as being "a long series of trade-offs between the public and the private sector. We may have reached a stand-off where nobody is satisfied."

He added, "I'm not very optimistic about passage, and perhaps that's a good thing."

The other congressman, John Cavanaugh (D-Neb.), objected to what he called unspecified charges that the proposed bill offers no public broadcasting philosophy. The remark was directed at David Ives of noncommercial WGBH-TV Boston, who testified that the bill would hamper public broadcasting's growth. Mr. Cavanaugh repeated the time for philosophy is after hearings and further revision.

The congressmen said they were sensitive to concerns expressed by some witnesses about the level of minority participation in broadcasting. "Clearly, minorities are not served now," Mr. Cavanaugh said.

Mr. Fogarty was one of those critical of broadcasting's minority record. To make station ownership something other than the "white man's paradise," he said. Congress must allocate substantial loan capital to help minority groups come up with the $50 million to $100 million needed to buy a major-market station.

Among citizen group witnesses at the hearing was Jacob A. Bernstein, chairman of the Boston-based Committee for Community Access, which has sparked several license challenges in the Boston area, who criticized the proposed rewrite's "assumption that marketplace forces will insure adequate diversity and responsibility."

To make broadcasting a true free-market activity, he said, Congress should increase spectrum space for radio and judge competitors for licenses on the basis of their contribution to over-all diversity.

The head of the Massachusetts Teachers Association's television committee, Gail Slater, criticized the bill's proposed elimination of ascertainment proceedings and its formula ultimately for perpetual licenses. Under these conditions, she asked, "What incentive will there be for broadcasters to innovate quality for children?"

Also, more than 30 witnesses testified at the first of six field hearings on the rewrite. Hearings move on to Chicago Aug. 22 and Los Angeles Sept. 1.

Wirth and Wheeler debate cable's promises versus performance

Representative Timothy Wirth (D-Colo.), during hearings on the Communications Act rewrite last week, said he has a hard time understanding how cable television
will progress beyond the "I Love Lucy syndrome," and told cable industry representatives that they have to demonstrate how they will improve program diversity on television.

In a follow-up hearing to cable testimony two weeks ago (BROADCASTING, Aug. 14), National Cable Television Association executive vice president Thomas Wheeler repeated cable television's argument that allowing the telephone companies to get involved in cable would throttle, not encourage, competition in the marketplace, and would stifle advances in cable technology and programming.

Cable's advances in the areas of two-way television, narrow-audience programming and proposed satellite distribution of the full proceedings of the House of Representatives are examples of developments that have given cable "a record it can stand on and be proud of," Mr. Wheeler said. But Mr. Wirth contended that cable has brought little original material to the television screen, contenting itself with carrying reruns of old television shows like I Love Lucy.

He said he is "concerned that [cable] is just into this for who can make the most money" and is skeptical about cable's promises of increasing diversity in television. If cable wants protection from the telephone companies, he said, its case would be strengthened if it could show how diversity will come about.

How big the blanking interval?

Broadcasters undertake own study, as does FCC, to see if standards as old as medium need updating

An ad hoc group of broadcasters has been formed to deal with a technical problem that—considering the widespread proliferation of ENG-type television equipment—is of more than normal consequence. It involves official FCC requirements for horizontal and vertical blanking intervals, which, the agency says, are being exceeded in many ENG applications. The result can be deterioration of picture quality at the receiving set, and the FCC wants it stopped.

The problem, surfaced last spring when the FCC was asked why a commercial, shot on location with ENG gear, could be aired even though it was slightly above the 21-line vertical blanking limit. After answering in the negative and subsequently monitoring several stations, the commission discovered the problem extended beyond commercials to program material from syndicators as well as networks.

By June the matter had become so confused that the FCC issued a public notice. It said that the problems could come from a number of sources, including:

- Video signals distorted or modified in network distribution circuits.
- Program signals modified in post-production processes and editing (especially prevalent when duplicate tapes are made from a master).
- Equipment designed for portable use that is difficult to keep within tolerance.

In recognition of the confusion, the FCC said "we are persuaded that strict enforcement of our blanking interval standards tends to work a severe hardship on station licensees and, to some extent, deprives the public of some otherwise valuable programming." So it said that—for a period of one year—it would allow a two-line tolerance (up to 23) for vertical and a .66 microsecond tolerance (up to 12 microseconds) for horizontal to give the industry time to rectify the problem.

Representatives from the three commercial networks, the ABC Broadcasting Service, Capital Cities Communications, Group W, Meredith and the National Association of Broadcasters last week formed the Broadcasters Ad Hoc Committee on TV Blanking Widths, headed by Tom Keller, director of engineering for WGBH-TV Boston. According to the committee, it will examine "operating practices throughout the industry, working with manufacturers and industry organizations to identify problem areas and recommend corrective action."

In Brief

Agreement on new licenses for radio stations' use of ASCAP music announced Friday by All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers, retroactive to March 1, 1977, and extending through Dec. 31, 1982. Abiah A. Church of Storer Broadcasting, chairman of all-industry committee, estimated radio would save $5.5 million to $8 million over life of agreement. For blanket license, commercial rate remains 1.725%. but leaders said there are simplifications plus increase in optional standard deduction to 15% from 5%, so that it was expected 75%-80% of stations would take it. Per-program licenses were also said to have been liberalized to make them attractive to more stations. Agreement is subject to approval by U.S. Southern District Court in New York, where committee had sued for court-fixed terms.

Off-network syndication sales of Laverne and Shirley are averaging 60% higher prices than those paid for Happy Days, according to Paramount TV's vice president of domestic sales, Randy Reiss. KTAL-LV in Los Angeles paid record-setting per-episode price of about $6,500 for seven-run deal (to air beginning in fall of 1981), which is $26,000 higher than station paid for Happy Days and about $7,000 more than WPHV-TV New York paid for L and S in closed-bid offer (BROADCASTING, Aug. 7). Price goes up 10% after 84 shows now completed have run. KTLA manager Anthony Cassara says his total cost, estimating eventual availability of 130 episodes (two more years of production), would be between $78-8 million. Other sales last week were to WOCA-TV Washington, which paid about $27,000 per episode, and to WAPN-TV Philadelphia, which paid about $37,500. All but WOCA-TV were lone bidders in markets and were also owners of Happy Days.

Barry Jagoda, who has served as President Carter's media adviser since start of this administration, is being shifted to National Security Council where he will consult on international communications, according to news reports. His job was largely superseded by arrival of Gerald Rafshoon, Atlanta advertising executive and head of Carter advertising in presidential campaign, to be President's adviser on communications. Zbigniew Brzezinski, assistant to President for national security affairs, told reporters last week that Mr. Jagoda will be advising National Security Council on the diplomatic implications of recent world political and technological developments, which include, he said, satellite broadcasting and "increasing political control of the news in the third world." It was also announced last week that Rafshoon staff has been joined by Kevin Gorman, Carter press aide during campaign, whose duties include helping local television stations obtain interviews with high administration officials.

Hearing Representative Ronald Dellums (D-Calif.) refer to some of his colleagues as "stupidly intoxicated" during floor debate last week, House Speaker Thomas P. O'Neill Jr. (D-Mass.), issued warning to House members last Tuesday to be on best behavior now that House debates are available for broadcast. Mr. Dellums took back his remark when challenged by another congressman, but it still went out over radio, where Speaker heard it repeatedly on his way to work.

Combined Communications Corp. has reached agreement in principle to purchase KCFM-FM St. Louis from Commercial Broadcasting Co. for approximately $3 million. Transaction is in connection with CCC's proposed merger into Gannett Co. (BROADCASTING, May 15). Will replace KBKCM Phoenix, which CCC will spin off to comply with FCC's one-to-market rule. CCC also owns KTAF-AM-TV Phoenix and will spin off AM as well. Commercial Broadcasting is primarily owned by Harry Eidelberg, president, who has no other broadcast interests. KCM is on 93.7 mhz with 100 kw and antenna 440 ft. above average terrain.

Big spenders in local TV spend bigger in the first half

Top 20 up investments by 27%, paced by 62% boost by real estate-builder category

The top 20 advertiser categories in local television put $728.3 million into TV in the first six months of 1978, or 27% more than in the same period a year ago, the Television Bureau of Advertising said last week.

Figures compiled for TVB by Broadcast Advertisers Reports showed TV spending by each of the 20 categories was up, by percentages ranging from 6% (radio stations) to 62% (builders and real estate). Except for the radio station category, all the percentage gains were in double digits.

Newspapers, in 20th place, boosted their TV outlays by 58% to almost $9.7 million. The radio station group, by comparison, ranked 11th with $22.9 million.

Restaurants and drive-ins remained in first place with outlays totaling $126.8 million, up 25% from the first half of 1977. Banks, savings and loans held on to second place with a 29% boost to $78.7 million. Food stores and supermarkets kept their hold on third place with $73.4 million, up 24.9%, but department stores ousted auto dealers from fourth place by hiking their TV spending 33% while department stores dropped to fifth place on a 21% increase. The auto-dealer figures did not include TV spending by dealer associations.

Big percentage gainers in addition to the builders/real estate and newspaper groups included appliance stores, up 55%; clothing stores, up 37%, and auto repair/service stations, up 34%

The TVB/BAR comparisons for the first six months follow:

<table>
<thead>
<tr>
<th>Category</th>
<th>Jan.-June '77</th>
<th>Jan.-June '78</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants and drive-ins</td>
<td>$101,854,600</td>
<td>$126,824,700</td>
<td>+25</td>
</tr>
<tr>
<td>Banks, savings and loans</td>
<td>60,960,100</td>
<td>78,728,100</td>
<td>+29</td>
</tr>
<tr>
<td>Food stores and supermarkets</td>
<td>59,265,700</td>
<td>73,384,300</td>
<td>+24</td>
</tr>
<tr>
<td>Auto dealers*</td>
<td>53,402,300</td>
<td>71,204,500</td>
<td>+33</td>
</tr>
<tr>
<td>Department stores</td>
<td>53,618,500</td>
<td>65,128,500</td>
<td>+21</td>
</tr>
<tr>
<td>Furniture stores</td>
<td>34,898,800</td>
<td>45,608,800</td>
<td>+31</td>
</tr>
<tr>
<td>Movies</td>
<td>35,089,500</td>
<td>44,051,000</td>
<td>+26</td>
</tr>
<tr>
<td>Amusements and entertainment</td>
<td>24,644,100</td>
<td>29,504,500</td>
<td>+20</td>
</tr>
<tr>
<td>Discount department stores</td>
<td>22,541,000</td>
<td>27,912,600</td>
<td>+24</td>
</tr>
<tr>
<td>Builders and real estate</td>
<td>15,916,800</td>
<td>25,748,200</td>
<td>+62</td>
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<tr>
<td>Radio stations</td>
<td>21,591,200</td>
<td>29,920,000</td>
<td>+44</td>
</tr>
<tr>
<td>Appliance stores</td>
<td>11,507,200</td>
<td>17,864,000</td>
<td>+55</td>
</tr>
<tr>
<td>Leisure time activities and services</td>
<td>15,672,700</td>
<td>17,801,600</td>
<td>+14</td>
</tr>
<tr>
<td>Clothing stores</td>
<td>11,820,300</td>
<td>16,141,500</td>
<td>+37</td>
</tr>
<tr>
<td>Home improvement contractors</td>
<td>11,373,200</td>
<td>13,347,400</td>
<td>+17</td>
</tr>
<tr>
<td>Carpet and floor covering stores</td>
<td>9,152,700</td>
<td>11,155,500</td>
<td>+22</td>
</tr>
<tr>
<td>Auto repair and service stations</td>
<td>8,003,100</td>
<td>10,693,000</td>
<td>+34</td>
</tr>
<tr>
<td>Health clubs and reducing salons</td>
<td>8,190,200</td>
<td>10,542,600</td>
<td>+29</td>
</tr>
<tr>
<td>Drug stores</td>
<td>7,731,900</td>
<td>10,092,300</td>
<td>+31</td>
</tr>
<tr>
<td>Newspapers</td>
<td>6,097,300</td>
<td>9,863,800</td>
<td>+58</td>
</tr>
<tr>
<td>Total</td>
<td>$573,329,200</td>
<td>$728,314,700</td>
<td>+27</td>
</tr>
</tbody>
</table>

* Dealer associations not included

Admiral William Houser, Corporation for Public Broadcasting satellite consultant; Portia Isaacson, president, The Microstore, and fellow, Electronic Data Services; Lionel Van Deerin, chairman, House Communications Subcommittee; John Eger, former director of Office of Telecommunications Policy, and Irving Kahn, president, Broadcast Communications. Seminar is designed to explore technological advances in communications field and opportunities they present to broadcasters.

National Cable Television Association has asked FCC to take "immediate" action on "mountainous" backlog of 1,561 certificate of compliance applications pending in Cable Bureau. FCC says actual backlog (over four months old) is only 990, that it was reduced last month despite reduced staff (from 18 to five in anticipation of commission action ending certification program; BROADCASTING, July 3).

New seven-year contract with ABC Radio Network, renewing 27-year association, was signed last week by Paul Harvey (2d from right) in New York ceremony attended by (l to r): Hail Neal, president of ABC Radio; Leonard H. Goldenson, board chairman of ABC Inc., and Edward F. McLaughlin, president of radio network. Harvey commentaries are on 770 stations on all four ABC networks.

Board of National Cable Television Association, meeting in Sun Valley, Idaho, last week, voted to support United Cable Television Corp.'s court appeal of FCC's denial of distant signal waiver for United's Tulsa system to carry WORC-TV Atlanta. In meeting dominated by Communications Act rewrite and distant signal discussions, board also urged immediate FCC action on rulemaking on satellite carriage of independent TV stations in California, Calif., and WGN-TV Chicago. It also voted to support Connecticut Cable Television Association in fight against Connecticut Public Service Commission proposal to limit cable systems to 16% return on investment.

Television packager Ralph Andrews (Liar's Club, Celebrity Sweepstakes) granted $7.4 million judgment by California superior court jury in suit against Meredith Corp., MC Productions Inc., Meredith Productions Inc., Thomas Naud, Tom Naud Productions Inc. and Jalttv Productions Inc. Suit charged Mr. Andrews had been fraudulently misled in selling company to them.

CBS has "sweetened pie" for Louis Dorfman, senior VP of advertising and design for CBS/Broadcast Group, and Mr. Dorfman has turned down offer of former colleague Fred Silverman to take over all advertising and design at NBC ("Closed Circuit," Aug. 14). Mr. Dorfman's new position sounds similar to that offer: he'll head newly formed "marketing communications and design department," with title of senior VP creative director, CBS/Broadcast Group.

Two Washington-area residents asked FCC to deny or renew for one year licenses of WDCA-TV, WJLA-TV, WRC-TV, WTOP-TV and WVTG-TV because they felt stations haven't dealt with need of area's unmarried persons, Christopher W. Walker and James H. Burch—both have worked with dating services—said stations haven't provided enough opportunities for local self-expression and development and use of local talent. Mr. Walker, attorney, said they have tried unsuccessfully to get talk and interview show produced locally to provide for off-air viewer interaction with guests. "If you see someone on the show you like," Mr. Walker said, "you can do something about it." He said they were trying to "help the family formation process."
FCC's proposals for ex parte termed too strict

NAB, among others, says plan will inhibit information process

One of the few things that seems to be clear about comments on the FCC's proposed ex parte regulations is that the commission still has a long way to go. The initial public comment period ended July 15, and since then the FCC has been busy summarizing and recording comments in the appropriate docket. The record then will be available to the public on August 1.

The National Association of Broadcasters thinks the commission is "encumbering the informal rulemaking process with strict guidelines and procedures to eliminate the possibilities of truly ex parte communications." Generally, "all meaningful communications between interested parties and commissioners and the commission's professional staff must be recorded and placed in the record of the proceeding."

Such restrictions, NAB contended, are unwise and burdensome. A flat ban, it said, on ex parte communications in all informal rulemaking proceedings is unnecessary because, among other reasons, "no history of abuse of informal rulemaking procedures exists out for the imposition of strict guidelines to restore any alleged lack of order or fairness to the procedure." The proposals will lead, NAB said, to less-informed decision-making because they would discourage presentation of views to the commission. Large groups, it said, may be able to absorb costs of preparing memoranda, but individual licensees who visit Washington or encounter commissioners and staff at meetings across the country will have insufficient resources to prepare required documentation.

Also, NAB said, the cut-off procedure—a cut-off date will be imposed with no advance notice—will place some parties at an unfair advantage. "If, for example, a significant ex parte communication appeared in the record the day before the cut-off was imposed, parties would have no way of responding," NAB said in its comments. Finally, it said, if the commission goes on with its "burdensome" policy, it should not require written memoranda be prepared when the information is already in the record.

The Media Access Project came as close as any to supporting fully the commission's proposed rules, although it seems to think the commission has not gone far enough. MAP said rules prohibiting ex parte communication will improve acceptance of commission actions, enhance "quality of decision-making by insuring an adversary system is applied to presentations by interested parties.

"Man, interesting barrier," MAP said, "such as small businesses, CB, mobile or marine band operators and local listener groups do not have Washington counsel or retainers and are unable to travel to Washington to attempt to participate in secret influencing of the commission."

Furthermore, MAP said, prohibiting ex parte contact will give staffers an effective way to get contacts, will rationalize a process where "intensive lobbying begins in earnest" after the record is closed and will improve the commission's chances of successfully defending action in subsequent judicial review.

MAP asked that oral communications be discouraged in favor of written ones, that any writing to commissioners or staff be part of the record. "When licensees, attorneys, commissioners or staff members who know of an ex parte contact not documented be required to come forward."

Forest Industries Telecommunications expressed fear that "highly specialized telecommunications matters" either might not be adequately explained on paper, or might take up so much paper that commissioners would not have time to read it. It said, however, that the highly technical material can usually be explained well orally.

AT&T said the proposals need clarification and "minor modification." Communication, it said, "with respect to status of informal rulemaking proceedings or necessary informal discussions of other matters, even if incidentally related to the proceeding, which do not go to the merits or outcome of the restricted proceeding shall be exempt from the written summary procedures."

Also, AT&T said, rules should permit discretionary action by commissioners where the proposed ex parte rule might not be required in the public interest.

GTE Service Corp. believes no new rules for informal rulemaking should be adopted and the interim policy established in the notice of inquiry should be abolished. One point GTE made is that the commission should "keep in mind the need of its staff to contact parties and interested persons to obtain clarification of information." This should not require preparing written memoranda that will often be heavier in volume than the information obtained, GTE said.

The Institute for Public Interest Representation at Georgetown University Law Center says the commission is obligated in a 1977 Supreme Court decision, "Home Box Office vs. FCC," to ban ex parte contacts altogether. Despite disagreement with legal grounds, IPIR said it would comment anyway, pointing out, among other things, that the time period to record ex parte contacts should be expanded. The proposal says an ex parte contact enters into effect after the notice of rulemaking is published. IPIR says significant contact could be made before that, and not covered by the rules.

New Yorkers haven't had the daily newsreaders broadcast on the subways or buses since a pressmen's strike began on Aug. 9, but they've been treated to a heavier-than-usual diet of news on television and radio.

There was no immediate indication that the strike at the Times, News and Post would be short-lived. In fact the signs were that the walk-out would extend to other unions, complicating the settlement. This has led a growing number of retail and amusement advertisers to turn to radio and television with heavier schedules than they ordinarily would have ordered.

A newspaperless New York does not mean that viewers will tune in to added newscasts wherever they are scheduled, however. WNBC, for example, during the first four days of the strike added 8-9 a.m. and 1-1:30 p.m. news segments and soon discovered the ratings were lower than for conventional programs. By Monday (Aug. 14) the station prolonged its 11-11:30 p.m. news period by a half hour on the premise that this segment attracted the largest audience, and dropped its early-day news programs. One feature of WABC-TV's expanded coverage was tapping such personalities as Soupy Sales, Imogene Coca and Eartha Kitt reading the newspaper comics.

WABC-TV fortified its regular news program with a series of news inserts throughout the day and added a 7-7:30 p.m. program on Saturdays. WNEW-TV strengthened its news coverage with four news inserts spread throughout the day.

On radio, because of the presence of all-news WINS(AM) and WCBS(AM), most outlets did not expand their coverage appreciably. But three stations—WQXR-AM, FM and WMCA(AM)—embarked on special treatment of the news during the strike period.

The WQXR stations, owned by the New York Times Co., started a principal news period on Aug. 11 at 6-7 p.m. featuring Times editors and columnists including A.M. Rosenthal, executive editor; Seymour Peck, culture editor; Terry Robards, assistant editor of the Sunday business/financial news section, and Joe Durso, sports reporter.

WMCA(AM) last Tuesday (Aug. 15) began a special news project in association with the New York Daily News. Each evening 7-8 p.m. the station carried a program called Bulldog Edition, spotlighting metropolitan editor Dick Oliver; sports editor Gary Winter, columnists Liz Smith, Pete Hamill, Jiminy Breslin and Bess Myerson, and bureau staffers. The one-

Broadcasting Aug 21 1978 30
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Los Angeles, San Francisco, Tampa, Sacramento, Raleigh, Birmingham, Indianapolis, Nashville have already joined our celebration. Billboard’s Yearbook ‘78 in 3 Formats. Each self-contained hour has:

- 7 local 1-minute spots
- The Year’s top chart hits
- Major news summary and actualities
- Film sound clips and entertainment news from Billboard’s editors
- Music and conversation with stars like:

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Donna Summer
Rod Stewart

**Easy Listening**
Barry Manilow
Barbra Streisand
Mac Davis

**Country**
Loretta Lynn
Johnny Cash
Dolly Parton

Order Your Exclusive Now
Last year our annual review aired on 1,127 stations worldwide. Already many top ranked Arbitron stations have decided that Billboard’s Yearbook ‘78 is the key to bright sales and sustained ratings at this year’s end. More than 100 advance orders include KFI, Los Angeles; KCBS, San Francisco; WFLA, Tampa; KCRA, Sacramento; WFMS, Indianapolis; WLAC, Nashville; WKIX, Raleigh; WVOK, Birmingham. Available on a barter/fee basis.

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Billboard’s Yearbook ‘78 will be available in late December for your choice of airdate. Mail this coupon to Barbara Stones, Music in the Air, Billboard Publications, Inc., 1515 Broadway, New York 10036.

Our format, based on the following Billboard charts, is:
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Zip Telephone

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The Sony BVE-500A.
It's the best editing decision you'll ever make.

Announcing the professional automatic editing control unit professional editors have been waiting for. The Sony Broadcast BVE-500A.

Already, the earlier BVE-500 has been accepted as the state of the art in control track editing by broadcasters around the world. In the new BVE-500A, we've made substantial improvements that increase the speed, versatility, and convenience of the editing process.

Compare these editing advantages with existing equipment, and consider the added creative capabilities you get with the Sony Broadcast BVE-500A.

1. BIDIREX control. The big news in the BVE-500A is BIDIREX: two self-return search dials that take the place of ordinary pushbutton search controls. Many control instructions have been built into these BIDIREX dials to allow an operator to shuttle tape in forward and reverse directions at various speeds.

BIDIREX eliminates mode selection error. And it gives Sony U-matic editing a true "film" feeling ordinary editing systems can't match.

2. Decision Prompter. The new BVE-500A uses lamps to prompt the operator to the mode and progress of all editing decisions.

Function lamps blink until the edit commands are made, then go automatically to "steady on." Even in a busy newsroom, with many interruptions, an operator can tell at a glance the status of his last instruction as the BVE-500A prompts him for the next command.

3. Automatic Entry. The BVE-500A saves valuable time with a feature that automatically enters the "IN" point when the preview button is engaged.

If the operator has already selected an "IN" point, this auto mode has no effect; the editor may preview without disturbing his pre-selected "IN" point.

4. New Full Time Counter. The BVE-500A counts control track pulses from -79 minutes through 0 to +79 minutes. An operator need not concern himself with the count when he initiates an editing sequence.

5. Short Pre-Roll. When used with external sync, pre-roll is reduced from five seconds to three seconds, a further time-saving advantage.

6. Cue Control. The BVE-500A features built-in cue record and erase. This 1kHz tone is recorded on Audio 1, and is useful for both auto control systems and pre-cueing the tape to air.

These are just a few of the new BVE-500A features.

Others include auto shut-off, external interface of control logic, manual edit capability, and more. You can see them all in action when you ask for a demonstration of this versatile new editing control unit. To do that, just contact your nearest Sony Broadcast office.

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hour program is repeated the next day with segments interspersed within the 6-10 a.m. period.

Television and radio stations reported an influx of orders from amusement companies and retail firms, many of them old clients beefing up their schedules. Radio stations seemed to be benefiting more from the strike than TV outlets, because radio commercials are easier to prepare. But there was a strong feeling that if the strike extended for several more weeks, there would be an upsurge in TV advertising coincident with Labor Day.

Among advertisers with reinforced schedules on TV and radio were Alexander's, Lord & Taylor, B. Altman, Sachs Furniture, Saks Fifth Avenue, Macy's, Korvette's, Barney's and various automobile dealers promoting their 1978 models in advance of 1979 car year.

TV board schedules a solo session

In addition to joint meetings with radio, NAB group has set September date to discuss rewrite and trade commission's ad actions

The National Association of Broadcasters television board, which usually holds meetings jointly with the radio board in January and June every year, plans an extra meeting in Washington Sept. 12.

The session, for which the board members will not be reimbursed, was called by the TV board chairman, Thomas Boiger of WMTV-TV Madison, Wis., to give the board members a chance to be briefed on affairs in Washington—chiefly the Federal Trade Commission's proposed children's advertising trade rule and the House Communications Subcommittee's rewrite of the Communications Act. NAB representatives are scheduled to testify before the subcommittee the day before.

The extra meeting was first suggested by TV board member Leonard Swanson of WJCTV Pittsburgh, who said last week that he does not think "two times a year are really enough to discuss the major issues of the industry." He volunteered that a meeting of the TV board separate from the NAB radio board is not an indication of divisiveness between the two over the rewrite. From meetings he has attended and discussions he has had, he said, he is convinced there is a positive relationship between both radio and TV members to support the NAB joint board's rewrite position (Broadcasting, July 3).

Also that week, the NAB executive committee will hold its monthly meeting (Wednesday in Washington), and the association is sponsoring its second annual forum on telecommunications technology and the future of broadcasting for broadcast executives, Wednesday through Friday in the Washington suburb of Reston, Va.

KUPY case ends with a whimper

Eight-year FCC battle is over as widow of owner gets renewal but has to sell station, as she already has done

The draw-out renewal hearing involving KUPY (formerly KAYE) Puyallup, Wash., is finally over. Eight years after it designated the station's renewal application for hearing on a variety of issues, including the station's fairness doctrine and personal attack policies, the FCC has now renewed the license, but conditioned on sale of the station within six months. The licensee, Happy Valley Radio Inc., has already tendered an application for assigning the license to Shorterlee Broadcasting Co. (Broadcasting, Aug. 14).

The commission acted on a petition for special relief filed by Hayden Blair, the widow of one of the two men who owned the station when the application was designated for hearing. She asked the commission to terminate the proceeding so she could sell the station to obtain funds for herself and her 2-year-old son.

The station is to be sold for $235,000 plus $85,000 for a 10-year agreement not to compete. Mrs. Blair says the sale would not benefit any wrongdoer, since the sale price would be reduced by the station's $421,213 in outstanding debts, and there would be no return on capital. She said her only benefit would be the $85,000 to be paid under the no-competition agreement.

Mr. Blair had owned the station with James H. Nichols. Last year, the commission staff, acting under delegated authority, allowed Mr. Blair to purchase Mr. Nichols' interest. After Mr. Blair's death of a heart attack on March 31, the commission approved the transfer of the corporation to Mrs. Blair.

The commission, in approving the renewal application, said Mr. Blair's death ruled out any sanction it might impose as a result of the hearing. Thus, it said it would be meaningless to attempt to resolve the hearing issues. The public interest would be served by renewing the license, subject to the condition that the station be sold within six months, the commission said.

The proposed buyer, Shorterlee Broadcasting, is equally owned by Ray Courtemanche and his wife, Cheri. Mr. Courtemanche owns a Seattle advertising agency and his wife owns a charter boat business in that city. Neither has other broadcast interests.

KUPY operates on 1450 kHz with 1 kw daytime and 250 w at night.

The hearing that is now ended was stormy. The original administrative law judge in the case, Ernest Nash, and the station's attorney, Benedict Cottone, engaged in frequent and bitter arguments that led the commission last year to censure Mr. Cottone. He was given a symbolic one-day suspension from practice (Broadcasting, March 21, 1977).
Proposed

- **WRBL-TV Columbus, Ga.**: Sold by Columbus Broadcasting Co. to Avant Development Corp. for $7 million. Seller is owned by estate of James W. Woodruff Jr. and recently sold, subject to FCC approval, WRBL-FM Columbus (Broadcasting, June 19). Buyer is owned by Malcolm I. Glazer, of Pittsford, N.Y., who owns WTWO-TV Terre Haute, Ind., and operates mobile home parks in Rochester, N.Y. WRBL-TV is CBS affiliate on channel 3 with 100 kw visual, 12 kw aural and antenna 1,510 feet above average terrain.

- **KQXE(AM-KKHF-FM) Mesa, Ariz.**: Sold by Southwestern Media Corp. to Ray Johnson, Clayston L. Norman, Ralph Kelly and Doylan Fornay for $1,850,000. Seller is principally owned by Lowell Homburger, president, who has no other broadcast interests. Mr. Johnson owns McDonald's fast food franchise in Phoenix. Other buyers own McDonald's outlets in Detroit, and all are members of Black McDonald's Operators Association. None has other broadcast interests. KQXE is on 1350 khz with 5 kw daytime and 500 w night. KKHF is on 104.7 mhz with 100 kw and antenna 1,500 feet above average terrain. Broker: Richter-Kalil & Co.

- **KMK(FM) Lake Oswego (Portland), Ore.**: Sold by Communco Northwest Corp. to Harte-Hanks Communications Inc. for $1.3 million. Seller is subsidiary of Communco Inc. which is principally owned by Frederic W. Constant and has sold, subject to FCC approval, KPQI-KKSM-FM Honolulu (Broadcasting, July 3). Buyer, which has also bought WRXL-FM, has plans for Pittsburg, Fla. (see "Approved" below), is publicly traded group owner of three TV's and, as result of recent merger with Southern Broadcasting Co. (Broadcasting, June 26), four AM's and four FM's. Harte-Hanks publishes 26 daily newspapers, 61 non-dailies and operates commercial printing and distribution services. Robert G. Rahall is president. KMK is on 106.7 mhz with 100 kw and antenna 877 feet above average terrain. Broker: Richard A. Shaheen Inc.

- **KZAK(AM)-KXY(FM) Tyler, Tex.**: Sold by Oil Center Broadcasting Co. to Bryant Beverages Inc. (98%) and Dale E. Palmer (2%) for $415,000 plus assumption of liabilities. Seller is owned by Aubrey E. Irby, part owner of KICHTV Longview, Tex., (not yet on air) and Wilton Fair, who has no other broadcast interests. Bryant Beverages is subsidiary of Burke Beverage Co., bottling and real estate firm with no other broadcast interests. Alfred T. Burke is president. Mr. Palmer was general sales manager of KROZ(AM)-KXEY(FM) Tyler, until last March and is now Burke employee. KZAK is on 1330 khz with 1 kw full time. KXY is on 93.1 mhz with 4.8 kw and antenna 380 feet above average terrain.

- **WPQI(AM-WYNF-FM) Brunswick, Ga.**: Sold by Southland Radio Inc. to Southeast Broadcasting Inc. for $450,000 plus $150,000 covenant not to compete. Seller is owned by James R. Wiggins, who also owns WQDI(AM) Homestead, Fla. Buyer is owned by Suburban Radio Group, owner of WCCG(AM) Belmont, WQDI(AM)-WPEG(FM) Concord, WSV(AM) Valdese and WZKY(AM) Albemarle, all North Carolina, and WSV(AM) Hillsville, Wilkesboro Christiansburg and WSV(AM) Blacksburg, all Virginia. Suburban is principally owned by Robert R. Hilkre and William R. Rollins. WPQI is on 790 khz with 500 w full time. WYNF is on 101.5 mhz with 100 kw and antenna 245 feet above average terrain.

- **KKGH(AM) Memphis, Tenn.: Sold by Floyd Broadcasting Co. to McClarin Broadcasting Co. for $90,000 plus $5,000 covenant not to compete. Seller is owned by Roy V. Floyd and his father, Vernon.

Approved

- **WLKY(AM) St. Petersburg, Fla.: Sold by WLKY Inc. to Florida Radio Inc. for $4.5 million. Seller is subsidiary of Rahall Communications Corp., group owner of WLCY-TV Largo, Fla., WQDI(AM)-WYNF-FM Indianapolis, WDKI(AM) Allentown, Pa., and WYNF(AM) Beckley, W.Va., and has sold WYNF(AM) Tampa, Fla. (see below). Rahall is owned by N. Joe Rahall and family members. Buyer is subsidiary of Harte-Hanks Communications Inc., publicly traded group owner which is also buying KMK(FM) Lake Oswego, Ore. (see above). WLKY is on 1380 kw with 5 kw full time.

- **WYNF(AM) Tampa, Fla.: Sold by WLKY Inc. to Taft Broadcasting for $2 million. Seller is also selling WLKY(AM) (see above). Buyer is publicly traded group owner of five AM's, five FM's, six TV's and has bought, subject to FCC approval, WDC-AM Washington (Broadcasting, May 1). Taft also has major interests in amusement parks and TV and film distribution. Charles S. Mechem is president.

---

**CLASS C FM, FULLTIME AM**

Medium Market

Price—$1,250,000, including real estate. Terms available to qualified buyer.

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(703) 821-2552

A Confidential Service to Owners & Qualified Buyers.
Wyntf is on 94.9 mhz with 100 kw and antenna 390 feet above average terrain.

- **Kvel-am-fm** Vernal, Utah: Sold by Uniath Broadcasting and Television Co. to Kvel Inc. for $300,000. Seller is owned by James C. Wallentine and Howard D. Johnson and his wife, Lucille, who have applied for new FM at Vernal. Buyer is owned by Communications Investment Corp., Salt Lake City-based holding company which owns KGMFAM-KJOT(FM) Boise, Idaho; KQFS(FM)-KBKM(FM)-Billings, Mont.; KALMAM-FM-KUTV(TV) Salt Lake City; is principal owner of Intermountain Network and has interest in cable and microwave systems in Idaho, National Telefilm Associates, Los Angeles film distribution firm, and printing firm in Salt Lake City. Buyer is owned by George C. Hatch and his wife, Wilda Gene. Kvel is 5 kw daytimer on 950 kzh. Kvel-FM is on 92.7 mhz with 1.35 kw and antenna 430 feet above average terrain.

- **Kamx(FM)** Albuquerque, N.M.: Sold by Alvin L. Korn golld to KFMG Inc. for $370,000 for AM, $30,000 for FM (construction permit) plus $15,000 for agreement not to compete. Seller owns KVT(Am)-KFWM(FM) Tucson, Ariz., 60% of KLAV(Am) Las Vegas and has application for new FM at Henderson, Nev. Buyer is principally owned by S.L. Agnew, who owns KFMG(FM) Lincoln, Neb. KAMX is 1 kw daytimer on 1520 kzh. KFMG (not yet on air) will operate on 107.9 mhz with 5 kw and antenna 495 feet above average terrain.

- **Wavr(FM)** Warwick-Greenwich, R.I.: Sold by Warwick Radio Station Inc. to Bblt Communications for $320,000. Seller is owned by James B. Bocock Jr. (33.3%), his son, James B. III (22.2%), his son’s wife, Ani J. Bocock (22.2%), and Vincent L. Yannuzzi (22.2%). None has other broadcast interests. Buyer is owned by William A. Blount (100%), announcer at Wavr and former cameraman for WBCT-TV Greenville, S.C. Wavr is 1 kw daytimer on 1590 kzh.

### Catch-up.
Among the perquisites that go with being a member of the White House senior staff is the knowledge that one need not panic if one misses the evening news. The next day, at 9:30 a.m. and 12:30 p.m., the good stuff on all three networks—those stories in which the White House has a vested interest—will be shown in one composite piece of about 20 or 25 minutes. Greg Schneider, deputy assistant to the President for communications, is pictured here in catching-up posture. The service is provided by the White House Communications Agency, which maintains antennas atop the executive office building next door to the White House, to pick up the signals. The signals are then sent down to a video tape unit, where they are recorded and edited, and the finished product is dispatched by cable to offices in the White House and EO. The press office advises the communications agency on the material to be included in the final tape. Besides the evening news programs, the agency receives and records the network morning shows and various specials and documentaries. But those are edited and transmitted only on request. The service is not new; the communications agency has been providing it for several years. But fewer aides can use it. When the Carter administration took over, it found some 300 television sets scattered through the White House and EO. That number was promptly knocked down to about 40. It has now eased back up to about 60.

### Week’s worth of earnings reports from stocks on Broadcasting’s index

<table>
<thead>
<tr>
<th>Company</th>
<th>Period Ended</th>
<th>Revenues</th>
<th>% Change</th>
<th>Net Income</th>
<th>% Change</th>
<th>Per Share</th>
</tr>
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<tbody>
<tr>
<td>ABC</td>
<td>6 mo. 1/1</td>
<td>$910,163.000</td>
<td>+19.8</td>
<td>$64,691.000</td>
<td>+22.7</td>
<td>$32.53</td>
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<tr>
<td>Burnup &amp; Blau</td>
<td>Year 4/30</td>
<td>$89,365.000</td>
<td>+56.4</td>
<td>(3,333,259)</td>
<td>-25.5</td>
<td>(4.4)</td>
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<td>Cowles Communications</td>
<td>6 mo. 6/30</td>
<td>$14,434.000</td>
<td>+1,71</td>
<td>$3,705.000</td>
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<td>Doyle Dan Bernbach</td>
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<td>$12,675.000</td>
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<td>$2,240.000</td>
<td>+30.5</td>
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<td>General Instrument</td>
<td>13 wk. 5/28</td>
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<td>Grey Advertising</td>
<td>6 mo. 6/30</td>
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<td>$12,207.000</td>
<td>+51.4</td>
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<td>Lee Enterprises</td>
<td>9 mo. 6/30</td>
<td>$41,414.000</td>
<td>+20.2</td>
<td>$4,972.000</td>
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<td>2.83</td>
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<tr>
<td>MCA</td>
<td>6 mo. 6/30</td>
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<td>+20.2</td>
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<td>MCI Communications</td>
<td>Year 3/31</td>
<td>$74,049.000</td>
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<td>$5,190.000</td>
<td>+140.3</td>
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<td>Meredith</td>
<td>Year 6/30</td>
<td>$24,820.000</td>
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<td>Miller-Grady</td>
<td>9 mo. 6/30</td>
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<td>$30,896.000</td>
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<td>Ogley &amp; Mather</td>
<td>6 mo. 6/30</td>
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<td>Technical Operations</td>
<td>9 mo. 7/1</td>
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<td>-11.2</td>
<td>$5,544.000</td>
<td>+9.7</td>
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<td>Teleprompter</td>
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<td>$66,824.000</td>
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<td>$4,955.000</td>
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<td>Times Mirror</td>
<td>28 wk. 7/1</td>
<td>$12,963.000</td>
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<td>Turner Communications</td>
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<td>$395.000</td>
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<td>Twentieth Century-Fox</td>
<td>6 mo. 7/1</td>
<td>$308,125.000</td>
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<td>$32,962.000</td>
<td>+289.5</td>
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<th>Year earlier Net Income</th>
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<td>201,213,000</td>
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<td>382,792,000</td>
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<td>62,759,000</td>
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<td>235,623,000</td>
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<td>68,244,000</td>
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<td>56,247,000</td>
<td>2,892,000</td>
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<tr>
<td>550,997,000</td>
<td>44,774,000</td>
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<tr>
<td>190,155,000</td>
<td>8,454,000</td>
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<tr>
<td>467,900,000</td>
<td>13,500,000</td>
</tr>
</tbody>
</table>

**Broadcasting** Aug 21 1978
American International Television

PRESENTS

Juke-Box

FEATURING

Twiggy

26 HALF HOURS,
FULL OF COLOR, MUSIC,
MOVEMENT, MOOD, MAGNETISM!

Twiggy hosts an exciting in-concert program featuring the most popular musical groups and single artists. Her unique personality is just the start of all the excitement!

Large production numbers, extraordinary studio effects, surprises for audience and performers, alike, make each half-hour a spontaneous electronic event.

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How "a sure flop"

When we announced "Evening Magazine," some predicted a flop.

It was an audacious idea. A locally-produced program in the prime-time access period. Five nights a week. Competing with game shows and other high-rated syndicated programs.

Our concept: a blend of people, personalities, happenings. Where to go, what to do, how to live better. All produced on location. All new, five nights a week.

On August 9, 1976, "Evening" premiered on KPIX, Group W's station in San Francisco. Within 72 hours, a TV columnist caught the mood of a receptive market: "Evening—the bold new experiment in local television..."

And audience response showed the "sure flop" had become a sure thing.

That success—critical and commercial—was repeated in 1977 as Group W's other stations produced their own local versions of "Evening." In Boston (WBZ-TV), Philadelphia (KYW-TV),

*ABB, Avg. 1/2 Hr. Audience. Total Survey Area Homes. Mon.-Fri. 7:30-8 PM, except Phila. Mon.-Fri. 7-7:30 PM. May '78 & May '77 Baltimore, Boston, Philadelphia & Pittsburgh. May '78 & May '76 San Francisco. The audience figures shown are estimates, subject to the limitations of the techniques and procedures used by the service noted.
became a sure thing.

Baltimore (WJZ-TV) and Pittsburgh (KDKA-TV), “Evening” won applause — and audience.

In each of these communities, “Evening” attracts more families than the popular shows it replaced.*

Now the program concept is being made available to other stations. During the coming television season, ten non-Group W stations will air their own versions five nights weekly in the prime-time access period**

Called “PM Magazine,” the programs will combine locally-produced segments with features from Group W’s PM Magazine Program Service.

“Evening Magazine” and “PM Magazine.” Both based on a single creative idea.

An idea whose prime time has come.

**WAGA-TV, Atlanta; WJKW-TV, Cleveland; WCMH-TV, Columbus; WFAA-TV, Dallas; WJBK-TV, Detroit; WFMY-TV, Greensboro; WFSB-TV, Hartford; Khou-TV, Houston; KTVN, Reno; KXTV, Sacramento.
Anti's paid by FTC for studies of children's ads

ACT, among others, is recipient of total $150,000 in funds; those opposed to proceeding could also be partaking, however

Action for Children's Television and several groups of similar philosophical bent are getting some $150,000 in public participation funds from the Federal Trade Commission in the children's advertising proceeding. The manager of the FTC's reimbursement program said funds were available to groups more amenable to business, too, but "they simply haven't applied." Bonnie Naradzyz, special assistant for public participation in the FTC's Bureau of Consumer Affairs, said the children's advertising proceeding was the 17th rulemaking since the 1975 Magnuson-Moss Act gave the FTC authority to compensate any party having a material interest in a proceeding and which lacks the resources to participate effectively. Several times in the other 16, she said, industry sources and pro-industry groups have participated in the reimbursements. In fact, she said, the statute provides that up to 25% of the money—the program gets about $500,000 a year—can go to those that may be regulated and would otherwise not be able to participate.

In this case, $61,122 of the $150,000 went to Action for Children's Television and the Center for Science and the Public Interest for three studies and administrative costs, including attorneys' fees and travel expenses. One study would try to determine, among other things, what percentage of children watch various programs; another would research effects of television commercials on pre-school children's snack preferences, and the third will analyze by product type the use of various techniques in children's ads. Also, Media Access Project will receive about $36,700 and Safe Food Institute $12,265. Robert Choate of the Council on Children, Media and Merchandising will receive $35,000 for one study and Consumer's Union and the Committee on Children's Television will get $19,700 for three studies and $6,500 for "preparation costs." The Center for Public Representation gets about $19,000 to conduct four studies.

Each of the FTC's rulemaking proceedings, Mrs. Naradzyz said, is different, and in some, the various industries and groups are more able to qualify for participation expenses than in others. The Chamber of Commerce, she said, has tended to lambaste the program. But, she says, 80% of its members are small businessmen and "I have tried to encourage members, especially small members with less funds, to apply for reimbursement in proceedings to which they are a party."

Applicants must come in with a complete application explaining their proposals and why they don't have the funds to do what they want to do. A committee of people not involved in the rulemaking and various experts study the proposals and make recommendations to the director of the Bureau of Consumer Protection, who makes the final decision. This proceeding on children's advertising, Mrs. Naradzyz said, has proceeded no differently than any other—"It is a matter of airing matters in public, a matter of balancing the public record."

Adults, 18+, top latest spot radio demographics

Shifts in the demographics requested by advertising agencies for spot radio campaigns were described last week in a report issued by Katz Radio covering the second quarter of 1978.

The most sought-after category was adults, 18 and over (10%), followed by adults, 18 to 49, and adults, 18 to 34 (each 9%). Katz noted that 18 to 17, 18 to 24, 25 to 34, 35 to 44, 45 to 54, and 55 to 64 were each 7%. Together, adults 18 and over accounted for 57% of the total. Katz also pointed out that in line with the past several reports, requests for the new 25 to 54 and 25 to 64 demographics are on the upswing.

Other highlights of the report: Arbitron dominates the rating service with no challenger in sight; Monday through Friday, 6 a.m. to 7 p.m., was the daypart combination most requested; favored commercial length was 60 seconds, followed by 30 seconds; average length of campaigns was eight weeks; requests for metro area information led those for total survey area by 52% to 35%.

RAB's sales subcommittees

The Radio Advertising Bureau's Local Marketing Task Force has formed four subcommittees as part of its new sales development thrust.

The subcommittees will specialize in...
 outlined specific station needs for RAB sales tools.

The Local Marketing Task Force was formed last spring and its chairman is Richard W. Chapin, chairman of Stuart Enterprises. All task force members also are members of the RAB board. Other members of the task force are Roger G. Berk, Group One Broadcasting; Elmo Ellis, Cox Broadcasting; Bob Jones, Southern Broadcasting, and David Morris, KNZI AM Houston.

Networks still grabbing time, says SRA study

Rep monitoring finds that in second quarter, they exceeded 'standards' by even greater margin than in first and added nearly $40 million in ad revenues; CBS's Rosenfield charges 'malicious misinterpretation'

The Station Representatives Association issued its second quarterly report on the TV networks' "excess" commercials last week—and drew the fire of James Rosenfield, CBS-TV president, who branded the analysis "outrageous" and based on "malicious misinterpretation."

The SRA reports, prepared by Broadcast Advertisers Reports, compare actual network commercial time with what SRA calls the "standard" the networks have set for themselves in the past. Thus in its latest report, SRA says that in the second quarter, the networks carried 638 minutes and 6 seconds more commercial time than their past "standards" called for—and that these 638 minutes had a value of $39,835,500.

The definition of the "standard" is the sticking point between SRA and Mr. Rosenfield—and other network officials. SRA says it "essentially is three commercial minutes per prime-time half-hour and twice that number in nonprime time." Mr. Rosenfield says that's just the standard for regular series—that in long-form programming the prime-time standard is and has been seven minutes per hour or three and a half minutes per half-hour, and that the increase in total commercial time results from increases in the amount of long-form programming in recent years, not from any deviation from the standard formula.

Although the National Association of Broadcasters' commercial code can accommodate more, Mr. Rosenfield said, no network exceeds the self-imposed prime-time "standard" of three minutes of commercials per half-hour in regular series, three and a half minutes per half-hour in long-form programs. By contrast, he said, when 7:30-8 p.m. NYT was converted to access time, most affiliates increased their commercial content from three minutes under networks to five minutes when programed.
by the stations.

SRA seems to agree with part of Mr. Rosenfield's contention—that the increases have occurred, at least mostly, in long-form programs. In releasing the second-quarter report last week, for instance, SRA said the coverages occurred "primarily during elongated versions of regularly scheduled programs, theatrical releases, made-for-television movies and sports."

In the second quarter, according to the BAR-SRA study, the networks exceeded their SRA-defined "standard" by 438 minutes and six seconds, worth an estimated $39,835,400. Of these, 407 minutes and 30 seconds were said to be in prime time and worth $37,389,500, and 230 minutes and 36 seconds in nonprime, worth $2,446,000.

These figures represent gains from first-quarter totals of 349 minutes and 10 seconds in prime ($32,973,100) and 193 minutes in nonprime ($2,886,200) for a six-month total of 756 minutes and 40 seconds in prime ($70,362,600), 423 minutes and 36 seconds in nonprime ($5,312,200), or 1,180 minutes and 16 seconds in all, worth $75,674,800.

CBS-TV is shown with the largest number of "excess" minutes in the second quarter: 123 minutes and 40 seconds in prime and 127 minutes in nonprime for a total of 250 minutes and 40 seconds. NBC-TV was next with a total of 238 (154 minutes and 30 seconds in prime and 83 minutes and 30 seconds in nonprime). ABC-TV was third with 149 minutes and 26 seconds (129 minutes and 20 seconds in prime and 20 minutes and 6 seconds in nonprime). Because of greater concentrations in prime time, NBC was highest in dollar value for the quarter, followed by ABC.

In addition to distorting the networks' true standard, Mr. Rosenfield said, the SRA analysis misconstrues the source of the "extra" network revenues.

"They know that when the network economy is healthy, the stations are healthy," he said. "The only time we siphon money from spot is when the economy is soft and we lower our rates to spot levels. Business now is obviously good — this increased revenue they're talking about came from other media."

Mr. Rosenfield said an analysis of network commercial leads by Westinghouse Broadcasting Co. (Broadcasting, July 10) "erroneously" reached conclusions similar to SRA's. Although Westinghouse found a 47% increase in the number of half-hours carrying more than three minutes of commercials, he said, the increase occurred as a result of increases in long-form programming, and the increase in number of actual commercial units was 1.5%.

He also referred to an earlier monitoring study by an American Association of Advertising Agencies committee that purported to find excessive clutter in network commercial and promotional patterns. This, he said, reached erroneous findings through "understandable" misinterpretations of NAB code definitions.

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**Commercial costs him a lot of liquid assets**

Actor Patrick O'Neal, a recovered alcoholic, will have to pay $61,000 to cover the costs of a beer television commercial in which he starred.

Mr. O'Neal's travail began in 1976 when Kenyon & Eckhardt, New York, engaged the actor to star in a TV commercial for Anheuser-Busch beer, made by Pabst Brewing, Milwaukee. He claims he told K&E he no longer drank and would not appear as a consumer of beer, but would be willing to portray a restaurant host, inasmuch as he owns seven dining spots in New York and California.

In June 1976, according to Mr. O'Neal, Pabst decided to scrap the commercial when a newspaper in Milwaukee identified the actor as a recovered alcoholic. Pabst also instructed K&E not to pay Mr. O'Neal's fee and to sue for the cost of the commercial production. The matter was brought to the American Arbitration Association, in New York, which upheld K&E's claim for $61,000, saying the actor had not made it clear when he was hired that he was a recovered alcoholic.

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**Advertising Briefs**

**Cola questions.** Eleven challenges to national advertising, including two on television, were resolved during July by National Advertising Division of Council of Better Business Bureaus. Pepsi-Cola Co. modified one TV commercial and discontinued another after Coca-Cola Co. claimed spots were misleading. Reviewed and substantiated were claims made in television commercial for Miller Brewing Co.'s Lowenbrau beer.

**Pick of the spots.** Videotape Production Association, New York, has designated six production firms as first-prize winners in first annual VPA awards competition covering TV commercials. Winners are: overall-architecture, Teletronics Internacional, New York, for Fresca ("Wow"); fashion and cosmetics, Unitel Productions, New York, for ITT ("Pavolova"); demonstration, Lee Roghbern Productions, New York, for NE Telephones ("Full of Phones"); special effects, Teletronics, for Hanes Hosiery ("Invisible Man"); difficult/unusual situation, E.J. Stewart Productions, Philadelphia, for Ringling Brothers Circus ("Wedding"); comedy, Centrex Productions, New York, for Mennen Skin Bracer ("Uh, Oh, the Boss").

**MPC plans barter.** Metromedia Producers Corp. is expanding into barter television distribution and has named George Hankoff, former vice president, program sales, SFM Media Service Corp., to newly created post of director of client services. Mr. Hankoff mentioned daytime strip as strong possibility for starter.
Networks blasted by Hollywood

Caucus for Producers, Writers and Directors rails against move to earlier TV seasons, less lead time, NBC's previews

A new and unusually direct salvo has been fired at the three commercial television networks by the producers who supply most of their prime-time programs. Whether it represents only another round in a long history of skirmishes or the start of something more revolutionary remains to be seen.

Doing the shooting is the Caucus for Producers, Writers and Directors, an organization whose members often fill two or more of those jobs—hyphenates, as they are called—and which includes almost every successful independent television producer in Los Angeles. The organization's purpose, to quote from its statement of aims and objectives, is "to assume a more direct responsibility to the American viewing public in network programming... and to protect our standards and our integrity as creative artists."

On Aug. 11, the caucus took out full-page advertisements in the Hollywood trade press, vehemently protesting NBC-TV's announcement that it would preface the official start of its 1978-79 season with a week of "sneak previews" and another week of "warm-ups," corresponding to the weeks (Sept. 5-10 and Sept. 11-17) in which ABC-TV plans to rerun Roots and introduce its own fall schedule (Broadcasting, Aug. 7).

"It is disheartening," the ad read, "to see that the destructive competition between the networks will, doubtless, again take its toll on the quality of programming, the health of the creators and the costs of production.

"This season, when the schedules were announced later than ever before, it would seem appropriate—even necessary—to delay the debut week rather than advance it. Obviously, regard for the viewing public and the welfare of the creative community were not factors in NBC's decision."

The statement was followed by 107 names such as Garry Marshall, Norman Lear, Bud Yorkin, Grant Tinker, Aaron Spelling and Lee Rich, to name a few—all the dues-paying members of the caucus, according to a member of its steering committee. The major studio chiefs are not members of the Caucus and by and large say they favor individual and voluntary settlement of problems with the networks. But most of them, including Gary Nardino of Paramount, Donald Sipes of Universal, Alan Shaye of Warner Brothers and Lawrence White of Columbia, have voiced their support of the issue raised in the ad, if not the ad itself.

The ad addressed what is probably the caucus's dominant concern: lead time, or how long a producer has to get his product in shape before the program is aired.

Lead time has been a principal victim of the growing intensity of network competition. Shows are deemed failures more quickly; replacements are needed more quickly. Fall schedules are announced later in the spring and started earlier in the fall, especially in the last two years. NBC, in fact, seems to have been singled out in the caucus's ad, primarily because it changed its mind—NBC announced a Sept. 11 starting date at the same time it announced its schedule in the spring and the Roots rerun shortly thereafter. "We thought it was bad enough as it was," said one caucus member.

As the lead time has shortened, so have the producers' tempers. They worry mainly about the creative damage from rushing through the writing, scripting, casting and production process—and the concurrent weakening of a project's chance of success—but are also frustrated by the purely financial penalties they suffer. "If you have to accelerate development," said Gary Nardino, president of Paramount TV, "the money just flies.

Enter the caucus to, as a member put it, "go in as a body of suppliers to the networks and say, 'This is insane.'"

Although the caucus had discussed the problems of lead time and other issues with the networks over the last several

Since you're already aware of RCA quality, it makes sense to find out what's inside this Audio Processing System.
OPT backers up ante want commitments for five miniseries

**Latest success with 'Byzantium' prompts effort to pre-sell package deal for next two years**

Operation Prime Time, enjoying strong early ratings for its latest project, *Evening in Byzantium*, has seized the occasion to launch a campaign for station commitments to five more OPT miniseries over the next two years.

The only confirmed projects in the all-or-nothing offer are both continuations of John Jakos's seven-book "Americana" series, from which the earlier OPT success, *The Bastard*, sprang. *The Rebels and The Seekers* are scheduled for May and November airings next year. Both will be produced by MCA TV/Universal, which handled OPT's three previous efforts (Destiny of Two Men was the first).

The three remaining selections in the five-part package have not been chosen, but all would air in 1980, an OPT spokes-

man said. MCA has a commitment for one of them, but OPT plans to consider proper-
ties owned by other companies to fill the out. An OPT spokesman said the organization is budgeted at $750,000 an hour.

A TWX message to OPT stations explained that commitments to all five pro-
jects are being sought to allow more time to find and produce better properties, to give the organization better bargaining power and to help avoid an inflationary spiral of rights fees. "At least a year's time is necessary to mount each successful TV novel serialization effectively," the announcement said (MCA is said to be already in the scripting stage for next May's project).

Al Masini, president of Telerep and a member of the OPT steering committee, said the committee is looking to match or at least equal the 90 station clearances at-
tained for *Byzantium*. Of those stations, the hope is to again clear most of the top 75 markets, with the rest "sprinkled in" from smaller markets to total an 80% coverage of the U.S., he said.

Mr. Masini said he expects to have the necessary commitments lined up by the end of this month. Among the projects being considered for the package are two Harold Robbins novels, "The Dream Merchants" and "The Inheritors," both owned by Brit Productions, "Dynasty" by Robert Young, also owned by Brit, Arthur Hailey's "Overload," owned by EMI, Evelyn Konrad's "Indications," also owned by EMI, and Jacqueline Briskin's "Paloverde," owned by Lorimar.

A.C. Nielsen's overnight ratings for Aug. 14 showed *Byzantium* pulling net-
work-beating averages in Los Angeles and Chicago but losing to CBS-TV in New
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York, where a newspaper strike "prevented proper promotion," OPT said. KCOP TV Los Angeles pulled a 21 rating and a 34 share, first in its time period; independent WGN-TV Chicago had a 19/34, beating all three networks, and WPX(TV) New York had a 11.7/23, two rating points behind CBS (all three stations are independents).

 Arbitron coincidentals for Sunday and Monday airings of Byzantium on NBC-TV affiliate WIC(TV) Pittsburgh showed it pulling 21/43 and 29/54 ratings/shares respectively. For independent KVU(TV) Oakland, the miniseries' first outing out-pulled with networks with an 18/35, and for independent KPTV(TV) Portland, Ore., it pulled an 18/37.

### Readjustments at ABC-TV and CBS-TV

**Schedule changes for fall continue; both switch some program slots**

As expected, ABC-TV and CBS-TV have tinkered with their fall prime-time program schedules, although both networks' changes were minor.

ABC switched the time periods of Welcome Back, Kotter and the new series Mork and Mindy. Kotter moves to Monday at 8-8:30 p.m. NYT, while Mork goes to the same time period on Thursday. Both shows are to have one-hour special premiere episodes. Kotter on Sept. 11 and Mork on Sept. 14.

CBS also exchanged the positions of its two new shows in the Monday lead-off hour, putting WKRP in Cincinnati in the 8-8:30 p.m. time period and People at 8:30-9 p.m. On Wednesday, the new In the Beginning has been moved into the 8:30-9 p.m. time period, changing places with Good Times, which now airs at the same time period on Saturday.

CBS also announced that it would present "special previews" of three of its series during the two weeks preceding its official premiere week of Sept. 18-24. Paper Chase will air on Sept. 9 (8-9 p.m.), Kaz on Sept. 10 (tentatively at 10-11 p.m.) and Good Times, in a special one-hour episode, on Sept. 16 (8-9 p.m.). A spokesman for the network said there would "absolutely" be no other early premieres.

### Program Briefs

**New team.** New independent production company with exclusive commitment to ABC-TV has been formed by producer Leonard Goldberg (Starsky and Hutch, Fantasy Island, Charlie's Angels, in partnership with Aaron Spelling) and talent manager Jerry Weintraub (John Denver, Bob Dylan, The Carpenters, Neil Diamond). Including theatrical movie deals with Universal, company claims to have total of $47 million in backing and plans "quality entertainment" series and mini-series.

**Coast canceled.** NBC-TV has canceled its commitment to TOY Productions for Coast to Coast, airline stewardess comedy originally set for network's 1978-79 prime-time schedule, then "postponed" for more work when Fred Silverman took over as NBC president. TOY said it was unhappy with handling of decision.

**Metamorphoses.** WSAT(TAM) Cincinnati changes format from top 40 to contemporary country, effective today (Aug. 20). And WATT(TAM) Chicago has returned to beautiful music Aug. 14, after initiating an all-talk format last fall.

**Minis for minors.** CBS-TV will produce what it says is first miniseries designed especially for children. Joey and RedRocks, five-part adventure drama, will air beginning Monday Nov. 27 on consecutive weekday afternoons, with specific half-hour time periods to be announced. Daniel Wilson Productions will produce.

**Jam spreads.** DIR Broadcasting New York, says it has more than 250 subscribing stations to new SuperJam radio series, in which rock stars gather in studios to play songs and improvise together. Debut is set for Aug. 30.

**Rooted.** ABC-TV announced its rerun of Roots will air at 9-11 p.m. NYT on Sept. 5 and 6, 8-11 p.m. on Sept. 7, 9-11 p.m. on Sept. 8 and 8-11 p.m. Sept. 10.
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Cablecasting

Cable may lose status again at the FCC

Commission's Cable Bureau could be merged with Common Carrier; NCTA fears rerun of days when CATV was in the Broadcast Bureau

There is considerable speculation that the FCC is moving toward doing away with its Cable Television Bureau and merging its staff with the Common Carrier Bureau, a prospect that does not please the cable industry.

The current Cable Bureau chief, Philip Verveer, said last week that although a decision has not been made, the idea of a merger of the two bureaus is one that has been suggested by FCC Chairman Charles Ferris and is, in Mr. Verveer's mind, perhaps the logical outcome for a continuing cable TV deregulatory trend at the commission. Mr. Verveer said he supports the trend. "Maybe I'm working myself out of a job," he said. "[But] I really think that we need less regulation than we have."

While it may agree wholeheartedly with the last statement, the National Cable Television Association would oppose transferring the commission's cable authority to the Common Carrier Bureau. Asked for comment last week, NCTA's executive vice president, Thomas Wheeler, said: "We are not a common carrier. We were stuck away in the Broadcast Bureau before and were nothing but the tail of the dog. Therefore it gives us great concern."

Mr. Verveer and other commission aides said a move to eliminate the Cable Bureau depends in large measure on the outcome of several future cable decisions. The commission is scheduled to have a special meeting Sept. 28 to take up staff recommendations in four key areas, foremost among them the cable television economic study, which may give the commission clues as to how much cable regulation should remain in the future. Staff recommendations will also be received concerning the commission's syndicated exclusivity rules, cable EEO rules and the cable television certification program.

Five members of the 84-member Cable Bureau have already been transferred to the Common Carrier Bureau to handle the pole attachment program, and 12 more are due to transfer in the next few months, Mr. Verveer said.

"It's hard to know if [dismantling the Cable Bureau] is just a fleeting thought," he said. "But we'd be irresponsible if we didn't consider some options."

First REA money going to telco-cable firm

Government funds go for 'broadband services, but don't include CATV; phone company will get other loan for television operation, seeks waiver of crossownership rules

The first loan for broadband services by the Rural Electrification Administration has gone to a telephone company in Footville, Wis., that is going to offer cable television.

The loan, $1,368,000 (35 years at 5%), is for extending "broadband" services to the rural community, and, because of a federal prohibition, cannot be used for television services. But the Footville Telephone Co.'s new cable will have eight television channels. David Kjelland, assistant manager of the company, said last week that the television facilities will be funded with a separate $319,000 loan from a private bank. The system has applied for a waiver of FCC rules that prevent telephone companies from being involved in cable television.

The Footville telephone system currently has 653 resident subscribers, 74% of whom have indicated a desire for the television service. Footville, located in hilly terrain 35 miles southeast of the state capital, Madison, receives, with varying degrees of clarity, over-the-air television signals from Madison and Rockford, Ill., some 30 miles further south. The telephone company plans to import over-the-air signals for the TV channels from Madison, Milwaukee, Chicago and Rockford. The price for the TV service will be $9.

The system, which may become the first test of 3M Co.'s "CF Square" method of combining telephone with coaxial cable, may also carry burglar and fire alarm service in the future, Mr. Kjelland said.

Cable Briefs

Carrying ball. Warner Cable's Qube system in Columbus, Ohio, has set prices for five Ohio State football games it will be offering ("In Brief," July 31). Package of four away games and one home game, bought before Aug. 23 will go for $30; after that for $9 a game, said to be Ohio State stadium price. Games away are at Minnesota (Sept. 23), Purdue (Oct. 14, Wisconsin (Nov. 4) and Indiana (Nov. 18). Qube will be at home with Baylor Sept. 20.

Longer bird pact. Showtime, Viacom's pay-programming subsidiary, has extended its satellite agreement with RCA America from six to 10 years; over-all contract is now worth $11.5 million. Showtime also said it plans to extend programming day from nine to 12 hours; timetable wasn't announced.

For cable kids. Sept. 18 debut is planned for Calliope, 26-week children's film anthology for use in basic cable programming mix. With programming by Learning Corp. of America, series of more than 100 films is to be distributed on RCA Satcom satellite by UA-Columbia Cablevision, in cooperation with Madison Square Garden.

Funding source. Communications Funding Corp. has been formed by F. Dayton Chapin to offer cable systems funding for equity, long-term debt financing and managerial assistance. Firm is based at 9 Pine Point Road, Cape Elizabeth, Me. 04107.

Two executives of HBO subsidiary are fired

In a blunt announcement, Gerald M. Levin, chairman of Home Box Office, New York, said that Robert Weisberg, president of Teletation Program Services Inc., New York, and Henry Feinstein, senior vice president of TPS, have been dismissed because of "gross misconduct." Angela P. Schapiro, recently appointed TPS executive vice president, has been named to replace Mr. Weisberg as president. TPS is an HBO subsidiary that provides a program booker/buyer service for stand-alone pay TV operators. HBO is owned by Time Inc.

Until a few months ago Mr. Weisberg headed an HBO project aimed at developing a 24-hour news and information service, with distribution via satellite. The project was abandoned last spring and there was some speculation that the dismissals were tied in with the scuttling of plans for the new service.

Mr. Weisberg and Mr. Feinstein could not be reached for comment, and an HBO spokesman would not elaborate on the dismissals.

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Broadcasting Aug 21 1978 48
Judge finds Farber is writing book, won't allow bail

But when he offers to submit unedited manuscript, another judge rejects it; issue clouds First Amendment status of case

Myron A. Farber, the New York Times reporter on trial for withholding notes from a murder trial (Broadcasting, Aug. 7, 14), remained in jail last week after his attorney withdrew a request that he be freed on bail.

The bail request was pulled back Aug. 11 after the reporter told a court hearing he had signed a contract with the Doubleday & Co. publishing firm to write a book on the case in addition to the articles he had written for the Times. U.S. District Judge Frederick B. Lacey, presiding at the hearing at Newark, N.J., said he would not free Mr. Farber on bail unless he disclosed the whereabouts of the book manuscript, which Mr. Farber refused to do.

Judge Lacey was sharply critical of the reporter, accusing him of "profiling handsomely" from the murder case and of standing to gain even more if the defendant in the trial—Dr. Mario Jascalevich, accused of having killed three patients in a hospital in Oradell, N.J., in 1965 and 1966 by injecting them with lethal doses of curare, a muscle relaxant—was convicted. A series of Times articles by Mr. Farber in 1976 had led to the reopening of an investigation into those and other deaths and ultimately to the indictment of Dr. Jascalevich.

The defense attorney contends he needs access to Mr. Farber's notes to prepare the defense. The trial judge in that case has said he would examine the notes in private to see if any part of them is relevant, but Mr. Farber and the Times insist even that much disclosure would violate the reporter's pledge of confidentiality to his sources. The Times was fined $100,000, plus $5,000 a day until the material is turned over. Mr. Farber was fined $2,000 and sentenced to jail until he produced the material, plus six months after that. He went to jail on Aug. 4.

Mr. Farber was quoted last week as saying in a jail-cell interview that the book manuscript cited no sources that he was refusing to disclose to the court. He said he received a $37,500 advance from Doubleday but rejected a proposed movie contract with Warner Bros. when he learned one of the provisions would have required him to make his notes on the case available to the film company.

James C. Goodale, executive vice president of the New York Times Co., said in a statement after Judge Lacey's criticism and ruling on the bail request that "we don't agree with either the factual or legal findings". He said the Times knew Mr. Farber had a book contract, but doesn't consider it "relevant to any of the issues urged on the court—and certainly not to the single issue raised in the petition for habeas corpus, whether Farber is, at long last, to be afforded a full judicial hearing as due his First Amendment rights."

Mr. Farber and the Times have made several trips to Supreme Court justices without success. Now their case goes back to the New Jersey courts, where the first hearing of any kind is scheduled Sept. 18.

Later in the week, Mr. Farber offered to submit an unedited copy of the book manuscript to the court, but the offer was turned down by county judge William J. Arnold, who is presiding over the Jascalevich trial, after the defense objected. Mr. Farber said he was making the offer, reluctantly, in order to dispel "false charges" about the book and his motives in writing it. "The issue," Mr. Farber insisted, "is whether an American journalist who did nothing more than perform his job, in what he perceived to be the public interest, can be forcibly converted by the courts into an investigative arm of the defense or prosecution."

Mr. Farber's position was backed up by Arthur Ochs Sulzberger, head of the New York Times Co. and publisher of the Times. "Our support of Myron Farber has never wavered," he said, adding that the furor over the book manuscript was an "irrelevant issue."

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30-DAY FREE TRIAL OFFER
NAB goes to Gannett's aid in high court

Broadcasters, along with Reporters Committee, file friend of the court brief in New York 'gag' order case

The National Association of Broadcasters, in a case pending at the U.S. Supreme Court, is opposing the right of a trial judge to close pretrial proceedings to the press.

The case was brought before the court by Gannett Co., the newspaper and broadcasting group, which is appealing the decision of a New York state court judge, Daniel A. DePasquale, who closed a post-indictment hearing in a murder case to the press. The judge ruled that news reports of the proceedings might prejudice the defendants' rights to a fair trial.

The ruling was overturned by an appellate court in the state, but reinstated by the New York Court of Appeals, which said in its decision that press coverage of the pretrial proceeding would threaten the selection of an impartial jury. It also said that the public interest in receiving the information was not as great as the interest of the murderer in concealing his identity.

NAB, joined by the Reporters Committee for Freedom of the Press and represented by E. Barrett Prettyman Jr. and Sara-Aann Determan of the Washington law firm of Hogan & Hartson, said that nine-tenths of all criminal proceedings are concluded before going to trial, and that permitting pretrial proceedings to be closed would give trial judges broad discretion to hide their activities from public scrutiny.

Mr. Prettyman was one of the attorneys who successfully argued the case of Nebraska Press Association vs. Stuart in 1976, in which the Supreme Court held that a Nebraska judge had violated the First Amendment in issuing a "gag" order forbidding news reporting of information on murder confessions even when given in open court.

The principles in the Nebraska case should apply here as well, the NAB and Reporters Committee filing argued. All pretrial proceedings should be open to the press, the filing contended, unless (1) "there is convincing evidence that attendance by public and the press will "pose a serious and imminent threat of interference with a fair trial" and (2) "there are no possible alternatives such as a change of venue or closed questioning of jurors."

The brief argued that pretrial proceedings often involve questions that the public has a right to understand.

"Because there is no trial in 90% of the criminal cases," the brief said, "the pretrial proceeding may be the only forum for public information about official conduct. Giving politically appointed or elected trial judges the broad discretionary power to seal these proceedings would in many cases insulate the judiciary, the prosecution and the police from any meaningful public accountability."

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fall, including buys on network TV and in magazines and newspapers.

Also to receive heavy advertising support is the expanded product line, which RCA said represents confidence in “a major expansion of the home video cassette recorder business in the second half of 1978.” Surveys show a potential VCR penetration of 7% of all U.S. households, according to RCA.

The new programable VCR, SelectaVision 400, can be pre-set to record up to four programs on different channels during a seven-day period. There is also an electronic program indexing feature that automatically finds program material recorded at different spots on the cassette. The model has an optional retail price of $1,275, an increase of $75 over the originally intended price due to the appreciation of the Japanese yen against the U.S. dollar, RCA said.

Also introduced was a medium-priced model VCR, for $1,075, which has a preset timer that turns the machine off automatically so that less than the full cassette can be used if desired. RCA's original SelectaVision model is still $1,100.

RCA's entry into the color camera accessory market consists of two models, one with a Canon zoom lens and electronic viewfinder for $1,275, and a base model with a standard lens and optical viewfinder for $850. Also because of the currency exchange rate, the company said it will increase the price of its two black and white cameras by $30, putting the base model at $330 and the zoom lens model at $430.

RCA executives said at a news conference in New York that the company is "working on" both a portable VCR model and stop-action and slow-motion features, but that "no practical answer" for the latter capabilities had yet been found in the four-hour format. JVC recently announced such options for its two-hour Vidstar VCR. (Broadcasting, June 12).

### Technical Briefs

**Latest from Crown.** New two-channel power amplifier has been introduced by Crown International, Elkhart, Ind. D-75, designed to drive studio monitors, provides 35 watts average power per channel into eight ohm load. Price: $349.

**Big buy.** RCA Broadcast Systems reports Springfield (Mass.) TV Corp. has ordered broadcast equipment worth more than $3 million for installation in two new TV stations. Equipment is intended for Springfield's KSTE(TV) Salt Lake City, scheduled to go on air on ch. 20 next fall, and ch. 30 station in Jacksonville, Fla., which is to begin operation early next year.

**Noise meter.** Lenco Inc., Jackson, Mo., is offering new video noise meter designed for signal-to-noise measurement requirements of TV, CATV and microwave operations. Model VNM-428 makes tangential noise measurements of any composite video source. Price: $1,495.

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Broadcasting Aug 21 1978 51
**The Broadcasting**

**Playlist**

**Aug 21**

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<td>Three Times a Lady□ Commodores</td>
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<td>7</td>
<td>Hot Blooded□ Foreigner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>8</td>
<td>Copacabana□ Barry Manilow</td>
<td>Arista</td>
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<tr>
<td>9</td>
<td>Shame□ Evelyn “Champagne” King</td>
<td>RCA</td>
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<tr>
<td>10</td>
<td>My Angel Baby□ Toby Beau</td>
<td>RCA</td>
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<tr>
<td>11</td>
<td>An Everlasting Love□ Andy Gibb</td>
<td>United Artists</td>
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<tr>
<td>12</td>
<td>Baker Street□ Gerry Rafferty</td>
<td>United Artists</td>
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<tr>
<td>13</td>
<td>Magnet and Steel□ Walter Egan</td>
<td>A&amp;M</td>
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<td>14</td>
<td>Stuff Like That□ QuinCY Jones</td>
<td>A&amp;M</td>
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<tr>
<td>15</td>
<td>Life’s Been Good□ Joe Walsh</td>
<td>Columbia</td>
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<td>16</td>
<td>Hopelessly Devoted to You□ Olivia Newton-John</td>
<td>RSO</td>
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<td>17</td>
<td>Macho Man□ Village People</td>
<td>Casablanca</td>
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<td>18</td>
<td>Kiss You All Over□ Exile</td>
<td>Warner Bros.</td>
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<td>19</td>
<td>Fool If You Think It’s Over□ Chris Rea</td>
<td>United Artists</td>
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<tr>
<td>20</td>
<td>Get Off□ Foxy</td>
<td>TK</td>
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<tr>
<td>21</td>
<td>Got to Get You into My Life□ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
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<tr>
<td>22</td>
<td>Hot Child in the City□ Nick Gilder</td>
<td>Chrysalis</td>
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<td>23</td>
<td>You’re the One That I Want□ Travolta/Newton-John</td>
<td>RSO</td>
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<tr>
<td>24</td>
<td>Summer Nights□ John Travolta/Olivia Newton-John</td>
<td>RSO</td>
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<tr>
<td>25</td>
<td>Two Out of Three Ain’t Bad□ Meatloaf</td>
<td>Epic</td>
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<td>26</td>
<td>Don’t Look Back□ Boston</td>
<td>Epic</td>
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<tr>
<td>27</td>
<td>You□ Rita Coolidge</td>
<td>A&amp;M</td>
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<tr>
<td>28</td>
<td>Shadow Dancing□ Andy Gibb</td>
<td>RSO</td>
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<td>29</td>
<td>Whenever I Call You “Friend”□ Kenny Loggins</td>
<td>Harvest</td>
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<tr>
<td>30</td>
<td>Remembering□ Little River Band</td>
<td>Elektra</td>
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<tr>
<td>31</td>
<td>You Belong to Me□ Carly Simon</td>
<td>Elektra</td>
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<td>32</td>
<td>Use To Be My Girl□ O’Jays</td>
<td>Phila. Intl.</td>
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<td>33</td>
<td>Back in the U.S.A□ Linda Ronstadt</td>
<td>Asylum</td>
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<td>34</td>
<td>Close the Door□ Teddy Pendergrass</td>
<td>Phila. Intl.</td>
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<td>35</td>
<td>Hollywood Nights□ Bob Seger</td>
<td>Capitol</td>
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<tr>
<td>36</td>
<td>Stay□ Jackson Browne</td>
<td>Elektra</td>
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<tr>
<td>37</td>
<td>You and□ Rick James</td>
<td>Gordy</td>
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<td>38</td>
<td>Two Tickets to Paradise□ Eddie Money</td>
<td>Columbia</td>
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<tr>
<td>39</td>
<td>You Needed Me□ Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>40</td>
<td>Still the Same□ Bob Seger</td>
<td>Capitol</td>
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<td>41</td>
<td>She’s Always a Woman□ Billy Joel</td>
<td>Columbia</td>
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<tr>
<td>42</td>
<td>The Groove Line□ Heatwave</td>
<td>Epic</td>
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<tr>
<td>43</td>
<td>Runaway□ Jefferson Starship</td>
<td>Grunt</td>
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<tr>
<td>44</td>
<td>Bluer Than Blue□ Michael Johnson</td>
<td>EMI America</td>
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<td>45</td>
<td>Rock ‘n’ Roll Fantasy□ Kinks</td>
<td>Arista</td>
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<td>46</td>
<td>I’m Not Gonna Let It Bother Me□ A.R.S.</td>
<td>Polydor</td>
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<td>47</td>
<td>Just What I Needed□ The Cars</td>
<td>Elektra</td>
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<td>48</td>
<td>Paradise by the Dashboard Light□ Meatloaf</td>
<td>Epic</td>
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<tr>
<td>49</td>
<td>Right Down the Line□ Gerry Rafferty</td>
<td>United Artists</td>
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<tr>
<td>50</td>
<td>Come Together□ Aerosmith</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

Foxy’s trotting. Added at such stations as WAGM/Ashland, WREX/Wausaukee, and WRBC-AM-FM in Morgantown, Foxy is getting off to a nice start with its new single, Get Off (TK), which comes on the chart at 20 this week. It’s also on WQXI/New Port Richey, Fl., where Jim Buchanan says “it’s doing real well. It’s basically disco—disco with white crossover.”

Seger’s second. Bolting to 35, Bob Seger’s Hollywood Nights (Columbia), the second single from the Stranger in Town LP, may follow the lead of Still the Same, which peaked “Playlist” at nine in July. Barry Hodges of WZLX/Fredrick, Md., says “when i first heard the album, my initial though was that the king is not dead, he just moved from Memphis to Detroit. Seger is the kind of rock ‘n’ roll (and Hollywood Nights is rock ‘n’ roll all the way) Midas touch. Billy Joel’s Stranger LP (Columbia) has produced a string of hits including Just the Way You Are, Movin’ Out and Only the Good Die Young. But can the new single, She’s Always a Woman, make it as well? Apparently, it can: it bolts to 41 this week. Jim Smith of WKTY/Milwaukee says “he may get away with it, the material is so strong.” Similarly, Steely Dan, whose Aja (ABC) album has had numerous hit singles (among them Peg and Deacon Blue), is getting attention with Josie. Bobby Knight of WCRE/Ayo, Ohio, says “it should have been released first....it’s the most commercial thing on the whole album...it might even do better than Peg.” Here’s Who. After a long silence, Who is back with a new single, Who Are You (MCA). Mark Elliott of WMXI/Cincinnati says “it’s the best: Who record that has ever come out. It’s very reminiscent of the old Who— I Can See for Miles and the Tommy era.”

<table>
<thead>
<tr>
<th>Last This week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week</td>
<td></td>
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<tr>
<td>1</td>
<td>Talking in Your Sleep□ Crystal Gayle</td>
<td>United Artists</td>
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<tr>
<td>2</td>
<td>When I Stop Leavin’□ Charley Pride</td>
<td>RCA</td>
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<tr>
<td>3</td>
<td>I’ll Find It Where I Can□ Jerry Lee Lewis</td>
<td>Mercury</td>
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<td>4</td>
<td>Blue Skies□ Willie Nelson</td>
<td>Columbia</td>
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<td>5</td>
<td>You Don’t Love Me Anymore□ Eddie Rabbitt</td>
<td>Elektra</td>
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<td>6</td>
<td>Rose Colored Glasses□ John Conlee</td>
<td>ABC</td>
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<td>7</td>
<td>Boogie Grass Band□ Conway Twitty</td>
<td>MCA</td>
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<td>8</td>
<td>Rake and Ramblin’ Man□ Don Williams</td>
<td>ABC</td>
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<td>9</td>
<td>We Belong Together□ Susie Allenson</td>
<td>Warner Bros.</td>
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<td>10</td>
<td>Love Me With All of Your Heart□ J. Rodriguez</td>
<td>Mercury</td>
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<td>11</td>
<td>I’ve Always Been Crazy□ Waylon Jennings</td>
<td>Columbia</td>
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<tr>
<td>12</td>
<td>From Seven Till Ten□ Loretta Lynn &amp; Conway Twitty</td>
<td>MCA</td>
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<tr>
<td>13</td>
<td>Love or Something Like It□ Kenny Rogers</td>
<td>UA</td>
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<tr>
<td>14</td>
<td>What Can I Say□ Jerry Reed</td>
<td>RCA</td>
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<tr>
<td>15</td>
<td>I’ll Just Take It Out in Love□ George Jones</td>
<td>Epic</td>
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<tr>
<td>16</td>
<td>You Needed Me□ Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>17</td>
<td>Please Help Me□ Janie Frickie</td>
<td>Columbia</td>
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<tr>
<td>18</td>
<td>Talk to Me□ Freddy Fender</td>
<td>ABC</td>
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<td>19</td>
<td>Only One Love in My Life□ Ronnie Milsap</td>
<td>RCA</td>
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<tr>
<td>20</td>
<td>Come See Me and Come Lonely□ Dottie West</td>
<td>UA</td>
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<tr>
<td>21</td>
<td>When Can We Do This Again□ T.G. Sheppard</td>
<td>Warner Bros.</td>
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<tr>
<td>22</td>
<td>Hello Mexico□ Johnny Duncan</td>
<td>Columbia</td>
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<tr>
<td>23</td>
<td>I Believe in You□ Mel Tillis</td>
<td>MCA</td>
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<tr>
<td>24</td>
<td>Who Am I to Say□ Statler Bros.</td>
<td>Mercury</td>
</tr>
<tr>
<td>25</td>
<td>Beautiful Woman□ Charlie Rich</td>
<td>Epic</td>
</tr>
</tbody>
</table>

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 Arbitron 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.

Broadcasting Aug 21 1978
Media

Charles J. Rothera, president and treasurer of WGN Electronic Systems Co. and director of engineering and development for WGN Continental Broadcasting, Chicago, elected VP and director of WGN Continental Broadcasting.

Miriam M. Waldstein, investor analysis manager in corporate relations department, ABC, New York, named manager of administration, corporate relations.

Oliver J. Janney, assistant secretary in legal department of RKO General, New York, appointed assistant general attorney.

Henry Becton Jr., producer, noncommercial WGBI-TV Boston, appointed general manager. He succeeds Michael Rice, who becomes director of Aspen Institute's Program on Communications and Society, Washington.

Ivan Breiker, station manager, K2EW-FM Dallas, named manager of radio division of Belo Broadcasting Corp., which includes K2EW and WPAA-FM there.

Gary W. Popkins, general sales manager, WMBI-FM Toledo, Ohio, appointed general manager, WHOF-FM Pitsburgh.

Harry Kaplan, VP-general manager, KMNS-FM Sioux Falls, S.D., appointed station manager.

Robert O. Clark, program director, WOGA-FM San Juan, P.R., appointed station manager.

Richard L. Gelgauda, general manager, non-commercial WUIF-FM West Haven, Conn., elected chairman of board of Intercollegiate Broadcasting System.

Broadcast Advertising

Shelly Schwab, station manager, WAGA-TV Atlanta, named VP and director of sales, MCA TV, New York, succeeding Don Menchel, who recently was appointed president of MCA TV.


Norman M. Sherman, account supervisor, and Gary Elman, financial manager of domestic subsidiaries and profit centers, Benton & Bowles, New York, elected VP's.

Gerard A. Cosco, account supervisor, Compton Advertising, New York, elected VP. Dennis F. Vlisch, president and general manager of Ace-Compton Advertising, Manila, joins partner agency, Compton, New York, as management supervisor.

Douglas Feitman, group controller, Young & Rubicam, New York, joins Grey Advertising there as VP-corporate finance.

Katherine H. Hoskins, account executive, Sanders & Printup, Honolulu, joins J. Walter Thompson, San Francisco, as senior broadcast coordinator.

Terry MacDonald, director of communications information services, Young & Rubicam, New York, and VP of Young & Rubicam USA, named director of communications development. Laurence R. Stoddard Jr., group supervisor in communications planning, and VP of Young & Rubicam USA, succeeds Mrs. MacDonald.

Bob Reuschle, VP-media director, and John Kennedy, VP-finance, elected senior VP's, Henderson Advertising, Greenville, S.C. Larry Richardson, senior VP-creative director, Gardner Advertising, St. Louis, joins Henderson in same capacity.

Thomas E. Arnold, account executive, D'Arcy-MacManus & Masius, St. Louis, named senior account executive. Radine Covol, graduate of Washington University, St. Louis, joins creative department of DM&M there as associate art director. Bruce Duffy, partner in Duffy Goettler, Columbus, Ohio, joins DM&M as senior writer in creative department.

D. Kyle Felt, from J. Walter Thompson, New York, joins Warwick, Welch & Miller Advertising there as senior VP in account service.


Canty Thomson, media supervisor, Barickman Advertising, Kansas City, Mo., joins Fromm Inc., advertising agency there as account executive.

Morris Peck, manager of Boston office of MMT Sales Inc., named VP Jon Gluck, director of research and sales development, WXYZ-TV Detroit, joins MMT, New York, as director of programing and research. Dan O'Kane, controller of Storer Television Sales, New York, named financial administrator for MMT there.

Manne Russo, general sales manager, KTVI (TV) St. Louis, retires after 12 years in that position. Richard Williams, national sales manager, succeeds Mr. Russo.

Kent E. Little, general manager, WCBS-TV Charlotte, N.C., named national sales manager, KDA-1 TV Denver.

G. Dennis Kelly, manager, West Coast sales, Top Market Television, Los Angeles, named VP-West Coast regional sales manager.

Richard Freeman, manager, Midwest sales, Detroit, named VP-Midwest regional sales manager.

David Loveland, in sales department of KXCO-TV Oklahoma City, named local and regional sales manager.

John Mackin Ade, general sales manager,
UNBEATABLE DESIGN at an affordable price.

Spotmaster® 8S100A STEREO CONSOLE

This eight mixer, 16 input console delivers unexcelled stereo performance at a reasonable price. How?

With newly-designed modular electronics; advanced buffered operational amplifiers; stereo monitoring of program and audition channels; mic or line usage of all mixers; and easy installation. Fourteen other console models available.

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Stanley C. King, salesman. WSLI-AM-FM
Wallace, N.C., named sales manager.

Werner Michel, VP-
programming, MGM
Television, Culver City, Calif., named senior VP-creative affairs.

Bill Klein, director, business affairs, motion pictures for television and ministries, CBS Entertainment, Los Angeles, named VP-

Helen Bowen, named general sales manager, KMAL(AM) Washington, appointed local sales manager.

Jack Rose, general sales manager for radio and TV, named national sales manager. Tim Thompson, account executive for radio and TV, named local sales manager for TV, and Bob Fruhe, national sales manager for radio and TV, named local radio sales manager.

Peter S. Stromquist, from WJZ1-Am-FM Chicago, appointed general sales manager, KIRK(AM)-FMI Atlanta.

Helen Fruehe, named national sales executive there, assistant general manager.

Bruce Kimmel, VP—programming, WMAL(AM) Washington, appointed weekend sports anchor and weekday sports reporter, WTVCTV Detroit.

Joe Walker, sports broadcaster, WRKRAM Atlanta, appointed sports director.


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MOR. Principal: Larry Grover, president, River City Cable TV, Louisville, Ky.

Equipment and Engineering
John N. Lamaster, VP-general manager of Satellite Communications Division of Harris Corp., Melbourne, Fla., named corporate VP-group executive with responsibility for three divisions of Harris forming company's communications group.

Vincent T. Gorguze, vice chairman and director of Emerson Electric Co., St. Louis, and John P. Gwin, president of Oak Communications, subsidiary of Oak Industries, Rancho Bernardo, Calif., elected to board of directors of Oak Industries, Crystal Lake, Ill.

Brian Edney, general manager of Rank Optics and director of Rank Precision Industries, Leeds, England, appointed president of Rank Industries America Inc., Des Plaines, Ill.

Leslie S. Wayman, president of Magnasync/Moviola Corp., Los Angeles, appointed chairman of board. Daniel M. Zinn, group executive for electronics division of Anaconda Co., New York, succeeds Mr. Wayman.

Richard M. Berman, executive director of New York State Alliance to Save Energy, appointed VP-general counsel, Warner Cable Corp., New York. North Callahan Jr., from program staff of WCIV-tv Bos ton, named manager of local origination for Warner Cable Corp.'s Boston area operations.

R. W. Fensterbush, chief engineer for First Illinois Cable TV, Springfield, Ill., appointed chief engineer for River City Cable TV, Louisville, Ky.

Frank M. Drendel, chief executive officer and president of Valtec Corp. subsidiary, Comm/Scope, Catawba, N.C., elected chief executive officer and vice chairman of Valtec, West Boylston, Mass.

Allied Fields
James D. Isabert, VP of Orkand Corp., Silver Spring, Md., and Harold F. Schneidman, deputy director for policy and plans, International Communications Agency, Washington, appointed by President Carter to be associate directors of ICA.

Charles R. Novitz, manager of ABC-TV news syndication, re-elected president of Columbia Graduate School of Journalism Alumni Association, and elected VP of University of Illinois Journalism Alumni.

Barry Nemcoff, ABC News Chicago bureau chief, resigns to become journalism professor, Temple University, Philadelphia. Gordon L. Gray, organizer and head of radio-TV-film department at Temple, named acting chairman.

Herbert J. Mendoza, president, ABC Records and Tapes Sales Corp., New York, named senior VP, marketing, ABC Leisure Attractions.

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 7 through Aug. 11.


New Stations

TV Applications

- Marion, Ill.—Dennis F. Dobiesz seeks ch. 27; ERP 152 kw vis., 27.3 kw aur., HAAT 529 ft.; ant. height above ground 489 ft. Address: Rt. 1, Marion 62959. Estimated construction cost $127,272; revenue undetermined. Format: MOR. Principal: Larry Grover, president, and 19 others. None has other broadcast interests. Mr. Grover is account at Lawerenceville, Ga., bank. Ann. July 28.

- Frisco, Colo.—Summit Radio Inc. seeks 1310 khz, 10 kw-D. Address: PO. Box 719, Steamboat Springs, Colo. 80487. Estimated construction cost $134,060; first-year operating cost $45,100; revenue $114,750. Format: MOR. Principal: equally owned by John G. Gayer and Karl F. Carss Jr. Mr. Gayer is general manager and 47.7% owner of KBCC-AM-FM Steamboat Springs, where Mr. Carss is chief engineer and sales manager. Ann. Aug. 1.

- Junction City, Ky.—Alum Springs Vision and Outreach Corp. seeks 1170 khz, 1 kw-D. Address: Rt. 4, Danville, Ky. 40422. Estimated construction cost $80,000; first-year operating cost $102,840, revenue $30,000. Applicant is equally owned by Donald A. Drake and Marvin Steve Worley. Mr. Drake is pastor of church. Mr. Worley is engineer. Neither has other broadcast interests.

- China Grove, N.C.—South Rowan Broadcasting Co. seeks 1140 khz, 250 w-D. Address: 209 West Taylor St., Landis, N.C. 28088. Estimated construction cost $87,998; first-year operating cost $54,480; revenue $70,000. Principal: Duard C. Linn and family. Mr. Linn has building, real estate, retail and banking interests in Landis. None has other broadcasting interests. Ann. Aug. 1.

- Sun Prairie, Wis.—Erie Broadcasting Inc. seeks 1190 khz, 1 kw-D. Address: Rt. 3, Hiway C, Sun Prairie. 53590. Estimated construction cost $86,500; first-year operating cost $80,000; revenue $100,000. Format: MOR. Principal: owned (100%) by Nancy C. McMahon who is employee of cemtuni contracor in Sun Prairie; has no other broadcast interest.

AM Applications

- Florala, Ala.—Florala Broadcasting Co. seeks 1230 khz, 1 kw-U. Address: PO. Box 202, Florala 36442. Estimated construction cost $42,377; first-year operating cost $31,680; revenue undetermined. Format: MOR. Principal: Larry Grover, president, and 19 others. None has other broadcast interests. Mr. Grover joins WLEA (AM) Richmond, Va., as news anchor.


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- 1978 Yearbook $37.50 (if payment with order: $32.50)
- Payment enclosed
- Bill me
Facilities Changes

AM application
- KFRR Fairbanks, Alaska—Seeks CP to change frequency to 820 kHz; reduce night power to 1 kw. Ann. Aug. 7.

AM actions
- KTRB Modesto, Calif.—Returned as unacceptable for filing application for CP to increase power. Action July 25.
- KPOP Roseville, Calif.—Returned as unacceptable for filing application for CP to increase daytime power. Action July 14.
- KQLH San Bernardino, Calif.—Returned as unacceptable for filing application for CP to change existing facilities. Action June 21.
- KWSO Warso, Calif.—Returned as unacceptable for filing application for CP to increase daytime power. Action July 25.
- WMLB West Hartford, Conn.—Returned as unacceptable for filing application to increase daytime power and add nighttime operation. Action July 25.
- WPC Lake Wales, Fla.—Returned as unacceptable for filing application to build night time operation. Action July 25.
- WHHL Pine Castle-Sky Lake, Fla.—Granted CP to increase power to 1 kw and change type i trans. Action July 17.
- WEFV Aurora, Ill.—Returned as unacceptable for filing application for CP to increase power and change frequency. Action July 25.
- WNIB Chicago—Returned as unacceptable for filing CP for change in facilities. Action June 23.
- WPAD Pabusha, Ky.—Returned as unnecessary application to establish remote control. Action July 5.

Grants
- WSBM Utica, N.Y. (AM: 1550 kHz, 1 kw-D)—Returned as unacceptable for bureau grant assignment of license from WBBM Associates to Bedford Broadcasting Inc. for $285,500. Seller: Granted license to George W. Steven (42.94%), Donato F. Sarapo (42.94%), Randel Lewis (12.10%), and Victor G. Menck (2.9%). There is no other broadcast interests. Buyer: is owned by Rudolf Bunkfeldt (64.3%) John F., his son (14.3%) and Benjuline H., his wife (21.4%). It also owns WOUR (FM) Utica, N.Y. Action July 26.
- WARV (AM) Warwick-East Greenwich, R.I.(AM: 1590 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license from WWIC Radio Station Inc. to Bluebird Communications for $32,000. Seller: Granted license to James M. Bocock (33.3%) his son James B. III (21.2%) James III’s wife Ann J. (21.2%) and Vincent J. Monroe (23.9%). There is no other broadcast interests. Buyer: owned by Mr. William A. Blount, announcer at WARK, former cameraman for WBSC-TV Greenwich, S.C. Ann. July 28.
- WDBX (AM) Chattanooga, Tenn. (AM: 1490 kHz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from WDBC Broadcasting Co. to Chat tanogou Sound Inc. for $400,000 plus $100,000 construction agreement. Seller: Josephus R. Corbus, of Glenville, Tenn. who has no other broadcast interests. Buyer: equally owned by Dr. Charles B. Crow Jr., Mrs. Irvin Grant J. and George Mirkich, who own WIRD (AM) Tuscaloosa, Ala. Dr. Crow is physician and has business interests in Birmingham, Ala. Mr. Grant has minority interest in four Alabama stations, and Mr. Mirkich is part owner of CATV systems in Jasper, Ala. Action July 25.

FM changes

KQEZ/AM Shafter, Calif., Brandon-Doney Communications Inc.—Granted license covering new FM station; ERP: 3.0 kw (H&V); ant. height 300 ft. (H&V). Action July 17.
- KMIX/AM Turlock, Calif., John, M. and Mary C. Hall—Granted license covering permit for new station; ERP: 1.6 kw (H&V); ant. height 390 ft. (H&V). Action July 18.
- WBPB Pensacola, Fla., Barbe Broadcasting Co.—Granted license covering new station; ERP: 100 kw (H&V); ant. height 360 ft. (H&V). Action July 17.
- "KDSA Wichita, Kan., Defenders School of the Air Inc.—Granted license covering new station; ERP: 14.5 kw (H&V); ant. height 185 ft. (H&V). Action July 27.
- "WFR Indianapolis, Minn., Franklin Township Community School Corp.—Granted license covering permit for new station. Action July 27.
- "KTIG Pequot Lakes, Minn. Minnesota Christian Broadcasting Co.—Granted license covering new station; ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action July 18.
- "KDEY Lufkin, Tex., Darrell C. Yates—Granted license covering new station; ERP: 1.9 kw (H&V); ant. height 360 ft. (H&V). Action July 27.

Other actions
- Monte Vista, Colo.—Dismissed application by Colorado Radio Corp. for new FM station. Action June 23.
- Slamford, Conn.—Returned as unacceptable for filing application by Clifford and Donaldson Inc., for CP for new FM broadcast station. Action July 18.
- St. Augustine, Fla.—Returned as unacceptable for filing application by Dorothy Brunn for new FM station to operate on Channel 28A. Action June 30.
- Sunrise Fla.—Returned as unacceptable for filing application by School Board of Broward County for non-commercial educational (10 watt) FM station on 88.3 mhz. Action July 21.
- Osage, Iowa—Returned as unacceptable for filing application by Broadcasting Co. for new FM station to operate on Channel 28A. Action July 21.
- Ableine, Tex.—Returned as unacceptable for filing application by Christian Broadcasting Co. for CP for new FM station to operate on Channel 28A. Action July 17.
- Ableine, Tex.—Returned as unacceptable for filing application by Broadcasting Co. for new FM station to operate on Channel 28A. Action July 17.
- Legro, Fla.—Returned as unacceptable for filing application by School Board of Broward County for non-commercial educational (10 watt) FM station on 88.3 mhz. Action July 21.
- Osage, Iowa—Returned as unacceptable for filing application by Broadcasting Co. for new FM station to operate on Channel 28A. Action July 21.
- Ableine, Tex.—Returned as unacceptable for filing application by Christian Broadcasting Co. for CP for new FM station to operate on Channel 28A. Action July 17.
- Legro, Fla.—Returned as unacceptable for filing application by School Board of Broward County for non-commercial educational (10 watt) FM station on 88.3 mhz. Action July 21.
- Osage, Iowa—Returned as unacceptable for filing application by Broadcasting Co. for new FM station to operate on Channel 28A. Action July 21.
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### Summary of Broadcasting

#### FCC tabulations as of June 30, 1978

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<tr>
<th>Commercial AM</th>
<th>On air Licensed</th>
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<th>On air CP’s</th>
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</table>

*Special temporary authorization  **includes off-air licenses

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### Changes

- Action Aug. 7.
- KSLH St. Louis—Returned as unacceptable for filing application for CP to increase power. Action June 23.
- WJIC Salem, N.J.—Returned as unacceptable for filing application for CP to increase daytime power and add nighttime hours of operation. Action July 18.
- WEBR Buffalo, N.Y.—Dismissed CP to make changes in ant. system and to change type trans. Action Aug. 7.
- WAYC Bedford, Pa.—Granted license covering permit for changes. Action July 12.
- WGAE Girard, Pa.—Returned application for extension of completion date for P. Action July 10.
- WQBS San Juan, P.R.—Granted license covering permit for changes. Action July 18.
- WADK Newport, R.I.—Returned as unacceptable for filing application for CP to increase daytime power and add nighttime hours of operation. Action July 18.
- WBBR Travelers Rest, S.C.—Returned as unacceptable for filing application for CP to increase power. Action June 18.
- WTNM Millington, Tenn.—Returned as unacceptable for filing application for CP to increase antenna height and power. Action July 25.
- WDTM Selmer, Tenn.—Returned as unacceptable for filing application for change in antenna height and power, from 1130 to 1150 kHz and from 0.25 to 1.0 kW. Action July 25.
- WAMB Nashville, Tenn.—Forfeited CP authorizing increase in tower height and efficiency for addition of FM antenna. Action July 3.
- WACO Waxahachie, Tex.—Granted license covering changes. Action July 18.
- WQBX Blacksburg, Va.—Granted CP to increase power to 10 kw. Action July 17.

### FM applications

- WQFM Portage, Ind.—Increased ERP: 30 kw (H&V); ant. height 1,170 ft. (H&V). Action Aug. 7.
- WTAI Sandusky, Ohio—Granted license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WLXW Flint, Mich.—Returned application for license covering changes; ERP: 13 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WSCM-Manchester, N.H.—Forfeited CP to increase power. Action Aug. 7.
- WEGN East Orange, N.J.—Granted license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WBOI South Bend, Ind.—Returned application for license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WCMM-1, Cape Girardeau, Mo.—Granted license covering changes; ERP: 12 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WGGN Grand Rapids, Mich.—Granted license covering changes; ERP: 12 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WBOQ Atlantic City, N.J.—Granted license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WPGX Davenport, Iowa—Returned application for license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- WLSI Milwaukee, Wis.—Granted license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- KQV-FM Bay City, Mich.—Granted license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.

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For filing application for CP to increase power and change ant. site. Action June 23.

- WOPE-FM Portland, Me.—Granted license covering changes; ERP: 99 kw (H&V); ant. height 1,480 ft. (H&V). Action Aug. 7.
- WSHE Sanford, Me.—Granted mod. of license covering change of STL and addition of remote control. Action Aug. 7.
- WBBF Baltimore, Md.—Seeks mod. of CP to change trans. ant.; make changes in ant. system (increase height); change TPO; ERP: 50 kw (H&V) and HAAT: 497 ft. (H&V). Ann. Aug. 1.
- WCMU-Alpena, Mich.—Granted license covering permit for new station; ERP: 100 kw (H&V); ant. height 1,170 ft. (H&V). Action July 18.
- WKFR-FM Baileite Creek, Mich.—Granted license covering changes; ERP: 27 kw (H&V); ant. height 370 ft. (H&V). Action Aug. 7.
- WOES Elyie, Minn.—Granted license covering new station. Action Aug. 7.
- W4WM Ironwood, Mich.—Granted license covering changes; ERP: 10 kw (H&V); ant. height 590 ft. (H&V). Action Aug. 7.
- KLOH-FM Pipestone, Minn.—Granted license covering changes; ERP: 38 kw (H&V); ant. height 700 ft. (H&V). Action Aug. 7.
- KRCX Rochester, Minn.—Granted license covering changes; ERP: 710 kw (H&V); ant. height 560 ft. (H&V). Action Aug. 7.
- KCLD-FM St. Cloud, Minn.—Granted license covering changes; ERP: 100 kw (H&V); ant. height 440 ft. (H&V). Action Aug. 7.
- WBLA Batesville, Miss.—Granted CP to replace expired permit. Action July 18.

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### Services

- COMMERCIAL RADIO MONITORING CO., PRECISION FREQUENCY MEASUREMENTS SPECIALISTS FM-AM-TV Monitors Repaired & Certified 103 S Market St., Lee’s Summit, Mo. 64063 Phone (816) 526-3777

- CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FM-AM-TV 445 Concord Ave., Cambridge, Mass. 02138 Phone (617) 876-2810

- dataworld inc. Technical broadcast data base Engineering computations FCC "flag" service 1302 18th St., N.W., Suite 502 Washington, D.C. 20036 (202) 296-4790

- BILL DÄHLSTEN & ASSOCIATES Radio Representatives Offices Nationwide 1600 N. Vine St. Los Angeles, Ca. 90028 (213) 464-9263 Nati. & Reg. Representation WE INCREASE SALES

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Broadcasting Aug 21 1978 58
and Glen Iris Baptist School) FM

sive

changes: ERP: 3 kw (H&V); anti. height 300 ft. (H&V). Action July 18.


KREL Buffalo, N.Y.—Granted license covering changes: ERP 4.3 kw (H&V); anti. height 245 ft. (H&V). Action Aug. 7.

KRES Vehlery. Mo.— Granted license covering changes and new ERP: 3 kw (H&V); ant. height 410 ft. (H&V). Action Aug. 7.

WRPM-FM Poplarville, Mo.—Granted license covering changes: ERP 100 kw (H&V); anti. height 410 ft. (H&V). Action Aug. 7.

KKQO Clovis, N.M.—Granted CP to change TL and replace control; install new ant.; change TPO. Action Aug. 7.


WARY Valhalla, N.Y.—Granted license covering changes: ERP 3 kw (H&V); anti. height 300 ft. (H&V). Action Aug. 7.

WMYK Elizabeth City, N.C.—Granted license covering changes in aux. transmitter and anti.: ERP 15 kw; anti. height 650 ft. Action Aug. 7.


WAKS-FM Fuquay-Varina, N.C.—Returned as unacceptable for filing application for mod. of CP. Action Aug. 23.


WMVO-FM Mount Vernon, Ohio—Granted CP to make changes in ant. system; change anti. height 500 ft.; transmit control permitted. Action Aug. 1.

KJRO-FM Coquille, Ore.—Returned as unacceptable for filing application for mod. of CP. Action June 18.

WITF-FM Hershey, Pa.— Granted CP to make changes in ant. system; TPO; and ERP 4.2 kw (H&V) and anti. height, 1130 ft. (H&V); remote control permitted. Action Aug. 1.

WCAU-FM Philadelphia—Granted CP to delete present new aux. trans. to be used as all. main trans.: Action Aug. 3.

WBRQ(FM) Crida, Pr.—Granted CP to install new aux. anti. for all. main trans. at main TL to be operated only by CP; trans. ant. hi. 850 ft; H&V: ERP 0.17 kw (H&V). Action Aug. 11.


KJMC-FM Richfield, Utah, Sevier Valley Broadcasting Co.—Granted license covering new station: ERP: 27.5 kw (H&V); anti. height 220 ft. (H&V). Action Aug. 1.

WVAF Charleston, W.Va.—Granted CP to install new ant.: change transmission line and TPO. Action Aug. 1.

WUMW Milwaukee—Granted license covering changes: ERP: 1.5 kw (main); anti. height 870 ft. (main). Action July 14.


Albany Ga.—Broadcast Bureau dismissed application by WGEM Inc. and granted Southeast Broadcasting Co.'s new FM on ch. 3.

Bristol, Tenn.-Va.—FCC granted request by Bristol Broadcasting Co. (WFGH-FM) to move transmitter; increase anti. height to 2,240 ft. and power to 67 kw. rejecting petition by Wilkes Broadcasting Co. (WKRC-FM North Wilkesboro, N.C.). Action July 27.

### Actions

- **Alabama Ga.**—Broadcast Bureau dismissed application by WGEM Inc. and granted Southeast Broadcasting Co.'s new FM on ch. 3.
- **Atlanta Ga.**—FCC granted request by Bristol Broadcasting Co. (WFGH-FM) to move transmitter; increase ant. height to 2,240 ft. and power to 67 kw. rejecting petition by Wilkes Broadcasting Co. (WKRC-FM North Wilkesboro, N.C.). Action July 27.

### Fines

- **KTVF-TV Fairbanks, Alaska.—Ordered to forfeit $1,350 for repeated failure to perform timely and complete virtual reflectometer power calibrations. Action Aug. 8.**
- **KVYF(FM) Napu, Calif.—Notified of apparent liability for $20,000 for not calibrating transmission line during the period 11-14-76 to 9-1-77, in that the only record of calibration occurred 9-16-77. Action Aug. 8.**
- **WSEC Schering, Fla.—Ordered to forfeit $250 for repeated failure to perform weekly calibration of the remote antenna base current meter. Action Aug. 8.**
- **KVJU-TV Sayre, Okla.—Notified of apparent liability for $100 for repeated violation of rules that require daily checks of operations of tower lights. Action Aug. 8.**
- **WVEM-FM Springfield, Ill.—Notified of apparent liability for $250 for repeated failure to calibrate transmission line meter at intervals not exceeding six months. Action Aug. 8.**

### Allocations

- **Homert, Alaska.—Broadcast Bureau has proposed assigning 103.5 mhz. to Homer as community's first FM in response to petition by Alaska Village Missions Inc., which said it would apply if channel assigned (BC Doc. 78-224)—Action July 24.**
- **Grand Island, Neb.—Broadcast Bureau has assigned 107.7 mhz. to Grand Island as its third FM in response to petition by KMMA Inc. (KMMJAM)-Action Aug. 1.**
- **KQUS(FM) Denison, Tex.—Notified of apparent liability for $250 for repeated failure to calibrate transmission line meter at intervals not exceeding six months. Action Aug. 8.**

### Cable

- **The following operators of CATV systems have applied for licenses of cable:**
  - **Birmingham Ala.** (Southeastern Bible College Inc. and Glen Iris Baptist School) FM-ED proceeding: (BDC Docs. 78-61-62)—Chief ALJ Chester F.
  - **Greater Fall River Cable TV, for Fall River, Mass.** (CAC-12681)-Albemarle Cable Television, for Albemarle, N.C. (CAC-12659)-Seiler Cable, for Adamsville, Tenn. (CAC-12680)-Sullivan Cable Systems, for ETP, Inc. (CAC-12680)-Century Communications, for Upland and Eaton, Inc. (CAC-12685)-Columbia Cable TV, for Counce, Tenn. (CAC-12687)-Heroford Cablevision, for Heroford, Tex. (CAC-12725)-Vision Cable Television, for Edgewater, Ridgefield, Fort Lee and Englewood Cliffs, N.J. (CAC-12725)-Citizen Video, for New Bern, N.C. (CAC-12837)-General Electric Cablevision, for Petal, Lamar Park and Hattiesburg, Miss. (CAC-12838-40)-Sita Alaska Tele, for Sitka and Ketchikan, Alaska (CAC-12896).
HELP WANTED SALES

WRWC — FM, located in Rockford, Illinois seek experienced radio sales people. Prefer RAB background. We are interested in dealing with people with a long term commitment to broadcasting and financial success. We offer training and a wide spread future for those who qualify. For more information contact Paul G. Fink, Box 345, Rockford, IL 61076, 815 - 824 - 2003.

Sell as a professional level person. Call Arturo 0. One Box J-40.

Attention Midwest — Florida calling. All News AM with FM seeks experienced, proven Sales Manager and Salesmen or Women. If you can do it and can prove it … We'll pay. Call Ml. Peterson 813 - 734-9495.

Need Salesperson for professional position in dynamic growth area. Good account list and lots of room to grow. Contact Ray Stephens, KGA Radio, Gallup, NM 505 - 863-4444.

Florida Sales Manager Equity Possible. Key list awaits. Growth market. Expanding company Call 305 - 783-8850 evenings.

Strong AM/FM In Top Twenty Market seeking aggressive, creative salesperson to handle a major list. Major group. Excellent opportunity for rapid advancement. An E.O.E. Employer. Send resume to Box K-38.

Medium Market Station is looking for a full time sales person, male or female. Experience is necessary. Please send list of references and job track record. An Equal Opportunity Employer. Box K-100.

Help! Winters Coming; Sales Manager and sales persons. Experienced only for SWK AM, SWK FM, SW Florida’s fastest growing market, Contact J. L. Norman, GM, 813 - 334-7236.

Help! Account Executive needed for Number 1 rated contemporary station in Southern Calif. desert area. Beginning area. Contact Cal Mantel — Sales Manager 714 - 352-2277.

Aggressive, stable small market station looking for salesperson with proven small market selling record. You will see results of your efforts at this highly successful station. Send resume and goals. WSPY, PO. Box 85, Plano, IL 60545.

Good Colorado Regional AM Station needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 860, Laramie, WY 82050 E.O.E.

Wanted Sales Manager. Medium Market Radio Station. Send resume to WAPE, PO. Box 498, Orange Park, FL 32073. Equal Opportunity Employer.

Dominant station in Miami market looking for experienced salesperson. Newuels and offices, list with big $ opportunity: chance for advancement with top broadcast group. If you’ve earned your sales strips and are motivated by money, call V. Williams 901-767-8532.

Top-rated Modern Country Medium Market needs aggressive salesperson interested in making big money. We sell deals, do promotions galore. We are looking for long-term commitment. Johnny Knight, 915 - 982-4300, E.O.E.

HELP WANTED ANNUCERS

Midwest Modern Country, looking for a communicator good production, good board, to work with a great staff for a great company in a great atmosphere, we are open to all ideas. Box G-217.

Work & Play in the Hawaiian Sun. Need Adult Contemp all talent all time to handle maintenance of 24 hour station. Experience mandatory! Box H-94.

Looking for Entertainers for expanding Gulf Coast AM/FM’s-Top Rated Station. Drive time ability: Adult contemporary format in upper medium market near Houston. Tapes and resumes only. Applications handled confidentially. J. J. Justin, OM, PO. Box 33, Port Arthur, TX 77640.

East Coast station near beach and great fishing seeks experienced announcer for drive time. Contemporary format, E.O.E. Box K-8.

Mid-Day at Southeastern Modern Market. Modern Country. Good production a must, top-notch operation with dollars for the right person. Send resume and references today! Box K-52.

Personality-Morning Drive announcer: Adult Contemporary/Community involved approach. One of the Gulf South’s finest radio stations. Send air-check and resume to: Bob Limao/Optimations Director WWMX Box 4808 Biloxi, MS 39533, E.O.E.

Washington, D.C. Area Contemporary station looking for personality oriented announcer for evening shift. Must have first phone and some experience. Good opportunity for advancement from small market. Call: Handy Swingle 703-386-3105 before 3 PM, E.O.E.

Immediate opening for announcer with 3rd endorsed or 1st phone at contemporary MOR station near metro area. Phone 626-854-4161. WJNU, PO Box 303 Highland, IL 62249.

100KW Country Powerhouse needs a dynamic witty and personable afternoon personality. If you can get people going with your talent, we need you. Send Tape and resume— resume to: Program Director, “WAXX”, PO. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Growing Kentucky Chain has several Announcer/Production openings. Different shifts, formats, duties. Good advancement potential. Also need pro sales person. Call Jim Casto, 806 - 432-8103.

Morning Personality needed immediately for top rated station. Must be personable, witty and talented. If you have the bill, send tape and resume to WENT, Box 208, Elmira, NY 14902.

Top rated modern country station in Capitol City has opening for a real pro, for a full time OJ shift. If you are ready to move up, call PD, or G.M., 217 - 528-3303 E.O.E.

WEZI, beautiful music in Memphis is currently auditioning for a warm, personable one on announcer for six to midnight shift. Rush tape and resume to J.C. Mathieu, Operations Manager, WEZI Radio, 5900 Poplar Avenue, Memphis, TN 38138. No calls please. E.O.E.

Medium Market Station is looking for a full time announcer. An Equal Opportunity Employer Box K-87.

Super Station. We’re the number one station in New England’s most attractive living area. Modern studio, new equipment, rock format. We need an evening jock who wants to be the best. Experienced pros only. Immediate opening. Box K-93.

Announcer with 1st or 3rd for afternoon drive-time on KVOZ is looking for experienced MOR announcer for sign on shift. Sports background helpful. Send tape and writing samples of other abilities in news, copy, promotion or production to Kevin Ruffing, WBOG, PO. Box 1310, Parkersburg, WV 26104.

An nouncer. New contemporary FM. Conversational, production ability must work within format goals, 3rd Class. November employment. Tape, resume, salary requirements. Program Manager, WZZX, Box 99213, Louisville, KY 40228. E.O.E.

Best of Both Worlds: The Great Southwest and Old West. KDAM is looking for experienced MOR announcer for on-air position. Send resume and recent photo, WCP 286, Liberal, KS 67901.


Five thousand watt full timer in Hobbs, New Mexico needs announcer for day or night easy listening format. Apply with tape to KWEW, Box 777, Hobbs, NM.

Experienced personality to take over air shift immediately. Strong voice and good production a must. Good location in the Northeast. Send tape, resume and cover letter to WCPR, Box 500, Springfield, VT 05156. E.O.E.

West Texas AM/FM is seeking an announcing position with good production and interest in news. Small market group, advancement opportunity. Send tape & resume to Jim Young, KPEI, Box 20, Lamets, TX 79331. EOE/M/F.

Immediate opening ... evening drive personality. Midwest medium market. Possible PD slot. Send tape, resume, and salary requirements to WTYC Box 142, Danville, IL 61832, Equal opportunity employer.

Colorado 5 KW MOR, need Jock-Production pro combo. Minimum 3 years commercial experience. No phone calls. Send tape, resume and salary requirements to KFKA-AM, Program Director Larry Haver, Box K, Greeley, CO 80632.

KFYR Radio Needs a Morning Person, experienced. Excellent communicator, good dollars for the right person. Excellent benefits. Contact Dan Brannan, KFYR Radio, Bisbee, ND 58501. Send tape and resume. E.O.E. M/F.

News Production Announcer for automated station. Will train bright college grad. WATS/MWR, PO. Box 188, Waverly, NY 14892.
HELP WANTED ANNOUNCERS


NY Suburban, 5,000 Modern Country needs daytime jock for AM-FM. 3rd Endorsed. Send 25% resume and tape to XL Company, Box 40, Newton, NJ 07860. No calls. EOE.

Music Director Potential. Knowledge of music, marketing, creative business. DJ's with directional experience. Great compensation package. Contact Box 99213, Louisville, KY 40229. EOE.

Come live in the fastest growing community of North Carolina. NOR Format. Need two professional announcers. One for morning drive and one for afternoon drive. Send tape, resume and salary requirements to Station WFRG, P.O. Box 990, Redsville, NC 27320.

HELP WANTED TECHNICAL

Group Owner Seeking Chief Engineer for Florida Coast AM-FM. AM is Class IV non directional. FM is powerhouse. Applicant should have extensive hands-on experience with automation, FM stereo and maintenance. Send resume, salary history and references to Box K-55.

Chief Engineer/Announcer for central Virginia non-directional daytime Country music station. Salary commensurate ability. Send resume, air tapes. Requirements to Box C-6, Covington 23225.


Saginaw, Michigan — WSAM-WKCO needs Chief Engineer. Hunting, fishing, resorts an hour away. Send resume: K-HA, WSAM-WKCO, Box 1776, Saginaw, MI 48605, E.O.E.


Can You Qualify? You might if you are an experienced, dedicated broadcast engineer desiring to move to a major market environment. Join the growing group in the country. These stations are #1 and top-notch engineering is necessary to keep them that way. Basic salary and the best and not at all hard work, let's talk. Box K-90.

University FM Station needs FCC 1st Class Maintenance Engineer. Twelve month position, moderate salary, excellent fringe benefits, and four weeks earned vacation per year. NPR Affiliate. Send resume to William Langen, General Manager, ODU, Omaha, NE 13728. Application deadline September 5, 1978. An equal opportunity employer.

Transmitter engineer for AM-FM to replace retiring 40 plus year employee. We require a First Phone, transmission to AM directional plus FM experience, the ability to maintain and adjust transmission equipment, and the ability to handle some maintenance. References and references to Don Lange, Chief Engineer. WEBR/WNED-FM, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Phila, Class B FM seeking for Chief Engineers with directional experience. One needed in Las Vegas, Ohio in Arkansas region. Send complete resume to Ken W. Stabile, WJGO-FM, 2 Balta Ghywy Plaza, Bala Cynwyd, PA 19104.

Group Owner Seeking two well-qualified Chief Engineers with directional experience. One needed in Las Vegas, other in Arkansas region. Send complete resume to Ken W. Stabile, WJGO-FM, 2 Balta Ghywy Plaza, Bala Cynwyd, PA 19104.

Assistant Chief Engineer—Well established NW Pennsylvania 5000 watt AM directional and 10000 watt FM stereo. Need experienced transmitter and audio engineer with FCC 1st class license. Good benefits, salary negotiable. Send resume to WLKK RADIO, 3204 State Street, Erie, PA 16508 or call 814-456-2096. An Equal Opportunity Employer.

.1 megawatt FM, flat to 15K. Need a persnickety kind of engineer who can stay on time and likes working at nite. Good folks and no phony games at 713—735-2852.

HELP WANTED NEWS

Immediate Opening for News Director in growing radio group. Start and head news department. Prefer experience. Send tape/resume. Decision will be made very near future. Also needs Production Manager to replace retiring programmer. Good benefit package. Box K-44.

WEDF AM Chattanooga, Tennessee is looking for a Program Director. Format MOR. Must be experienced and have managerial capabilities. Send resume to WEDF AM, 201 Broad Street, Chattanooga, TN 37402. 615—267—3392. EOE.

Technical Director for Earplay Radio Drama Project — Primary duties will be: 1) establish and maintain EARPLAY (technical standards), 2) assist in training and development of volunteer staff, 3) assist in station's development/operation production personnel, 3) record and mix EARPLAY productions, 4) work with WHA Radio Engineering and Maintenance Department to see that all equipment is maintained in proper working order, coordinate scheduling of time in music or drama; three years' stereo radio drama recording experience; experience with various stereo and nonstereo recording techniques; background in understanding of acoustic experiences with and knowledge of the operation of professional 16- and 24-track recording equipment required. Must surround yourself with a 30 minute stereo radio drama on tape to demonstrate work done. Salary based on an annual rate of $21000. Application deadline is September 5, 1978. Write for application and details to: Jack W. Mitchell, Station Manager, WHA Radio, University of Wisconsin/Extension, Telecommunications Center, B21 University Avenue, Madison, WI 53705.

HELP WANTED MANAGEMENT

General Manager Top 50 Mkt, only records and resumes if you require your references at your request. Former Warner bank member, R.A.B. background. Box K-22.

Experienced General Manager, Heavy sales and programming, seeks major market opportunity Twenty year pro. Currently employed. Box K-48.

Manager 20 Years experience all phases heavy on sales. Sober, Reliable. Prefer New York, Penna, Ohio. Phone (215) 486—3414. Resume to Box K-13.

General Manager/Expert experience in sales, programming, production and personnel, increased revenue and audience in six months. Exceptional ability. Box K-64.

Floridaian seeking return. Manager, Sales Manager, Owner. Wants permanent situation, continued development. Box K-95.


Profit, Heavy Air Sound, if that's what you want, what I want is going to work. Sober, Independent. Present station Manager in Communications Business 14 years. Young and ready to move up to Assistant Manager in Medium to Major Market. Box K-98.

SITUATIONS WANTED

Sales

Experienced radio pro, 1st phone announcer with good sales wants active account list Ohio, Ithaca Box K-13.

25 yrs. Experience, 15 yrs GM/GSM—I work. Small/Medium Market. Active in community and family. $18,000 plus incentives minimum. Call 601—437—8540 after 6 PM.

SITUATIONS WANTED ANNOUNCERS

Former Black Musician with Top R&B groups age 27 has 2 years audio recording experience & DJ. Newscasters training for your evaluation. Third Endorsed, natural at production. Phone Ken-215—ch2-4657 or 215—922-2399.

Fifteen year pro seeks bigger challenge. Reliable, responsible. Have been doing Morning Drive in 1/2 million market past 9 years. Can also do PBP and handle music. Box K-44.

1st Phone DJ with strong Major Market sound. Contact by calling Chase Landers 213—234-2939.
Newswrap proclaimed it, Jazz is Back! If your station is interested in someone who is knowledgeable, know how to present Jazz in an entertaining manner, and has 3 years on-air experience, call me at 716–265-5946.

200 Percent Effort, commitment, and dedication can be yours! Four years experience, including Top 40, adult contemporary, modern country, easy listening. Tight board, good production, knowledgeable of all news, sports. A workaholic who loves those hard to fill hours. Paul Hill, 914–352-1948.


Announcer-technician, first phone, excellent references. Prefer the South. Box K-66.

Humor-Oriented DJ looking to work anywhere, authoritative news delivery, good reader, writing experience, college background, able to do many character voices ranging from Mickey Mouse to Orson Welles. Box K-67.

Black PD, 1st phone ticket. 12 yrs. major market experience production. Tape and resume on request. Box K-72.

The Warth, The Sparkie, the excitement of having an announcer who knows what's doing and does it your way too. Production pro, and with twenty years experience now qualified for Major Market. Heavy hitting air shift. Just write the following: Box K-55 and you can number this for yourself. Box K-79.


Communications Degree—15 months commercial experience, 7 months in sales, any market West of Texas, $170 a week—1—812-767-1471 Ext. #5.

Experienced night personality pro, 5 yrs., also PM drive, available top 50 market. Contempo Top 40. 1–413–739-5254.

Lively air personality, experienced, seeks exciting small or medium market challenge. Ego and attitude more like Pete Rosens or Reggie Jackson’s. Call Mitchell, 212–531-4717.

Good solid pipes. three years exp. Two commercial. First phone, tight board. Hard worker, with a true love for the evening. Considerable knowledge of all types of music. Call 501–986-7843, early AM or after 8 pm.

Help! After 240 tapes, I still don’t have first break. Write: Rick Richards, 821 Lenox Ave, Miami Beach, FL 33163, or call: 305–672-4980.

Bright, Exciting DJ. Good production, tight board, adds magic to any format. Magic Mike. 380 Sunset Ave., North Providence, RI 2804, 1–401-353-9459.

DJ Third Phone looking for first break into broadcast, tight board, good news, commercials. Ready now. Rocky Marz, 24-63, 24 St. Astonia, NY 11102.

My fanny was last seen bouncing around the Sierra Nevada because I worked it off here in California Radio. What's left is not very much. Call Dylane, PO Box 954, Montrose, CA 91020. 213–248-8762.

SITUATIONS WANTED TECHNICAL

Roger Technician seeking first job, First Phone, 1 year, trade school, Some experience in RF, AF Digital. Western States, Contact Mike Hasksin, PO. Box 192 La Mirada, CA 90637.

First Phone. Some broadcast experience. Sound system's, TV, etc. I am a top notch announcer, writer, and researcher. Located in Denver, CO. Box 56, Boulder, CO 80301.

Experienced chief with announcing ability, too. Prefer South. Excellent references. Box K-84.

Chief of dominate station in a Top 10 market is seeking a position as same or as close to Engineer of Director of Engineering for a group. Experience includes: management, engineering, production, copywriting. Excellent references. Box K-38.

Responsible Chief Engineer—articulator still available! It’s gonna be workable, unpolluted, warm. Wait—305–721-1539.


AM-FM Chief desires to locate in Texas, Okla., or Kansas. For more info. call: 713–697-3984.

Chief, well experienced, desires Southeast permanent position. Working conditions more important than market size. I do not do floors or window boxes, but will give you a dynamite air sound. 704–264-3949.

SITUATIONS WANTED NEWS

Sports Director and "Voice of Major College's football and basketball teams. Six years college and high school experience. Currently Sports Director/BPB ECAC Division III/Salesman in NE small market. Contact Peter Conney 802–388-6077.

Middle Market Newsmen with strong sports background. Looking for an opportunity to use skills in a Top 10 Market. Write or call evenings at 503-227-1441.

A Solid Professional with thirteen years' broadcast experience seeks a shot at a Top Ten Market! Steady highly reliable performer who's looking toward an eventual news directorship or editor's position in a Large Market! Will offer the best credentials, references, and background Please reply to Box K-65.

All News sounds good. Ten years radio news experience, can report, write, edit or anchor with skill. Prefer Northeast, am used to good salary with station serious about news. Box K-77.


Help me pull the switch to broadcast news. I've got eight years of award-winning reporting and photo experience on two large daily newspapers, plus some on-air work. Strong on courts, sports and offbeat shorts. Box K-94.

Hard worker with B.A. in Broadcast Communications seeking broadcasting job with a Top Ten Radio news or sports position in D.C. metropolitan area. Al Gonzales, 1847 West Pratt, Chicago, IL 60626, or call evenings 312–761-5340.


SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Sell More Commercial time and make more friends. (better known as listeners) 12 years experience in Radio and Television production plus degree can fine tune your station. Strong point is turning stations around and keeping them there. One. Write now at the following Box Number and I will send you a production tape and resume, Management experience in live and automation stations. Box K-70.

Ten Year Vet DJ, production, copy, news, music director, Program Director for a Top 25 news, delightful tape, knockout resume. 312–871-8158. Box K-60.

Producer/Director type desires position, PO. Box 202, Tempe, AZ 85281.

TELEVISION

HELP WANTED MANAGEMENT

General Manager Wanted for new startup. UHF Television Station—Channel 15. Must have past management experience in UHF or VHF television operation. Send resume to Box J-97.

Controller to establish and monitor detailed cost control systems and simultaneously provide innovation. A top management position with design and radio group. Demanding but rewarding job with considerable travel involved. Reply Box K-43.

Promotion Manager. Top 40 network affiliate in the Sun Belt is looking for a creative individual to manage aggressive advertising and promotion program. The individual should have a knowledge of marketing and its application to television promotion. A strong background in market communications is a definite opportunity. Send resume to: Box K-97.

Acquisitions Person. Privately held broadcasting/ CATV company growing at 30% plus rate per year needs person capable of working with president to prospect, analyze, negotiate and finance acquisitions. Strong analytical skills paramount, but must have interpersonal skills to deal with top management and professionals representing sellers of TV stations or CATV's. Compensation to match ability. Potential opportunity to shift to management of acquisition. Replies held in confidence. Write Box K-102.

Wanted: Program Director at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercials production commitments. Total local news commitment. Management skills dealing with union employees required. Submit letter and references to: Leo M. MacCourtney, Vice President and General Managers, PO. Box 13, Huntington, WV 25170.


Top Level Contact, President of privately held broadcasting/ CATV company whose major responsibility is acquisition desires to develop relationship with prominent industry executive with broad contacts and solid reputation to help in generating leads. Substantial per month retainer plus large bonus for completed transactions plus liberal expense account. Recommend company at network and trade meetings No need to move. Perfect for part time or part time executive. Write Box K-108.

HELP WANTED SALES

National Sales Manager. For Northern Central Network Affiliate responsible in network management and rapid rate growth plus sales development. Experience and salary history to Box K-74.

HELP WANTED TECHNICAL

Chief Engineer for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and Circuit facility. Minimum requirements include: BS in related field, demonstrated state of the art technical knowledge, leadership ability and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box J-81.
HELP WANTED TECHNICAL CONTINUED

Videotape Maintenance Engineer for quad VTR's and associated equipment. Must have post production and duplication house. Prefer FCC 151 and at least one year's experience. Call collect 313-971-3860, or send resume to: E. A. People, KRIT Television, 2715 Packard, Ann Arbor, MI 48104.


Immediate opening for 1st class engineer. Must be experienced in set up, operation and maintenance of color cameras, ENG and other equipment in both Radio and TV labs at a major university. Will assist in maintenance of Two Radio stations on campus. Solid experience required. Pay: $12,000-13,800, with university benefits. Must relate well with students. Offer competitive full faculty salary by Sept. 1 to Ed Paulin, Chairman RTVF, Oklahoma State University, Stillwater, OK 74074. Equal opportunity employer.

Chief Engineer—Promotion within broadcast group has created opening for Chief Engineer. Position will be_a_chieftest engineering experience will be needed. See description in classified section; engineering experience required. Join ABC /WLS-TV, Chicago. Send resume to: Robert Hardie, Director of Engineering, WLS-TV, PO. Box 41432, Chicago, IL 60649.

Maintenance - Operating Engineers wanted for expanding major market ABC affiliate. Minimum five years experience in television broadcast engineering. Preferable for candidate who is currently established in maintenance and automated operations. First phone a must. Send resume, references and salary requirement to Box K-85. Equal Opportunity Employer.

Production Engineering Supervisor, for KETC-TV. The station is seeking an extensive background in electronic engineering, plus a valid First Class FCC License. Extensive knowledge of broadcast/production systems is essential. Previous supervisory experience in television desired. Duties include the ability to perform and administer all the technical operations and engineering functions of the Production Engineering Department. Send resume to: Robert Smith, P.O. Box 24130, St. Louis, MO 63130, by September 1, 1978. An Equal Opportunity Employer.

Seattle VHF needs three maintenance/operating engineers to fill newly established positions. Must have at least two years experience in maintenance and operation of modern studio equipment. First phone a must. Join an expanding studio and mobile operation which offers excellent benefits and employment programs. To receive official application forms contact Cheri Hayes, University of Washington at St. 1805, Seattle 10, WA 98105. Phone: 206-543-0833. Equal Opportunity Affirmative Action Employer.

Chief Engineer—Media Services, Univ. of Alaska, Anchorage. Engineering position with management responsibilities. Operation and maintenance of full color television production center; new facilities design and installation; equipment evaluation and specification; engineering for satellite telecommunication systems and cable distribution systems; supervision of system of preventative maintenance and repair. Must have at least one year's experience in field. Must be able to assist in development/initial construction of undergraduate broadcast electronics course. Will provide liaison with engineering staff of public broadcasting station located in Anchorage. BS. Electrical Engineering or equivalent. First Class FCC license and broadcast engineering experience required. Demonstrated success in supervision of staff. Send application, resume, 3 letters of recommendation: Department Head, Media Services, University of Alaska, Anchorage, 3211 Providence Drive, Anchorage, AK 99517. Phone: 907-274-2075. An equal opportunity employer.

KPBS-TV seeks: Maintenance Supervisor; responsible for all studio equipment. Must be familiar with many helical formats, quad, color cameras, TBC's, TS, CCT, equipment. Supervisory experience and First Broadcast License. Salary: $7,088-9,520. Apply before 9/17/8 for Employment Division, San Diego State University, San Diego CA 92182. Hiring will be contingent upon budgetary release of this position. An Equal Opportunity/Affirmative Action Title IX Employer.

Maintenance Engineer. Top 25 market network affiliate in sun belt seeks person with minimum 3 years' depth studio maintenance experience. New, aggressive management has already invested 1.5 million in new equipment and is committed to much more. Unique chance to get away from long cold winters and big city rat races. Must have the challenge and opportunities of a group-owned major market operation and competitive salaries. Qualified persons should send complete resume to: Director of Engineering WLCY-TV, PO. Box 14000, St. Petersburg, FL 33733, An Equal Opportunity Employer.


First Phone Control Room Operator needed immediately. Call Lee Short, General Television Network-Detroit, Michigan 313-548-2500 Collect.

Equal Opportunity Employer.

HELP WANTED NEWS

Weather talent. Need someone with TV experience and personable delivery to take over a fully equipped weather office. Upper Midwest market with strong network affiliation. Send resume to: KCTV, 65721. An equal opportunity affirmative action employer.

Weather conscious sunbelt dominant VHF wants to upgrade service. Needs weather professional who can do crash reporting in that and related fields. If you can't make those dull statistics mean something, don't apply Box K-15.

Immediate opening for polished anchorman and capable news writer. Southern U.S. Send resume to Post 15.

News Director, Medium Market, Southeast. Good job and good pay. Experience necessary send resume to Box K-34.

Anchor needed—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send resume to: Art Conley, WDAM, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Investigative Reporter. Experienced television reporter with proven investigative skills. Ability to identify and develop the stories that are necessary. Must have track record in research, in-depth probing and television presentation with impact. We're looking for an Equal Opportunity Employer in the top five markets. Box K-101.

Two Openings. Top 50 market station has two openings for Anchor-Reporter. Equal Opportunity Employer. Send VTR and resume to Bob Brunne, WSAZ TV, Box 2115, Huntington, WV 25721. No calls please.

Film and Videotape Editor needed immediately. Must have working knowledge of 35 mm and double system film production. Commercial TV news experience strongly preferred. Send resume and vtr of work to Scott Lynch, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. Equal opportunity employer.

News Reporter who can handle newscasts, im- media, writing and video. Send resume, references to: News Director, Fred Douglas. No phone calls. An equal opportunity employer.

TV News Producer. Must have excellent writing and editing skills, be able to direct people, and organize fast-paced, highly visual news shows. Experienced news producer with writing experience preferred. To: News Director, WPVI-TV, 4100 City Line Avenue, Phila- delphia, PA 19131. We're an Equal Opportunity Employer.

TV Meteorologist. Mid 30's market, Southeast, top- rated net affiliate. EOE. Resume to Box K-104.

News Producer and News Photographer: Two Posi- tions—Top 25 Market! 24 hour, 7 day a week pro- grams. Must have solid news credentials and ex- perience in producing and formatting. ENG editing experience preferred. Minimum 2 years TV experience. Photographer must be able to use both film and ENG cameras. Minimum 2 years experience. Applicants for Producer position should send resume, salary require- ment, and a recent head shot. Box 24107, WPVI, 4100 City Line Ave., Philadelphia, PA 19131. We're an Equal Opportunity Employer.

We produce a monthly news magazine of statewide affairs and are currently reviewing resumes and tapes of host-producers of this format. Send original infor- mation to Box J-100.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/ Director: Top 25 Market: excellent opportu- nity for Producer/Director with minimum 3 yrs. ex- perience in this category. Must have demonstrated ex- perience in studio lighting, set construction, photo- graphic composition. Must be able to efficiently oper- ate two years' directing experience. Call for further information. ABC, 33733.


Executive Producer—Top 10 Independent Group owned needs take charge individual to be responsible for program development, content and production quality of all locally originated programs. Must have broad experience in programming, talent, public affairs with ability to lead, motivate and administer. An Equal Opportunity Employer. Mail: Send resume to Box K-19.

Creative Services Director: must have the ability to create, produce, creatively write, produce and com- municate directly with clients as to concepts; must have the ability to see a project through completion. At least two years' experience directing advertising productions. Contact: Program Manager, WJAR-TV, Box 10, Providence, RI 02903. An Equal Opportunity Employer.

TV Writer needed by international accounting firm for full-time writing of videotape scripts on accounting and business subjects used for professional education. Position requires ability to work with instructional designers and other producers to develop quality instructional materials. Send resume, references, telephone number and a letter of interest to: Chairperson, Department of Accounting, University of Rhode Island, Kingston, RI 02881.

Major market UHF network affiliated station looking for two writers. Must have minimum of 3 years experience in another commer- cial TV facility. Should be experienced in all phases of TV writing. Contact: Mike Milam, Production Super- visor, WKZO-TV, Box 2, Long Beach, CA 90801. An Equal Opportunity Employer.

Graphic Artist: Work with Producer/Director in the development and production of program designs. Work with Promotion Director in developing promo- tional and fundraising campaigns. Design and pro- duce television graphics, titles, package, program opens and closes. Must have working knowledge of graphic production, BW and color photography (35 & 16mm), computer assisted, and computer gener- ated animation. Minimum requirements: College degree in graphics, art design or related field. Experience in public broadcasting or graphics related field preferred. Send resume to: Development Coordinator, WPBS-TV, 1915 State Street, Saratoga Springs, NY 12866. Equal Opportunity Employer.

Broadcasting Aug 21 1978 64
SITUATION WANTED
MANAGEMENT


SITUATIONS WANTED
ANNOUNCERS


SITUATIONS WANTED TECHNICAL


Engineer (Radio) desires position in television. Experienced: High-power radio transmitters; video, film, graphics, photography. First Class FCC. Reply: Meg Gaydoss, 5908 Hobart St., Pittsburgh, PA 15217.

SITUATIONS WANTED NEWS

Experienced Female TV Reporter. 28, will relocate, call Lesley 213-476-7853 or write Box J-88.

Young Black Female Reporter ready to move to Medium or Major Market. TV Reporting/ENG & Film editing experience. Strong point: creating news stories. Looking for a station with a strong news commitment. I don't complain about long hours. Box K-4.

Anchor in large market will combine good reporting skills with prime anchor role in your top 40 market. Box K-5.


Attractive, Spanish, surname young woman seeking entry level position in broadcast journalism. BA. Published writer. Highly articulate, resourceful. Tireless worker. Quick to learn any aspect of broadcast journalism. Relocate anywhere, Virginia Perez, 109 Hungerford Street, Hartford, CT. 1-203-542-0794.

Network Field Producer/Assignment Manager seeking position on documentary-type program. Top ten public or commercial TV market. Prefer Northeast. Box K-63.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Operations/Program Manager seeks challenge in major market, or station manager in small/mid-sized market with years experience in all phases of Television, Production, Programming, sales, promotion. Radio-TV degree. Box K-9.

Experienced Production/Promotion Manager; 5 years in television, creative, positive, self starter, desires possession on West Coast. Box K-49.

Need Help With Your ENG? I will produce, shoot, and edit. 3 yrs exp. Phone Bob Hickey 301-926-1729, 9421 Hickory View Pl. Gaithersburg, MD 20760.

Qube Veteran seeking new worlds to conquer. Box K-60.

Look no further if you need a director who does his own switching and can switch in master control. Also experienced in other phases of production. Am in late 20's, married, and stable. Box K-69.

Cinematographer/Editor. Experienced in all phases of TV News gathering. ENG and documentary experience. Call or write 152 Poinciana Pkwy, Buffalo NY 14225, 716-884-3882.

ALLIED FIELDS
HELP WANTED SALES

We Need 5 Super, Aggressive, Radio Salespeople who are led up with "peanut" money to train as regionals, salesperson, and extensions. Travel—Big Earnings—40K to 60K annually on commissions basis. Only "street" salesmen need reply: Box H-114.

Professional Salesperson. Leading support arm of the Broadcast Industry looking for mature pro, willing to travel extensively, presenting the best products in the industry Call klein Lee. collect at 901-320-4340.

TV production facility needs sharp, aggressive, self-starting salesperson to help with marketing strategy and implementation. Excellent opportunity. Excellent salary with fantastic opportunity for the right person. Send resume to Box K-41.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Top ten independent video tape production house recruiting a creative, talented director and Ad. Film background helpful. Must prove you are worth good money Stability and cooperation a must. Equal Opportunity Employer, Box K-6.

WANTED TO BUY EQUIPMENT

Wanting 250,500,1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Jutibe Street, Haredo, TX 78504, Marinetti Roires 512-723-3331.

FOR SALE EQUIPMENT


15 kw FM transmitter, heavy duty 6 bay cp antenna, extras, all good condition. 801-753-5523.


Clearance on KT4's, KT 21's, WP 18's working condition, 213-531-3357.

1 KW AM, McMarty, 2 years old, like new, cheap, M. Cooper, 215-379-8935.


20 KW FM, CCA, stereo, excellent condition, 7 years old, M. Cooper, 215-379-8936.

16MM Jamieson Color Processor Mark IV with Polyethylene Tanks. Good condition, as is where it is. Offer, contact Charlie Riley, 808-537-3991.

IVC 980 1 Inch Video Tape Recorder w/Analog TBC, DOC, 32500, Mike Lincoln 415-955-5101.

RCA TR40 Video Switcher with Grass Valley Fader Program Impuls, 10 Aux Impuls, Special Effects ... $3,000, 4 RCA TR43 Cameras, 10-1 Zoom Lens, Til-pods, Dolleys, Cables, CUC., $3,000 each 2 IVC inch VTR's, remote Control, 5000, for all. New Rolox H16, 16mm EBM Camera with Electric Zoom Lens & Accessories ... $1500. Call 1-615-858-4439.


Used Six Months—Average and Peak Limiters: Cardioid Recorder/Reproducer, Mono; Pair-to-Rede Recorder/Reproducer, full track mono 7 1/2-15 IPS; tapes cartridges, recorders and miscellaneous. Call 919-462-6371.

COMEDY

*"Free*" DJ Catalog. Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 28348-B, San Francisco 94129.

Free sample of radio's most popular humor service! OTH, 386-c West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineling Dallas, TX 75227.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. PO Box 9787, Fresno, CA 93794.

MISCELLANEOUS


WCVF, the Campus Voice of SUNY Fredonia College, invites old styders to attend a reunion and display our new FM station on October 8 during Homecoming Weekend. Contact: Alumni Office, 2121 Fenton Hall, SUNY at Fredonia, NY 14063.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better For fantastic deal, write or phone: Television & Radio Features, Inc., 168 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Learn Touch Typewriting in One Hour. Cassettes recordings ten year development in public school. Study At Home: Lee Miller, 1280 N 11th Street, Reading, PA 19604.


Cash in on the presold worldwide publicity for the "Do-it-yourself Coffin" blueprints. Ipc. Box 4810, Santa Clara, CA 95054.

You are a broadcast reporter, professional or student, looking for guidelines, or you are a broadcaster wanting to organize a news department, you need a "Primer for Broadcast Journalists" $8.30 + 75c postage and handling. Texas residents include 5% sales tax. Order now for a limited first edition. James Davis, World Dist. Distributing Co. Box 10151, Amarillo, TX 79106.
**Help Wanted Announcers**

**TELEPHONE TALK**
**FOR**
**KSD RADIO**
**ST. LOUIS, MISSOURI**

3 to 5 years experience required. Journalistic background preferred for 7 PM-11 PM time period. Tape, resume and references to:

Lee Fowler
KSD Operations Manager
1111 Olive Street
St. Louis, Missouri 63101
EOE M/F

**MAJOR GROUP**
**TALENT SEARCH**

Susquehanna Broadcasting continues growth with strong communication.

Some Immediate Openings

Music personalities, talk personalities and news people, send your tapes and resume to:

Bob Oakes
Susquehanna Broadcasting Co.
Radio Division
140 East Market Street
York, PA 17401

Equal Opportunity Employer

**NEW**
**RADIO TALK**

Format

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Exceptional Opportunity for
Local Sales Manager

For Midwest station within top 20 market. Requires ability to hire, motivate, & train sales staff, as well as carry personal sales. Opportunity for advancement with multi-station group. Retail sales experience a must. Resume Box K-80.

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Radio Stations
Male & Female

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Equal Opportunity Employer

**Help Wanted Programing, Production, Others**

**COMMUNICATIONS**

Instruction/Assistant Professor. Public Radio experience, strong academic credentials in communication or a social or behavioral science. To develop curriculum, university community activities in radio. Secondary responsibilities in communications theory. Substantial within dept. workload. Cover letter with brief statement of approach to undergraduate education in communications. Send letter and resume to: Ron Leonard, President, Personnel Committee, Dept. of Communications, Adelphi University Garden City, N.Y. 11530. Equal Opportunity/Affirmative Action Employer.
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FULL CHARGE SLS. MGR.

Experienced, aggressive motivator with G.M. potential for New England am/fm combo. RAB training desirable. EOE. Resume Box K-29.

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BROADCAST TECHNICIAN AUDIO

Large and respected metropolitan broadcasting organization seeks complete AUDIO Broadcast Technician with extensive operating and/or maintenance experience in a broadcast facility. 5th class radio-telephone license is required.

Salary is union scale. Company offers an outstanding corporate benefits package. Please send resume or letter outlining education, work and salary history to: Box BM 2095

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For daily talk show Must have at least 3 yrs. experience in TV directing including experience with integrating live film and tape packages. Send resume to Libby Stevens, WMAR-TV/FM, 6000 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

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International accounting firm needs full-time experienced writer to prepare instructional videotape scripts on accounting and business subjects. Minimum experience: 3 years or 20-30 full-length TV or film scripts. Qualified writers only. Send resume to Box K-99. We are an Equal Opportunity Employer.

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11th market network affiliate looking for a talented individual with 3-5 years TV experience to plan, create and place station advertising in a competitive marketplace. Send resume and samples, no phone calls please, to Blake Byrne, KXAS-TV, Box 1760, Fort Worth, Texas 76101. An Equal Opportunity Employer.
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DIRECTORS
NEW DAILY SOAP OPERA

The Christian Broadcasting Network plans to Produce, in its new international communication center located in Virginia Beach, a daily half hour Christian oriented daytime drama. If you are qualified with experience as a director or associate director in this type of TV production and feel a call to serve send resume to: CBN, Personnel Division, Drawer E, Virginia Beach, VA 23462.

DIRECTOR PROGRAMMING/OPERATIONS

Wisconsin Educational Radio and T.V. Networks have an immediate vacancy for a Director of Programming Operations. Reporting to the Deputy Director of the Educational Communications Board, this position will administer and direct the television network informational programming for the Wisconsin Educational T.V. Network; and will administer instructional radio and T.V. programming, Wisconsin Educational Radio Network programming as well as the operations of the network technical facility.

Qualified applicants will possess 5 years of broadcast experience with at least 2 years of advanced level decision making experience in T.V. program scheduling. Working knowledge of instructional broadcasting, radio network programming and state public network broadcast systems is also desirable. An equivalent combination of training/experience will be considered. Submit resume to: Educational Communications Board, Personnel Dept. 732 N. Midvale Blvd., Madison, WI 53705, by August 25, 1978.

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2nd Edition by Ward L. Quaal and James A. Brown

Considered the "standard" in radio/television station management, this book has been completely revised throughout, with considerable new material added.

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..."broadcasting is the only medium of expression under direct governmental regulation", states Newton Minow in the book's forward. But what precisely is the relation of the FCC to the industry it regulates? What effect has the increased participation of Congress, the White House, the Courts, and citizens' groups had upon its more recent decisions? This second edition of the standard work on the subject further details the efforts of governmental regulation to keep pace with the industry's unprecedented growth and influence. The concise and lucid discussion of the regulatory process, and an expanded section of specific case studies make this book required reading for both the student and the broadcast professional.

THE POLITICS OF BROADCAST REGULATION

Erwin G. Krasnow Lawrence D. Longley

PAYABLE IN ADVANCE. Check or money order only. (Billing charge to stations and firms: $1.000.)

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THE PUBLISHER IS NOT RESPONSIBLE FOR ERRORS IN PRINTING DUE TO ILLEGIBLE COPY. ALL COPY MUST BE CLEARLY TYPED OR PRINTED.

DEADLINE IS MONDAY FOR THE FOLLOWING WEEK'S ISSUE. ORDERS AND CANCELLATIONS MUST BE SUBMITTED IN WRITING. NO TELEPHONE ORDERS OR CANCELLATIONS WILL BE ACCEP TED.

Replies to ads should be addressed to Blind Box Numbers and should include the publication and city. No telephone orders or cancellations will be accepted.

BROADCASTING'S CLASSIFIED RATES

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $6.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $35mm, COD, PO, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.
### Stock Index

**Cablecasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Cinsing Wed Aug 16</th>
<th>Cinsing Wed Aug 9</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1978</th>
<th>Low 1978</th>
<th>P/E ratio</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
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### Broadcasting

**Broadcasting with other major interests**

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<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

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*Broadcasting with other major interests*
### Programming

**COLUMBIA PICTURES**
- DIS N 46 1/2 45 1/2 + 1 * 2.19 47 5/8 32 1/2 17 32.380 1,505.870
- FILMWAYS
- FLY N 16 1/2 16 1/2 - 3/8 - 2.29 16 7/8 6 7/8 12 4.072 128.536
- FOUR STAR
- GM N 1 1/4 1 1/4
- GULF & WESTERN
- HCN N 43 3/4 43 1/4 + 1/2 - 1.15 43 3/4 16 17 14.551 636.606
- TRANSAMERICA
- TA N 18 1/4 18 + 1/4 + 1/4 - 1.38 13 1/4 13 1/4 7 65.701 1,216.753
- ZIMMER-FOX
- VIDEO CORP. OF AMER
- O 5 3/4 6 - 1/4 - 4.16 9 3/4 3 11 5 985 5,961
- AMERICAN
- WCI A 53 51 3/8 7 1/8 + 1/4 - 2.16 53 25 3/4 10 3.545 786.274
- WRATHER
- WCO W 11 5/8 11 7/8 - 1/4 - 2.10 13 3/8 4 1/2 2 2.923 28.074

TOTAL
- 220.327 6.957.456

### Stock Performance

<table>
<thead>
<tr>
<th>Stock</th>
<th>Symbol</th>
<th>1978 High</th>
<th>1978 Low</th>
<th>Approx. shares out (000)</th>
<th>Market capitalization (000)</th>
</tr>
</thead>
</table>

### Electronics/Manufacturing

- **AEL INDUSTRIES**
- **AMPEX**
- **ARVIN INDUSTRIES**
- **CCA ELECTRONICS**
- **CETEC**
- **CHIC**
- **CONRAC**
- **EASTMAN KODAK**
- **FARGO**
- **GENERAL ELECTRIC**
- **HARRIS CORP.**
- **HARVEL INDUSTRIES**
- **INT'L VIDEODISK CORP.**
- **M/A COMM. INC.**
- **M&M**
- **MOTOROLA**
- **N. AMERICAN PHILIPS**
- **NATIONAL INDUSTRIES**
- **ROCKWELL INTERNATIONAL**
- **RSC INDUSTRIES**
- **SONY CORP.**
- **TEKTRONIX**
- **TELEPHIMEN**
- **VARIAN ASSOCIATES**
- **WESTINGHOUSE**
- **ZEITH**

Total
- 697.960 40.655.003

Grand Total
- 1,873,822 68,063,983

### Standard & Poor's 400 Industrials Average

<table>
<thead>
<tr>
<th>Date</th>
<th>1978 Average</th>
<th>1953 Average</th>
<th>Difference</th>
</tr>
</thead>
</table>

- **American Stock Exchange**
- **Midwest Stock Exchange**
- **New York Stock Exchange**
- **Over-the-counter bid prices supplied by Loop Rhodes Hornbauer, Washington.**

- **Yearly high-lows are drawn from trading days reported by Broadcast. Actual figures may vary slightly.**

- **Stock did not trade on Wednesday. Closing price shown is last traded price.**

- **No PIE ratio is computed. Company registered net loss.**

- **Stock split. Traded at less than 125 cents.**

- **PIE ratios are based on earnings-per-share figures for the last 12 months as published by Standard & Poor's Corp. as obtained through Broadcast's own research. Earnings figures are exclusive of extraordinary gains or losses.**

Broadcasting Aug 21 1978
ABC’s Brandon Stoddard: one with the audience

Fun. Not the usual guiding principle for an executive responsible each year for about $25 million worth of made-for-television movies, for perhaps a dozen prime-time dramatic series worth more than $400,000 per episode and for as many as eight miniseries projects (including, at the moment, the Roots sequel), some costing upwards of $10 million each.

But to Brandon Stoddard, ABC Entertainment’s vice president in charge of dramatic programs, movies and novels for television, fun is serious business. “Most successful programs, whether in daytime or children’s programming or prime time or anywhere, happen because they’re fun,” he says. “I really believe that. Because eventually it ends up on that screen, with the audience sensing it too.”

“If there has been enthusiasm throughout, it carries onto the screen. I don’t mean that my tastes are quite what the viewers are—they’re not. But it isn’t going to work if I hate it. It just isn’t.”

It seems that, to some degree, Mr. Stoddard himself isn’t going to work if he hates it, either. He is not one to look on the television medium with contempt; in fact, he believes “one of TV’s biggest problems” is the programmer’s tendency to separate himself from the viewer—to think, “Well, I don’t like this that much, but it’s got all the ingredients.”

To the contrary, Mr. Stoddard displays genuine excitement over many of his projects. Discussing the upcoming fantasy series, Battlestar: Galactica, for example, he tells of one episode in which the space ship approaches a planet that is nothing more than a 14-million pound drop of water, and another that deals with a grizzled old space prospector who talks to his ship as if it were a trusted mate. As he describes these notions, he leans forward in his seat, he giggles and his eyes actually sparkle. “It’s wonderful,” he says, “I love it.”

He didn’t feel that way about his first three professions: acting, law and advertising. Active in the Yale drama school in his undergraduate days, he delayed his entrance into Columbia Law School several times to pursue a career on the stage. When he finally did show up to register, he remembers being greeted by a crotchety administrator who peered at him over a pair of bifocals and commented, in a crusty New England accent that Mr. Stoddard still imitates with gusto, “Oh, so you’re the thespian.”

As he studied, Mr. Stoddard found himself visualizing the cases he read as though they were movie scripts. “I would be able to see where the little boy fell into the vat of sulfuric acid,” he said, “which is definitely not the way lawyers are supposed to visualize cases.” He dropped out after a year, breaking a professional tradition in his family that went back four generations.

Acting, although it offered the creative outlet he wanted, presented him another problem—lack of control over his own destiny. The realization hit him during an audition at MCA. He was lying on his back during a dramatic death scene, and glanced up to see one producer on the telephone making a date, another cleaning his fingernails and a third reading the paper. “I thought, ’This is it—this is my soul I’m baring, and to have some jerk taking responsibility for that is just too much,’ I walked out and never went back to acting again.”

Instead he joined the BBDO agency, where he cut his television teeth in the daytime program department, working under Martin Starger and Leonard Goldberg, who were later to be principal program executives with ABC and are now in Hollywood production. He acquired some “creative credentials” there and later at Grey Advertising, where among his projects was helping Procter & Gamble develop a short-lived quiz show called The Baby Game, in which parents would try to predict the actions of their toddlers. But still he felt the ability to control the product was missing, and so in 1970, he snapped up an offer to become director of daytime programs for ABC.

Mr. Stoddard says he’s stayed as long as he has at ABC in large part because he found there the latitude to call his own shots, at least since Fred Pierce took over as president of ABC Television and even more so since the departure of Fred Silverman. But now that Mr. Stoddard has his control, what’s he done with it?

He’s been successful, for one thing. ABC’s made-for-TV movies averaged a 33.8 share last year, higher than its theatricals, and the lowest-rated miniseries aired under his auspices was last September’s Washington Behind Closed Doors, which averaged a 34 share over six nights. Moreover, ABC’s dramatic series are among the healthiest on the air, and its two new entries in that area, Galactica and Vega, are among the few new programs consistently picked as winners by the advertising agencies.

But beyond all that, Mr. Stoddard has some definite ideas about what he wants to do with the programs he puts out, and mostly they come back to that principle of fun.

He says he tries—and his associates say successfully—to foster an atmosphere of enthusiasm in his department. He rejoices in the fact that ABC’s series strength gives him the flexibility to take an average of two years developing a miniseries (although at the same time he acknowledges that “the 11-ring circus of a network” leaves enough time to devote special attention to only three or four movie projects a season). And he enjoys doing something different, mentioning with particular pride the ABC Afterschool Specials and the ABC Playbreaks he helped initiate when he was head of children’s and daytime programming.

But most important, in the mind of Leonard Hill, Mr. Stoddard’s chief lieutenant in the TV movie area, is that Mr. Stoddard seems to care. “Brandon has a very strong feeling that television is of major consequence,” Mr. Hill said, “that it affects the public in a direct way and that a responsibility stems from that.

“There is a very hip media attitude that you can sell the concept and not worry about the product. If there’s one anathema to the way Brandon operates, it’s that attitude.”

Getting ahead in Washington

The makings of a whole new bureaucracy, operating outside the government but supported by government funds, are discernible in the Federal Trade Commission's award of some $150,000 to subsidize Action for Children's Television and other agitators of the agency's inquiry into children's TV advertising. Details appear elsewhere in this issue, but the subsidies may be fairly summarized as governmental underwriting of an intentionally loaded case against television and the advertisers of products that children consume.

The key figures in the FTC inquiry—Michael Perschuck, chairman, and Tracy Westen, the staff architect of the proceeding, to name but two—have never made any pretense of impartiality. They are out to prove that television advertising is harmful to the young. Obviously they expect no damage to their plan to come from the grants for legal fees and "research" that have been made to ACT, the Center for Science and the Public Interest, Robert Choate's one-man Council on Children, Media and Merchandising, Consumer's Union, the Committee on Children's Advertising, the Center for Public Representation, the Media Access Project and the Safe Food Institute. All recipients have long records of antagonism to commercial television, if not to commerce generally.

ACT and the others are beneficiaries of a process that, unless checked at the outset, is bound to create a permanent body of "citizen groups" and "public interest lawyers." The body will grow as it succeeds in stimulating government proceedings that lead to government grants.

No one should be surprised by the FTC's awards or by the FCC's recent notice of an inquiry into the subsidization of outside participation in its affairs (Broadcasting, July 3). Both agencies are now taking cues from influential staff members who were active on the citizen front before the Carter administration found homes for them in government.

Mr. Westen, his boss, Al Kramer, and others now at the FTC have experienced the uncertainties of living on foundation grants. They have counterparts and former colleagues at the FCC, such as Frank Lloyd, aide to the chairman. All are dedicated to the mission of institutionalizing government support for their followers in regulatory agitation.

What they want they may get: a perpetually enlarging bureaucracy of advocates acting for their private benefit but in the name of social causes. It may only be stopped by a Congress that is aware of an incipient taxpayer revolt.

A matter of perspective

ABC's announcement that it is splitting its stock and increasing its stock dividend, reported elsewhere in this issue, obviously means that business is good. It also calls to mind a couple of points that are often overlooked.

ABC has approximately 16,000 stockholders, including, of course, institutions that represent other thousands. It is a publicly held company, as are most major (and some minor) broadcasting entities. Directly or indirectly, millions of individuals have interests in their stocks.

The point is pertinent, we think, because the FCC's 1977 financial report for television, showing pretax profits at a record $1.4 billion (Broadcasting, Aug. 14), will undoubtedly stir up the critics again. There will inevitably be talk of bloated profits split among a few favored holders of priceless franchises from the government. The reality, of course, is otherwise.

Not only are television profits distributed as dividends to a significant percentage of the public that television serves. But that process follows a major extraction by the U.S. government in the form of corporate income tax. Uncle Sam collected about half of the $1.4 billion in 1977 before broadcasters and their stockholders got their hands on the rest.

It is also pertinent to mention that there are individual corporations in this country that make enormously more money than the whole television broadcasting business makes. In just the first six months of 1978, General Motors, for example, reported $574,900,000 more profit after taxes than all of the entities in television broadcasting took in before taxes in all of 1977.

Television is prosperous, to be sure. It has a long way to go, however, before it can be ranked in its totality with the big corporations of this country.

Curio

The American Federation of Musicians, a union that has had little role in modern broadcasting, suddenly sees hope for new life in the rewrite of the Communications Act. As reported here a week ago, the AFM has discovered that the so-called Lea Act, inserted as Section 506 in the existing Communications Act back in 1946, is missing from the legislative draft that emerged from the House Communications Subcommittee. The musicians want to keep things that way.

The AFM's enthusiasm for this turn of events is itself reason for broadcasters to take a new look at a section that has been in abeyance since it performed its original function of rigging broadcasters of house bands they didn't need. Section 506 prohibits unions—any unions—from coercing broadcasters into hiring more employees than they need or paying for underperformed or unwanted services. It makes featherbedding a criminal act, and the mystery is why it hasn't been invoked against other unions in recent years.

Maybe labor relations have progressed to a higher plane than the AFM of James Caesar Petrillo's day fought on. Maybe later legislation, such as the Taft-Hartley Act, has distracted attention from the Lea Act. But broadcasters would be wise to read Section 506 of the Communications Act against present circumstances, while it is still law. The section ought not to be allowed to disappear by default.
WSOC NewsRadio 93 is in touch with Charlotte

WSOC NewsRadio is in touch with Charlotte, and we keep Charlotte in touch with the world. Our computerized voter projections kept our listeners "in touch" with the recent city, county and state election returns and accurately projected the winners in each contest. When Charlotte was torn in controversy over the location of a proposed belt road, NewsRadio 93 stayed in touch with the area's only live coverage of the public hearings. The determination to keep Charlotte informed, together with the largest staff of radio news professionals in the Carolinas, has won recognition from the News Directors of the Carolinas with the presentation of six first-place awards for excellence in news reporting. WSOC NewsRadio 93 is in touch with Charlotte. And Charlotte is in touch with us.

WSOC News Radio 93

Cox radio stations are represented by The Christal Company.
Seeing is Believing

Lions Club members throughout the country have been working to strengthen their Eye Institute's donor program so more blind men and women might know the miracle of sight. To help make people aware of the Institute's work, KOLN-TV/KGIN-TV invited the recipient of an eye to appear on the air. The young teacher's joyful story had a profound effect. Since the program was shown in June of last year, the number of donors in Nebraska has increased by 3,000. Five videotapes of the KOLN-TV/KGIN-TV show have been distributed to Lions Clubs over the state to help them in their work.

Informing the public about such worthwhile programs is all part of the Fetzer tradition of total community involvement.

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