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Escalating dialogue on TV violence

# Broadcasting Feb 7

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NEWSPAPER

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## WILD, WILD WORLD of ANIMALS

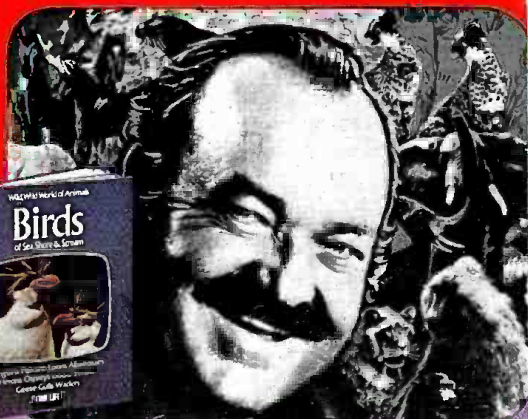
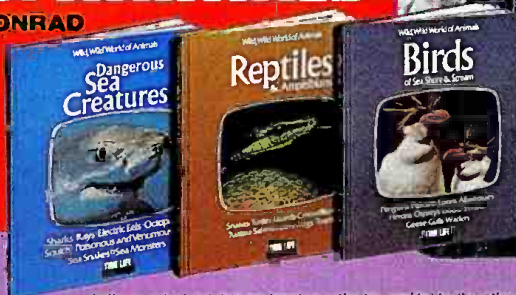
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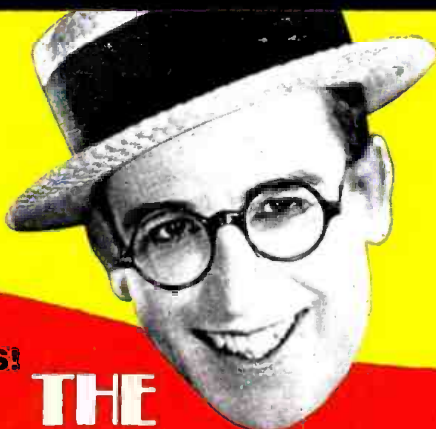
Source: November, 1976, Sweep Reports  
DMA Rating, Share and Demographics, NSI  
ADI Rating, Share and Demographics, ARB

Audience and related data are based on estimates provided by the rating services indicated and are subject to qualifications available on request.

| MARKET                 | STATION | DAY    | TIME                    | RTG SH | THE SUCCESS STORIES                                                                                            | MARKET               | STATION | DAY   | TIME        | RTG SH | THE SUCCESS STORIES                                                                                                     |
|------------------------|---------|--------|-------------------------|--------|----------------------------------------------------------------------------------------------------------------|----------------------|---------|-------|-------------|--------|-------------------------------------------------------------------------------------------------------------------------|
| AUSTIN, TEX.           | KTCB-TV | Thurs  | 6:30-7:00PM             | 23 44' | #1 Rating/Share/HH's/Viewers/Beats Total Competition, Adults (Men & Women).                                    | JOPLIN-PITTSBURG     | KOAM-TV | Wed.  | 6:30-7:00PM | 26 42' | #1 Program, Equals or Beats Total Competition in Rating/Share/Viewers/Adults/Men; Also, #1 HH's/Adults 18-49/Men 18-49. |
| DULUTH-SUPERIOR        | KDAL-TV | Thurs  | 6:30-7:00PM             | 22 38  | #1 Adults (Men & Women), Equal to Total Competition; also #1 Rating/Share/HH's/Viewers/Adults 18-49/Men 18-49. | LANSING              | WJIM-TV | Tue.  | 7:30-8:00PM | 19 34  | #1 Program in Total and All Demos.                                                                                      |
| FLINT-SAG-BAY CITY     | WNEM-TV | Sun.   | 6:30-7:00PM (All Weeks) | 21 41  | #1 Program, Outperforming Combined Competition; Beats Alternate Week Pgm.—NBC NFL Football.                    | MINN.-ST. PAUL       | WCCO-TV | Tue.  | 8:30-7:00PM | 16 30  | #1 Rating/Share/HH's/Adults (Men & Women).                                                                              |
| FRESNO                 | KFSN-TV | Thurs. | 7:30-8:00PM             | 19 31  | #1 Program in Total and All Demos.                                                                             | NORFOLK-PORT-N. NEWS | WTAR-TV | Mon.  | 7:30-8:00PM | 23 39  | #1 Program in Total and All Demos.                                                                                      |
| GRAND RAPIDS-KALAMAZOO | WKZO-TV | Wed.   | 7:30-8:00PM             | 18 30' | #1 Program in Total and All Demos.                                                                             | RENO                 | KCRL-TV | Fri.  | 7:30-8:00PM | 17 30' | #1 Program in Total and All Demos.                                                                                      |
| GREENVILLE-SP.-ASH.    | WSPA-TV | Thurs. | 8:30-9:00PM             | 30 42  | #1 Dominant Program in Total and All Demos—Over Network Competition.                                           | ROCKFORD             | WREX-TV | Thurs | 6:30-7:00PM | 18 33  | #1 Program, Beating Total Competition in Viewer Adults 18-49/Women 18-49; Also #1 All Demos.                            |
| JACKSON, MISS.         | WLBT    | Fri.   | 6:30-7:00PM             | 25 42' | #1 Program, Beats Total Competition in HH's/Viewers/Adults (Men & Women)/Adults 18-49/Men 18-49.               | WASHINGTON, D.C.     | WMAL-TV | Sat.  | 7:30-8:00PM | 16 31  | #1 Program in Total and All Demos; Also Triples Audience of Weekday Live Strip on Station.                              |

These are just a few examples... additional success stories available upon request.

**HAROLD LLOYD  
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NOW!**



**From Coast-to-Coast  
TODAY'S  
TV Audiences will now  
Discover How Funny  
HAROLD Really Is!!!**

**ALL NEW!**

- **NEW SOUND EFFECTS!**
- **NEW MUSIC!**

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CONSISTING OF:

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Feature Film Comedy Classics

**26**

**FIRST RUN**

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**New For  
Prime Access**

**PLUS** a 90-Minute Off-Network TV Special starring Dick Van Dyck

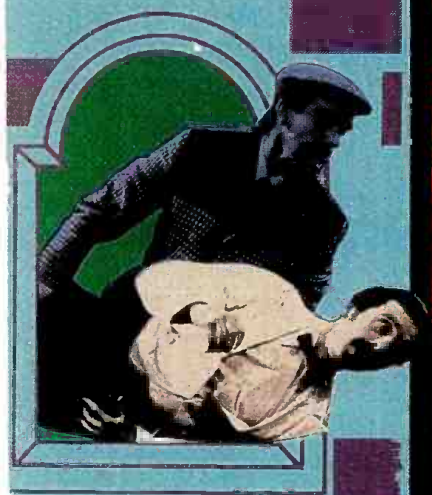
Academy  
Award-Winner  
as "Master Comedian"



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# ion programming

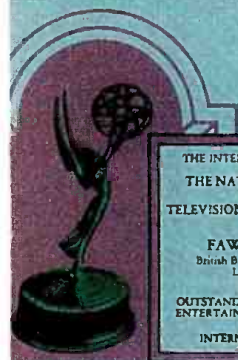
JOHN  
'Monty Python')  
CLEESE  
in



**FAULTY  
TOWERS**

**6**

**VERY FUNNY  
HALF-HOURS**



THE INTERNATIONAL COUNCIL  
OF  
THE NATIONAL ACADEMY  
OF  
TELEVISION ARTS AND SCIENCES  
Honors  
**FAULTY TOWERS**  
British Broadcasting Corporation  
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Nominated for  
OUTSTANDING ACHIEVEMENT IN  
ENTERTAINMENT PROGRAMMING  
1976  
INTERNATIONAL AWARD

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Dr. Jacob Bronowski's Remarkable Series of  
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Ranging Over 2,000,000 Years  
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"A superlative film series, visually eye-catching; full of the wonder, mystery and excitement of human knowledge. It delights as it informs. And, Bronowski, a television pro, is a superb narrator, powerful and lyrical as he takes a personal journey to the high points of man's achievement."

- *The Washington Post*

"One of the most extraordinary achievements—not only in the history of television, but of modern communication"

- *Los Angeles Times*



Dr. Jacob Bronowski

A New Programming Service for Newscasters

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**Now in 2nd Year  
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90-second spots—5 times a week, 52 weeks a year. Right at home in any of your station's newscasts—morning, afternoon or evening. In a women's show... a prime time access magazine format... or a special consumer program on how to save money.



Using the resources of the company that publishes FORTUNE, TIME and MONEY magazines, Time-Life Television provides your viewers with specific advice on such practical subjects as how to save 14% on your next grocery bill, and up to 60% on your home insurance, how to buy a car, boat and what to do to lose weight.

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**...to be continued.**

# Consistently Surprising

You never know where Mike will be popping up. February 13-17 he's taping in Miami Beach, right on the beach with the brightest stars under the sun, including cohost Lynda (Wonder Woman) Carter.

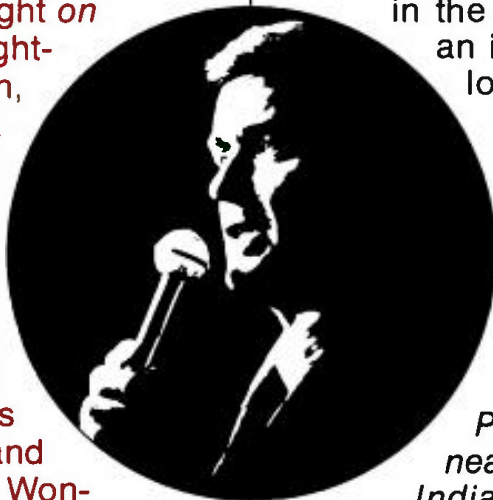
Just recently Mike traveled to Hollywood again for shows—now playing—with film superstars, the casts of the top TV series and musical giants. (Stevie Wonder for one, in a rare TV appearance.) In the studio and on location. The way only Mike does it.

And didn't he journey to Plains, Ga. to give you a very special at-home look at the Carter family!

When he isn't on-the-go, Mike plays host to everyone from John Wayne to the Bay City Rollers.

With Mike, it's not just who's on but the unusual things they say and do on his show.

All of which adds up to daily entertainment that's fresh and different and surprising, consistently.



# Surprisingly Consistent

Stations with "The Mike Douglas Show" have one of the surest things in the business. Not just for an initial burst but for the long run.

*Mike's been the people's choice for years. No. 1 with women and adults in dozens and dozens of cities including New York, Los Angeles, Philadelphia, San Francisco, Detroit, Pittsburgh, Miami, Minneapolis, Atlanta, St. Louis, Indianapolis, Sacramento and many more in the November sweep.*

*An invaluable lead-in to news for an increasing number of stations, Mike over the past four Novembers has rated No. 1 with women and adults in his time period in an average of two-thirds of those situations.*

*And Mike delivers more 18-49 viewers than the other two major variety-talk series. Consistently!\**

**The Mike Douglas Show.** Now in its 16th year—and still the program you can bank on.

**GROUP W PRODUCTIONS INC.**  
WESTINGHOUSE BROADCASTING COMPANY  
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# THE MIKE DOUGLAS SHOW

NATPE Spouses: Attend the Mike Douglas Beach Party and Show Taping Monday, February 14.  
NATPE Members: Attend the Taping Thursday, February 17.  
Details available in the Group W Productions Suite, **15-H**, Fontainebleau Towers.

# The Week in Brief

**MOSCOW OLYMPICS TO NBC** □ Network signs deal with the Russians for 1980 summer games. Unprecedented price tag: \$85 million. **PAGE 21.**

**RAPPING WITH JIMMY** □ President Carter's "fireside chat" last week was only the beginning in his administration's plans to stay in touch with the people. Coming up: a radio call-in show, with Mr. Carter answering the phone. **PAGE 20.**

**POWELL AND COMPANY** □ Youth takes the stage in the presidential news secretary's operation. A look at 10 people who will help in getting Carter's message across. **PAGE 20.**

**FIVE MORE FOR VAN DEERLIN** □ House Communications Subcommittee grows to 16 members as it gears up for Communications Act rewrite. **PAGE 26.**

**GOING GREAT GUNS** □ This year's National Association of Television Program Executives annual conference is expected to be bigger than ever, drawing 125 exhibitors to Miami. **PAGE 30.**

**'ROOTS' REVOLUTION** □ ABC-TV's *Roots* smashes audience records, leading the network to the biggest win any network has achieved in one week—an average 35.5 rating. The program gives the industry new ideas in program forms and scheduling. **PAGE 52.**

**THREE SAY NAY** □ Metromedia, Westinghouse and 20th Century-Fox raise their voices against Worldvision's proposal to the FCC regarding syndication. **PAGE 56.**

**WINTERIZING** □ Radio and TV stations and cable systems are coming to the aid of cities and states paralyzed by the cold wave and fuel shortage. **PAGE 57.**

**CUT IT OUT** □ Robert Liddel of Compton Advertising tells the Association of National Advertisers that 22.5% of all TV time is not program material. **PAGE 59.**

**NOT AN IMPOSSIBLE DREAM** □ A fourth network can be a reality, Michael Moore of Benton & Bowles says, and he lists its essential elements. **PAGE 61.**

**BOTHERED AND BEWILDERED** □ There is such a discrepancy in the Nielsen and Arbitron November TV rating reports for Orlando, Fla., that one of the city's stations wants a layman's explanation. **PAGE 62.**

**NAME DROPPING** □ Calls for FTC Commissioner Paul Dixon's resignation and plans for impeachment follow his ethnic slur against Ralph Nader. **PAGE 63.**

**VIOLENCE CONCERNS** □ The subject was in sharp focus everywhere last week. In Hollywood, producers huddled with NAB code board members in a constructive meeting. **PAGE 65.** In Washington, the NAB says a draft of its new guidelines on TV violence should materialize within six months. **PAGE 65.** FCC Commissioner Margita White expresses her misgivings in an address to a New York ANA workshop. **PAGE 66.** Sears and Eastman Kodak affirm their refusals to sponsor any hard-action programming. **PAGE 67.** The public's reaction to the problem is reported by JWT's Baumwoll. **PAGE 68.** Dallas is the latest stop in the PTA's series of regional meetings as public support for the association's crusade grows. **PAGE 69.**

**OTP'S FATE** □ Congressional opposition mounts against proposals to eliminate Office of Telecommunications Policy. Hollings, Baker say it should remain in the White House, be highly visible to the public. **PAGE 75.**

**POSTSCRIPT TO HAWAII** □ Here's further look at what happened at the NAB board meetings two weeks ago. **PAGE 75.**

**NCTA IRKED** □ Association offers rebuttal to comments filed at FCC favoring unattended operation of FM translators. **PAGE 76.**

**FEARS OF UHF GRAB** □ The chairman of a broadcast engineering group tells FCC's Wiley that a commission order issued last month props open the door for other services to poach on TV spectrum space. **PAGE 78.**

**INEQUALITIES** □ NCTA issues white paper in which it charges that regulatory disparities exist because there is no national policy for translators. **PAGE 80.**

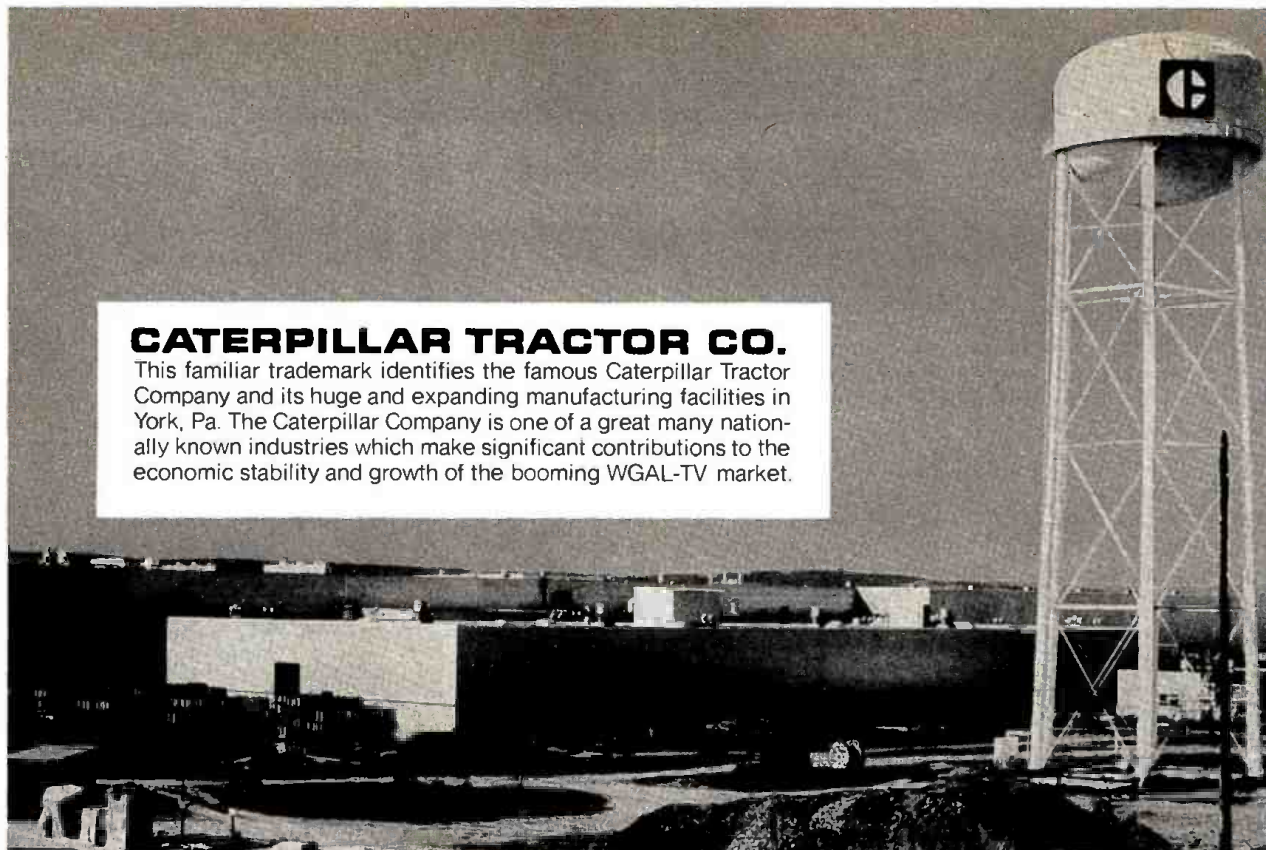
**CABLE AND COPYRIGHT** □ Comments are asked by Feb. 18 on how information should be filed at the FCC under the new law. **PAGE 80.**

**RADIO ALL THE WAY** □ Ralph Guild's career has been entirely in the medium and he's never thought of going into another field. The president of McGovern-Guild tells how those 28 years have paid off in business accomplishments and personal satisfaction. **PAGE 105.**

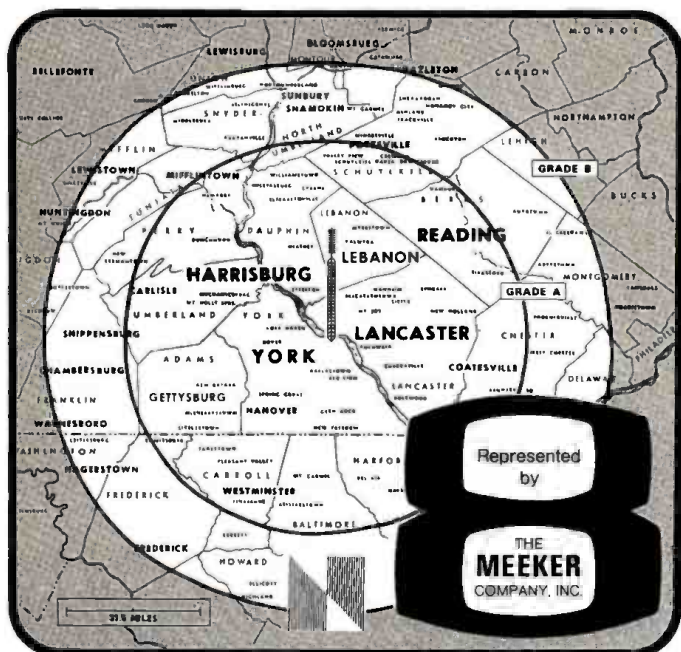
|                          |    |                         |     |                     |    |                         |     |
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## CATERPILLAR TRACTOR CO.

This familiar trademark identifies the famous Caterpillar Tractor Company and its huge and expanding manufacturing facilities in York, Pa. The Caterpillar Company is one of a great many nationally known industries which make significant contributions to the economic stability and growth of the booming WGAL-TV market.



## WGAL-TV delivers strong buying power in a diversified area



This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: manufacturing production \$6,603,130,000; agricultural production \$365,294,000; retail sales \$3,865,093,000\*. Cash in on this outstanding buying power — include WGAL-TV in your planning.

## WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

\* 1976 Sales Management Survey of Buying Power  
1976 Pennsylvania Abstract

**STEINMAN TELEVISION STATIONS**

WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.  
WTEV Providence, R. I./New Bedford-Fall River, Mass.

# Closed Circuit®

Insider report: behind the scene, before the fact

## Olympic finance

Sources who've looked into such matters estimate that if NBC is paying \$85 million for 1980 Moscow Olympics (see page 21), it will have to sell close to \$135-million worth of advertising just to break even. To that \$85 million, they figure, must be added \$12-\$15 million as "cost of money" for prepayments demanded by Russians, \$15-\$20 million for agency commissions, \$1.5-\$2 million in transmission charges, as yet unfigurable millions in own production and related costs and offsets for profits they would have made anyway on programs pre-empted for Olympics.

Whatever exact figure proves to be, NBC sources say Olympics carry excitement and prestige that are worth money to NBC—and to advertisers, and they say they expect to break even and make some. Present plan is to offer approximately normal load of commercials—about 12 per hour in daytime, seven per hour at night. Rates haven't been set, but NBC sources say scores of advertisers have called or written to express interest. Current bet is that prime-time minute will be pegged at \$185,000 to \$200,000. ABC, which has 1980 winter Olympics at Lake Placid, N.Y., reportedly is asking about \$140,000 per minute.

## Race to place

Now that *Roots* has clinched ABC-TV's unaway prime-time victory this season (CBS's programmers even admit publicly that they won't catch ABC in 1977), horse race will be between CBS and NBC for second place. Right now, they're in 18.7 national Nielsen dead heat in season-to-lates (with ABC at 20.9).

CBS has had momentum in recent weeks over NBC due to consistently solid ratings for regular series, *M\*A\*S\*H*, *One Day at a Time*, *60 Minutes*, *All in the Family*, *The Waltons* and three or four others, so industry insiders give edge to CBS. NBC has batch of "big events" still to come (everything from TV premiere of Stanley Kubrick's "2001: A Space Odyssey" to 90-minute "An Evening With Diana Ross") but only two of its weekly series—*Sanford and Son* and *The Wonderful World of Disney*—are getting better than 32 shares, on average.

## Waste space?

Available data tells National Association of Broadcasters that government may not be managing its share of radio spectrum efficiently. In pending FCC inquiry into demands United States will make for

spectrum space at 1979 World Administrative Radio Conference, Office of Telecommunications Policy has posted notice that government covets 100 mhz of what is currently television space in UHF band. Working up case to counter that, NAB has analyzed some 100 pounds of OTP computer printouts which tell what government is doing with space it already has.

NAB's conclusion, which has to be tentative because association can't see data that is classified under national security and because it doesn't know what new services government might be planning, is that government has spaced many channels too far apart—particularly in one segment, 225-400 mhz, that appears to be occupied primarily by military. NAB won't rest its case until it sees OTP's justification for added space. It hears rumors OTP may modify claim.

## Back at the ranch

To obvious displeasure of supervisors at National Association of Broadcasters, move has begun to unionize NAB staff. Michael Barry, legislative counsel in NAB government relations office, is inside organizer, working with Communications Workers of America, AFL-CIO. Both management and organizers are reluctant to talk; it isn't known whether Mr. Barry has collected enough signatures from nonsupervisory staff to hold National Labor Relations Board-certified elections. Mr. Barry needs 30% to get election and majority in election to let union in.

Grievances are said to center on fringe benefits at NAB, specifically on health plan (partly because its maternity benefits are considered inadequate, according to one source) and pension plan (because it doesn't permit option of employee setting up own plan to take yearly tax deductions, same person said). NAB management has hired outside counsel for advice from Philadelphia-based law firm, Morgan, Lewis & Backius. Higher-ups first learned of movement on last day of Hawaii board meeting; during their absence from Washington Mr. Barry canvassed staff for support.

## Soviet superpower

Contrary to published reports that Soviets are experimenting with energy transmission by shortwave, it's now more than surmise that Russians for months have been experimenting with superpower carriers in megawatt (million watts) multiples for possible shortwave radio bombardment of eastern portion of North American continent from Arctic to

Caribbean. Multiple transmitters with total outputs exceeding 2 megawatts, are being beamed by massive antenna array to cover area from Canada's more densely populated eastern area through most of U.S. from Chicago east and into Caribbean land areas.

Latest report last week from Ottawa was that Russian carrier emissions had prompted protests from Canada, U.S., Great Britain and Scandinavian countries, but USSR, as usual, was mum. Highest shortwave broadcast power now used is 600,000 w by Russians and perhaps Dutch and Chinese. Voice of America uses 500,000 w.

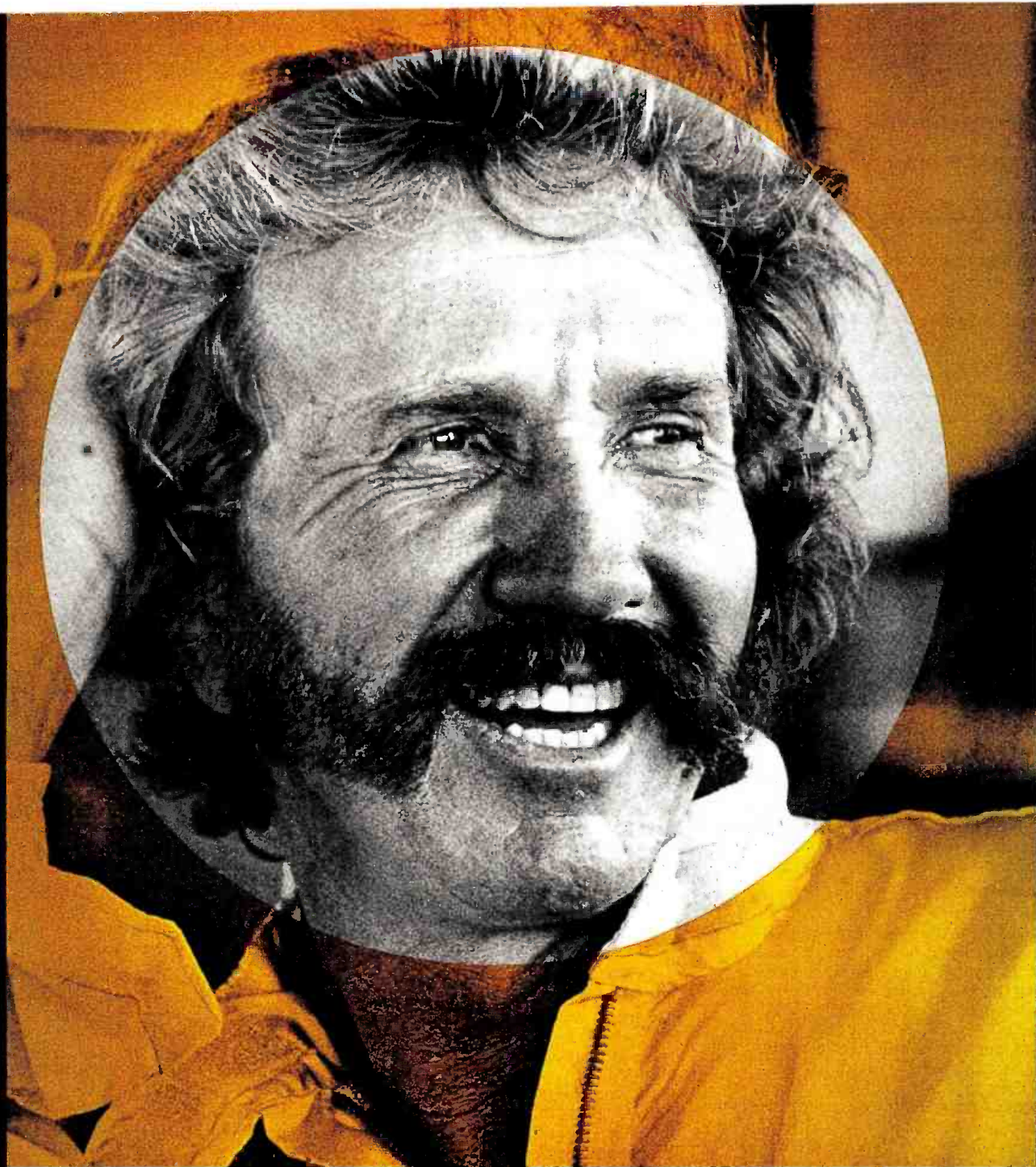
## No harm seen

FCC Cable Television Bureau research indicates that, for most part, lifting signal-carriage restrictions on cable systems would have only slight audience-fragmentation effect on local television stations. Bureau did research in connection with commission's proposal to redefine cable systems—matter commissioners are to consider again this week. Commission has discussed leaving outside its definition systems of 500 or even 1,000 subscribers. Bureau's figures indicate that, except in handful of markets (fewer than 25), fragment effect would be small—"less than 1%," if systems added signals, according to one official. Markets where effect might be greater are those with several systems or relatively few TV homes. Staff says, however, that some of those systems might not be able or willing to increase their signal load.

## One voice?

Fusion of all international and overseas broadcasting services underwritten by U.S. government (Voice of America, Radio Free Europe/Radio Liberty) may become live issue when new Carter administration shakes down to that level of concern. Involved would be roughly \$120 million in funding, divided about equally between VOA and RFE/RL. Entailed would be transfer of VOA from United States Information Agency, with latter, less broadcasting, becoming function of State Department. (Career diplomat, John E. Reinhardt, is slated for USIA directorship.)

In past, move of any USIA functions to State has been opposed on grounds of loss of independence and credibility. Presumably action will come after President Carter, if so minded, names new chairman of Board of International Broadcasting to succeed David M. Abshire, Republican. BIB now oversees RFE and RL and aspires to embrace all external broadcast operations.



**TODAY —  
THE FIRST  
NATIONWIDE  
ANNOUNCEMENT OF  
AN EXCITING NEW  
SERIES YOU'LL WANT  
FOR PRIME ACCESS  
IN YOUR MARKET**

**MARTY ROBBINS'  
SPOTLIGHT**

Behind the wheel of his racing car ... at the top of both the pop and country music charts ... on network prime time shows ... repeat host of NBC's Midnight Special ... playing to SRO audiences worldwide — that's where you find Marty Robbins.

And now, for Fall 1977, you'll find him in prime access with the freshest new half hour series of the year — MARTY ROBBINS' SPOTLIGHT!

This is a music show with Marty singing all of his great hits against the background of a 17 piece orchestra and vocal group. And it's more — it's a brand new twist on the celebrity roast.

Every week Marty will put his Spotlight on a different Superstar guest. The musical part of the show will feature the songs that have made the guest famous. The fun part will be as Marty opens the secret doors in the life of his guest. Other big name entertainers drop by with hilarious stories, surprise photos, some unbelievable clips from old TV shows and early recordings the Superstar may want to forget.

One week the Spotlight guest is an important pop singer ... the next week he is a pro football player turned entertainer ... and the following week Marty spotlights a country music celebrity. The glue that holds this series together is the fact that Marty's success in sports, pop music and country music provides him with the background to relate to a wide variety of superstars.

You've been nice enough to say you like the production values and numbers we've given you with programs such as BOBBY GOLDSBORO and this year's access hit, DOLLY. Now we promise you this — MARTY ROBBINS' SPOTLIGHT will pull even stronger numbers and demographics for the 1977-78 season. Incidentally, it's a cash sale — no barter.

At NATPE come by Suite 16-F for some Show Biz refreshment, and a preview of this refreshing series. Marty, who will be on his way to play a concert in Australia, will be with us on Saturday, February 12. He'd like to see you there. And so would we.

POPI GOES THE COUNTRY  
127 STATIONS  
DOLLY 130 STATIONS  
GOSPEL SINGING JUBILEE  
67 STATIONS  
NASHVILLE ON THE ROAD  
110 STATIONS  
PORTER WAGONER  
103 STATIONS  
NEW FOR 1977—  
ART JAMES'  
WORD GRABBERS

Reg Dunlap/President • Neika Brewer/Exec. VP • Dave Sifford/Exec. VP



Show Biz, Inc. • Baker Building • Nashville, TN 37212 • (615) 327-2532

# Business Briefly

**Dodge** □ Dodge dealers will begin spot-TV campaign in mid-February running until late June. BBDO, Troy, Mich., will seek TV spots in all time periods to reach men, 21-54.

**Panasonic** □ Company is readying four-week TV drive for its CB radios in mid-February. Ted Bates, New York will gear TV spots toward men, 18-49, placing spots in fringe-time periods.

**Westinghouse** □ Eight-week spot-radio campaign is ready and will feature company's light bulbs. Starting in mid-February, spots will be placed in about 12 markets, including Atlanta, Denver and Philadelphia. Ketchum, MacLeod & Grove, New York, is seeking time slots to reach adults, 18-49.

**General Mills** □ Food company will feature its Golden Graham crackers in four-week spot-radio drive in mid-February. Campbell-Mithun, Minneapolis, will seek radio spots in at least 20 markets including Baltimore, Dallas and Miami to reach women, 25-49.

**Borden** □ Dairy and services division is planning three-to-six week spot-TV drive for various products beginning later this month. Tracy-Locke, Dallas, will place TV spots in 30 Southern markets during prime and family-viewing hours, seeking to reach women, 18-49.

**Hills Brothers** □ Food chain and manufacturer will feature various products in nine-week spot-TV promotion beginning in mid-February. BBDO

International, New York will set TV spots in about 14 markets in daytime periods, targeted to women, 25-54.

**Singer** □ Manufacturer is arranging two-week spot-TV campaign for Singer sewing machines. TV spots will be placed in 40 markets during day, fringe and news time viewing, aimed to reach women, 18-49. Media Corp. of America, New York, is agency.

**Schlitz Brewing** □ Three flights are set for company's light beer and three promotions for its Old Milwaukee beer beginning in February, March, April and May. Cunningham & Walsh, New York, will schedule spots for four weeks in 50 markets during fringe-time periods. Men, 18-49, are demographic targets.

**Campbell** □ V-8 concentrated juice will get three spot-TV flights beginning in March, May and June. Needham, Harper & Steers, Chicago, will set TV spots in day, fringe and prime-time periods to reach women, 25-49.

**Armour** □ Food company will feature its Armour hot dogs in three-week spot-TV drive beginning in mid-February. Young & Rubicam International, New York, will place spots in day and early fringe-time periods to reach women, 25-54, in 20 markets.

**Heinz** □ Company's 57 sauce will be spotlighted in four-week TV campaign in early March. Ketchum, MacLeod & Grove Inc., Pittsburgh, is buying into seven markets. Spots on fringe and daytime

periods will be geared to women, 18-49.

**Upjohn** □ Pharmaceutical manufacturer is mapping six-week spot-TV push for its Unicap vitamins set for mid-March. Kelly-Nason, New York, will seek TV spots during day, fringe, prime and access-time periods to reach women, 18-49.

**Avon** □ Cosmetic firm will spotlight its line of black cosmetics in four-week TV promotion beginning late this month. Uniworld Group, New York, is concentrating TV spots during day and weekend time slots to reach women, 18-49.

**Bonanza** □ Steak house chain has 10-week radio promotion slated for late February. McCann-Erickson, Chicago, is seeking radio spots to reach adults, 25-49.

**Zayres** □ Discount department store chain is readying 44-week radio promotion to start in mid-March. Ingalls Associates, Boston, will seek radio spots in about 15 markets including Atlanta, Memphis and Louisville, Ky. Demographic target is women, 18-49.

**Brick Institute of America** □ Group is scheduling eight-week spot-radio drive in late February. Henry J. Kaufman & Associates, Washington, will arrange radio spots in at least five markets, zeroing in adults, 25-49.

**Church & Dwight** □ Manufacturer of household products features Arm & Hammer laundry detergent in 23-week spot-TV campaign beginning in mid-February. Kelly, Nason, New York, will schedule spots in day, fringe, prime and access-time periods to reach women, 25-54.

**White Lily Foods** □ Food company will feature its White Lily flour in nine-week spot-TV drive starting in February. Tucker Wayne, Atlanta, will schedule TV spots in 13 Southeastern markets during daytime hours, gearing spots toward women, 18-54.

**Buray** □ Cookie company plans three-week radio spot campaign starting in mid-February. Independent Media Services, New York, will seek time slots to reach women, 18-49.

**Velsicol** □ Chemical corporation will feature its corn herbicide, Banvel Lasso, and its wheat herbicide, Mondak, in three-to-four week spot-TV drive in late February. Kenrick Advertising, St. Louis, will place TV spots in 10 markets for Banvel Lasso and in seven markets for

## BAR reports television-network sales as of Jan. 16

ABC \$45,626,900 (30.5%) □ CBS \$49,167,500 (32.8%) □ NBC \$54,741,100 (36.6%)

| Day parts                        | Total minutes week ended Jan. 16 | Total dollars week ended Jan. 16 | 1977 total minutes | 1977 total dollars year to date | 1976 total dollars year to date | % change from 1976 |
|----------------------------------|----------------------------------|----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on-10 a.m.    | 132                              | \$ 779,200                       | 258                | \$ 1,476,400                    | \$ 1,364,000                    | + 8.2              |
| Monday-Friday 10 a.m.-6 p.m.     | 999                              | 14,631,200                       | 1,997              | 27,917,800                      | 25,024,600                      | + 11.6             |
| Saturday-Sunday Sign-on-6 p.m.   | 345                              | 7,974,200                        | 958                | 29,475,000                      | 13,875,700                      | +112.4             |
| Monday-Saturday 6 p.m.-7:30 p.m. | 107                              | 3,592,900                        | 225                | 8,757,400                       | 6,953,300                       | + 25.9             |
| Sunday 6 p.m.-7:30 p.m.          | 18                               | 832,800                          | 57                 | 4,191,200                       | 1,814,800                       | +130.9             |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 399                              | 29,847,900                       | 943                | 69,334,700                      | 67,895,100                      | + 2.1              |
| Monday-Sunday 11 p.m.-Sign-off   | 194                              | 4,017,900                        | 402                | 8,382,800                       | 5,353,000                       | + 56.6             |
| <b>Total</b>                     | <b>2,194</b>                     | <b>\$61,676,100</b>              | <b>4,840</b>       | <b>\$149,535,500</b>            | <b>\$121,849,500</b>            | <b>+ 22.7</b>      |

Source: Broadcast Advertisers Reports

76/77

Abominable  
Snowman

Ghosts

Immortality

Bermuda  
Triangle

77/78

King  
Solomon's  
MinesKiller  
BeesVisitors  
from  
Outer  
SpaceAncient  
AviatorsPyramid  
Power

UFO's

Montezuma's  
Gold

Atlantis

Missing  
Link

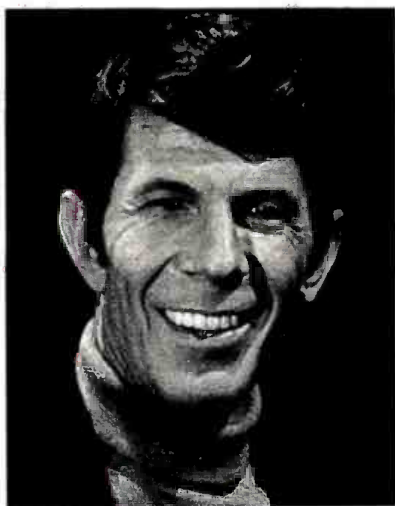
Earthquakes

Re-  
incarnationLoch  
Ness  
MonstersButch  
CassidyLife  
After  
Death

# One Great "IN SEARCH OF..." SEASON Brings Another

The highly acclaimed prime access series that delivered top-rated all-family entertainment in more than 50 markets in its initial season will launch a second year of voyages into the unknown in 1977. The second season of all new shows will continue to dramatically probe the mysteries that have baffled mankind through the centuries—lost civilizations, special phe-

nomena, extra-terrestrials, missing persons, magic and witchcraft, myths and monsters. Produced by Alan Landsburg Productions for Bristol-Myers.



Starring LEONARD NIMOY  
as host-narrator

You'll find the "In Search of..."  
Bristol-Myers hospitality suite  
at N.A.T.P.E.  
at the Fontainebleau

Big Foot

Anastasia

Dracula

Captain  
Kidd's  
TreasureAmelia  
EarhartNoah's  
Ark

Voodoo

Eldorado



# Hour First Lady.

With the breathtaking figures!

The Bionic Woman\*

**MCA TV**

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# When Robert Schuller speaks



**millions  
of viewers  
start thinking.**

**WBRC** Birmingham, AL; **WDBN** Oothan, AL; **WKAB** Montgomery, AL; **WHNT** Huntsville, AL; **WEAR** Mobile-Pensacola, AL; **KFAR** Fairbanks, AK; **KINY** Juneau, AK; **KDAI** Flagstaff, AZ; **KPHO** Phoenix, AZ; **KZAZ** Tucson, AZ; **KATV** Little Rock, AR; **KJTV** Bakersfield, CA; **KHSL** Chico-Redding, CA; **KECC** El Centro, CA; **KTLA** Los Angeles, CA; **KMST** Monterey, CA; **KMIR** Palm Springs, CA; **KXTV** Sacramento, CA; **XETV** San Diego, CA; **KTVU** San Francisco, CA; **KYOF** San Francisco, CA; **KLXA** Santa Ana, CA; **KDAA** Colorado Springs, CO; **KBTU** Denver, CO; **KREX** Grand Junction, CO; **WHGT** Hartford, CT; **WCCA** Washington, D.C.; **WBBH** Fort Myers, FL; **WCJB** Gainesville, FL; **WJKS** Jacksonville, FL; **WCIX** Miami, FL; **WTOG** Tampa-St. Petersburg, FL; **WPEC** West Palm Beach, FL; **WXIA** Atlanta, GA; **WMAX** Macon, GA; **WTOC** Savannah, GA; **KGMB** Honolulu, HI; **KTVB** Boise, ID; **KID** Idaho Falls, ID; **WFLD** Chicago, IL; **KHQA** Quincy-Hannibal, IL; **WEEK** Peoria, IL; **WHBF** Rock Island, IL; **WKJB** Ft. Wayne, IN; **WTHR** Indianapolis, IN; **WSBT** South Bend, IN; **KCRB** Cedar Rapids, IA; **WIO** Des Moines, IA; **KTVQ** Ottumwa-Kirksville, IA; **KCAU** Sioux City, IA; **KTSB** Topeka, KA; **WTWQ** Lexington, KY; **WDRB** Louisville, KY; **KTYE** Monroe, LA; **WDSU** New Orleans, LA; **WGAN** Portland, ME; **WVU** Bangor, ME; **WBFF** Baltimore, MD; **WWLP** Springfield, MA; **WUHQ** Battle Creek, MI; **WKBD** Detroit, MI; **WJRT** Flint, MI; **WZZM** Grand Rapids, MI; **WILX** Lansing, MI; **WPBN** Traverse City, MI; **KBJR** Duluth, MN; **KTTT** Rochester, MN; **KSTP** Minneapolis, MN; **KCBJ** Columbia, MO; **WDAF** Kansas City, MO; **KMTX** Springfield, MO; **KPLR** St. Louis, MO; **KDNL** St. Louis, MO; **KFBB** Great Falls, MT; **KTCM** Helena, MT; **KYUS** Miles City, MT; **WOWT** Omaha, NB; **KOLO** Reno, NV; **KGGM** Albuquerque, NM; **WAST** Albany, NY; **WUTV** Buffalo, NY; **WPTZ** Burlington-Plattsburgh, NY; **WOR** New York, NY; **WRCC** Rochester, NY; **WYNS** Syracuse, NY; **WUTR** Utica, NY; **WCCB** Charlotte, NC; **WCTI** Greenville, NC; **WGHP** Highpoint, NC; **KFYR** Bismarck, ND; **KXJB** Fargo, ND; **WKRC** Cincinnati, OH; **WUAB** Cleveland, OH; **WCMB** Columbus, OH; **WKEF** Dayton, OH; **WOHO** Toledo, OH; **WYTV** Youngstown, OH; **WHIZ** Zanesville, OH; **KXII** Ardmore-Ada, OK; **KWTV** Oklahoma City, OK; **KTUL** Tulsa, OK; **WFMZ** Allentown, PA; **WSEE** Erie, PA; **WHP** Harrisburg, PA; **WJAC** Johnstown, PA; **WPHL** Philadelphia, PA; **WVIC** Pittsburgh, PA; **WNEP** Wilkes Barre, PA; **WPRI** Providence, RI; **WCSC** Charleston, SC; **KEYN** Rapid City, SD; **KELO** Sioux Falls, SD; **WDEF** Chattanooga, TN; **WATE** Knoxville, TN; **WTVF** Nashville, TN; **KAMR** Amarillo, TX; **KBBT** Beaumont, TX; **KZTV** Corpus Christi, TX; **KXTX** Dallas, TX; **WFAA** Dallas, TX; **KYSM** El Paso, TX; **KDDG** Houston, TX; **KGNS** Laredo, TX; **KMID** Odessa, TX; **KSAT** San Antonio, TX; **KCCN** Waco-Temple, TX; **KAUZ** Wichita Falls, TX; **KSL** Salt Lake City, UT; **WVEC** Norfolk, VA; **WXEX** Richmond, VA; **WLVA** Roanoke-Lynchburg, VA; **KVOS** Bellingham, WA; **KSTW** Tacoma, WA; **KAPP** Yakima, WA; **WCHS** Charleston, WVA; **WTAP** Parkersburg, WVA; **WTRF** Wheeling-Steubenville, WVA; **WLUK** Green Bay, WI; **WBST** La Crosse, WI; **WNTV** Madison, WI; **WITI** Milwaukee, WI; **WSAU** Wausau, WI; **CHANNEL 9** Brisbane & Melbourne, Aust; **CHANNEL 10** Sydney, Aust; **ZB**, **PJD**, **PJF** Virgin Islands, West Indies.

**We can  
speak to more...**

Robert Schuller's "HOUR OF POWER" program continues to expand. For availability in your market, call Michael Nason, collect at, (714) 750-6969.

**marcom advertising**, 4201 West Chapman Ave., Orange, Ca. 92668

Mondak. Men, 18-54, are target of spots being set in prime, early and late news periods.

**Universal Foods** □ Red Star yeast is preparing four-week spot-radio campaign starting late this month. Campbell-Mithun, Minneapolis, will handle radio spots in 10 markets including Detroit and Milwaukee. Spots will zero in on women, 18-49.

**Great Western** □ Company will focus four-week spot-radio drive on its Great Western wines beginning in mid-February. Media Corp. of America, New York, will seek radio spots in Northeastern markets. Demographic target is women, 25-54.

**Kawasaki** □ Motorcycle company is preparing eight-week radio spot promotion for motorcycles beginning late this month. J. Walter Thompson, New York, will seek spots in Northeastern markets to reach men, 18-34.

**Pfizer Genetics** □ Agricultural seeds division plans three-week spot-TV promotion for its Trojan corn seed in late February. Brewer Advertising, Kansas City, Mo., will put spots in 73 markets. News, fringe and prime-time periods are sought to reach men, 35-54.

**Ground Round** □ Restaurant chain will schedule two-week radio drive beginning in mid-February. Harold Cabot, Boston, will concentrate radio spots in at least five Northeastern markets, aiming to reach adults, 18-34.

**Cato** □ Women's fashions will be highlighted in spot-TV promotion for eight weeks beginning in mid-February. Shotwell, Craven, Varner, Charlotte, N.C., is taking aim at women, 18-34, via buys in nine markets during day and fringe-time periods.

**Aziza** □ Division of Chesebrough-Ponds schedules five-week TV spot campaign for Aziza eye make-up. Waring & LaRosa, New York, will seek TV spots in late fringe-time periods to reach women, 18-34.

**Beechum** □ Consumer products company places spotlight on Maclean's toothpaste in five-week spot-TV drive beginning in mid-March. Kenyon & Eckhardt, New York, will place TV spots in day and prime-time periods to reach women, 25-54.

**Old Virginia** □ Jam and jellies will be promoted in four-week spot-TV effort set for mid-March. Houck & Co., Roanoke, Va., will schedule TV spots in 10 markets during fringe-time viewing to reach women, 18 and over.

**Parfum Vigny** □ Perfume manufacturer will introduce Me perfume in spot-TV promotion beginning in early April for four weeks. Media Specialists, New York, will buy into seven major markets including New York and Chicago. Spots will be

## Rep appointments

- KEEY-AM-FM Minneapolis: Katz Radio, New York.
- WPOP(AM) Hartford, Conn.; WIOF(FM) Waterbury, Conn.: Kadetsky Broadcast Properties, Boston.
- Kxmc-TV Minot, N.D.: Katz Television Continental, New York.

placed in daytime fringe and prime-time periods to reach women, 18-49.

**Joseph Gardner** □ Importer has four-week TV campaign slated for Cella wines beginning in late March. Richard K. Manoff, New York, will schedule TV spots during fringe and access-time hours, aiming at adults, 18-49.

**Pennaco** □ Company is preparing two-week spot-TV drive for Givency pantyhose starting in mid-March. Vitt Media International, New York, will seek TV spots in 25 markets. Spots will be set in fringe and daytime periods to reach all women.

**Amchem** □ Lawn products company takes two four-week radio flights beginning in late March and mid-April. Richardson, Myers & Donofrio, Baltimore, will schedule radio spots in two markets. Demographic target is men, 25-49.

**Federal Express** □ Package air express company is planning six-week spot-TV campaign in late February. Carl Ally, New York, will place TV spots in late fringe and prime-time periods, zeroing in on men, 25-54.

**Vivatar** □ Pocket camera is slated for four-week spot-TV promotion in April through Dreyfuss Agency, Los Angeles. Spots during fringe, prime and access viewing time are set to reach men and women, 18-49.

**Fayva** □ Shoe company slates three-month TV drive in mid-March. Arnold & Co., Boston, will handle spots and place them on day, fringe and prime-time periods to reach teen-agers and men and women, 18-34.

**Pearson Candies** □ In correcting last week's item, division of ITT Continental Baking will launch eight-week spot-radio campaign for candies in early April. Grey, Minneapolis, will place supermarket-test spots in Denver, Chicago and Minneapolis-St. Paul in afternoon and evening periods to reach 12-24 age group.

**Sunmark** □ Crunchola candy bar gets six-week spot-TV drive in mid-February. Doyle Dane Bernbach, New York, is going after children, 6-11, and women, 25-49, during fringe time in 20 markets.



# Top Billing

To see what we mean visit us in Miami Beach at the NATPE Conference.

You will see for yourself why the five half hour *AMERICAN ENTERPRISE* mini series, starring William Shatner as the host/narrator, is winning audiences and sponsors as well.

As to the audience, the films are dramatic. The series was shot in 102 locations, in 32 states, and contain some of the most memorable footage on America and its people that you will ever see.

Gold Medals testify to what the pros think of the series: Five Cine Gold Eagles, four medals at the Virgin Islands International Film Festival—one Gold, two Silver, one Bronze—and a Gold Medal at the International Film and TV Festival in New York.

As to the sponsors, well, this may be the series your own chairman or president would like to sponsor, to say nothing of the business leaders in your community. If they have been complaining about America's economic ignorance, now there is something they can do about it.

*AMERICAN ENTERPRISE* is five views of America's economic history.

The best news of all is the economics of the series for you. It's the kind of series you can bank.

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# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Ralph E. Dennis, director, agricultural services, Buckley Radio, New York

## Agribusiness: It's radio business

Farm radio advertising is big business, much as farm production is big business.

For many years the farmer relied on agricultural publications for information about equipment, animal health products, herbicides, weather and other data needed to conduct his business. But with the electronic age, life changed for the farmer.

With the advent of radio and later television, the farmer no longer had to wait for vital information in print. He could get it instantaneously on the radio and, to a lesser extent, on television. This immediacy provided by the electronic media has, over the years, helped spur the growth of advertising directed to farmers. And radio has played a key role in this transformation.

In 1976, advertisers placed between \$9 million and \$10 million on radio stations belonging to the National Association of Farm Broadcasters, a 15% to 20% increase over 1975. And agricultural advertising on NAFB stations has increased at least 35% in the last four years.

Among the important agricultural advertisers that used radio in 1976 with substantial schedules were Elanco Products, American Cyanamid, Ciba-Geigy, DuPont, Monsanto, Mobil Chemicals, Stauffer Chemical, International Harvester, Farmland Industries, Pfizer, Upjohn, Shell Oil (chemicals), FMC Corp., Amchem, Standard Oil of California, Massey Ferguson, Acco Seeds, DeKalb and Dow Chemical.

The improved outlook for farm advertising has not escaped the attention of national representatives. More and more of them are placing emphasis on farm accounts. My own firm, Buckley Radio Sales, is particularly active in farm radio. All 10 of our offices are busy with farm advertisers, particularly New York, Chicago, Detroit and Philadelphia, where we maintain a farm specialist.

Farm radio is localized for the area a station reaches. Where cattle are the important products, the stations are attuned to the latest cattle-market reports. These stations also concentrate on up-to-the-minute information on cattle ailments and keep cattle farmers informed of the latest information on animal health products. In wheat, corn, sorghum, soybean and other grain-growing areas, stations give farmers information on the most suitable herbicides and fertilizers. In both livestock and produce-growing areas, stations give detailed market reports.

Farm radio directors travel hundreds of thousands of miles each year to meet



Ralph E. Dennis, director, agricultural services, Buckley Radio Sales, New York, has been involved in farm broadcasting for more than 25 years. He began in radio in the early 1940's and has worked for ABC Spot Sales and ABC-TV, Katz Television, CBS Radio Spot Sales and Avery-Knodel Radio, which last year merged with Buckley Radio. For a substantial portion of this time Mr. Dennis was involved in selling farm radio advertising.

farmers and to discuss this information with them at farm meetings or farm fairs. Most of the farmers know the farm director personally.

As an example of farm programs tailored to a particular area, KWFT(AM) Wichita Falls, Tex., a large beef-growing community with approximately 10 million head of cattle within coverage of KWFT's signal, puts great emphasis on information to cattlemen. Market reports on cattle and livestock are featured throughout the day, including direct reports from principal livestock markets, grain reports and feed-lot information.

Livestock sales and auctions throughout KWFT's coverage area are covered and advertised frequently on the station. Earl Sargent, the station's farm director, travels extensively to these auctions and farm meetings.

A different type of farm programming schedule is carried by WKZO(AM) Kalamazoo, Mich., where Karl Guenther is farm director. This is a general-type farming area, producing grain and livestock, but it is also a leading producer of fruits and vegetables. From mid-April to mid-August, WKZO broadcasts a spray-guide program that is very useful to fruit growers. Also, Mr. Guenther has regular visits from county agents, fruit growers and other agricultural experts. He has built up a warm rapport with these specialists and programs involving them often are lively and humorous as well as informative.

Also playing a key role in the development of farm radio advertising is the National Association of Farm Broadcasters. It

was formed in the early 40's, has expanded its membership each year and provides unique services for the contemporary farmer. To be a member, the farm director must have an established background in agribusiness communication; his prior experience must include a one-year apprenticeship before he can be eligible to be a voting member, and, most important, the farm director must devote a minimum of 75% of his time on the air to farm broadcasting.

Six or seven years ago, the NAFB established a sales marketing board and appointed Ray Kremer as sales marketing director. Mr. Kremer is one of the most highly regarded and experienced men in this field. His goal was and is to develop new accounts for radio and television stations in the agricultural field.

His efforts have been highly rewarding. Many new accounts—some listed above never before used broadcasting—are now regular, devoted clients. The expansion of the sales marketing division took another innovative step this year with the appointment of a second sales marketing director, Charles Might, who comes to the marketing board with excellent credentials and recommendations from many stations, advertisers and agencies.

Another example of the service rendered by the NAFB sales marketing people was the establishment of a research program for their participating farm stations and farm directors. To that end, the Doane Radio Research Co., St. Louis, was contacted in 1974 to make a general survey to discover the frequency of farmer listening to NAFB stations, their knowledge of individual farm directors and their response to his on-air broadcasts. The results were outstanding.

Again in 1976, another comprehensive study was conducted in a 28-state area. This profile, however, was refined still further to reflect not only farmers' over-all listening habits but individual station preferences as well. This study confirmed farmers' loyalty to radio with 95% of all farmers replying that they listen daily and with great regularity to farm information broadcasts by accredited NAFB farm directors.

Farm radio, as you can see, is a large and growing market. Radio stations affiliated with the NAFB alone (to which virtually all leading farm-oriented outlets belong) now number approximately 175 stations and farm networks. They are optimistic about 1977—and it's almost a certainty that this year will show at least another 15%-20% gain, bringing total radio farm advertisers to the \$11-\$12 million mark.

# LINEUP FOR LAUGHTER!

The Bob Newhart  
Show

The Mary Tyler  
Moore Show

My Three Sons

Family Affair

The Beverly  
Hillbillies

The Andy  
Griffith Show

Hogan's Heroes

Gomer Pyle

Petticoat Junction

I Love Lucy

The Dick  
Van Dyke Show

The Honeymooners

The Phil Silvers  
Show

Pick 3 or more  
of Viacom's great  
family sitcoms.  
And line them up  
one after the other  
in fringe time.

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to build a bigger,  
better audience  
going into prime  
time.

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■ indicates new or revised listing

## This week

**Feb. 6-8**—*Public Broadcasting Service* annual membership meeting. Hyatt Regency hotel, Atlanta.

**Feb. 6-11**—*Institute for Performance Improvement* seminars on communications law. First seminar (Feb. 6-8) will explore significant legal developments affecting commercial AM, FM and TV. Second seminar (Feb. 9-11) will concentrate on legal background, current problems and prospects for new technologies. On seminars' faculty: Seymour M. Chase, Federal Communications Bar Association; Henry G. Fischer, editor, *Pike & Fischer Radio Regulation*; Robert L. Schmidt, president, National Cable Television Association; John P. Bankson Jr., FCBA president, and Henry W. Harris, Cox Cable Communications. Woodbridge Condominium and Conference Center of Snowmass, Colo. Contact: IPI, 2969 Baseline Road, Boulder, Colo. 80303; (303) 443-6961.

**Feb. 7**—FCC's new deadline for comments on proposed changes in international radio regulations to be presented at *1979 World Administrative Radio Conference of the International Telecommunications Union* (Docket 20271). Replies are due Feb. 25. FCC, Washington.

**Feb. 7**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Atlanta Hilton, Atlanta.

**Feb. 7-8**—*American Women in Radio and Television's* educational foundation board of trustees meeting. Hyatt Union Square, San Francisco.

**Feb. 7-8**—*South Carolina Cable Television Association's* annual convention. Wade Hampton hotel, Columbia.

**Feb. 7-11**—*National Association of Broadcasters* annual engineering/management development seminars. Purdue University, West Lafayette, Ind.

**Feb. 8**—*National Parent Teachers Association* regional public hearing on television violence. Jantzen Beach Thunderbird hotel, Portland, Ore.

**Feb. 8**—Meeting of *Boston/New England chapter of National Academy of Television Arts and Sciences*. 57 Restaurant, Boston.

**Feb. 8**—*Radio Advertising Bureau* sales clinic. Holiday Inn-National Airport, Washington.

**Feb. 8-19**—Seventeenth *International Television Festival of Monte Carlo*. Monte Carlo. Information: InterComm Public Relations Associates, 9255 Sunset Boulevard, Los Angeles.

**Feb. 9**—*Radio Advertising Bureau* sales clinic. Sheraton Inn-LaGuardia, New York.

**Feb. 9**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Hyatt Regency, Memphis.

**Feb. 9**—Luncheon by the *American Advertising Federation* and the *Advertising Women of New York* to induct William Bernbach, Doyle Dane Bernbach; Victor Elting Jr., formerly of Quaker Oats Co., and David Ogilvy, Ogilvy & Mather International, into the Advertising Hall of Fame. Waldorf-Astoria, New York.

**Feb. 9-11**—*Public Broadcasting Service* annual programming conference. Hyatt Regency hotel, Atlanta.

**Feb. 10**—*Radio Advertising Bureau* sales clinic. Holiday Inn-Waltham, Boston.

**Feb. 10-11**—*Arkansas Broadcasters Association* winter convention. Camelot Inn, Little Rock.

**Feb. 11**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Stouffer's, St. Louis.

■ **Feb. 12-13**—*Women in Communications Inc.* region three meeting. Chicago.

**Feb. 12-16**—*National Association of Television Program Executives* 14th annual conference, Fontainebleau hotel, Miami.

## Also in February

**Feb. 14**—FCC's deadline for filing comments on cable television syndicated program exclusivity rules

and their effect on viewing public (Docket 20988). Replies are due March 16. FCC, Washington.

**Feb. 14**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Crown Center hotel, Kansas City, Mo.

**Feb. 14-15**—*National Cable Television Association* board meeting. San Piper Bay, Port St. Lucie, Fla.

■ **Feb. 14-16**—Founding convention for new national association of all-news and information radio stations. Bill Weaver, KNWZ(AM) Albuquerque, N.M., is chairman of steering committee. Quality Inn, Dallas.

**Feb. 15**—*National Parent Teachers Association* regional public hearing on television violence. Sheraton Hartford hotel, Hartford, Conn.

**Feb. 15**—FCC's deadline for comments on proposed rulemaking to reduce noise level in UHF receivers (Docket 21010). Replies are due March 31. FCC, Washington.

**Feb. 15**—*Television Bureau of Advertising* regional sales seminar. Houston Oaks, Houston.

■ **Feb. 15**—Deadline for nominations for Broadcast Preceptor awards to men and women who have contributed to industry standards and accomplishment. Also entries in Broadcast Media Awards competition for excellence in local programming. Awards will be presented during April 24-29 Broadcast Industry Conference of *San Francisco State University*. Information: Janet Lee Miller or Darryl Compton, SFU, 1600 Holloway Avenue, San Francisco 94132.

**Feb. 15-16**—*Wisconsin Broadcasters Association* winter meeting and legislative reception/dinner. Concourse hotel, Madison.

**Feb. 16**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Sheraton Ritz, Minneapolis.

**Feb. 16-19**—International Conference on film, theater, video of *Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee*. Contact: Michel Benamou, director. CTCSS, P.O. Box 413, Milwaukee 53201.

**Feb. 17**—*Television Bureau of Advertising* regional sales seminar. Sonesta hotel, Atlanta.

**Feb. 17**—*Southern Baptist Radio and Television Commission* eighth annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

**Feb. 17-18**—Workshop on financial and legal problems of investing in the mass media, covering broadcast stations, cable, domestic satellite and earth stations and sponsored by *Seminars Inc., New York*. New York Sheraton, New York. (Other workshops will be held Feb. 24-25 at the Greenbriar, White Sulphur Springs, W. Va., and March 10-11 at the Fairmont hotel, San Francisco. Contact: 258 West 22nd Street, New York 10011.

**Feb. 17-19**—Winter convention of *Colorado Broadcasters Association*. Four Seasons motor hotel, Colorado Springs.

**Feb. 17-20**—*Howard University School of Communication's* sixth annual communications conference. Mayflower hotel, Washington.

■ **Feb. 18**—Newsmaker luncheon, *International Radio and Television Society*. Panel on "What's fit to view and who says so?" includes Tom Swafford, National Association of Broadcasters vice president for public affairs, and Dr. David Pearl, chief of behavioral sciences, National Institute of Mental Health. Moderator: Richard Heffner, chairman of Motion Picture Association of America's code and rating administration Americana hotel, New York.

**Feb. 18**—FCC's new deadline for replies to Cole, Zylstra & Raywid petition (RM-2761) concerning public inspection of certain data in annual financial reports (Form 324). FCC, Washington.

**Feb. 18-19**—*Georgia Cable Television Association*

## Major meetings

**Feb. 12-16**—*National Association of Television Program Executives* 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.

**March 27-30**—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively April.

**April 27-May 1**—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

■ **May 8-12**—Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

■ **May 15-18**—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbriar, White Sulphur Springs, W. Va.

■ **May 24-25**—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**June 2-4**—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

**June 11-15**—*American Advertising Federa-*

*tion* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

**June 11-16**—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles. 1978 convention will be June 17-20. Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

**Sept. 15-17**—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel Sept. 12-16; 1979 conference at site to be designated in Chicago.

**Sept. 18-21**—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

**Oct. 2-6**—*National Radio Broadcasters Association* annual convention. Palmer House hotel, Chicago.

**Oct. 23-26**—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

**Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

**Nov. 16-20**—National convention of *The Society of Professional Journalists, Sigma Delta Chi*. Renaissance Center, Detroit.

annual convention. Stouffer's Atlanta Inn, Atlanta. Contact: Boyce Dooley, Summerville (Ga.) Cable TV; (404) 857-2551.

**Feb. 20-21**—Associated Press Broadcasters board of directors winter meeting. Westward Look, Tucson, Ariz.

**Feb. 21**—Deadline for entries in 13th annual Armstrong Awards program for excellence and originality in FM broadcasting, administered by the *Armstrong Memorial Research Foundation*. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

■ **Feb. 22**—National Parent Teachers Association regional public hearing on television violence. Los Angeles Hilton hotel, Los Angeles.

■ **Feb. 22**—Corporation for Public Broadcasting—Public Broadcasting Service partnership review committee meeting. Hyatt Regency hotel, Atlanta.

**Feb. 22**—Tennessee Association of Broadcasters legislative reception. National Life Center, Nashville.

**Feb. 22**—Radio Advertising Bureau sales clinic. Holiday Inn, Covington, Ky. (Cincinnati).

**Feb. 22**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Pfister, Milwaukee.

**Feb. 23-24**—Second annual conference on CATV

reliability with the *Society of Cable Television Engineers* and the *Broadcast Cable & Consumer Electronics Society of the Institute of Electrical and Electronics Engineers* as hosts. Quality Inn, Presidential Park, Atlanta. Information: Catherine Fahey, (203) 438-3774, or James Farmer, Scientific-Atlanta, (404) 449-2000.

**Feb. 23-24**—Mutual Broadcasting System's agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Palmer House, Chicago.

**Feb. 24**—Radio Advertising Bureau sales clinic. Ramada Inn, Airport, Detroit.

**Feb. 24-25**—Conference on "The Copyright Act of 1976: Dealing With the New Realities," sponsored by the *Copyright Society of the U.S.A.* and *The New York Law Journal*. Barbara Ringer, register of copyrights, Library of Congress, will be keynote speaker. New York Hilton, New York.

**Feb. 24-25**—Television Bureau of Advertising communications seminar for sales and management personnel. TVB headquarters, New York.

**Feb. 25**—North Carolina Farm Press. Radio and Television Institute of N.C. *Farm Writers and Broadcasters Association*. Sheraton-Crabtree, Raleigh.

■ **Feb. 25-26**—Women in Communications Inc. region four meeting. Hilton Inn, Austin, Tex.

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# Open Mike®

## Two points of view

EDITOR: In a letter to the editor [BROADCASTING, Jan. 24] Nicholas Johnson makes some statements that are incorrect.

NBC did not boycott the National Citizens Committee for Broadcasting's December press conference. ["Chevrolet, NBC top NCCB's new violence study," (BROADCASTING, Dec. 20 1976)]. We were, in fact, present, which is why we know exactly what was said and what information was presented.

The violence counts presented at the press conference were based entirely on Dean George Gerbner's definition of violence which includes accidents, acts of nature, humorous and slapstick violence. It was also reported that another count utilizing a more restrictive definition of violence was done. However, the NCCB did not report data involving the second definition. Mr. Johnson simply asserted that "there was no significant variation" between the ranking based on the Gerbner definition and the one based on the restricted definition.

In a matter as important as this, complete findings under the second definition should have been reported so that someone other than the NCCB may have the opportunity to examine them and decide whether differences are "significant" or not.—William S. Rubens, vice president, research and corporate planning, NBC, New York.

(NCCB says that it used "boycott" to mean the absence of NBC News teams, as opposed to management representatives. Adds NCCB's executive director, Ted Carpenter: "NBC is correct that we did not release the complete rankings by the second method. We did cite

specific examples of the degree of similarity. We are withholding the information simply because releasing both could have caused confusion to reporters and the use of the second ranking in the news media in place of NCCB's preferred Gerbner ranking.")

## The eye of the beholder

EDITOR: While some may indeed call Chip Shooshan the "Robert Redford of the Washington communications fraternity" ["Profile," Jan. 31], there are those of us—including this squash-playing opponent—who think of him more along the lines of Andy Devine.—Philip R. Hochberg, attorney, Washington.

## Food and fairness

EDITOR: Once again, NBC is being forced to the fairness mat over another documentary, this one on food additives (BROADCASTING, Jan. 17). Trade associations, according to the article, are complaining about a lack of balance in discussing the cancer-causing possibilities of food additives.

What is it going to take for all pressure groups to realize that it is not the role of the journalist to balance every presentation with equal amounts of negative and positive? The role of the journalist is to spotlight abuses so that corrective action may be taken by society's governing bodies. Those protesting the NBC production are not serving the public interest.

How long will it be before the pressure and the cost become too great for the networks to bear, and they all cave in and start doing only "good" reports?—Dr. W. Richard Whitaker department of journalism and advertising, San Jose (Calif.) State University.

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## Top of the Week

### Gold medal in competition for TV rights to 1980 Olympics goes to NBC

**Agreement is signed with Russians for \$85-million deal; network will run 150 hours of games in attempt to recoup its costs**

The near-Olympic struggle for TV rights to the 1980 summer Olympic games in Moscow ended at 1 p.m. NYT last Tuesday when NBC-TV President Robert T. Howard signed an agreement with the Soviet Olympic organizing committee for U.S. broadcast rights to the games. The victory will cost the network \$85 million.

The signing ended two months of frantic maneuvering and competition and at the end, NBC nosed out ABC for the rights. CBS had dropped out of the bidding.

The \$85 million is not a flat cost. Of that, \$22.5 million will go directly to the Russians for the rights, \$50 million will go for equipment and facilities that will remain in Russia and \$12.5 million will go to the International Olympic Committee. NBC will attempt to recoup its expenses with 150 hours—twice what ABC provided for the 1976 games—of saturation coverage of the 16-day event. And 65 hours of that will be in prime time.

Mr. Howard flew to Moscow to resume negotiations with the Soviet committee on Jan. 27, just two days after CBS announced it had withdrawn from the race. (BROADCASTING Feb. 1). NBC's only statement at the time indicated that it hoped to pursue the networks' joint proposal for pooling the coverage. But ABC's simultaneous announcement declaring the pooling plan "inapplicable" convinced NBC executives they had to move quickly.

And move quickly they did. With Mr. Howard in Moscow were Carl Lindemann Jr., vice president of NBC Sports; Benjamin D. Raub, vice president and assistant general attorney for the network, and Lothar Bock, a West German theatrical agent experienced in dealing with the Russians.

On Sunday, Jan. 30, Mr. Howard an-

nounced from Moscow that an agreement had been reached and that formal contracts would be signed "shortly." However, ABC's Rooney Arledge had also flown quietly into town with his own negotiators over the weekend. A Russian official subsequently denied that the rights had been awarded to anyone—just as the Russians had denied an agreement claimed earlier by the Satra Corp. of New York. The second denial came as a surprise to the NBC team, since they had not been dealing with the man who made it.

Both networks asked for clarification of the risks the networks had defined in their pooling proposal—the "imponderables" that scared CBS out of the running. Sources close to the negotiations say NBC was satisfied with the explanation it received although they declined to say what the explanation was. The agreement came while Mr. Arledge and the ABC team were still waiting for answers to their questions.

Besides providing the Russians with \$50 million for Soviet broadcast operations, NBC also will have to carry over its own boatload of equipment as well as an estimated crew of 250 people. It had been thought that the network might be able to relieve some of its expense by supplying the Russians with equipment manufactured by its parent, RCA, but sources say RCA was not mentioned in the agreement. Instead, the Russians specified that most of the equipment—which becomes Russian property after the games—is to be provided by Thomson-CSE, the French



NBC News

**On paper.** Robert Howard (l), NBC-TV president, and Ignati Novikov, president of the Soviet Olympic committee, sign their agreement for the 1980 games.

electronics conglomerate. Thomson supplies much of the broadcasting equipment used in the Soviet Union, which uses the same color broadcast transmission system as France.

As the NBC negotiators were flying home last week, the dark horse of the competition, Satra Corp., was crying foul. John J. Kapstein, head of Satra's films and special projects division, said Feb. 2 that attorneys for his company would pursue all avenues of legal action against NBC and the IOC. He was asked if he felt the rug had been pulled out from under Satra. "Those are your words," he said, "but I'm not contradicting them."

## Y'all come

**Carter White House opens to the nation via broadcast: 'fireside chats,' call-in shows with the President, semimonthly press conferences and town meetings with cabinet**

After less than three weeks in office President Jimmy Carter seems determined to strip some of the aura of mystery that surrounds not only the Presidency but the government itself. His principal tools: radio and television.

The effort began last week, when the President, wearing a sweater and sitting beside a fire in the White House, used a television pool provided by CBS to talk to an audience of what CBS research estimates was 80 million Americans about a wide range of domestic and foreign matters. It was to continue this week, with a televised news conference.

And next month, there will be an



CBS-TV

unprecedented call-in show, to be broadcast live by CBS Radio and, possibly, by public television, with the President taking questions from members of the audience.

There will be more informal talks from the White House (the President is trying to avoid the term "fireside chat," which is associated with President Roosevelt's radio talks to the nation 40 years ago); Mr. Carter said the next would deal with foreign affairs. The televised news conference to be held tomorrow (Feb. 8), will

be the first of what will probably be two a month that are offered for television. There may even be more call-in programs, if the one next month is successful.

There are other formats under consideration. President Carter himself, in his talk last week, indicated another idea is under consideration—"town hall" meetings across the nation, where you can criticize, make suggestions and ask questions." The networks undoubtedly would regard those appearances as suitable for television coverage.

"President Carter asked us to open up the government through television," Barry Jagoda, the President's special assistant for media and public affairs, says. And while to a large extent that seems to have been translated into exposing the President to the public, other government officials will get their share of attention. The President said he had asked members of the Cabinet to travel around the country "to stay in close touch with you..." And Mr. Jagoda last week suggested the possibility of several cabinet officials being in different cities, checking on activities of their departments at the local level, on the same day. He talked of it in terms of interesting material for the network news shows.

The cabinet officers may get another kind of coverage. President Carter last week said he had tentatively decided to open cabinet meetings to pooled press coverage, though not, apparently, broadcast coverage. Among ground rules that News Secretary Jody Powell was attempting late last week to work out with White House correspondents were those that would protect the anonymity of comments that were made. The President said some cabinet secretaries might feel inhibited in making proposals in the presence of reporters.

Besides the presidential appearances that are being considered in terms of broadcast coverage, the White House is planning to invite groups of about 20 editors and broadcast news directors to Washington for day-long briefings every two weeks, probably on Fridays. And the White House office of media liaison, which is in charge, hopes the President will attend them all. His remarks would be on the record, but his appearances would not be available for television coverage. The first group will be invited next month.

Preparations for the call-in show, an idea submitted by CBS News President Richard Salant, were not complete last week. The White House had talked of the possibility of Walter Cronkite serving as a kind of host of the call-in program, which would be broadcast live from the Oval Office. However, although the date has not yet been set, CBS News Senior Vice President Bill Small said Mr. Cronkite will be out of the country on assignment. "We have not decided who the host will be," he said.

The possibility that PBS may cover the program live (it did not, as did the commercial networks, cover live Mr. Carter's appearance last week.) emerged late last week. PBS officials, including Lawrence Grossman, the president, have indicated

an interest in covering the program, and Mr. Jagoda said live coverage by the public television network is under consideration—a fact that did not seem to please Mr. Small. "Why don't they come up with ideas of their own?" he said. Charles Lichenstein, PBS's senior vice president for national affairs and public information, said PBS might wish simply to do a follow-up program, in which citizens and journalists from around the country would be given an opportunity to comment on the program. "We have experience with that

type of community programming," Mr. Lichenstein said. "It would be of interest to the President and to us."

In any event, other networks—including NBC—have expressed an interest in call-in shows in the future. But as of last week, the White House was focusing on the first one. "If it works, we'll decide what we want to do next," said Mr. Jagoda.

But the plans for using radio and television that are already made or in development are only the beginning. White House aides can be expected to suggest new ones.

## The deceptive informality of Jody Powell and Company

**President Carter's news secretary has organized media-handling team with greater attention to function than to form; youth takes the stage**

The first thing one ought to know about the White House news office under Jody Powell is that, although it operates according to a table of organization, the lines and boxes tend to blur. But one thing is clear: The office seems determined to keep President Carter in touch with the people.

The next thing certain is that Jody Powell, the advanced-degree candidate drop-out from Emory University who has never worked as a journalist, is not overwhelmed with the importance of the White House press corps. Briefings, for the most part, he finds a waste of time. "They are for the entertainment of the participants and not the edification of the

public," he says. If the judgment sounds harsh, it is supported, at least to a degree, by White House correspondents who complain about briefings stretched out to an hour and a half or two hours by the pursuit of questions they feel are pointless.

(Among Mr. Powell's lesser but more immediate concerns is the question of whether to continue the daily briefings. He believes most correspondents would be happy to see them abandoned. But the wire service and network radio correspondents, who depend on them for the heavy budget of news they are expected to supply, want them continued, and Mr. Powell appears resigned to retaining them. "You'd shed so much blood [in closing them down] that it wouldn't be worth it," he said.)

Not to say that there is no sense of high purpose animating the news office.



**Jody Powell, 33,** joined Carter as a driver when Mr. Carter was running for governor in 1970. He was 26 then, a graduate of Georgia State with a BA in political science and pursuing a combined MA-PhD program in political science at Emory University, in Atlanta, when he gave it all up for the real thing. Over the years, he acquired increasing responsibility in his relationship with Governor Carter, in time becoming his news secretary. He held that job throughout Mr. Carter's campaign for the Presidency but he also had become something more than that—an acknowledged member of Mr. Carter's inner circle of advisers. Correspondents sometimes complain about his inaccessibility and his failure to return telephone calls. But they know they have in Mr. Powell a news secretary who, because of his special relationship with the President, is unusually well informed.

And Mr. Jagoda says he will ask the networks for suggestions.

What about the danger of overexposure? Carter aides indicate they are aware of the problem. "We want to break new ground" in the use of the media," Mr. Jagoda said last week. "But we want to move prudently and creatively." And, speaking of future "fireside chats," he said, "By doing them too often, we might wear out our welcome."

The President's use of television is already causing the networks the kind of

problems that are familiar to the regulated industry. The Republican National Committee has asked them for free time "for an appropriate Republican spokesman" to respond to the President's talk. CBS turned the request down; there was no response from the other networks as of Friday afternoon.

The question of the networks' fairness to the Republicans was raised even before President Carter took office. Representative John Rhodes (R-Ariz.), minority leader of the House, asked the networks

for a meeting on how the Republicans could be assured fair coverage, a question he said was particularly critical in view of the Democrats' control of both the White House and Congress.

One network executive last week said he expected the meeting to be held. But he said that the question that would have to be resolved—even if a network felt it appropriate to carry a response to President Carter's talk—was, "who speaks for the Republican party? Would it be Rhodes, or Brock, or someone else?"



**Walter Wurfel**, at 39, is one of the old men of the Carter White House news staff. Whether that title is apt, the deputy news secretary for administration is one of the most traveled, in terms of the jobs he has held. Since getting his degree from the Columbia Graduate School of Journalism in 1962, he has worked as a reporter in Washington (for the *Star*) and Puerto Rico, as an assistant to Peter Straus, both in his post as president of Straus Communications Inc. (WMCA(AM) New York) and as an official of the Agency for International Development, and later as editor of Mr. Straus's *Editor's Report*, a newsletter; as news secretary to Senator Hubert Humphrey (D-Minn.), in his 1972 bid for the Democratic presidential nomination; as a political writer on the *St. Petersburg Times*, and as news secretary to Senator Richard Stone (D-Fla.). He joined the Carter campaign in January 1976, and he plans to stay in his new job for a while.



**Rex Granum**, 26, has risen to a top rank in the White House news office in almost no time flat. He has been out of college—the University of Georgia, where he edited the newspaper—only four and a half years. The first three and a half were spent on the *Atlanta Constitution*, where he worked as a political reporter, covering the state house when Jimmy Carter was governor, and then covering Mr. Carter when he began campaigning for the Presidency. He switched to the campaign a year ago, became its press director, working in Atlanta, then went on the road as Jody Powell's deputy. That is the title he has now—deputy news secretary.

than any other reporter, says he has found Mr. Powell and his deputy, Rex Granum, cooperative in providing answers to questions and offering guidance.

Nor is there a lack of concern for order in Mr. Powell's new bailiwick. Indeed, he is establishing machinery to coordinate White House news operations with those of the cabinet offices. Although some cynics may detect the beginnings of news management in the arrangement—cabinet news officers\* are meeting weekly in the White House—Mr. Powell says the purpose is simply to enable the participants to get to know each other and to tune in to what each of the others is doing. That kind of close relationship, he adds, "is consistent with President Carter's commitment to the cabinet form of government."

He also offered another reason—that he wants to know the factual background of a reporter's question without having to rely on the reporter's information. Sometimes,



**Walter Duka**, 39, is one member of the Powell White House news office who got his job through a kind of old boy network. Now an assistant press secretary, he was serving as director of communications for the Postal Service when he got a call from his old friend and Columbia Journalism School classmate, Walt Wurfel, who was then with the Carter team and who asked him if he would like to talk about a news office job. Before joining the Postal Service, four years ago, Mr. Duka had a career that stretched back through the Corporation for Public Broadcasting (information director), Young & Rubicam (corporate public relations in New York), Esther Peterson, when she was President Johnson's consumer affairs adviser and, finally, the *Washington Post* (reporter and assistant city editor). He joined the Carter team on Jan. 13, in the final days of the transition.

he says, those questions are asked in a manner designed to elicit an answer "not otherwise forthcoming or of greater news

Thus far, reviews by White House correspondents are relatively favorable, once past the caveat that two weeks is too brief a time in which to make an assessment.

One correspondent gives Mr. Powell "high marks" for trying to conduct himself and his office in a professional manner. There have been the kind of errors and confusion one might expect in a newly staffed news office, says NBC's Bob Jamieson, but the effort, he adds, has been considerable. What's more, he notes that Mr. Powell, as a presidential adviser, is much more informed than his predecessor, Ron Nessen, had been.

And ABC's Sam Donaldson, who during the campaign probably tangled with Mr. Powell more loudly if not more often

\***State:** Hodding Carter III, formerly editor of *Delta-Democrat Times*, Greenville, Miss.; **Defense:** Thomas Ross, formerly with *Chicago Sun-Times*; **Treasury:** open; **Justice:** Marvin Wall, formerly director of public information, U.S. Civil Rights Commission; **Health, Education & Welfare:** Eileen Shanahan, formerly with *New York Times*; **Agriculture:** Thomas Sand, formerly news secretary to Secretary Bergland when he was Minnesota congressman; **Commerce:** Matthew Cooney (acting), career civil servant; **Housing and Urban Development:** Gerald Huard (acting), career civil servant; **Interior:** David C. Carlson, formerly news secretary to Secretary Andrus when he was governor of Idaho; **Labor:** John Leslie, career civil servant; **Transportation:** David Jewell, formerly news secretary to Secretary Adams when he was Washington congressman.



**Barry Jagoda**, 32, would seem to be where the action is in an administration that seems determined to keep the President very much up front in terms of exposure to and contact with the public. He is special assistant to the President for media and public affairs, a title that covers a variety of functions, with radio and television adviser to the President being one. In that role, he helps develop the formats the President will use in reaching the public by radio and television. But he sees his job as broader than that—as one that enables him to offer the President advice on such matters as public broadcasting policy and even FCC appointments. He is also involved in the White House's dealings with cultural matters. Mr. Jagoda began preparing for his job after getting a degree from the Columbia Graduate School of Journalism, in 1967. His first job was with NBC News as a writer and news editor. In time he moved to CBS News as a senior producer, and won an Emmy in 1973 for the network's Watergate coverage. He signed on with the Carter campaign as television adviser to the candidate in January 1976.



**Richard Neustadt**, 28, deputy to the special assistant for media and public affairs, is one of the relatively few Harvard types in the Carter administration—a breed less conspicuous in Washington these days than the last time a Democrat administration replaced a Republican one. Mr. Neustadt, in fact, graduated from both Harvard College (1969) and the Harvard Law School (1974). He even practiced law for a while in Washington before joining the Carter campaign last fall. His journalistic credentials are not impressive. He wandered into the field early in 1972 when, after being discharged from the Navy, some friends at CBS News recruited him to help count delegates in the primary campaigns. That summer, he worked as an assistant to Walter Cronkite in the booth at the Democratic and Republican conventions—a job he filled again last year. But he is not limited to media and public affairs work. His skills as a lawyer and in communications policy planning are being tapped by a number of top White House officials. Mr. Neustadt's father is the Harvard faculty member who wrote *Presidential Power*.



**Patricia Bario**, 44, went from one end of Pennsylvania Avenue to the other when she joined the Carter administration as assistant secretary for media relations. For 14 years she had worked on Capitol Hill, as an assistant to the late Senator Philip Hart (D-Mich.), the first two as a press assistant and the last 12 as editorial director of the Senate Antitrust and Monopoly Subcommittee, which the senator headed. During those 14 years, the White House had been "them," now it is "us." Before joining Senator Hart, Ms. Bario, a native of Kinde, Mich., and a graduate of Michigan State University, with a major in journalism, worked on the *Detroit Free Press* and the *News*.

value.... The old game of playing one part of the administration against another is an ancient and legitimate activity of the press. It's important that we not be used in that fashion."

(The close relationship among the press officers began developing early in the new administration. Mr. Carter asked Mr. Powell to keep an eye on the selection of cabinet department press officers. Some were selected from among candidates assembled by Walt Wurfel, the deputy news secretary for administration, and Mr. Powell made sure he knew all who were chosen—at least by reputation. Those he did not know, he called in for a chat. The aim was to find out "if we could work together," Mr. Wurfel said last week. The check, he indicated, produced no problems.)

Who-reports-to-whom not withstanding, a key word in the Carter-Powell communications circle is "collegial," a term that crops up repeatedly in talking with press aides. It suggests not only that several heads are better than one but that heads should not be inhibited from talking to one another simply because they don't find themselves in the same box.

Mr. Powell and Rex Granum are the

principal briefing officers. (Mr. Granum joined the campaign last year after three and a half years experience as a reporter, all of it with the *Atlanta Constitution*, for which he covered Mr. Carter as governor and candidate. Mr. Granum spells Mr. Powell in briefing sessions only occasionally; Mr. Powell wishes it were more often.)

The personnel whom Messrs. Powell and Wurfel have assembled—from the campaign, as well as from among contacts and friends in Georgia and elsewhere—vary in age and experience. But age and experience are not an index to rank. Mr. Wurfel, describing how the key news office aides fit into the new scheme, began by warning: "It's too informal for easy diagraming."

Occupying another area of responsibility is Jerrold L. Schecter, 43, former diplomatic editor of *Time*, who is associate news secretary for national security affairs, a new post. (As he describes his job, he is on the staff of Zbigniew Brzezinski, National Security adviser, and "works for him and with Jody.")

Two assistant news secretaries who are, literally, in the front line, as their offices are the most exposed to the press corps,

are Walter Duka, 39, a Columbia Graduate School of Journalism classmate of Mr. Wurfel's in the early 1960's, and William Drummond, 32, a White House fellow and former foreign correspondent for the *Los Angeles Times*. Mr. Drummond's full title is assistant news secretary for domestic affairs, and his immediate boss is Mr. Duka.

Another slice of responsibility is handled by Barry Jagoda, 32, as special assistant to the President for media and public affairs, and his deputy, Richard Neustadt, 28. This is another place where lines of authority and responsibility get a little fuzzy, for while Mr. Jagoda reports to Mr. Powell, Mr. Wurfel says, he occupies an office outside of the White House, in the Executive Office Building, and has "direct contact" with the President.

Mr. Jagoda, a former television news producer for both NBC and CBS, sees his job as helping the President communicate with the public through radio and television. He participated in shaping the format of President Carter's televised address last week, and he will be responsible for developing ideas for future presidential appearances that would be offered the networks. Among the possibilities of overlap of functions, the likeliest candidates are those of Mr. Jagoda's office and that of Patricia Bario.

Ms. Bario, 44, a former press aide to the late Senator Philip Hart (D-Mich.), is assistant press secretary for media liaison, a less grand version of the office of communication which Herbert Klein headed in the Nixon administration. Her job will be to serve the needs of broadcasters and edi-



**William Drummond**, 32, one of the White House's new assistant press secretaries, would have been working for the Carter administration even if he hadn't been approached for the White House job. While serving as a *Los Angeles Times* correspondent in Jerusalem, he had won a spot as a White House fellow last year, and began working in the State Department in September. He is still a White House fellow, but detailed to the news office. Mr. Drummond had been in journalism since earning his master's degree at the Columbia Graduate School of Journalism in 1966—first at the *Louisville Courier-Journal*, for one year, then at the *Los Angeles Times*. He was an assistant metro editor before getting foreign assignments to New Delhi, from 1971 to 1974, and Jerusalem, from 1974 to 1976.



**Jerrold L. Schecter**, 43, is something new in the White House scheme of press information—a high-level professional working with the National Security Council. His title is associate press secretary for national security affairs, and he will coordinate foreign policy statements among the White House and State and Defense Departments. He joined the government last month from a job as diplomatic editor of *Time*, a publication he has served in one capacity or another and in one country or another (he has visited China six times) since 1958. He is the author of the "New Face of Buddha," a study of religion and politics in Asia, and co-author, with his wife and five children, of "An American Family in Moscow," which was based on the family's experiences in that city from 1968 to 1970.



**Claudia Townsend**, 24, is the youngest member of the Carter news team. And if there is a Georgia mafia, Townsend, the new editor of the White House news summary, is part of it. A native of Atlanta, Ms. Townsend attended the University of Georgia, where she worked on the newspaper, then joined the staff of the *Atlanta Constitution*, where she worked the metro and state capital beats, then moved to Washington, where she continued to work for the *Constitution* at the Cox News Bureau. At the university, she was a couple of years behind Rex Granum, now the White House deputy news secretary, then followed him to the *Constitution*. And while covering the capital she met Governor Carter and Jody Powell. She maintained the contacts she made in those days and, after the South rose again, on Nov. 2, accepted an offer to join the White House news office.

tors west of the Potomac, as well as specialized news media that do not cover the White House regularly—to take their calls and answer their questions. It will be her office that will invite small groups of editors and broadcast news directors to Washington every two weeks for White House briefings. And, she says, "We hope to get the President" to address the sessions. Ms. Barrio has also talked of a series of regional presidential news conferences.

The working press will not be Ms. Barrio's only constituency; she will also serve groups such as the National Association of Broadcasters, the National Cable Television Association and the Radio Television News Directors Association when they run into problems communicating with the White House.

Ms. Barrio reports to Mr. Wurfel, who obviously wears a number of hats. Another is that of coordinator of public information functions of the White House and the cabinet offices.

Asked about the possibility of conflict among the media aides, Mr. Wurfel conceded that overlaps exist. But he noted that similar overlaps existed in the Carter campaign organization and that they seemed to work well. He said there was a get deal "of interaction" and that there would be no problems "as long as everyone is going in the same direction." "Jagoda, Barrio and I," he said the other day, "will be working closely together."

Another member of the permanent staff is Claudia Townsend, 24, editor of the

White House news summary. That survivor of the Nixon era, which now runs 12 to 15 pages daily, contains digests of news stories and editorials culled from 30 to 40 newspapers from around the country, as well as from the commercial networks' evening and morning news programs. Ms. Townsend, an Atlanta native who worked on the *Atlanta Constitution* with Mr. Granum and later moved to the Cox News Bureau in Washington, works with four assistants. She, too, reports to Mr. Wurfel.

Beyond the permanent types with job titles, there are other individuals with an impact on the news office's operations. For instance, last week, two figures from the Carter campaign were in Washington to confer with White House aides and President Carter about the format of the fire-side chat. They were Jerry Rafshoon, of Atlanta, who handled advertising for the campaign, and Pat Caddell, of Boston, the pollster. Both will continue to be seen in Washington from time to time. They are taking office space in a building still under construction, and expect assignments from the Democratic National Committee as well as commercial clients. They would also be available for informal consultation at the White House on matters affecting the President.

Nor does that exhaust the cast of characters likely to affect the White House's relations with the news media. Greg Schneiders, director of the "people program," moves into the media-relations

picture in pursuing ideas for countering those "institutional forces toward isolation" that involve the media. When he does, he breaks through one of those boxes in the White House table of organization and talks to Mr. Jagoda and Mr. Powell. He was among those consulted on CBS's suggestion that the President participate in a call-in radio show in which he would take questions from members of the audience. The idea was accepted, and the program will be broadcast in about a month.

The organization, or lack of it, in the Powell news office is not as important as the professionalism of the people involved or the attitude they bring to their job. And as White House correspondents say, those qualities have not yet been sufficiently tested. But if the Carter campaign offered an accurate preview of what to expect, Jody Powell will be a fully informed news secretary (if not as meticulous about the day to day details of a press operation as, say, Rex Granum) and one who is friendly and relaxed in his relations with the press. But he will leave no doubt that his loyalty is owed to Jimmy Carter; he was not reluctant to pass critical judgments on pieces he thought unfair or inaccurate. He brings at least one professional accolade to the job: from ABC's Sam Donaldson, who says Mr. Powell did not try to "punish reporters ... he tried to be even-handed (BROADCASTING, Nov. 15, 1976)." ■

## In Brief

- House Communications Subcommittee has scheduled hearings on "violence and obscenity on TV" on March 2.
- Ten major corporations which emerged in recent survey as having sponsored TV programs containing **most violence in prime time** have been asked by American Medical Association to review their advertising policies. Association referred to study by National Citizens Committee for Broadcasting and financed partly by AMA (BROADCASTING, Dec. 20, 1976). Targets: General Motors (Chevrolet); American Motors; Sears, Roebuck & Co.; Eastman Kodak; Joseph Schlitz Brewing; Procter & Gamble; General Foods; Burger King Corp.; Pepsico. (Frito-Lay) and American Home Products (Whitehall Laboratories). Both Sears and Kodak have now said they are adopting anti-violence ad policies (page 67). On Friday, GM announced policy of investing in TV programs by Chevrolet that are "wholesome and family-oriented."
- Representative John Murphy (D-N.Y.), in written complaint to CBS last week, said last Monday's *Evel Knievel's Death Defiers* (page 57) represented "the very bottom of the pit of responsibility." Mr. Murphy, who has persistently complained that TV appearances by daredevil Knievel have led to disastrous imitation by children, also said "it is almost beyond comprehension that a normally sensible purveyor of public programming such as CBS could, in one brief program, gather so much insanity and stupidity into a single presentation." He said public opinion "will allow ... Subcommittee on Communications on which I serve, to exercise a responsibility toward programming in the public interest which the networks have apparently abandoned."
- South Carolina Broadcasters Association took unusual step of talking back to FCC commissioner. It wrote Joseph Fogarty, who had addressed association on Jan. 26, that "harsh criticism ... is a bitter pill to swallow—particularly when it is not based on a total picture." Commissioner Fogarty had criticized television for its failure to offer meaningful program alternatives (BROADCASTING, Jan. 31). Proposed solution he offered—to pursue network inquiry initiated by commission—was taken by association to mean he favored fourth network. SCBA said public broadcasting already provides one. Mr. Fogarty said he would have response to association's "blast" this week.
- Dispute between WCCO-TV Minneapolis and technicians union (IBEW) over control of electronic news gathering equipment was decided in favor of station last week by National Labor Relations Board. Station had argued union's claim to control, saying **use of ENG cameras, editing and microwave was news function**. NLRB decided control should go to station's news photographers. Sherman Headley, WCCO-TV vice president and general manager, said he expects **decision will have "major impact" on stations moving to ENG** throughout country.
- Three congressmen are planning introduction of resolution in House to counter so-called "Bell bill." Resolution supports competition from specialized common carriers for private intercity business lines—which telephone companies, through Bell bill, are trying to stifle. Three representatives—Richard Ottinger (D-N.Y.), Charles Whalen (R-Ohio)—and Timothy Wirth (D-Colo.)—last week circulated "dear colleague" letter seeking additional cosponsors.
- Robert S. Benjamin, board chairman of Corporation for Public Broadcasting, will resign March 9 but remain as director until presidentially nominated successor is confirmed by Senate. He said resignation affords opportunity "to speak up as an individual," then released 10-page statement on CPB-Public Broadcasting Service controversy, concluding that "Congress should resolve the philosophical differences between CPB and PBS by reaffirmation or amendment." New chairman probably will not be elected by board until three open seats are filled by Carter administration.
- FCC has adopted rule to **prohibit acquisition of stations that would result in regional concentration of control of media**. Designed to provide predictability in area where commission had regulated by ad hoc decisions, rule prohibits acquisition of station that would result in common ownership of three stations **if any two are within 100 miles of third and if there would be primary service contour overlap of any of three**. For purposes of rule, AM-FM combinations licensed to same market will be counted as single station. Commission also adopted another multiple-ownership rule which will **permit passive minority stockholder to own up to 10%** in each of several broadcast stations or newspaper which could not be commonly controlled under multiple-ownership rules.



Van Deerlin



Murphy



Carney



Wirth



Russo



Markey



Luken



Gore



Mikulski



Waxman



Staggers



Frey



Moorhead



Moore



Marks



Devine

## Added strength: Van Deerlin's subcommittee grows by five

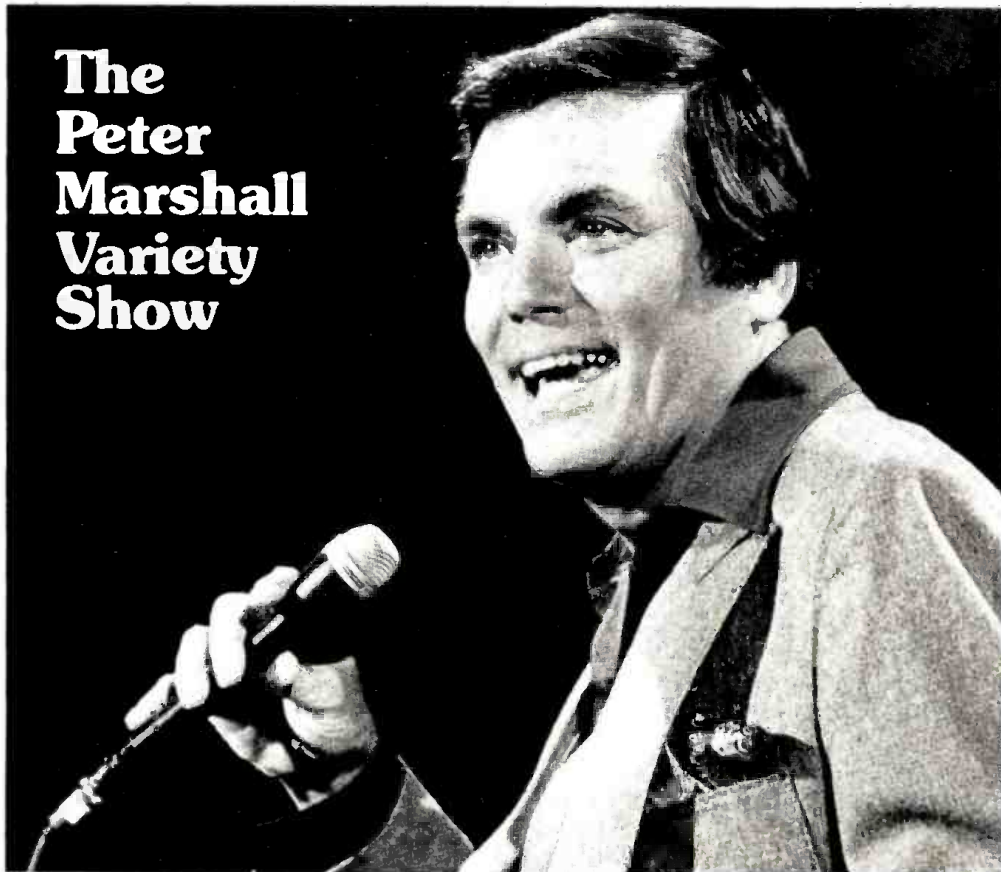
The new House Communications Subcommittee is half again as large as last year's—16 compared to 11. Assignments by the two party caucuses of the Commerce Committee last week placed 11 Democrats and five Republicans on the subcommittee, counting ex officio members Harley Staggers (D-W.Va.), chairman of the full committee, and Samuel Devine (R-Ohio), Commerce Committee ranking Republican. The members: Democrats

Lionel Van Deerlin (Calif.), chairman, John Murphy (N.Y.), Charles Carney (Ohio), Timothy Wirth (Colo.), Martin Russo (Ill.), Edward Markey (Mass.), Thomas Luken (Ohio), Albert Gore Jr. (Tenn.), Barbara Mikulski (Md.), Henry Waxman (Calif.), Mr. Staggers; Republicans Lou Frey (Fla.), Carlos Moorhead (Calif.), W. Henson Moore (La.), Marc Marks (Pa.) and Mr. Devine.

# "The Best Television Variety Show"

Howard Rosenberg, Louisville Times

## The Peter Marshall Variety Show



### **And now better yet!**

Currently in its second cycle of production at CBS Television City in Hollywood... with such top guest stars as Bernadette Peters, Marlo Thomas, Vincent Price, David Steinberg, Doc Severinsen and many others.

Ninety minutes of solid entertainment being seen weekly in nearly 100 markets.

A hit with critics. A hit with viewers. A hit with stations.

Come see Peter Marshall in person and tapes of the brand-new, even-better-than-before

**Peter Marshall Variety Show** in our N.A.T.P.E. suite, **Fontainebleau Towers, 15-H.**

**GROUP  
W PRODUCTIONS INC**

WESTINGHOUSE BROADCASTING COMPANY  
90 PARK AVENUE □ NEW YORK, NEW YORK 10016

# The hottest on television!

Captains  
and  
the Kings.

Once  
An  
Eagle.

Seventh  
Avenue.

# new format The Big Novels!

**The  
Rhinemann  
Exchange.**

Fresh from NBC-TV's sensational "Best Sellers!"

Four towering novels,

Thirty magnificent hours in 60-minute,  
90-minute or two-hour form.

Blockbusters to explode all over  
your schedule!

And what a way to get around the shortage  
of great movies!

Reserve The Big Novels now! For Fall 1978.

**MCA TV**

Suite 17H, Fontainebleau Towers

# NATPE show to be bigger than ever

**More than 2,000 delegates are expected at Miami convention where 125 exhibits will display programs, emphasizing game shows**

The syndication market fueled by prime-time access is booming louder than ever, as witness the advance prospects for that segment of the industry's annual showcase, the 14th annual conference of the National Association of Television Program Executives. At press time last week a record number of exhibitors (more than 125) and delegates (more than 2,000) were preparing to descend on Miami's Fontainebleau and neighboring hotels, with more than 85 new series joining the existing access-and-otherwise market. The conference begins next Saturday (Feb. 12) and goes through the following Wednesday (Feb. 16).

Whatever the inroads of new program forms—and particularly the Monday-through-Friday news-entertainment strips—game shows still rule the prime-access roost. The ABC-owned stations, for instance, have already given renewals to the two half-hour weekly episodes of *Hollywood Squares* (produced by Heatter-Quigley; syndicated by Rhodes Productions); *The Match Game* (produced by Goodson-Todman; syndicated by Jim Victory Television) and *The Gong Show* (producer, Chuck Barris; syndicator, Len Firestone).

The NBC-owned stations also have given the go-ahead for another season of production to two of their current game-show winners: *The Price Is Right* (producer, Goodson-Todman; syndicator, Viacom Enterprises), with Bob Barker replacing Dennis James as host for the new access year, and *The \$100,000 Name That Tune* (producer, Ralph Edwards; syndicator, Sandy Frank).

The CBS-owned stations have guaranteed another year of prime-access production of *The \$25,000 Pyramid* (producer, Bob Stewart; syndicator, Viacom) by renewing it at least in New York (WCBS-TV).

And new games are on the way. Goodson-Todman's *Family Feud* and *Tattletales*—new prime-access versions of successful daytime game shows—have earned a leg up in the NATPE selling sweepstakes by being the first new series to be bought for next fall's access season by, in *Family Feud's* case, all five NBC-owned stations, and, in *Tattletales'* case, four of the five CBS-owned stations. (WBBM-TV Chicago runs its local nightly news in access.)

Once Goodson-Todman Productions assigns the syndication rights to *Family Feud* and *Tattletales*, the shows are expected to rack up substantial sales at NATPE on the time-tested theory that if a

network-owned group buys them they must have at least a perceived mass-audience potential.

Among the nongame shows in access, all five CBS-owned stations have renewed ITC Entertainment's *The Muppet Show* for a second year and at least WCBS-TV New York has decided to put *Candid Camera* (producer, Allen Funt; syndicator, Len Firestone) on its access schedule for the 1977-78 season.

According to sources at Bristol-Myers, the distributor, all five NBC-owned stations have said yes to another season of 24 half-hours of the access barter documentary series *In Search of*, which focuses on the out-of-the-ordinary and the mysterious. *In Search of* is now in 55 markets, 40% of which play it in access; Bristol-Myers will try to get a better access percentage for next season, according to Bob Turner, B-M's director of media and program services, who adds that he'll use a New York syndicator called Roge/Robinson to line up stations in markets below the top 36.

The NBC stations have also reportedly renewed the granddaddy of all the animal shows, *Wild Kingdom* (produced under the aegis of Mutual of Omaha and Bozell & Jacobs), which production of the 14 new episodes for next season has begun. In 16 years, the series has built up a backlog of 205 episodes, and—according to John Bull, Bozell & Jacobs vice president who oversees *Wild Kingdom*—the show is more popular than ever because the mortality rate among its animal-show competitors has lessened the glut and strengthened the survivors.

The ABC- and NBC-owned stations are each floating a number of pilots for their September 1977 access scheduling. ABC has five, most of which have already been tested on the air:

□ *That's Hollywood*, a 20th Century-Fox Television nostalgia series focusing on the movies, which Fox will put into production even if it doesn't make the ABC schedule. (Robert King, the executive vice president of the TV broadcast division of the Capital Cities group of stations, said he liked the pilot of its "gossipy, behind-the-scenes footage.")

□ *Sha Na Na*, a musical-variety satire of 1950s rock groups, produced by Grey Advertising's Lexington Syndication Services division.

□ *Taggart's Treasure*, an action-adventure half-hour, shot in Australia by Taft/H-B Productions.

□ *Catastrophe*, a documentary series from ITC Entertainment that will cover famous disasters (the Hindenburg explosion furnished the climax to the pilot).

□ *Special Edition*, an entertainment-magazine program from Columbia Pictures Television, to be presided over by the actress Barbara Feldon.

NBC has at least three pilots in the hopper as possible series for next fall's access time slots:

□ *Aeromedics*, an *Emergency*-type series dealing with an Air Force paramedical rescue team, to be produced by Columbia Pictures Television;

□ *The All-Star Almost Anything Goes* (producer, Bob Banner and Associates; syndicator, Viacom Enterprises), with Mury Wills as host, featuring celebrities vying with each other in teams to win a series of obstacle-course-type events, and

□ *Gezorninplatz*, from Filmways and Benton & Bowles, in which actors play comic-strip characters in a youth-oriented *Laugh-In*; the pilot has reportedly gone back to the drawing board for repairs after disappointing audience reaction when all five NBC stations telecast it last month.

## Miami will be the marketplace

The following companies will be exhibiting programs or selling services at the NATPE conference, Fontainebleau hotel, Feb. 12-16, Miami. Listed for each company are the programs (with number of available episodes in parentheses) and personnel attending. New product is indicated by an asterisk. Hospitality suites are in the Fontainebleau hotel and are designated as either the tower (T) or main (M) building. Others will be announced (TBA).

**ABC-TV 1074-T**  
1330 Avenue of the Americas, New York 10019.

Personnel: James Duffy, Fred Silverman, Dick Savage, Bob Fountain, James Shaw.

**Alan Enterprises 465-T**  
26170 Pacific Coast Highway, Malibu, Calif. 90265.

**Alcare Communications 1267-T**  
P.O. Box 361, Wayne, Pa. 19087.  
National Television Sports Quiz\*, Maintenance Ms, It Could Happen to You\*, One Moment Please, Network Graphics\*, One Great Moment in Sports, Great American Men, Pixmap Show\*(104), New Steel Pier Show\*(11). **Personnel:** Jordan Schwartz, Frank Beazley.

**Allied Artists Television 1254-M**  
15 Columbus Circle, New York 10023.

Features: Golden Seventies\*(42), Golden Sixties (31), Cavalcade of 60's—V (18), Cavalcade of 60's—IV (16), Cavalcade of 60's—III (13), Cavalcade of 60's—II (28), Cavalcade of 60's—I (34), Cavalcade of 50's (17), Dial "AA" for Action (29), Science Fiction (47), Charlie Chan (11), Bomba (13), Special 42 (42), Camp and Classic (50), Westerns (135). Series: Topper (78), The Unknown (39), The Evil Touch (26), American Newsreel of Crime special (1). **Personnel:** Andrew P. Jaeger, Joseph Zaleski, Leo M. Brody, Ralene Levy, Virginia Garrison.

**Allworld Telefilm Sales 1474-T**  
100 West 57th Street, New York 10710.

All Night at the Movies (1000), Barbapapa (13), Tom Barry Show (4), Ebony Affair (26), Emmett Kelly Jr. Show (39), Learn to Draw with Jon Gnagy (65), Hocker (26), Eden Ryl Show (4), Rhythm and Blues Awards special (1), Strike it Rich (52), Sex and Society (26), Phantom Prince (39). **Personnel:** Gustave Nathan, Robert Cohen, Andrea Dix.

(CONTINUED ON PAGE 39)



# WGN Television 9 is #1

## TOP TEN INDEPENDENT TV STATIONS AUDIENCE SHARE

SUN.-SAT. 7 AM-1 AM

**1. WGN Chicago 17**

|     |      |                   |    |
|-----|------|-------------------|----|
| 2.  | WTTG | Washington, D.C.  | 16 |
|     | WTCN | Minneapolis       | 16 |
| 4.  | WTTV | Indianapolis      | 15 |
|     | KPTV | Portland          | 15 |
|     | KPHO | Phoenix           | 15 |
| 7.  | KTVT | Fort Worth-Dallas | 14 |
| 8.  | WNEW | New York          | 13 |
|     | KPLR | St. Louis         | 13 |
| 10. | WUAB | Cleveland         | 12 |
|     | WTCG | Atlanta           | 12 |
|     | KMPH | Fresno            | 12 |
|     | KVVU | Las Vegas         | 12 |

As reported at the recent INTV Convention

Source: NSI November 1976  
Data subject to qualifications listed in report

# BE A WINNER

Enter our First Annual Roaring Lion Sweepstakes for Program Directors only. T And, who knows, you might take one home. You might also take home one of these gr Either way, you're a winner with MGM-TV. Contest entry forms at the NATPE conventi



**GRAND PRIZE:**  
All expense-paid  
four-day stay for two at  
the MGM Grand Hotel,  
Las Vegas.

# WITH MGM-TV

zes—from Grand on down, are fabulous! You can see them all at the NATPE convention. MGM properties. Each one an audience winner. Enter our contest. Buy our great properties. Montainbleau Hotel, 14th Fl. Presidential Suite D. Prizes awarded daily. **MGM TELEVISION**

**ICAL CENTER.** The blockbuster classic series now available for syndication. Year, 14 million women viewers made it the number one in its time slot. And it could win big for you, too.

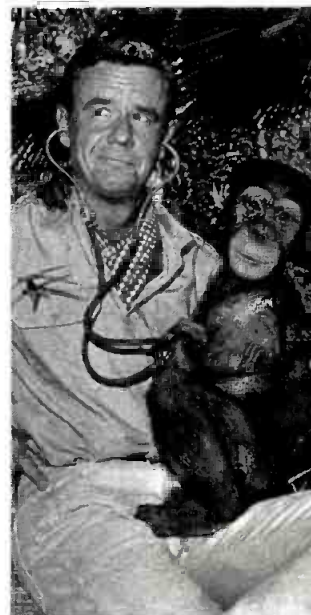


**PLEASE DON'T EAT THE DAISIES.** Please don't miss this one: 58 delightful half-hours based on Jean Kerr's best-selling book. Two parents and four precocious, mischievous children who will capture and win female and family audiences.



**THE RISE AND FALL OF THE THIRD REICH.** This is it: The three-part program that's been scoring high ratings across the country. An eye-opening investigation into Hitler's origins, rise to power and downfall. He may have lost—but you'll win big with this one.

**DAKTARI.** 89 one-hour episodes about a veterinarian and his family who live in the jungles of Africa...a charming series that continues to draw. If family audiences are an endangered species, win them back with this winner from MGM-TV.



**TAILOR-MADES.** Award-winning as like "Babe." Star-studded series, comedies, action and more shows just off network. The thing you need to win a big share of the market.

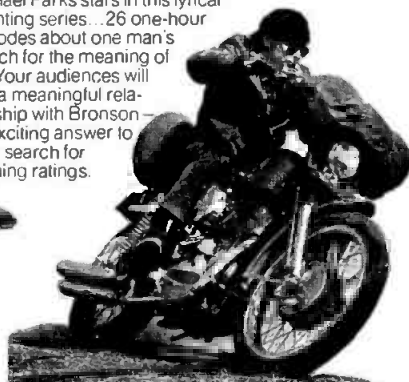


**CONQUEST.** Exciting. Fascinating. Terrifying. Yet all true. Six one-hour specials about man, his history, and the world around him. Powerful programming that'll conquer the competition.



**THE COURTSHIP OF EDDIE'S FATHER.** An irresistibly charming child and a handsome young bachelor with phenomenal appeal to the feminine sex: Women 18-49 love "The Courtship of Eddie's Father," and so will you. 73 half-hours in color that build and keep an audience as it goes along. A winner all the way.

**THEN CAME BRONSON.** Michael Parks stars in this lyrical haunting series...26 one-hour episodes about one man's search for the meaning of life. Your audiences will find a meaningful relationship with Bronson—an exciting answer to your search for winning ratings.



## MGM-TV ROARING LION SWEEPSTAKES RULES

1. Sweepstakes is limited to program directors at commercial television stations in the United States.
2. Drawing for prizes will take place in the Suite daily:  
Saturday, February 12 at 6:00 p.m.  
Sunday, February 13 at 4:00 p.m.  
Monday, February 14 at 6:00 p.m.  
Tuesday, February 15 at 6:00 p.m.

One second-tier prize and 50 other prizes will be awarded each day, except Tuesday, when the Grand Prize drawing will take place.

3. To be eligible for the Grand Prize, your official coupon must be deposited in the MGM Hospitality Suite no later than Tuesday, February 15 at 5:30 p.m. The earlier you enter, the more chances you have to win a prize. Daily prize winners will also be eligible for the Grand Prize.
4. The Grand Prize will be an all-expense paid four-day stay for two at the MGM Grand Hotel in Las Vegas (gambling expenses not included). Daily prizes include Acushnet-Titlist golf equipment, as well as other fine golf and tennis accessories. There will be many surprises, too!

ABC HAS BEEN  
HAVING A COLOSSAL  
SEASON!



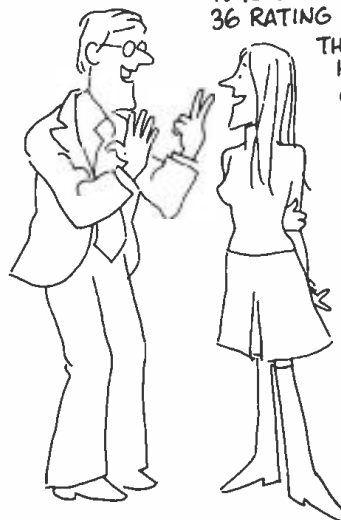
IT'S BIGGER THAN THAT.  
BEFORE LAST WEEK  
THEY WERE NUMBER  
ONE IN 13 OUT OF  
18 WEEKS!

AND THEN "ROOTS"  
CAME ALONG AND MADE  
MORE HISTORY!



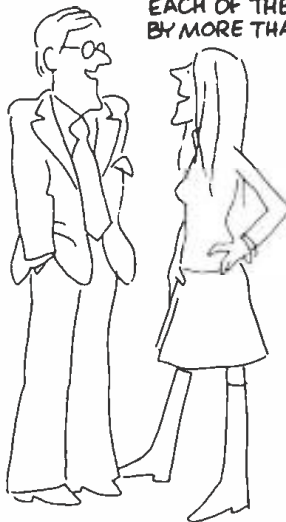
ABC ESTIMATES  
130 MILLION PEOPLE  
WATCHED. IT AVERAGED  
A 45 RATING AND A 66  
SHARE! ON SUNDAY  
NIGHT IT HAD THE  
LARGEST AUDIENCE  
IN HISTORY - 36  
MILLION HOMES!

THE SEVEN "ROOTS" EPISODES  
WERE THE TOP SEVEN PROGRAMS  
OF THE WEEK!



AND THEN ABC'S OTHER PROGRAMMING  
CAME THROUGH LIKE GANGBUSTERS TO MAKE  
IT 16 OUT OF THE TOP 16. ABC HAD AN AVERAGE  
36 RATING AND 52 SHARE FOR ALL ITS PROGRAMS!  
THE HIGHEST RATED WEEK ANY NETWORK  
HAS HAD IN THE HISTORY  
OF TELEVISION!

EVERY NIGHT THEY  
HAD OVER A 30 RATING.  
THE OTHER TWO NET-  
WORKS NEVER GOT  
OVER A 20!



IT'S THE MOST INCREDIBLE  
SEASON EVER! ABC LEADS  
EACH OF THE OTHER NETWORKS  
BY MORE THAN 3 RATING POINTS.

THOSE RATING POINTS  
REPRESENT OVER TWO  
MILLION EXTRA HOMES -  
FOR EVERY MINUTE OF  
THE SEASON.



THAT AIN'T GRITS, DUMMY.



# ABC Television Network

Source: NTA/SIA Reports. Average Audience household preliminary estimates. prime time. total performance based on 19 weeks ending January 30, 1977. Data subject to qualifications which are available on request.

# GETTING

Columbia Pictures Televis  
in network programming  
include the making  
local sta- tions. Cur  
of devel- opment  
several series for  
dication that involve our  
producing, directing and  
this is only the beginning



A magazine series hosted by Barbara Feldon. Using the mastheads of a wide variety of America's leading magazines, "Special Edition" draws on their research, stories and estimated 130 million total per-issue exposure. Produced and directed by the award-winning team of Av Westin and Mel Ferber.

# COLUMBIA PICTU

# INVOLVED

1, long a recognized leader  
expanding its activities to  
of quality programming for  
itly in  
d pro-



#### THE ASHMAN FILE

Starring Chuck Ashman, investigative reporter and co-anchorman of "MetroNewsMetroNews" on KTTV Los Angeles, author of five best-selling books including "The Finest Judges Money Can Buy." Ashman's new series focuses on the feature stories that audiences "Have a right to know!"



#### AEROMEDS

med half hour adventure series  
ed on the daring exploits of  
e paramedics in the aeromed-  
rescue and evacuation service  
he U.S. Air Force. The Execu-  
Producer is Bruce Lansbury,  
ducer of "Mission Impossible,"  
d Wild West" and the new NBC  
ies, "The Fantastic Journey."

various stages  
duction are  
first run syn-  
prime—time  
writing talent. And  
There's more to come.

# RES TELEVISION



See you at the  
NATPE,  
Fontainebleau Hotel,  
Penthouse D.



## ***Instant referendum.***

When Halloween fell on Sunday last year, members of the Kalamazoo County Board of Commissioners couldn't decide which night to designate for county-wide "Trick or Treat" celebrations. So they came to WKZO's At Your Service for an "instant referendum."

WKZO asked listeners which night they preferred—Friday, Saturday, Sunday or Monday. The response was immediate, but listeners had almost as much trouble deciding as the Commissioners, with the four days nearly in a tie.

WKZO furnished the results to the County Board, and Friday was chosen, based on opinions expressed by our listeners.

Giving people a voice in issues that affect them is all part of the Fetzer tradition of total community involvement.



## ***The Fetzer Stations***

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

**Alphaventure 1169-T**

717 Fifth Avenue, New York 10022.

Big Blue Marble. **Personnel:** Kenneth C.T. Snyder, Clare Lynch O'Brien, Robert L. Garrison.**American International Television 469-T**  
9033 Wilshire Boulevard, Beverly Hills, Calif. 90211.Lorne Greene's Last of the Wild (78), Flipper (88), Avengers (83), Adventures of Ozzie and Harriet (200), Johnny Sokko and His Flying Robot (26), Prince Planet (52), Touch of Music (6), Sinbad Jr. cartoons (130), Winning Hand films (33), World of Macabre films (8), Films for the '70's (26), Goul-A-Rama films (16), Star-time Theatre films (17), Fantastic Sci-Fi Theatre films (14), Children's Showtime films (6), Young Adult Theatre films (26), New Science Fiction films (13), Amazing Sci-Fi I films (17), Amazing Sci-Fi II films (20), Amazing Sci-Fi III films (26), Top Secret Adventure films (5), Dominant 10 films (10), Holiday Storybook of Fables films (8), Real Life Adventures films (4), Strongmen of the World films (23), New Color Adventure films (31), Adventures I films (8), A.I.P. films (26), Selma films (42), A.I.P./Selma films (31), Miscellaneous films (8). **Personnel:** Hal Brown, Alex Horwitz, Gerald Corwin, Al Shore, Noah Jacobs.**Atwood Richards 872-T**  
99 Park Avenue, New York 10016.**Avco Embassy Pictures 1088-T**  
Suite 912, 3460 Wilshire Boulevard, Los Angeles 90010.Rifleman (168), Ports of Call (26), Witness to Yesterday (26), Lionel Hampton specials (2), American Sketch Book (5), film packages VIP Group, Plus Twelve (12), 28 for '68, Top Time, Nightmare Theatre. **Personnel:** Robert Newgard, Sy Shapiro, Charles Britt, Mill Strasser, Maury Lanken.**Avery-Knodel Television 854-M**  
437 Madison Avenue, New York.**Personnel:** Robert J. Kizer, F. Robert Kalthoff, John J. Del Greco, Richard A. Bompiane.**Ben Barry & Associates 688-T**  
540 Madison Avenue, New York 10022.Two Kennedys: A View from Europe (1), Volume I feature films (29), Volume II feature films (35), Chiller Theater (16). **Personnel:** Ben Barry, Buddy Brooks, Millard Segal, Clifford Barry.**Barry & Enright 1515-M**  
1900 Avenue of the Stars, Los Angeles 90067.**Baron Enterprises 465-T**  
999 North Doheny Drive, Suite 812, Los Angeles 90069.Swiss Family Robinson (26), Premier Performances, Hallmark of Fame (26), New Dick Van Dyke Show (72), Kukla, Fran and Ollie (39), Nature's Window (130), Cleo Laine hour special (1), Dick Van Dyke specials (3). **Personnel:** Barry Bergsman.**BBI Productions 1281-T**  
5 TV Place, Needham, Mass. 02192.Good Day (260), Update on Health (260), Jabberwocky (26), Drawing from Nature with Capt. Bob (26), New Heaven, New Earth. **Personnel:**

Robert M. Bennett, Jack Duffield, Paul Rich, Bruce Marson.

**Behrens 178-T**  
2451 Brickell Avenue, Miami 33129.Kidsworld (39), Friends (100), Hot Dog (13), Explorers (22). **Personnel:** Robert A. Behrens, Betsy Behrens.**Ray Beindorf Productions 883-T**  
141 El Camino Drive, Beverly Hills, Calif. 90212.**Personnel:** Ray Beindorf.**Benton & Bowles 1167, 1168-T**  
909 Third Avenue, New York 10022.  
Gezorninplatz\* (24), Fred Flintstone & Friends\* (95). **Personnel:** Michael Moore, Michael Lepiner, Marc Goldstein, Steve Rosenthal.**Blair Television 15E-M**  
717 Fifth Avenue, New York 10022.**Personnel:** Jack Fritz, Harry Smart, Wally Schwartz, Jim Kelly, Art Stringer, Pat Devlin, Bill Morris, Larry Lynch, Ronni Faust.**Frank Bresee Productions 1488, 1490-M**  
8282 Hollywood Boulevard, Hollywood 90069.  
Golder Days of Radio Television special (1), Golden Days of Radio Television (26). **Personnel:** Frank Bresee, Eddie Hall, Joanne Sanfilippo, Erv Zavada.**Bristol-Myers 1188-T**  
345 Park Avenue, New York 10022.  
In Search Of (24). **Personnel:** Robert Turner, Peggy Kelly, Jim McGinn, Mike Alber, Sharon Joyce.**Leo Burnett USA 1083-T**  
Prudential Plaza, Chicago 60601.

(CONTINUED ON PAGE 42)

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competition.

**GOODSON-TODMAN'S**

# "To Tell The Truth"

**PHILADELPHIA 7:00 (M-F)**

**No. 1 in rating, share, homes and young women.**

| Station | Program       | Rating | ADI<br>Share | TSA (000)<br>Homes | Women<br>18-49 | Women<br>18-34 |
|---------|---------------|--------|--------------|--------------------|----------------|----------------|
| WPVI    | TELL TRUTH    | 16     | 30           | 391                | 126            | 60             |
| A       | Various*      | 11     | 20           | 267                | 90             | 42             |
| B       | Ch. 10 News 7 | 9      | 17           | 218                | 69             | 34             |

\*J. Cousteau, Break Bank, \$100,000 Tune, W. of Animals, Wellk

**CLEVELAND 7:00 (M-F)**

**No. 1 in rating, share, homes and young women.**

| Station | Program        | Rating | ADI<br>Share | TSA (000)<br>Homes | Women<br>18-49 | Women<br>18-34 |
|---------|----------------|--------|--------------|--------------------|----------------|----------------|
| WEWS    | TELL TRUTH     | 17     | 30           | 235                | 89             | 54             |
| A       | NBC Night News | 12     | 21           | 159                | 54             | 22             |
| B       | Various*       | 10     | 18           | 140                | 52             | 31             |

\*Wellk, Match Game, T. Hunt, Candid Camera, Break Bank

**BUFFALO 7:00 (M-F)**

**No. 1 in rating, share, homes and young women.**

| Station | Program       | Rating | ADI<br>Share | TSA (000)<br>Homes | Women<br>18-49 | Women<br>18-34 |
|---------|---------------|--------|--------------|--------------------|----------------|----------------|
| WKBW    | TELL TRUTH    | 15     | 28           | 101                | 32             | 17             |
| A       | Concentration | 12     | 22           | 79                 | 24             | 11             |
| B       | Bowl for \$   | 10     | 19           | 65                 | 25             | 15             |

Garry Moore stars with  
Kitty Carlisle, Bill Cullen,  
Peggy Cass and a top  
celebrity guest  
panelist each week.



**CINCINNATI 7:00 (M-F)****No. 1 in rating, share and homes.**

| Station     | Program                  | ADI       |           | TSA (000) Homes |
|-------------|--------------------------|-----------|-----------|-----------------|
|             |                          | Rating    | Share     |                 |
| <b>WLWT</b> | <b>TO TELL THE TRUTH</b> | <b>16</b> | <b>28</b> | <b>107</b>      |
| A           | Truth or Consequences    | 14        | 25        | 98              |
| B           | Mike Douglas             | 11        | 19        | 78              |

**PROVIDENCE 7:30 (M-F)****No. 1 in rating, share and homes.**

| Station     | Program                  | ADI       |           | TSA (000) Homes |
|-------------|--------------------------|-----------|-----------|-----------------|
|             |                          | Rating    | Share     |                 |
| <b>WPRI</b> | <b>TO TELL THE TRUTH</b> | <b>14</b> | <b>26</b> | <b>110</b>      |
| A           | Various*                 | 13        | 24        | 99              |
| B           | Various**                | 9         | 16        | 65              |

\*T. Hunt, \$128,000 Question, Wild Kingdom, Vinton, Celeb. Sweepstakes

\*\*Celeb. Bowling, In Search Of, Dolly, Wild Animals, Muppets

**PHOENIX 6:30 (M-F)****No. 1 in rating, share and homes.**

| Station     | Program                  | ADI       |           | TSA (000) Homes |
|-------------|--------------------------|-----------|-----------|-----------------|
|             |                          | Rating    | Share     |                 |
| <b>KOOL</b> | <b>TO TELL THE TRUTH</b> | <b>20</b> | <b>34</b> | <b>110</b>      |
| A           | Adam 12                  | 18        | 32        | 103             |
| B           | Concentration            | 6         | 11        | 36              |

**GRAND RAPIDS 7:30 (M-F)****No. 1 in rating, share, homes and young women.**

| Station     | Program           | Rating    | ADI       |           | TSA (000) Homes | Women 18-49 | Women 18-34 |
|-------------|-------------------|-----------|-----------|-----------|-----------------|-------------|-------------|
|             |                   |           | Share     | Share     |                 |             |             |
| <b>WZZM</b> | <b>TELL TRUTH</b> | <b>15</b> | <b>29</b> | <b>77</b> | <b>31</b>       | <b>19</b>   | <b>19</b>   |
| A           | Various*          | 14        | 27        | 77        | 31              | 19          | 19          |
| B           | Various**         | 13        | 25        | 71        | 25              | 15          | 15          |

\*Price Right, Candid Camera, Make Deal, Vinton, W. Kingdom

\*\*Viewfinder 3, \$128,000 Question, W. of Animals, Mich. Outdoors, \$25,000 Pyramid

**BIRMINGHAM 6:00 (M-F)****No. 1 in rating, share, homes and young women.**

| Station     | Program           | Rating    | ADI       |            | TSA (000) Homes | Women 18-49 | Women 18-34 |
|-------------|-------------------|-----------|-----------|------------|-----------------|-------------|-------------|
|             |                   |           | Share     | Share      |                 |             |             |
| <b>WBRC</b> | <b>TELL TRUTH</b> | <b>30</b> | <b>54</b> | <b>159</b> | <b>70</b>       | <b>42</b>   | <b>42</b>   |
| A           | Nwtch 6 Rpt       | 11        | 21        | 55         | 15              | 7           | 7           |
| B           | Truth-Conseq      | 8         | 15        | 36         | 19              | 13          | 13          |

**PADUCAH 5:00 (M-F)****No. 1 in rating, share and homes.**

| Station     | Program                  | ADI       |           | TSA (000) Homes |
|-------------|--------------------------|-----------|-----------|-----------------|
|             |                          | Rating    | Share     |                 |
| <b>KFVS</b> | <b>TO TELL THE TRUTH</b> | <b>22</b> | <b>46</b> | <b>69</b>       |
| A           | Various*                 | 21        | 34        | 60              |
| B           | Various**                | 4         | 7         | 13              |

\*Ironside, Brady Bunch, Montage

\*\*MGM Theatre, Brgt Beautiful, Soul Train

**TUCSON 6:30 (M-F)****No. 1 in rating, share and homes.**

| Station     | Program                  | ADI       |           | TSA (000) Homes |
|-------------|--------------------------|-----------|-----------|-----------------|
|             |                          | Rating    | Share     |                 |
| <b>KOLD</b> | <b>TO TELL THE TRUTH</b> | <b>18</b> | <b>33</b> | <b>37</b>       |
| A           | Various*                 | 15        | 26        | 36              |
| B           | Various**                | 11        | 20        | 23              |

\*Star Trek, Wander Woman, Capt-Tennile, Football, Movie

\*\*\$128,000 Question, Hlywd Sq., Match Game, \$25,000 Pyramid

Source: ARB, Nov. 1976.

Data for 3 network affiliates shown in each market.

All audience estimates are subject to limitations of the rating service.

**AMARILLO 6:00 (M-F)****No. 1 in rating, share, homes and young women.**

| Station     | Program           | ADI       |           | TSA (000) Homes | Women 18-49 | Women 18-34 |
|-------------|-------------------|-----------|-----------|-----------------|-------------|-------------|
|             |                   | Rating    | Share     |                 |             |             |
| <b>KVII</b> | <b>TELL TRUTH</b> | <b>32</b> | <b>52</b> | <b>55</b>       | <b>18</b>   | <b>10</b>   |
| A           | Adam 12           | 12        | 19        | 20              | 9           | 5           |
| B           | Bewitched         | 10        | 16        | 16              | 4           | 3           |

**BANGOR 7:00 (M-F)****No. 1 in rating, share, homes and young women.**

| Station     | Program           | ADI       |           | TSA (000) Homes | Women 18-49 | Women 18-34 |
|-------------|-------------------|-----------|-----------|-----------------|-------------|-------------|
|             |                   | Rating    | Share     |                 |             |             |
| <b>WABI</b> | <b>TELL TRUTH</b> | <b>32</b> | <b>47</b> | <b>45</b>       | <b>12</b>   | <b>7</b>    |
| A           | Various*          | 16        | 24        | 19              | 7           | 5           |
| B           | Odd Couple        | 10        | 15        | 12              | 6           | 4           |

\*Ironside, Muppets, N. Corwin

**SAVANNAH 7:30 (M-F)****No. 1 in rating, share and homes.**

| Station     | Program                  | ADI       |           | TSA (000) Homes |
|-------------|--------------------------|-----------|-----------|-----------------|
|             |                          | Rating    | Share     |                 |
| <b>WTOG</b> | <b>TO TELL THE TRUTH</b> | <b>19</b> | <b>30</b> | <b>31</b>       |
| A           | Andy Griffith            | 18        | 27        | 27              |
| B           | Various*                 | 17        | 27        | 28              |

\*Andy, Chico-Man, Wild Kingdom, Drognet, Sanford &amp; San

**ERIE 6:00 (M-F)****No. 1 in rating, share, homes and young women.**

| Station     | Program           | Rating    | ADI       |           | TSA (000) Homes | Women 18-49 | Women 18-34 |
|-------------|-------------------|-----------|-----------|-----------|-----------------|-------------|-------------|
|             |                   |           | Share     | Share     |                 |             |             |
| <b>WICU</b> | <b>TELL TRUTH</b> | <b>22</b> | <b>40</b> | <b>33</b> | <b>8</b>        | <b>4</b>    | <b>4</b>    |
| A           | 6 O'Clock News    | 13        | 24        | 17        | 6               | 3           | 3           |
| B           | News 35 at 6      | 10        | 20        | 15        | 7               | 4           | 4           |

**SALINAS 7:00 (M-F)****No. 1 in rating, share, homes and young women.**

| Station     | Program           | ADI       |           | TSA (000) Homes | Women 18-49 | Women 18-34 |
|-------------|-------------------|-----------|-----------|-----------------|-------------|-------------|
|             |                   | Rating    | Share     |                 |             |             |
| <b>KSBW</b> | <b>TELL TRUTH</b> | <b>22</b> | <b>37</b> | <b>62</b>       | <b>20</b>   | <b>10</b>   |
| A           | F'ball/Movie      | 11        | 18        | 52              | 18          | 9           |
| B           | Various*          | 5         | 9         | 11              | 5           | 3           |

\*N. Geographic, Kids World, Space 1999, J. Cousteau, Emergency

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**NATPE, Suite 1272-3, Fontainebleau Towers**

**Bill Burrud Productions 1072-T**  
 1100 South La Brea Avenue, Los Angeles 90019.

Secret World of Reptiles\* (1), Vanishing Africa\* (1), Great American Wilderness\* (1), Predators of the Sea\* (1), Creatures of the Amazon\* (1), Conquest of Otemanu\* (1), Animal World (147), World of the Sea (26), Wildlife/Adventure (78). **Personnel:** Bill Burrud, Richard Hasbrook, Gerald L. Dhesse, John Burrud.

**CBS-TV 869-T**  
 51 West 52nd Street, New York 10019.

**Personnel:** Bruce Bryant, Ted O'Connell, Al Maranda, John Gosgrove, George Zurich, James Page.

**Cinema Shares International Television 1567-T**

450 Park Avenue, New York 10022.  
 Feature Package Number One (12), Feature Package Number II (11), Feature Package Number III (12). **Personnel:** David Blake, Ken Israel, Beverly Partridge, Dick Ostrander, B. Crenshaw Bonner, Ken Weldon, Hank Guzik.

**Claster Television Productions 473-T**  
 660 Kennilworth Drive, Towson, Md. 21204.  
 Fred Flintstone and Friends\* (95), Bowling for Dollars, Romper Room (260). **Personnel:** John Claster, Ken Gelbard, Jim Reid.

**Coe Film Associates TBA**  
 70 East 96th Street, New York 10028.

Children's Package films (1,000), Shorts Collection (200), Children's Features (3), Adult Features (8), Half-Hour Family specials (26), Half-Hour Children's specials (6). **Personnel:** Bernice Coe, Mignon Levey.

**Colbert Television 1421-M**  
 1900 Avenue of the Stars, Los Angeles 90067.

**Columbia Pictures Television 15D-M**  
 Colgems Square, Burbank, Calif. 91505.

Aeromeds\* (26), Special Edition\* (26), Ashman File (26), various series both half-hour and hour length, cartoons and film packages. **Personnel:** Joe Abruscato, Don Bryan, David Campbell, Dick Campbell, Abbie Chapman, Norman Cohen, Jack Ellison, David Friedman, Patricia Hibbits, Norman Horowitz, Mark Kaner, Walter Kaufman, Bruce Lansbury, Herb Lazarus, Bruce Ledger, George Milner, Ken Page, Matt Pouls, Stanley Sherman, Paul Shrage, Anne Stewart, Sid Weiner, Av Westin.

**Neal P. Cortell Television TBA**  
 18 Newbury Street, Boston 02116.

We Only Have Eyes for You promotion, Our Town promotion, Dual Scanimate System promotion. **Personnel:** Neal P. Cortell, Donald W. Hill, Heather O. Sholl, Walter W. Kaplan.

**Cox Broadcasting 554-M**  
 1601 West Peachtree Street, N.E., Atlanta 30309.

**Personnel:** Mike Kievman, Stanley G. Mouse.

**Cracker Jack Productions 974-T**  
 1001 Woodward First Federal building, Detroit 48226.

**CTV Network 1177-T**  
 42 Charles Street East, Toronto M4Y 1T5.

**Personnel:** Murray H. Chercover, Donald W. Coyle, Philip Wedge, Arthur Weinthal.

**Data Communications 1204-M**

**Federal Broadcasting 1174-T**

**FilmLife 1574-T**

141 Moonachie Road, Moonachie, N.J. 07074.  
 Film restoration system. **Personnel:** Marvin A. Bernard, Sheila N. Bernard, George F. Leuck Jr.

**Firestone Program Syndication 1272, 1273-T**

540 Madison Avenue, New York 10022.  
 Gong Show, New Candid Camera, To Tell the Truth, Popeye (220), Beatles (116), Cool McCool (60), Beetle Bailey (50), Barney Google (50), Krazy Kat (50), Blondie (28), Flash Gordon (40), Perspective on Greatness (26). **Personnel:** Len Firestone, Alton Whitehouse, Philip Besser, Brian Firestone.

**Four Star Entertainment 1088-T**  
 400 South Beverly Drive, Beverly Hills, Calif. 90212.

Lohman and Barkley\* (26), Wonderful World of Magic (38), Big Valley (112), Thrillseekers (52), Can You Top This (195), Here Come the Stars (26), Monty Nash (14), Secrets of the Deep (8), Toward the Year 2000 (26), Rogues (29), Burke's Law (81), Dick Powell Theatre (59), Detectives (97), Target: The Corruptors (35), Honey West (30), Ensign O'Toole (32), Law and Mr. Jones (45), Richard Diamond (26), McKeever and the Colonel (26), Tom Ewell Show (32), Stagecoach West (38), Wanted: Dead or Alive (94), Zane Grey Theatre (145), Westerners (125), Will Rogers' USA special\* (1), Blackstone Jr. Magic Magic Magic special (1), Festival of Children's Film Classics (8), Cricket on the Hearth (1), San Francisco special—Serendipity Singers (1), Mediterranean (1), Sajid and Susan Barret (1), Holiday specials (1), Portrait of a Star (12), Football: The Great Years (1), feature films (9), Conquest of the Sea (5), Men of the Sea (7). **Personnel:** David B. Charnay, Joseph J. Doyle, David LaFollette, Greg Meidel, Robert M. Newgard, Sy Shapiro, Charles Britt, Maury Lanken, Milton Strasser.

**Sandy Frank Film Syndication 17C-T**  
 635 Madison Avenue, New York 10022.

The \$100,000 Name That Tune (52), Adventures of Robin Hood\* (52), Bobby Vinton Show (52). **Personnel:** Sandy Frank, Maury Shields, Bill Andrews, David Paley.

**Fremantle Television 972, 973-T**  
 555 Madison Avenue, New York 10022.

Black Beauty I and II (52), Family Hour Festival (10), Take Kerr—Graham Kerr (260), Dr. Joyce Brothers' Why They Do It, Supersonic (26), Swiss Family Robinson (26), New Candid Camera (78), Romper Room, Galloping Gourmet (585), Woodbina Animal Doctor (39), Diana (13), Who's Afraid of Opera (8), Free to Be You and Me .special (1), National Geographics (19), Tiny Tree (1), film features (6). **Personnel:** Paul Talbot, Colgan Schlank.

**Gold Key Entertainment 16G-T**  
 855 North Cahuenga Boulevard, Hollywood 90038.

Films: Alpha Chronicles\*, Outdoor Adventure

III (15), Outdoor Adventure II (10), Outdoor Adventure I (10), Scream Theater (20), Dick Tracy Movies (8), Television Premieres (13), Awards Theatre (40), Silent Classics (13), Action Theater (16), Series: George\* (26), Hank Thompson Show\* (26). Specials: In Search of Ancient Astronauts (2), In Search of Ancient Mysteries (2). **Personnel:** Jerome Kurtz, Robert Muller.

**Samuel Goldwyn Television 465-T**  
 1041 North Formosa Avenue, Los Angeles 90046.

Samuel Goldwyn Library of Feature Films (53), Best of Goldwyn (33), Snippets\* (50), Hollywood: The Goldwyn Years (1). **Personnel:** Thomas Seehof.

**Dan Goodman Productions 969, 970-T**  
 Suite 2308, 60 East 42nd Street, New York 10017.

Eleanor and Franklin\* (future release), Death Be Not Proud\* (future release), Dynasty\* (future release), F. Scott Fitzgerald in Hollywood\* (future release), Virginia Hill Story\* (future release), Pueblo\* (1), The Widow\* (1), War Between the Tates\* (future release). **Personnel:** Dan Goodman, Carol Goodman.

**Gottlieb/Taffner Programs 454-M**  
 1370 Avenue of the Americas, New York 10019.

**Gray-Schwartz Enterprises 1054-M**

425 South Beverly Drive, Beverly Hills 90212.  
 Lone Ranger films (15), Lone Ranger (182), Bogart special (1), Hollywood: Selznick Years special (1), Your Choice for the Oscars special\* (1), Toni Holt in Hollywood\* (daily), films (25), Sergeant Preston of the Yukon (72), Jeff's Collie (103), Timmy and Lassie (156), Treasure Unlimited (13), Greatest Headlines of the Century (260), Sportfolio (260), Funny World (130), Quicky Quiz (260). **Personnel:** Marv Gray, Enid A. Schwartz, Dick Ostrander, Ben Okulski.

**Group W Productions 15H-T**  
 90 Park Avenue, New York 10016.

Mike Douglas Show (daily), Peter Marshall Variety Show (weekly), Six American Families (27), 27 for '77 films (27), Coral Jungle (8), Call It Macaroni (24), Apollo (22), Playmates-Schoolmates (65), Earth Lab (52), Gift of Winter (1), Norman Corwin Presents (26). **Personnel:** David Salzman, George L. Back, Jack Wartlieb, Owen S. Simon, Peter F. Yaman, Russell McCorkle, Terry Lynch, Chrys Blionas, Joseph Goldfarb, Jack Foley, Jack Swindell, Carl Menk, Frank R. Miller, Peter Lassotovich, George Sperry, Ralph V. Cunningham, Joseph M. D'Amico.

**Leo Gutman 1181, 1182-T**  
 230 Park Avenue, New York 10017.

Sherlock Holmes films (14), International films (3), Hollywood films (7), Cliffhanger films (6). **Personnel:** Leo A. Gutman, Esther Balenz, Carol Mennie.

**Larry Harmon Pictures 1283, 1284-T**  
 649 North Bronson Avenue, Hollywood 90004.

All New Bozo Show\* (130), Bozo Big Top Circus (130), Bozo Comedy Show (39), Bozo Cartoon Library (156), Bozo Live Show Franchise, Laurel and Hardy Comedy Show (39), Laurel and Hardy Cartoon Library (156). **Personnel:**

(CONTINUED ON PAGE 46)

# Don't overestimate the power of women!

from coast to coast, baby, merv is still a long way ahead.

# merv

with the greatest names of show business when head-to-head, in all 14 markets:

|  | <b>merv</b><br>Advantage | <b>merv</b><br>Disadvantage | <b>TIE</b> |
|--|--------------------------|-----------------------------|------------|
|--|--------------------------|-----------------------------|------------|

|              |    |   |   |
|--------------|----|---|---|
| DMA Rating   | 10 | 3 | 1 |
| DMA Share    | 10 | 4 | — |
| Households   | 11 | 3 | — |
| Total Adults | 10 | 4 | — |
| Total Women  | 9  | 4 | 1 |
| Women 18-49  | 7  | 4 | 3 |
| Total Men    | 9  | 5 | — |

Source: NFI November 1976

Percentage of markets  
Merv has advantage  
over Show #2

|              |     |
|--------------|-----|
| DMA Rating   | 71% |
| DMA Share    | 71% |
| Households   | 79% |
| Total Adults | 71% |
| Total Women  | 64% |
| Women 19-49  | 50% |
| Total Men    | 64% |

Source: NFI November 1976

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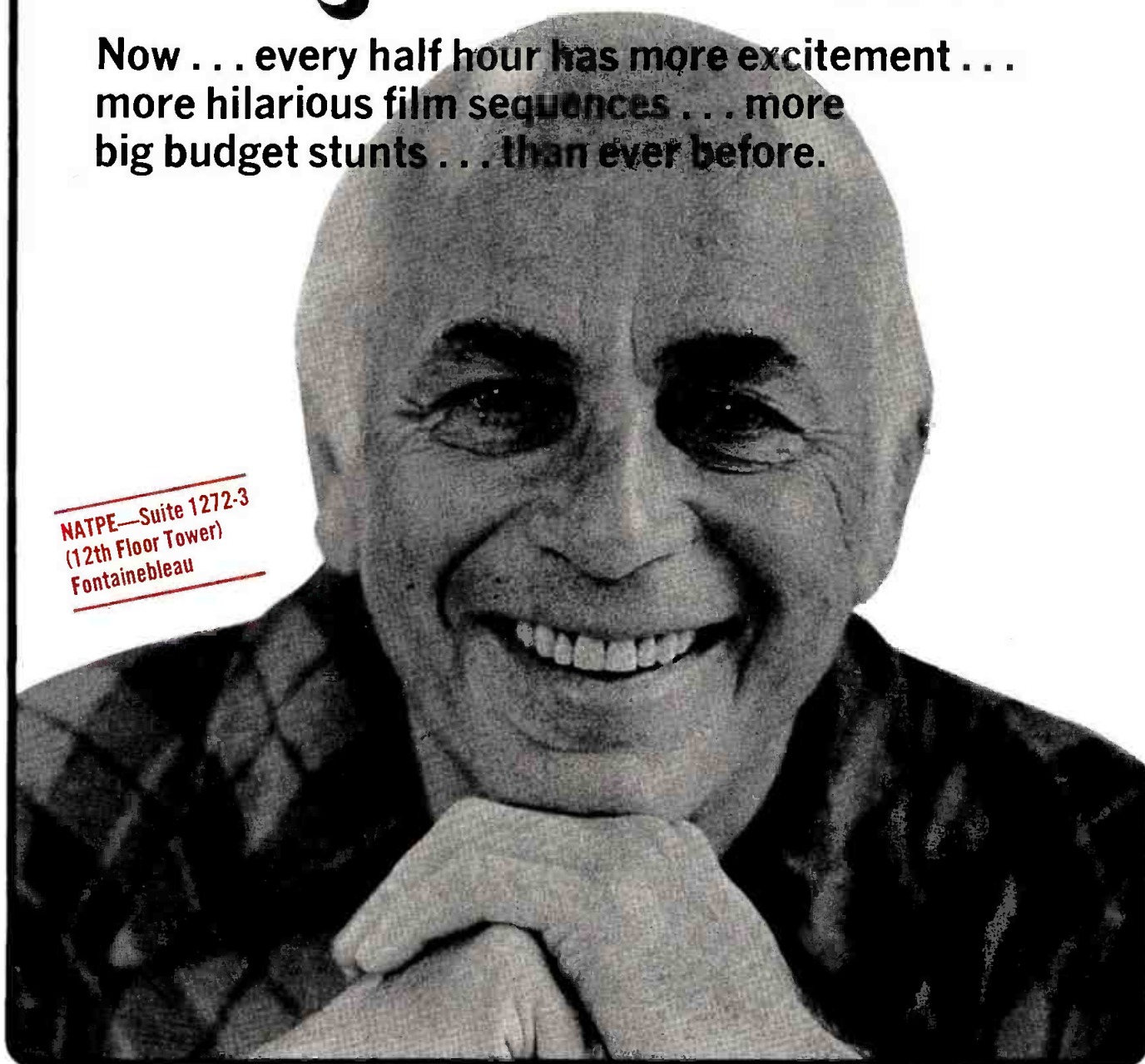
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## NEW YORK 7:30 PM Sat.

| Program             | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|---------------------|------------|-------|-------------|-------------------|
| WCBS CANDID CAMERA  | 14         | 31    | 920         | 295               |
| WXXX Price Is Right | 9          | 20    | 634         | 193               |
| WYYY Make A Deal    | 5          | 11    | 312         | 120               |

## WASHINGTON 7:30 PM Thur.

| Program                    | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|----------------------------|------------|-------|-------------|-------------------|
| WTOP CANDID CAMERA         | 15         | 31    | 219         | 89                |
| WXXX Celebrity Sweepstakes | 5          | 10    | 76          | 30                |
| WYYY 7:30 Live             | 5          | 11    | 76          | 17                |

## DENVER 5:30 PM Sun.

| Program                      | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|------------------------------|------------|-------|-------------|-------------------|
| KOA CANDID CAMERA            | 17         | 40    | 119         | 53                |
| KXXX 10,000 Tune/J. Cousteau | 12         | 29    | 87          | 30                |
| KYYY Special/Kinman Band     | 4          | 10    | 28          | 20                |

## SACRAMENTO—STOCKTON 5 PM Sun.

| Program            | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|--------------------|------------|-------|-------------|-------------------|
| KCRA CANDID CAMERA | 12         | 32    | 105         | 43                |
| KXXX Muppets       | 6          | 16    | 54          | 22                |
| KYYY Movie         | 9          | 24    | 60          | 23                |

## COLUMBUS, OHIO 7:30 PM Fri.

| Program             | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|---------------------|------------|-------|-------------|-------------------|
| WTVN CANDID CAMERA  | 17         | 36    | 106         | 53                |
| WXXX Break The Bank | 13         | 27    | 76          | 28                |
| WYYY Andy           | 11         | 24    | 78          | 30                |

## GREENVILLE-SPARTANBURG-ASHEVILLE 7:30 PM Tue.

| Program             | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|---------------------|------------|-------|-------------|-------------------|
| WFBC CANDID CAMERA  | 27         | 46    | 150         | 69                |
| WXXX Make A Deal    | 11         | 18    | 62          | 27                |
| WYYY Name That Tune | 13         | 21    | 75          | 42                |

Source: ARB, Nov. 1976 All stations shown are network affiliates  
All audience estimates are subject to limitations of the rating service.

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## BIRMINGHAM 6:30 PM Tue.

| Program            | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|--------------------|------------|-------|-------------|-------------------|
| WBRC CANDID CAMERA | 25         | 46    | 138         | 67                |
| WXXX Jerry Lewis   | 9          | 17    | 47          | 18                |
| WYYY Concentration | 15         | 26    | 65          | 31                |

## SPOKANE 7:30 PM Tue.

| Program             | ADI Rating | Share | Homes (000) |
|---------------------|------------|-------|-------------|
| KHQ CANDID CAMERA   | 23         | 38    | 68          |
| KXXX Andy           | 16         | 26    | 49          |
| KYYY Break The Bank | 16         | 26    | 47          |

## EL PASO 6:30 PM Mon.

| Program            | ADI Rating | Share | Homes (000) |
|--------------------|------------|-------|-------------|
| KTSM CANDID CAMERA | 19         | 30    | 33          |
| KXXX Honeymooners  | 18         | 28    | 31          |
| KYYY Muppets       | 17         | 26    | 29          |

## PANAMA CITY 6:30 PM Sat.

| Program            | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|--------------------|------------|-------|-------------|-------------------|
| WJHG CANDID CAMERA | 23         | 40    | 26          | 19                |
| WXXX Lawrence Welk | 20         | 34    | 22          | 9                 |

## FT. MYERS 7:30 PM Fri.

| Program                        | ADI Rating | Share | Homes (000) | Women 18-49 (000) |
|--------------------------------|------------|-------|-------------|-------------------|
| WBBH CANDID CAMERA             | 14         | 29    | 19          | 6                 |
| WXXX Hee Haw                   | 14         | 29    | 21          | 6                 |
| WYYY Nashv'le Rd./Pop Go Cntry | 2          | 4     | 2           | 1                 |

## EVANSVILLE 6:30 PM Mon.

| Program            | ADI Rating | Share | Homes (000) |
|--------------------|------------|-------|-------------|
| WTVW CANDID CAMERA | 20         | 31    | 47          |
| WXXX Adam 12       | 18         | 27    | 35          |
| WYYY Match Game    | 17         | 27    | 38          |

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(CONTINUED FROM PAGE 42)

Larry Harmon, Albert V. Scalingi, Harold Alpert, Maurie Gresham, Dennis Gresham.

**Harrington, Righter & Parsons 1104-M**  
280 Park Avenue, New York 10017.

National sales representative. **Personnel:** John J. Walters, Peter F. Ryan, Ron Krueger.

**Con Hartsock 1469-T**  
Suite 400, 499 North Canon Drive, Beverly Hills, Calif. 90210.

Features (10), Peege (1), Original Liberace Show (26), Fourth Dimension (7), Age of the Physchics, Man of Miracles, Miracle Healers, World beyond Death, Unknown Force, World of the Unknown, Underground Doctors. **Personnel:** Con Hartsock, Hank Profenius.

**H-R Television 781-T**  
750 Third Avenue, New York 10022.

**Image West TBA**  
845 North Highland Avenue, Hollywood 90038.

Electronic animation on three-quarter inch video cassettes. **Personnel:** George Heywood, Brian K. Ross.

**ITC 188-T**  
555 Madison Avenue, New York 10022.

Muppet Show (24), Catastrophe (24), Entertainment Volume 1, Six Super Specials (6), Extraordinary 8 (8), Spectacular Six (6), Protectors (52), My Partner the Ghost (26), Department S (28), UFO (26), Persuaders (24), Adventurer (26), The Saint (114), Champions (30), The Baron (26), Man in a Suitcase (26), The Prisoner (17), Secret Agent (45), Dangerman (39), Gale Storm Show (125), Fury (114), KopyKats (7), Spotlight (9), Showtime (12), Captain Scarlett and the Mysterons (32), Thunderbirds (32), Stingray (39), Fireball XL5 (39), Mr. Piper (39), Action 7 (6), Magnificent 15 (12), Deluxe 19 (14), Exploitable 13 (7). **Personnel:** Abe Mandell, Pierre Weis, James C. Stern, S. Allen Ash, Al Lanken, Carl Miller, Cy Kaplan, Nat Leipziger, Joseph Fusco Jr., Murray Horowitz, Robert Mandell.

**Kaman Sciences 783-T**  
P.O. Box 7463, Colorado Springs 80933.

BCS 100 traffic/accounting in-house radio system, BCS 800 traffic/accounting television system, BCS 1100 traffic/accounting system for radio and TV with auto switching capabilities. **Personnel:** Jack Finlayson, Larry R. Jones, Jim E. Wilson, Dick Trapp.

**M. A. Kempner 1281-T**  
Suite 313, 2455 East Sunrise Boulevard, Fort Lauderdale, Fla. 33304.

Time Capsule (2,000), Screen Game\* (260), Screen Game games\*, Cisco Kid (156), Feature films. **Personnel:** Marvin A. Kempner, Don Bruce, Bob Simon, Mike Moss.

**King World Productions 888-T**  
P.O. Box 41, Berkeley Heights, N.J. 07922.

Abbott and Costello cartoons (39), Butcher Show Volume I (65) and Volume II (65), Hopalong Cassidy (118), Little Rascals (71). **Personnel:** Robert A. King, Michael G. King.

**Robert Landau Associates 1577-T**

**Lexington Broadcast Services Co. 14A-M**  
800 Third Avenue, New York 10022.

Andy Williams (26), Not for Women Only (29), Las Vegas Nites (26), Hollywood Palace (26), Sha Na Na (26), Wayne Newton special (1), Bunkhouse Blues (26), entertainment specials (6), Quality of Life (130), Hot Fudge (17), Coral Jungle (8). **Personnel:** Henry Siegel, Roger Lefkon, Heather Regan, Bob Archer, John Ranck.

**Louisville Productions TBA**

**Lutheran Television 867-T**  
2185 South Hampton Avenue, St. Louis 63139.

This Is the Life, Christmas Is (1), City That Forgot About Christmas (1), Easter Is (1), Freedom Is (1).

**Marathon Entertainment 983-T**

**Mascom Advertising 1183-T**  
4201 West Chapman Avenue, Orange, Calif. 92668.

Hour of Power (52). **Personnel:** Michael C. Nason.

**MCA TV 17H-T**  
445 Park Avenue, New York 10022.

Testimony of Two Men\* (6), American Flyer\* (1), Bionic Woman\* (future release), Best Sellers\* (30), Rich Man, Poor Man Book 1 (12), Six Million Dollar Man (Future release), Universal Star-Spangled 33 films (33), Emergency (148), Adam-12 (174), Marcus Welby M.D. (172), Ironside (198), Rod Serling's Night Gallery (97), Bold Ones (98), Name of the Game (76), It Takes a Thief (65), Universal film packages (706), Horror Greats films (77), Abbott and Costello films (29), Comedy Festival films I (26), and II (26), Western Roundup films (26), Boris Karloff Presents Thriller (67), Alfred Hitchcock Presents (268), Dragnet (98), The Virginian (225), Run for Your Life (85), Suspense Theatre (53), Munsters (70), Jack Benny Show (104), Leave It to Beaver (234), McHale's Navy (138). **Personnel:** Lou Friedland, Don Menchel, DeArv Barton, Layton Bailey, Andy Lee, Phil Conway, Bob Greenberg, Marc Grayson, Jack Robertson, Carl Runge, Carl Russell, Hal Cranton, Bob Davis, Bert Herbert.

**McGraw-Hill 404-T**  
1221 Avenue of the Americas, New York 10020.

**Mediavision 1477-T**  
1709 Bloor Street West, Toronto.

Behind the Scene with Jonathan Winters (52), Fabulous Talking Time Machine (52), Professor Moffett's Science Workshop (26), Element of the Unknown: The Sea (1), Invisible Influences (1), Talk of the Devil (1), Gentle Art of Make Up (13). **Personnel:** Brian Shaw, Jo-Ellen Frostad, John McLean.

**Meredith Broadcasting TBA**  
747 Third Avenue, New York 10017.

**Metromedia Producers 18D-T**  
485 Lexington Avenue, New York 10017.

Merv Griffin Show (260), Cross-Wits (260), Undersea World of Jacques Cousteau (36), Jackie Gleason specials\* (11), National Geographic specials (24), Vaudeville (13), Ice Palace (8), For a Better Life—Dr. Sonya Friedman (260), That Girl (136), Truth or Conse-

quences (260), Mayberry RFD (78), My Favorite Martian (107), Untamed World (156), Future Shock (1), Natural History of Our World—Time of Man (1), Lorne Greene specials (3), Premium Package I of made-for-TV films (8), Premium Package II of dramatic features (12), Premium Plus features (28). **Personnel:** Lenart Ringquist, Tony Brown, Jack Garrison, Joe Indelli, Jim Pratt, Jim Weathers, Robert Freedman, Annette Campbell, Bill Doty, Lynne Dowling, Klaus Lehmann.

**Metromedia Stations 854-M**

**MG Films 1581-T**  
141 East 56th Street, New York 10022.

Laugh A Minute\* (130), That's a Fact\* (130), Spirit of Adventure\* (104), Hilarious House of Frightenstein (130). **Personnel:** Marvin M. Grieve, John C. Ranck, Holly Grieve, Roger Johnson Jr., Lucy Johnson.

**MGM Television 14D-M**  
1350 Avenue of the Americas, New York 10019.

Medical Center (170), 13 Tailor-Mades\* (13), Conquest\* (6), Rise and Fall of Third Reich (3), America: Young Experience (12), Courtship of Eddie's Father (73), Please Don't Eat the Daisies (58), Daktari (89), Then Came Bronson (26), Man from U.N.C.L.E. (128). **Personnel:** Robert B. Morin, Harvey R. Reinstein, Virgil B. Wolff, Paul J. Hoffman, Ben Wickham, Al Newman, Les Frends.

**MMT Sales 1161-T**  
747 Third Avenue, New York 10017.

**Modern Media Service 1404-M**

**Multimedia Program Sales 1461-T**

**NBC-TV 1070-T**  
30 Rockefeller Plaza, New York 10020.

**Personnel:** Robert T. Howard, Irwin Segelstein, Bill Rubens, Donald J. Mercer, Ray O'Connell, Tony Cervini, Ray Diaz, Bill Kelley, Bud Laing, Kurt Block.

**National Telefilm Associates 14E-M**  
12636 Beatrice Street, Los Angeles 90066.

Lorne Greene's World of Tomorrow\*, Mad Metric Minutes\*, Bonanza (260), High Chaparral (98), I Spy (82), Laredo (56), Laramie (124), Theatre of Stars (17), Cameo Theatre (26), Outlaws (50), Richard Boone Show (25), Roy Rogers' The Great Movie Cowboys (26), Arthur of the Britons (24), Blue Angels (39), Boots and Saddles (39), Californians (69), Captured (26), Car 54 Where Are You? (60), Continental Classroom (160), David Cash Radio Program (15), Falcon (39), Get Smart (138), Great Gildersleeve (39), Jim Backus Show (39), Kimba the White Lion (52), Loretta Young Show (192), Not for Hire (39), Panic (31), People Are Funny (150), Pony Express (39), Real McCoys (224), Silent Service (78), Steve Donovan Western Marshall (39), Theatre Macabre (26), T.H.E. Cat (26), Uncommon Valor (26), Victory at Sea (26), Funny Manns (130), TVI Acts (198), Leonard Bernstein Conducts (6), Verdi Requiem (1), Victory at Sea (1), Billie Jean King (5), Great American Cowboy (1), Days of Adventure, Dreams of Gold (1), Man from Button Willow (1), Hans Christian Andersen (1), Three Musketeers (1), Silent Night (1), Boxing and Wrestling from the Olympic, various feature film packages (377); cartoons (194), Republic

Cliffhanger Serials (26), Captain America (15). **Personnel:** Donald Havens Jr., Bud Groskopf, George Mitchell, Phil Leopold, Seymour Berns, Steven Carlin, Burt Rosenburgh, Marvin M. Levine, John Herrin, Dennis Emerson, Barry Bernard, Ken Harris, Rex Waggoner.

**A. C. Nielsen** 1454, 1456-M  
1290 Avenue of the Americas, New York 10019.  
Local and national TV audience reports on syndicated programs. **Personnel:** George Blechta, Roy Anderson, David Traylor, Mahlon Edmonson, William Hamill, Clay Herrick, Jerry Infantino.

**Official Films** 561-T  
776 Grand Avenue, Ridgefield, N.J. 07657.

**Ogilvy & Mather** 1277-T  
2 East 48th Street, New York 10017.  
National Hockey League Game of the Week and Stanley Cup Playoff, TV Backstage. **Personnel:** Howard Eaton, Chuck Bachrach, Joan Farkas, Gary Press.

**Jim Owens Production** 977-T  
50 Music Square West, Nashville 37203  
For Christmas—A Barbi Doll\* (1), Barbi Benton special\* (1), Jerry Reed Show (2). **Personnel:** James W. Owens, Gary Jones, Bob Witte, Vickie Burnette.

**Paramount Television Sales Inc.** 477-T  
1 Gulf & Western Plaza, New York 10023.  
Portfolio VII (30), Portfolio VI (30), Portfolio V (35), Portfolio IV (42), Portfolio III (61), Portfolio II (44), Portfolio I (50), Marquee I (13), Para-

mount Action Theatre (33), Happy Days (100), Odd Couple (114), Brady Bunch (117), Love, American Style (224), Star Trek (79), Mission Impossible (171), Untouchables (114), Lucy Show (156), Brady Kids (22), Star Trek, animated (22). **Personnel:** Barry Diller, Michael Eisner, Dick Lawrence, Joseph Ceslik, Mike Policare, Jerry Kaufer, Len Sherman, Louis S. Israel, Andy Besch, Charles Keys, Robert J. Horen, Robert F. Neece, Jim Ricks.

**Peters Griffin Woodward** 588-T  
Olympic Tower, 645 Fifth Avenue, New York 10022.

**Personnel:** William G. Walters, James R. Sefer, Dennis K. Gillespie, Gene Swerdloff, Roy M. Terzi, Thomas R. Will, Charles R. Kinney.

**Petry Television** 904-M  
3 East 54th Street, New York 10022.

**Post-Newsweek Stations** 1269-S  
4001 Brandywine N.W., Washington.  
**Personnel:** Dick A'Hearn, John Goldhammer, Lon Lee, Amy McCombs.

**Premore** 788-T  
919 Third Avenue, New York 10022.  
Cliffwood Avenue Kids\* (13), Tony the Pony\* (6), A Rose on Broadway\* (1), Dora's World (1), Once Upon a Tour (1), Secret Sleuth (1), Inn by the Side of the Road (1), Youth on Trial (1), I, Walowtah (1), Polo at Will Rogers State Park (1), Polo at Eldorado (1), Polo at Palm Desert (1). **Personnel:** Alvin Sussman, Robert Browning, Craig Katz.

**Program Syndication Service** 17G-T

**Reymer & Gersin Associates** 1483-T  
Suite 60, 26200 Greenfield, Oak Park, Mich. 48237.

Television news consulting and attitudinal audience research. **Personnel:** Arnold S. Reymer, Harvey N. Gersin, Av Westin, Gene McPherson.

**Rhodes Productions** 661-T  
Suite A, 6535 Wilshire Boulevard, Los Angeles, 90048.

Hollywood Squares (78 new shows/26 reruns), High Rollers (39/13), Dating Game (39/13), Whatever Became of\* (26/26), Divorce Court (260), Celebrity Revue (195/65), Second City Revue\* (39/13), Green Acres (170), Mr. Ed (143), Addams Family (64), Dating Game (off network, 195), Super Fan\* (39/13), Celebrity Concerts (12/12), Celebrity Concerts II\* (12/12), Keystone Komedies (79), Plants Are Like People (52), Mel Tillis (13), Lucky Jim Show (26/26), Christmas with the King Family (1), Evening with Pearl Bailey (1), Polynesia for the Fun of It (1), Destination specials (4), Cisco Kid (156). **Personnel:** Jack E. Rhodes, Roger B. Read, Susan Scofield, William G. Rhodes, Will Tomlinson, James R. Deitsch, Chris Remington, E. A. Hassett, Bruce Genter.

**Peter Rodgers Organization** TBA  
Suite 603, 969 Hilgard Avenue, Los Angeles 90024.

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That's right . . . more 18-49 women than any other once-a-week prime access half hour in these markets!

## BALTIMORE

| Title           | 18-49 Women |
|-----------------|-------------|
| <b>*GONG!</b>   | 97          |
| 100,000 Tune    | 69          |
| Match Game      | 61          |
| Bobby Vinton    | 60          |
| *Price Is Right | 53          |
| 25,000 Pyramid  | 52          |
| Hlywd Sq (1)    | 49          |
| Hlywd Sq (2)    | 48          |
| Andy            | 47          |

## MINNEAPOLIS

| Title           | 18-49 Women |
|-----------------|-------------|
| <b>*GONG!</b>   | 58          |
| Match Game      | 51          |
| 100,000 Tune    | 51          |
| Andy            | 48          |
| Wild Kingdom    | 44          |
| Muppets         | 43          |
| Make A Deal     | 38          |
| Price Is Right  | 37 (avg)    |
| World Animals   | 34          |
| *Hlywd Sq (2)   | 32          |
| Hlywd Sq (1)    | 29          |
| *Laurel & Hardy | 28          |
| Celeb Swpstk    | 23          |



## LOS ANGELES

| Title           | 18-49 Women |
|-----------------|-------------|
| <b>*GONG!</b>   | 236         |
| Hlywd Sq (1)    | 229         |
| Hlywd Sq (2)    | 224         |
| In Search Of    | 224         |
| Muppets         | 202         |
| Match Games     | 166         |
| 100,000 Tune    | 162         |
| Celeb Swpstk    | 120         |
| *Price Is Right | 118         |
| Andy            | 101         |
| Wild Kingdom    | 89          |

\*GONG's time period competition



## BUFFALO

| Title          | 18-49 Women |
|----------------|-------------|
| <b>*GONG!</b>  | 52          |
| Match Game     | 46          |
| 128,000 Qustrn | 39          |
| Price Is Right | 35          |
| Hlywd Sq (1)   | 38          |
| *100,000 Tune  | 37          |
| Treasure Hunt  | 33          |
| Muppets        | 32          |
| Bobby Vinton   | 32          |
| Hlywd Sq (2)   | 28          |
| Break The Bank | 25          |

## GRAND RAPIDS

| Title          | 18-49 Women |
|----------------|-------------|
| <b>*GONG!</b>  | 53          |
| Price Is Right | 46          |
| Muppets        | 41          |
| World Animals  | 36          |
| 128,000 Qustrn | 32          |
| 25,000 Pyramid | 28          |
| Bobby Vinton   | 28          |
| Make A Deal    | 26          |
| Wild Kingdom   | 25          |

\*GONG's time period competition is Lawrence Welk (32) and Hee Haw (16)!

## SYRACUSE

| Title          | 18-49 Women |
|----------------|-------------|
| <b>*GONG!</b>  | 39          |
| 100,000 Tune   | 29          |
| Price Is Right | 26          |
| 128,000 Qustrn | 26          |
| Celeb Swpstk   | 23          |
| 25,000 Pyramid | 23          |
| Match Game     | 21          |
| Andy           | 20          |
| Bobby Vinton   | 20          |
| Wild Kingdom   | 20          |
| Break The Bank | 16          |

\*GONG's time period competition is Hee Haw (38) and Lawrence Welk (12)!

## PROVIDENCE

| Title          | 18-49 Women |
|----------------|-------------|
| <b>*GONG!</b>  | 92          |
| Muppets        | 46          |
| Wild Kingdom   | 46          |
| Match Game     | 44          |
| Bobby Vinton   | 44          |
| 100,000 Tune   | 44          |
| In Search Of   | 38          |
| 128,000 Qustrn | 37          |
| World Animals  | 32          |
| Treasure Hunt  | 32          |
| *Andy          | 32          |
| Celeb Swpstk   | 30          |
| Hlywd Sq (1)   | 27          |
| Hlywd Sq (2)   | 25          |
| Break The Bank | 25          |
| Celeb Bowling  | 23          |
| Price Is Right | 19          |
| Dolly          | 17          |
| Make A Deal    | 13          |

GONG's 92,000 18-49 Women is higher than any prime time series on all three network schedules!

## CLEVELAND

| Title          | 18-49 Women |
|----------------|-------------|
| <b>*GONG!</b>  | 122         |
| 100,000 Tune   | 112         |
| Make A Deal    | 85          |
| Hlywd Sq (1)   | 81          |
| Muppets        | 83          |
| *Hlywd Sq (2)  | 79          |
| Celeb Swpstk   | 75          |
| Bobby Vinton   | 74          |
| Wild Kingdom   | 68          |
| Ohio Lottery   | 62          |
| Match Game     | 57          |
| Price Is Right | 57          |
| Andy           | 49          |
| Treasure Hunt  | 48          |
| 128,000 Qustrn | 34          |
| Break The Bank | 32          |



## DETROIT

| Title          | 18-49 Women |
|----------------|-------------|
| <b>*GONG!</b>  | 151         |
| Muppets        | 131 (avg)   |
| Hlywd Sq (1)   | 136         |
| 100,000 Tune   | 125         |
| In Search Of   | 112         |
| 128,000 Qustrn | 110         |
| Price Is Right | 111         |
| Match Game     | 102         |
| Michigame      | 95 (avg)    |
| 25,000 Pyramid | 91          |
| Celeb Swpstk   | 91          |
| Hlywd Sq (2)   | 87          |
| Break The Bank | 84          |
| Andy           | 78          |
| Bobby Vinton   | 67          |
| Make A Deal    | 58          |
| *Treasure Hunt | 58          |
| Wild Kingdom   | 56          |

## MILWAUKEE

| Title          | 18-49 Women |
|----------------|-------------|
| <b>*GONG!</b>  | 49          |
| *Wild Kingdom  | 43          |
| Hlywd Sq (2)   | 41          |
| Hlywd Sq (1)   | 39          |
| Match Game     | 38          |
| World Animals  | 34          |
| Price Is Right | 33          |
| Andy           | 32          |
| Muppets        | 32          |
| 25,000 Pyramid | 31          |
| Break The Bank | 29          |
| Make A Deal    | 29          |
| 128,000 Qustrn | 24          |
| Last The Wild  | 23          |
| Bobby Vinton   | 22          |
| *Treasure Hunt | 16          |
| 100,000 Tune   | 16          |
| Celeb Swpstk   | 11          |

## SACRAMENTO

| Title                         | 18-49 Women |
|-------------------------------|-------------|
| <b>GONG! (5:30 P.M. Sun.)</b> | 74          |
| Match Game                    | 50          |
| 100,000 Tune                  | 49          |
| 25,000 Pyramid                | 47          |
| Hlywd Sq (2)                  | 47          |
| Break The Bank                | 43          |
| Celeb Swpstk                  | 42          |
| Price Is Right                | 41          |
| Make A Deal                   | 42          |
| Hlywd Sq (1)                  | 38          |
| 128,000 Qustrn                | 35          |

Despite a lower HUT level in GONG's time period (5:30 PM Sun.) GONG still delivers considerably more 18-49 women than any half hour prime access show in the Sacramento market!

Source: ARB, Nov. 1976  
All audience estimates are subject to limitations of the rating service.

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| Dallas/Ft. Worth-                          |                |
| Los Angeles.....                           | 26.25          |
| San Francisco-Atlanta....                  | 31.50          |
| Philadelphia-Houston....                   | 26.25          |
| New York-Tampa.....                        | 26.25          |
| Chicago-Orlando.....                       | 26.25          |
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Crystal Feature Group (10), Official Prime-Time Film Package (17), Johnny Tough (1), California Reich (1), Kennedy's Ireland (1), Biography (65), Decoy (39), Mr. Lucky (34), Foreign Intrigue, (156), Invisible Man (26), Star & Story (26), Yancey Derringer (34), Star Performance (153), Sword of Freedom (39), International Detective (39), Adventures of Sir Lancelot (30), Colonel March of Scotland Yard (26), Buccaneers (39), Battle Line (39), Peter Gunn (114), Police Station (39), Hunter (26), Wire Service (39), Big Story (39), Survival (38), My Hero (33), Robin Hood (143), Almanac Newsreel (377), Marilyn Monroe (1), Biography of John Kennedy (1), Let Us Entertain You (1), Ray Anthony (1), Clutch Cargo (260), Space Angel (260). **Personnel:** Peter Rodgers.

**SFM Media Service 861, 862, 863-T**  
6 East 43d Street, New York 10017.  
New Mickey Mouse Club\* (130), Ten Who Dared\* (10). **Personnel:** Stanley H. Moger, George Hankoff, Jordan Ringel, Gary Thomas Lico.

**Show Biz 16F-T**  
Baker Building, 110 21st Avenue South, Nashville.  
Marty Robbins' Spotlight\* (48), Word Grabbers\* (130), Dolly (52), Pop Goes the Country (52), Nashville on the Road (52), Porter Wagoner Show (50). **Personnel:** J. R. Dunlap, Neika Brewer, Dave Sifford.

**Simcom International 988-T**  
Suite 1000, 1900 Avenue of the Stars, Los Angeles 90067.  
So the Story Goes\* (26), Funny Farm\* (26), Mama\* (1), Great Golden Hits of the Monkees Show\* (1), Pardon My Bloopers\* (1). **Personnel:** Peter R. Simpson, David Simpson, Richard Simpson, Rick Melchior, Gene Camerik.

**Sports Eye Production 981-T**  
1540 Franceschi Road, Santa Barbara, Calif. 93103.

**Sportventure Productions TBA**  
521 Fifth Avenue, New York 10017.  
NFL Pre-Season football, Boston Celtic basketball, WHA hockey, Black College All-American Football Classic, San Diego Padres baseball. **Personnel:** Karl L. Gensheimer, William D. Greene, Paul N. Sternbach, Lynn Homa.

**Marvin Sugarman Productions 1174-T**

**Syndicast Services 16E-T**  
919 Third Avenue, New York 10022.  
Nixon/Frost Interviews\* (4), Guinness Book of World Records\* (5), Medix (26), Sammy & Company specials (5), Celebrity Bowling (26), The Racers\* (30), Flannery & Quilt\* (24), Best of Sports Challenge (13), Good Day (260), Nabors' Neighbors\* (1), Don Kirshner's New Rock Concert (26), Lassie (130). **Personnel:** Sheldon Boden, Leonard V. Koch, Bill Madden, Prem Kapur, Dave Grimm.

**Syntar Productions 1077-T**  
1888 Century Park East, Los Angeles 90067.

**Taft, H-B Program Sales 804-M**  
1 East 57th Street, New York 10022.  
Taggart's Treasure, Josie (32), Banana Splits (125), Fun World (84), Cyrano DeBergerac (1), Crazy Comedy Concert (1), Runaways (1),

Robin Hoodnik (1), Oliver Twist and Artful Dodger (2), Banana Splits/Hocus Pocus Park (1), Top Cat (30), Wait Till Your Father Gets Home (48), Max B. Nimble (39). **Personnel:** Samuel T. Johnston, Malvin Getzler, Michael J. Gould, Richard Cignarelli, Andrew L. Spitzer, John Michaeli.

**TAT Communications 961-T**  
Suite 670, 1901 Avenue of the Stars, Los Angeles 90067.

**Personnel:** Norman Lear, A. J. Perenchio, Robin French, Gary Lieberthal.

**TelCom Associates 1288, 1289, 1290-T**  
215 East 51st Street New York 10022.  
**Personnel:** Herb Jacobs, Dean McCarthy, Grace Jacobs.

**Telegio Entertainment TBA**  
Suite 11K, 1619 Third Avenue, New York 10028.

Brazilian television distribution. **Personnel:** Arthur Wallach.

**TeleRep 877-T**  
919 Third Avenue, New York 10022.

**Telesound of San Francisco 1081-T**  
1342 Jones Street 8, San Francisco 94190.

**Television International 874-T**  
9 Windmill Street, London W1-P-1HF

**Television Program Distribution TBA**  
Suite 207, Tower West, 4265 Marina City Drive, Marina Del Rey, Calif. 90291.

World Full of Music (26), Life of Riley with Jackie Gleason (26) and with William Bendix (217), films (5), various specials. **Personnel:** Don Colapinto.

**Teleworld 14B-M**  
10 Columbus Circle, New York 10019.  
Space Maidens\* (13), Castaway\* (13), Specials (6), Tele 20 Volume II Feature Films (20), Chillars (29), Action Adventure Classics (51). **Personnel:** Robert Seidelman, Dalton Danon, Karen Jamison, Chad Mason.

**J. Walter Thompson 1274-T**  
420 Lexington Avenue, New York 10017.  
Newsweek News Service, Today's Woman (inserts), Update on Health (weekly), World of Survival, Sportscene '77 (monthly), New Dick Van Dyke Show, Magic World of Mark Wilson (daily, 5-minutes), Off the Wall with Stiller and Meara\* (daily, 5-minutes), Best of Your Show of Shows, Talking About Pictures\* (26). **Personnel:** Marie Luisi, John Davis, Norm Varney, Michael Terpner, R. E. Buchanan, John Sisk, JWT regional buyers.

**Time-Life Television 16H-T**  
Time and Life Building, New York 10020.  
Harold Lloyd World of Comedy (38), Fawltly Towers (6), Ascent of Man (13), Fight Against Slavery (6), BBC Outlook (7), Fall of Eagles (13), Wild Wild World of Animals (129), Window on the World (6), Window on the World II (5), Onedin Line (42), Money News Inserts (260), The Goodies (26), America (13), Monty Python's Flying Circus (39), Commanders (7), Play of the Month (16), Billy Smart's Circus (4), Elizabeth R (6), One Man's China (7), First Churchills (12), Civilization (14), Nana (5), Search for the Nile (6), Family Classics I and II

(46), China Times Two (2), Take Six Girls (6), Gates of Asia (6), War and Peace (19), Six Wives of Henry VIII (6), Life Around Us (26), Dad's Army (26), Blue Peter—Special Assignment (4), Great Zoos and Great Parks (14), Vision On (32), Dr. Who (72), Story Behind the Story (6), specials (29). **Personnel:** Bruce L. Paisner, William E. Miller, Wynn Nathan, Bob Greenstein, Jack Donahue, Monte Lounsbury, Bob Lloyd, Frank Miller, Harvey Chertok, Peter Hansen, Peter Dimmock, Peter Lord, John Stringer, Richard Somerset-Ward, Brian Keyser.

**TV National 483-T**  
37 West 57th Street, New York 10019.

Laff Movie (52), Kiddie Camera (150), University at Large (13), Hopalong Cassidy films (23), Shirley Temple Comedies, Toffsy (26), Spanish Feature Theatre (400), Spanish Soap Opera Theatre (daily), Descendants (13), Felix the Cat (44), Movies 'Til Dawn, Victor and Horace (26), Les Onix (26), Your Daily Horoscope (365), Traveling with the Stars (13), History Machine (50). **Personnel:** Maurice H. Zoary, A. R. Nunes, Tom Corradine, Jorge Rossi.

**20th Century-Fox Television 481-T**  
10201 West Pico Boulevard, Los Angeles 90035.

Half-hour series: Anna & the King (13), Arnie (58), Audubon Wildlife Theater (78), Batman (120), Blue Light (17), Broken Arrow (72), Circus (52), Celebrity Sweepstakes (36), Dobie Gillis (147), Dr. Doolittle (17), Double Deckers (17), EBEC Presents (25), Fantastic Voyage (17), Felony Squad (73), Ghost & Mrs. Muir (50), Green Hornet (26), Hardy Boys (17), Journey to the Center of the Earth (17), Legend of Jesse James (31), Julia (86), Liar's Club (weekly strip), The Loner (26), Man Who Never Was (18), M\*A\*S\*H (118, one 2-hour), Masquerade Party (30), My Friend Flicka (39), Nanney & Professor (54), Orson Welles's Great Mysteries (26), Peyton Place (514), Room 222 (113), Salty (20), That's Hollywood (26), Valentine's Day (34). Hour series: Adventures in Paradise (91), Bracken's World (41), Bus Stop (25), Cade's County (24), Daniel Boone (165), Dinah (daily, 60 or 90-minutes), Five Fingers (16), Follow the Sun (30), Fortunes of Nigel (5), Hong Kong (26), Jack the Ripper (6), Judd to the Defense (50), Lancer (51), Land of the Giants (51), A Little Princess (3), Long Hot Summer (26), Lost in Space (83), Monroes (36), Pathfinder (5), Seven Little Wolcotts (5), Starlost (16), Time Tunnel (30), Twelve O'Clock High (78), Voyage to the Bottom of the Sea (110). Film packages: Century 9 (30), Century 8 (25), Century 7 (25), Century 6 (32), Century 5 (36), Golden Century (50), Mark I (11), Fox One (50), Fox Two (50). Specials include ABC News specials and documentaries (30-, 60- and 90-minutes), D-Day Revisited (1), Darryl F. Zanuck, Filmmaker (1), Dreamgirls of Hollywood (1), Fred Astaire Salutes the Fox Musicals (1), 20th Century-Fox Presents (1), War to End All Wars (1). **Personnel:** Sy Salkowitz, Ronald Beckman, Richard Harper, William Clark, David Fein, Donald Krintzman, Joseph Greene, James Puffer, John Rohrs, Dennis Juravic, Tom Maples, Don Joannes, James Inch, Stanley DeCovnick, Fifi Booth.

**United Artists Television 14C-M**  
729 Seventh Avenue, New York 10019.  
United Artists features, MGM features, cartoons

and shorts, Warner Bros. features-Superstars, RKO features, Warner Bros. cartoons, Popeye cartoons, Gilligan's Island and other series, 30 Showcase 9, 30 Showcase 8, 30 Showcase 7, 30 Showcase 11-Canada\*, 30 MGM 10\*. **Personnel:** Erwin H. Ezzes, Martin J. Robinson, Barton E. Farber, Stephen Elsky, Sully Ginsler, Glen Hagen, Paul Calvin, Murray Oken.

**UPA Productions of America 781-T**  
4440 Lakeside Drive, Burbank, Calif. 91507.

Roy Rogers\* (100), Famous Adventures of Mr. Magoo (26), Mr. Magoo Feature Film Festival (6), Mr. Magoo cartoons (130), Mr. Magoo's Christmas Carol (1), Uncle Sam Magoo (1), Super Science Fantasies (9), Retreat from Kiska (1), Project Action Features, Kukla and Ollia (195), Grenoble (1), All-Star Golf (142), Dick Tracy cartoons (130). **Personnel:** Henry G. Saperstein, Lee Cannon, Millard Segal.

**Viacom International 1563-T**

1211 Avenue of the Americas, New York 10036. Ara Parseghian's Sports (26), Little Vic (6), Music Hall of America (26), \$128,000 Question (40), Price Is Right (195), \$25,000 Pyramid (30), Wildlife in Crisis (26), Winning Is Everything (1), Viacom Features I, II, III and IV, Viacom Movie Greats, Andy Griffith Show (249), Beverly Hillbillies (216), Bob Newhart Show (future release), Dick Van Dyke Show (158), Family Affair (195), Gunsmoke (226), Gomer Pyle (150), Hawaii Five-O (future release), Hogan's Heroes (168), Honeymooners (39), I Love Lucy (179), Mary Tyler Moore Show (future release), My Three Sons (160), Perry Mason (245), Petticoat Junction (148), Rookies (95), Twilight Zone (151), Wild, Wild West

(104). **Personnel:** Henry Gillespie, William P. Andrews, Todd Gaulocher, Lawrence E. Feeney, Jean Goldberg, William Stynes, Donald Towe, James Kellner, Jack Waldrep, James H. McCormick, J. Warren Tomassene, Lawrence Hutchings, Edward E. Hewitt, Robert Donnelly.

**Jim Victory Television 461-T**  
45 East 45th Street, New York.

Match Game PM (39), Howdy Doody (130), Concentration (160). **Personnel:** James T. Victory, Robert J. Kolb, Ben R. Okulski.

**Video City 877-T**

**Vidistrib 1077-T**  
Suite 1803, 6290 Sunset Boulevard, Hollywood 90028.

Fun and Fitness (26), Music Master (26), Country Breeze (26), Pop and Rock (26). **Personnel:** John P. Ballinger, Rita Cross, Glen H. Taylor, Gloria Droguett.

**Vidtronics 16G-T**  
855 North Cahuenga Boulevard, Hollywood 90038.

Video tape production, post production and video tape distribution services. **Personnel:** Harold Goldman, Jerome Kurtz, Hugh Hole, Marilyn Davis.

**Vipro 1061-T**

645 North Michigan Avenue, Chicago 60611. Paul Harvey Comments (260), Kup's Show (52), Fisherman (34). **Personnel:** Howard Christensen, Donald J. Frehe, Linda R. Ziegler, Michael F. McHugh.

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**Vitt Media International 754-M**  
437 Madison Avenue, New York 10017.

The Archies (104), Disco 77\* (13), Big Blue Marble (78), Charlie Pride Special (1). **Personnel:** Richard Olsen, Mike LaTerre, Varerie DeSanti, Sheri Millman.

**Warner Bros. Television 15C-M**  
4000 Warner Boulevard, Burbank, Calif. 91522.

The Waltons\* (future release), various film packages (639), The FBI (234), Maverick (124), Tarzan (57), Superman (104), F Troop (65), Porky Pig and Friends (156), Bugs Bunny and Friends (100). **Personnel:** Charles D. McGregor, Ken Joseph, Alfred Ashley, Gordon Hellmann, Peter Affe, Sid Cohen, Bill Seiler, John Louis, Robert Mitchell.

**Weiss Global 954-M**

**Western International 1572-T**  
8732 West Sunset Boulevard, Hollywood 90069.

Hawaiian Experience, Patsy Awards. **Personnel:** Wally Sherwin.

**Wilkin Associates 1488-T**

**Robert Wold 1154-M**  
11661 San Vicente Boulevard, Los Angeles 90049.

Transmission facilities, including satellite, for

distribution of TV and radio programs; special network station clearances. **Personnel:** Robert N. Wold, Wayne Baruch, William MacPhail.

**Worldvision Enterprises 16C-T**  
660 Madison Avenue, New York 10021.

Doris Day Show (128), Let's Make a Deal, Dark Shadows, Prime V features\* (26), Prime IV (26), Prime III (16), Prime II (16), Prime I (10), Casper the Friendly Ghost (244), Mod Squad (124), Come Along (13), Wonders of the Wild (26), FDR (27), Great Adventure (39), Wonderful Stories of Professor Kitzel (104), Jackson Five (23), Discovery (103), Specially for Kids (17), And Now the Bay City Rollers (1), Is It Christ? Roberta Flack (1), Billy Paul and Staple Singers (1), World of Hugh Hefner (1), World of Liberace (1), Musical Ambassadors—Kenny Rogers and First Edition (1). **Personnel:** Kevin O'Sullivan, Neil Delman, Jerry Smith, Colin Campbell, Howard Lloyd, Bert Cohen, Al Hartigan, Scott Towle, John Ryan, Jim Thomson, Randy Hanson, John Barrett, Kevin Tannehill, Charles Quinones, Eugene Moss, Barry Zajac.

**Yongestreet Program Services 1583-T**  
357 North Canon Drive, Beverly Hills, Calif. 90210.

Hee Haw, Front Page Feeney\* with Don Knotts, Hollywood Palace. **Personnel:** Alan D. Courtney, Nick Vanoff, John Aylesworth, Sam Lovullo, with stars Don Knotts, George Lindsey.

## The effects of 'Roots' will be with TV for a long time

**Its staggering audiences give a huge boost to a new form—novels for television**

On Sunday night (Jan. 30), about 80 million people watched at least some part of the final two-hour episode of *Roots*, the largest audience drawn by any program in TV history. Television may never be the same again.

When the national Nielsens had made it clear early last week that the 12-hour telecast of *Roots* over eight consecutive days was shattering dozens of audience records, the industry was buzzing with talk about long-form miniseries, new ways of scheduling special events and a renewed emphasis on big-canvas novels embracing plots and themes that span generations.

"A few months ago, I'd have said no if our people had wanted to run the six-and-a-half hours of *The Moneychangers* over four consecutive nights," said Joseph Taritero, vice president, motion pictures for television, NBC-TV. "But *Roots* has changed my thinking on that."

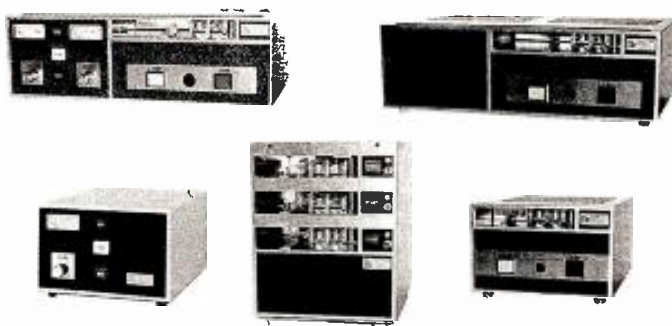
Bud Grant, CBS-TV's vice president for programming, was talking last week about a multipart TV adaptation of Irving Wallace's novel "The Word," which Mr. Grant described as "an adventure-romance about a man who uncovers what he thinks is another Bible." It will be produced by Chuck Fries's Stonehenge Productions. Another long-form project ready to go at CBS is a six-hour-or-longer TV version of a Dashiell Hammett novel called "The Dain Curse," to be produced by Martin Poll. And "Adolf Hitler," John Toland's current bestseller, is being put in shape by Lorimar Productions.

NBC's Mr. Taritero was also mulling over the lessons to be learned from *Roots*. "The success of *Roots* convinces me that we've been moving in the right direction all along at NBC," he said. "We've got stories and novels that take one family through several generations—these could definitely involve the viewer over many consecutive nights, in a form similar to *Roots*."

Mr. Taritero confirmed the fact that NBC has a six-hour made-for-TV movie called "The Life of Jesus" coming up for Easter. And on its schedule, probably for 1978, is a 10-hour-or-more telecast of "The Godfather, Part I" and "The Godfather, Part II," which together will be re-edited to run chronologically and will be fleshed out with scenes that had to be cut from the theatrical films because of length.

The author of "The Godfather," Mario Puzo, is working on a long-form TV movie, Mr. Taritero continued, and the novels NBC has under option for next season include "Studs Lonigan," by

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# HIX

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James T. Farrell, Burt Hirschfield's "Aspen," Arthur Hailey's "Wheels" and Medved and Wallechinsky's nonfiction work, "What Really Happened to the Class of '65."

ABC has another potential novel-for-television blockbuster for the 1977-78 season in Paramount Television's adaptation of John Ehrlichman's "The Company," which could run anywhere from 10 to 12 hours. The first footage, already viewed in rough-cut form by ABC executives, "has extraordinary impact," one source said, with dramatic tension heightened by Jason Robards's performance as the Richard Nixon character and Andy Griffith's work as a larger-than-life figure modeled along the lines of a Lyndon Johnson.

ABC is also developing a long-form biographical TV movie about Dwight Eisenhower, focusing on his World War II command and his eight years as President, and David Seltzer, the author of last year's hit movie, "The Omen," is working on an original novel for television (which would be published a month or two before its air date as a hard-cover novel) that would start with a number of characters as they are being graduated from college in 1956 and follow their lives up to the present.

What all these plans and stratagems amount to is the heady reaction to the unprecedented performance of ABC in prime time during *Roots* week (Jan. 24-30). ABC's 35.5 national Nielsen rating for all of its prime-time programming during that week was just about 10 rating points higher than any other network had ever chalked up in any given week.

ABC not only finished first on all seven nights but each of its 21 prime-time shows for that week finished with a 31 share or better. ABC wound up with 16 out of the top-16 shows, with each of the seven separate episodes of *Roots* making up the top seven programs.

The Sunday (Jan. 30, 9-11 p.m., NYT) episode of *Roots* scored a 51.1 rating and 71 share, giving it a total of 36,380,000 homes, a figure that beat "Gone With the Wind," Part I's previous record of 33,960,000 homes. All eight nights of *Roots* finished among the top-13 largest-audience TV shows of all time, with Friday two hours coming in fourth (32.68 million homes), Thursday's hour fifth (32.25 million homes), Tuesday's hour sixth (31.9 million homes), Super Bowl XI seventh (31.6 million), Monday's hour of *Roots* eighth (31.33 million), Wednesday's hour ninth (31.19 million), Saturday's hour tenth (30.12 million), with two Super Bowls intervening before the Jan. 23 two hours of *Roots* wound it up with a 28.84 million homes total.

**Smash.** The inauguration of Jimmy Carter and related daytime events attracted a three-network rating of 31.5 with an 86 share for the 10 a.m. to 4 p.m. time period Jan. 20. CBS led the competition with a 12.7 rating and 35 share, NBC followed with 10.7 and 29 and ABC with 8.1 and 22.

## Three more majors denounce proposal of Worldvision

**Metromedia, Westinghouse, Fox  
say petitioner is attempting  
to reduce competition, turn  
field over to interests  
not subject to FCC authority**

Additional voices have been raised against a Worldvision Enterprises Inc. rulemaking proposal to ban firms owning one or more television stations or cable systems from engaging in domestic syndication.

Earlier comments to the FCC from the likes of Viacom International Inc., Taft Broadcasting Co. and the Christian Broadcasting Network had argued that the proposal had no legal merit and would reduce the diversity of available programming (BROADCASTING, Jan. 24). Now, Metromedia Inc., Westinghouse Broadcasting Co. and Twentieth Century-Fox Film Corp.—other firms in both distribution and exhibition—have taken advantage of the FCC's extended deadline for comments (Jan. 28) to join the opposition camp.

Worldvision, on the other hand, continues to maintain that companies involved in both distribution and exhibition "tend to squeeze out independent syndicators" (such as itself). It holds that joint operations have anticompetitive advantages, such as preselling programs to their own stations, which don't mesh with the FCC's goal of diverse programming.

In a supplement to its proposal, Worldvision said that the proposed acquisition by Storer Broadcasting Co. of Viacom International is "a good example of the reasons why the commission should adopt a rule..." (Although the Viacom board of directors has rejected the offer [BROADCASTING, Jan. 24]. Worldvision said it could be renewed as a tender offer not subject to board approval. Storer has said it would not.)

If such an acquisition did take place, Worldvision said, Storer would serve 4.5% of all U.S. cable subscribers, and be a potential dominator of the syndication industry. It noted that Storer television stations reach 6% of all U.S. households.

Metromedia, however, called the proposal "a wholly improper and shameful attempt by Worldvision to administratively eliminate a substantial number of its legitimate competitors." Twentieth Century-Fox agreed, characterizing the petition as an "attempt to buttress its own position... by having the commission bar competition."

Metromedia also argued that the combined operations are legitimate since "syndication is a basic business judgment which goes to the heart of the licensee's programming and operational prerogatives." Furthermore, it said that non-Metromedia stations are not being discriminated against by the firm's syndication arm, Metromedia Producers Corp. Metromedia

presented listings to show that MPC "has entered into a substantial number of license agreements, including so-called presell commitments with stations that compete with the Metromedia stations" and that competing stations "have frequently had the opportunity to license program products from MPC."

Westinghouse Broadcasting said that, should the proposal be enacted, it would "leave syndication solely to those entities not subject to FCC authority." In addition, Group W said: "The commission would be, in effect, telling its licensees that while they bear complete responsibility under the Communications Act for all programming, they should not have any role in the development, production and/or distribution of many of the television programs they broadcast."

Group W repeated a common opposition theme that an analogy cannot be made with the commission's rule barring the networks from syndication. Comparing the relative strengths of networks and group owners, it said: "The total audience reach of the five Group W stations, while all located in sizable cities, approximates that of a New York City station alone."

## How radio and TV are meeting crises of winter storms

The cold wave and fuel shortage that have hit large areas of the U.S. have prompted special service by broadcasters and cable operators.

In central Indiana, WIL0-AM-FM Frankfort dropped all entertainment programming to become an information exchange. In four days its telephone conference-call system handled 4,000 calls, according to Vern Casper, president and general manager.

The stations worked with local citizen band radio operators to locate missing persons. "Road conditions, reports on food available in local stores, all were phoned in to us. The response from the public was remarkable," said Vic Casper, WIL0 general sales manager.

Broadcasters in Ohio also weathered the storm with most radio stations providing news around the clock. Tom Sawyer of the Ohio Association of Broadcasters said that many stations worked with the state department of development and natural resources to get out specific information on housing and fuel problems. Some television stations have offered time to local school systems to air lessons while the schools are closed (BROADCASTING, Jan. 31).

Local emergencies such as the storm and gas shortage are to be the subject of two meetings in Ohio among broadcasters, the FCC, the state and the Defense Civil Preparedness Agency on Feb. 8 and 10. The meetings are to discuss ways broadcasters can best use the Emergency Broadcast System for local warnings, as recently



**The sharks went hungry.** Although CBS-TV failed to deliver, as advertised, Evel Knievel's jump over a pool infested with 13 killer sharks last Monday at 8:30 p.m., NYT, the 90-minute program still managed to zip away in the national Nielsens. Mr. Knievel was injured in a practice jump hours before the telecast started, but *Evel Knievel's Death Defiers* wound up with a 31.3 rating and 43 share, giving CBS a strong win for the night and delivering a big audience into the premiere episode of *The Andros Targets*, a new action show, which got a respectable sampling from 10 to 11 p.m. (20.9 rating, 33 share). But CBS also logged 275 calls to its New York switchboard complaining about everything from lingering on the tape of Mr. Knievel's accident (above) to a general pandering to the worst instincts of the mass audience. Kay Gardella, the radio-TV editor of *The New York Daily News*, echoed many of her compeers when she called the telecast "despicable sensationalism and a frantic reach for ratings."

approved by the FCC.

Storms virtually paralyzed Buffalo, N.Y. Television stations there featured crawls over their programming almost continuously to provide information and broke into both local and network programming with news reports. There was no problem getting staff to work, since most were snowed in and slept at the station. In

fact WBEN-TV, WGR-TV and WKBW-TV provided refuge overnight for people caught in the vicinity when a storm hit Jan. 29.

WGR-TV went to live cut-ins from its newsroom on the hour all day Saturday and that evening aired a half-hour show with a county official, the deputy mayor, and representatives from the local gas company and the national guard. It also

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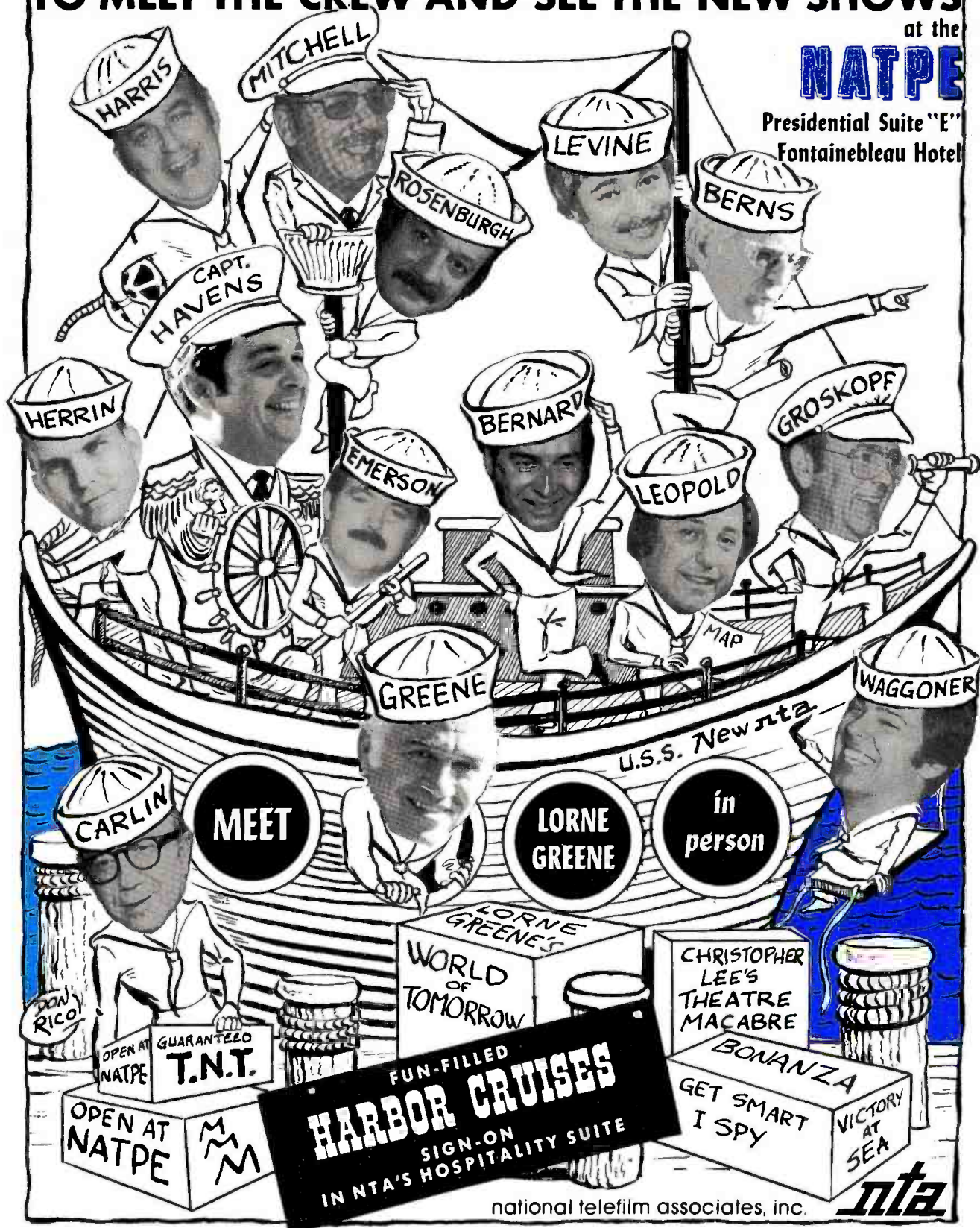
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provided seven feeds to NBC including a live one for the *Today* show last Monday, and helped out the ABC affiliate, WKBW-TV, by sending WKBW-TV's feeds to ABC when technical problems cropped up.

The biggest problem at WKBW-TV though, according to Barry Barth, promotion manager, was not how to get programming out, but how to get its syndicated programming in since the roads were blocked and there was no mail service. It got three days worth of the *Mike Douglas Show* fed to it via telephone lines from Syracuse, N.Y.

WBEN-TV, besides sending feeds to CBS, also had some of its stories picked up by the CBC and Global networks in Canada. According to news director Ray Hasson, in addition to the numerous cut-ins, the station went overtime on its newscasts, ran special messages for the deaf, and each night put all the metropolitan and surrounding rural counties' school and work closings on a crawl. "The Buffalo area broadcasters provided one of the finest public service efforts I've ever seen," said Mr. Hasson.

The National Cable Television Association in Washington set up its "cold line"—a telephone number that school systems could call to arrange time on their local cable systems to provide instruction in places where the gas shortage had forced school closings (BROADCASTING, Jan. 31). NCTA sent telegrams to education officials in 17 states informing them of the service. According to NCTA's Bob Johnson, school districts in Ohio, New York and Pennsylvania have said they will take advantage of the offer if the crisis lasts.

## 'Chico' to continue, for a while at least

NBC-TV has decided to broadcast episodes of *Chico and the Man* which were taped prior to co-star Freddie Prinze's death on Jan. 29. Whether the show will then go into reruns or be replaced by another series has not yet been determined.

A voice-over statement, written by executive producer James Komack, was inserted during the opening credits for the Feb. 4 program, thanking viewers for their "expressions of love" following Mr. Prinze's death.

Four more *Chico* episodes have been completed and will run at the regularly scheduled time (Fridays, 8:30-9 p.m.), the spokesman said, although one episode which contains references to death may not be used. That program was originally scheduled for broadcast on Jan. 28, the day Mr. Prinze shot himself, but was replaced by a later show.

Four more programs were still to be taped for the current season. NBC executives are considering writing around the *Chico* character to complete the schedule, although no decision had been made as of late last week. Mr. Komack reportedly said that the series will continue after this season, introducing a new character.

## Cut in 'clutter' is ANA demand

**Study finds more nonprogram content than NAB code counts in prime time; advertisers also hear forecasts of stabilized prices in television**

The Association of National Advertisers unveiled a new "clutter study" last week and renewed its call for at least 51 minutes of program time in every prime-time TV hour.

In both the study and the call it had the support of the Media Directors Council, a group of leading agency executives.

Gordon Young, associate media director of Procter & Gamble, conceded in making the plea that the ANA has been calling for such a change in the National Association of Broadcasters code for 13 years, with no luck yet.

But he said that "we continue to be hopeful that the industry will respond, and better yet, that one year from now when we repeat the [clutter study] we will see a significant reduction in the number of different nonprogram elements that are being televised."

The study was an analysis by Broadcast Advertisers Reports, based on monitoring, of what appeared on the three network-owned stations in New York between 7 a.m. and 3 a.m. on three days in November 1976 (Nov. 9, 13 and 14).

The findings were presented by Robert Liddel, senior vice president of Compton Advertising, in an appearance with Mr. Gordon at the ANA's TV workshop in New York last Wednesday. They shared the spotlight with a report on "fourth network" developments and examinations of the TV violence issue (see page 68), a look at government regulation of TV by FCC Commissioner Margita White (page 66), a Wall Street appraisal of TV's future and some suggestions by Robert Blackmore, NBC-TV sales vice president, on "How Advertisers Can Maximize Their TV Investment."

The Wall Street appraisal, by William P. Suter, vice president and broadcasting industry specialist of Merrill Lynch, Pierce, Fenner & Smith, contained good news for advertisers concerned about TV's rising costs, for broadcasters and for investors:

"Because television is the most powerful means of [communications], I believe that the television industry's revenues will continue to grow," Mr. Suter said. "That growth should occur at a pace that will enable the advertiser to continue to use the service at prices that are effective for him and that will enable television to cover its rising costs as well as provide a good return on the capital that investors have at risk in the industry."

Mr. Suter anticipated a long-term growth rate of 9%-10% a year for television as a whole, and continued increases in TV's share of the advertising dollar. By

component, he offered those forecasts:

Network TV—a 1977 increase of 13%-16% in revenues and 10%-13% in cost-per-thousand, with 9%-10% annual growth in revenues and 6%-8% in cost-per-thousand in subsequent years.

Station spot revenues—up 9%-12% in revenues at 6%-8% in C-P-M in 1977, with long-term gains of 9%-10% a year in revenues and 5%-6% in C-P-M. The 1977 rate of growth will be fastest in the first quarter, he said, and the relative slowing later in the year could lead broadcasters and buyers to "work together to establish a more stable marketplace with less emphasis on hard-line negotiating on either side," which could mean "earlier commitments on both sides at firm prices and probably for longer flights."

Mr. Suter said he felt that the TV "industry is moving into stronger hands and that it is being better managed" and maintaining firmer prices, especially at the network level.

"At the station level," he said, "holding price levels sometimes means accepting an 80% sold-out position in contrast to the past practice of being more than 100% sold out, but often at depressed prices. That past practice always surprised me, especially since the service provided was unique and was always in demand...."

With the industry becoming more profitable, it can afford to pay and retain better management personnel and to support them with more sophisticated management tools."

The so-called clutter study presented by Messrs. Young and Liddel was said to be the first of its kind—"a concise rundown," in Mr. Young's words, "of the amount of nonprogram material being aired, [identifying] those elements which are commercial in nature and those which are strictly under the control of the broadcaster." It was also designed as a benchmark against which future studies can be compared to show what change, if any, occurs.

Among the findings outlined by Mr. Liddel:

"Fully 22.5% of all time on the air is not program material. Expressed in hours, the average station on an average day puts on almost four and one-half hours of nonprogram material. [That is] almost one-quarter of all time on the air—and one-quarter of that is not even commercial time, but something other."

Mr. Liddel said the analysis was an unbiased count of what was actually on the air, without regard to NAB code definitions that count credits, public-service announcements and promos for the same program as "program material," for example. Indeed, he said, under the code there could have been 363,523 "allowable" seconds per week of nonprogram material whereas the special analysis, projected to a full week, found only 338,905.

"So once again, dear friends," he said, "we find 'nothing wrong,' 'no violations' of the code have taken place—'nothing to worry about.' Phooey."

The study, Mr. Liddel said, found that station promos, not program promos, are

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|                    | RATING* | SHARE |
|--------------------|---------|-------|
| NEW YORK (WNEW)    | 11      | 31    |
| LOS ANGELES (KTTV) | 10      | 20    |
| CHICAGO (WGN)      | 10      | 25    |

\*Source: NSI M.M. weekly January 15-21, 1977, M-F, 5-day average. Subject to qualifications.

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the principal component of "promotional material." And public service announcements, he said, represented "only 0.76%" of total time. "Also," he added, "the 25½ minutes per week spent on prize and travel announcements are only those included in the credit crawl—no count whatsoever was taken on the hours that must be taken up within the programs on those 'free' mentions."

"And speaking of 'free'—what if we take the 16,800 seconds of network promotion that was monitored and cost it out. . . . Using estimated market-place costs for November 1976, we came up with [figures] which, projected annually, reflect a budget of around \$634 million—not bad."

In an "average" one-hour prime-time show during the monitoring period, Mr. Liddel said, there were "30 separate visual elements (not including the 20-second voice-over-credit-crawl network promotions) or an average of one interruption every two minutes. The program ended with a glorious burst of 10 separate elements in a row without program content lasting longer than 47 seconds, and in the over-all 60 minutes, program material counted for 50 minutes 24 seconds."

In the following hour, "an average 10-11 p.m. hour show," he said, "over-all program material is only 49 minutes 7 seconds out of a total of 60 minutes, and it

has 31 separate elements in it and it ends on a series of 13 elements with no program content."

In calling for a minimum of 51 minutes of program time per hour, Mr. Young noted that he was talking only about prime time. "Nonetheless," he said, "if this positive step was taken during the peak viewing hours it would signal the entire advertising community as well as government agencies and the viewing public that the television industry has voluntarily taken some step to improve the environment of commercial television to the benefit of all concerned. Hopefully, similar steps would then be undertaken to clean up some of the clutter in other day parts."

In another workshop appearance, NBC's Mr. Blackmore suggested ways for advertisers to make the most of their TV dollars.

While many advertisers are complaining that TV is overpriced, Mr. Blackmore contended it "continues to be underpriced by comparison with so-called alternative media."

There are also excellent opportunities, he said, in fringe time, for example, and in specials and in fact in "any day part, including sports, daytime, fringe and news or specials," all of which can lead to lower C-P-M's for advertisers whose needs coincide with these availabilities and who make the most of them.

## B&B's Moore says a fourth network can become a reality—if

**He says the programs can be done, the stations can be lined up and a good buy for advertisers can be realized, but it's going to take time, talent and investment risks**

Advertisers frustrated by television's climbing costs were told last week by a top agency executive that a "fourth network" is not an impossible dream.

Michael A. Moore, senior vice president and director of media management at Benton & Bowles, one of the prime forces in the fourth-network movement, was by no means confident that such a TV network could easily become a reality, however. At one point he told an audience at an Association of National Advertisers television workshop that he could give them "10 good reasons why the development of a fourth network is impractical and impossible." But he warned advertisers that "if nothing is done in terms of experimentation with both alternate media and alternate configurations of the TV industry, we will experience nothing but growing demand, static supply and rapidly rising costs."

Mr. Moore dwelt at length at what he considered to be the meaning of a fourth network. He said the term has been used loosely; he said one magazine has started what it calls a "fourth network" and sellers of syndicated programs keep refer-

ring to their series as a "fourth network."

In Mr. Moore's view, a fourth network must have these elements: There must be an agreement by stations to affiliate or form a buying consortium on a long-term basis; such a group of stations must agree to schedule the programming in common time periods on the same day throughout the country; there must be satisfactory programming, and there must be advertiser support.

There are obstacles to setting up a fourth network, Mr. Moore said, and he ticked off the following: There are independent stations in 40 markets, covering approximately 60% of the country, and they are run by people with different business objectives; there are difficulties in the development of quality programs, and there are obstacles to generating advertiser support.

And he conceded that advertisers are reluctant to support a fourth network, "both out of tradition and the fact of life that a fourth network will involve considerably more risk than doing business with the big three."

Despite these sobering conditions, there is an optimistic side, according to Mr. Moore. He pointed to independent stations that have been making more money than ever before and are eager to upgrade the status of their stations. And, he said, "I believe that it will become increasingly apparent that network affiliates will be

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**OCTOBER 1974 F.C.C.** — A 37 page report and policy on children's television — TV stations should "Make a meaningful effort" to provide "a reasonable amount of programming which is designed to educate and inform — and not simply to entertain young viewers." The "great overall imbalance in scheduling" which now confines most children's programs to weekend mornings should be corrected with more children's shows on weekdays.

**SEPTEMBER 1976 N.A.B.** — "Broadcasters have a special responsibility to children. Programs designed primarily for children should take into account the range of interest and needs of children from instructional and cultural material to a wide variety of entertainment material."

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looking to other program sources if the programming supplied can generate more revenue than provided by station comp payments and attendant local breaks."

He acknowledged that program development is a problem, but insisted that "good ideas can come from almost anywhere and there are many people outside the networks who are capable of recognizing and developing a good idea when it is made available."

He said another required element is to line up a group to form a company that would be the core of the fourth network programming service. He pointed to Metromedia, which is involved with Ogilvy & Mather in the formation of "Metronet" programming of a half-hour, Monday-through-Friday series, and with Benton & Bowles on a Sunday, 7-9 p.m. group of family programming (BROADCASTING, Jan. 24). Mr. Moore said that it is planned that Metromedia and a "prestigious" production company will form a third entity to act as a program service for independent and network affiliates in markets where indies do not exist now. He said their negotiations are now in progress.

"We are convinced the program concepts we are developing will be capable of generating a 20 share of audience across a line-up of independents and some affiliates," Mr. Moore contended. "If we could clear 60-65% of the U.S., we would generate a cost-per-thousand comparable to or better than the current network marketplace."

Mr. Moore worked up some figures to estimate costs on a hypothetical fourth network, against those of a conventional network. With comparable programming, he reasoned, a network might generate a 30 share versus a 20 for the independents-affiliates network. In terms of households reached, Mr. Moore estimated 12.8 million homes to 8.5 million homes. But since the fourth network has only about 60% coverage the resulting homes reached would drop to 5.1 million versus 12.8 million for the traditional network.

Turning to costs, Mr. Moore pegged network TV at selling in the range of from \$6.50 to \$8 per thousand on a 60-second basis for a cost-per-minute in the \$85-\$100,000 range. The C-P-M for the

fourth network comes to \$8, he said, with a cost-per-minute of \$41,000 for only 40% of a conventional network's coverage.

"So it would appear that at current C-P-M's there is room for competition from an alternative program service that generates an audience only 40% of the size [of each] of the three networks. Just think what would happen to the success criteria for a fourth network as the network C-P-M's and profit climb still higher."

"It may not be profit to the degree that is being generated by the networks," Mr. Moore stated, "but it still would represent a reasonable return on investment."

## WFTV bothered and bewildered by Nielsen, ARB

**Please don't use differences in methodology as excuse, implores Windsor in asking explanation for apparent contradictions, wide disparity in Orlando counts**

In one of the bristlier complaints to come to light lately, WFTV-TV Orlando, Fla., has called upon the Nielsen and Arbitron television rating services to explain why their November reports for Orlando disagree so widely, and to do so by citing something more substantial than "differences in methodology."

"When the differences are as great as they are," General Manager Walter M. Windsor said in a letter to Nielsen, with a copy to Arbitron, "somebody is wrong and somebody is right, and we do not feel that we should sit by and be either fooled by the one or cheated by the other, when it should be possible for an accurate procedure to be determined and adopted by both."

"We have entirely too many programs which are salable at our established rate only to agents and clients favoring one rating service over the other, mostly, as will be obvious, to those subscribing to ARB. We can't have separate rates, depending on which rating service is employed by the customer."

Generally, Mr. Windsor said, Arbitron

reported substantially higher audiences in Orlando in daytime and prime time, whereas "for some strange reason, the minute we reach 11 p.m. at night, the pendulum swings the other way and Nielsen finds substantially more audience than ARB." In addition, he said, Nielsen seems to "have a higher bias" in "most children's programs, older-oriented programs, football and a few isolated miscellaneous programs."

But that, Mr. Windsor continued, is only part of the problem.

"Generally," he explained, "Nielsen seems to find less audience, and our particular interest is aroused by the fact that, also generally, the majority of the difference more often than not is at the expense of WFTV. Sometimes we are the only ones to show less while the numbers hold up for WESH-TV and WDBO-TV; at other times, their difference is fairly small and ours is severe."

Mr. Windsor's four-page letter, supplemented by worksheets, presented his grievances in some detail. For example:

"In the day parts, you will notice that 7-9 a.m. Monday through Friday ARB finds a tremendously larger total audience, 101,000 households compared to Nielsen's 78,000. Seven thousand of the difference is at the expense of WESH-TV, 6,000 come off of WDBO-TV and 10,000 less are credited to WFTV. Nielsen finds only 12,000 women 18-49 watching WFTV to 18,000 for ARB, a difference of 6,000 on our station only, while the difference in the total women, 18-49, is between 21,000 on Nielsen and 29,000 on ARB, 8,000. Seventy-five percent of the difference in 18-49 women affects WFTV."

"The same general study is true 9-12 a.m. Monday through Friday when there is substantially more total audience, 95,000 on ARB to 78,000 on Nielsen. The difference for WESH-TV is only 4,000, for WDBO-TV 3,000, but for WFTV 10,000. WFTV loses 5,000 of the 9,000 difference in women, 18-49."

"From noon to 4:30 p.m., Monday through Friday, WFTV is accorded 35,000 households on ARB to 26,000 on Nielsen, and 19,000 women 18-49 on ARB compared to Nielsen's 15,000."

"From 4:30-6 p.m. WFTV reaches 41,000 households according to ARB, only 32,000 according to Nielsen; 22,000 women, 18-49, on ARB compared to 15,000 on Nielsen, a difference of 7,000 whereas the difference in total women, 18-49, (59,000 vs. 47,000) is only 12,000."

"From 6 to 7:30 p.m., Monday through Friday, there is a 20,000 difference in total women, 18-49, 95,000 on ARB and 75,000 on Nielsen. This time it is fairly evenly divided among the three stations."

After 11 p.m., the letter continues, Nielsen finds larger household viewing numbers and more 18-49 viewers. Between 11:30 and 1 a.m., Nielsen "finds 6,000 more 18-49 women, but finds all 6,000 of them watching WESH-TV" according to Mr. Windsor.

As for specific programs, the letter cites several examples. Among them: "On our

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*Dialing for Dollars* Movie Nielsen gives us half the rating we receive from ARB, 40% fewer households and 31% fewer women 18-49. On the noon news Nielsen gives us a rating of four compared to seven on ARB, with 41% fewer households and 58% fewer women 18-49. On the 6 p.m. news, a tremendously important feature for every station, there is a drastic difference in women 18-49. Nielsen finds 65,000 watching, ARB finds 85,000. The shortage is divided 5,000 to WESH-TV, 8,000 to WDBO-TV and 7,000 to WFTV...

"Here's a good one for you. On Saturday morning *Scooby Doo* [on WFTV] is credited with 34,000 kids by Nielsen, only 25,000 by ARB, but immediately following, *Krofft Supershow* on the same station drops on Nielsen to 23,000 kids and jumps on ARB to 33,000."

After reciting other complaints, Mr. Windsor concluded:

"I suppose you could say that I am sending this complaint to Nielsen because I would rather believe the generally higher figures accorded to WFTV by ARB. Naturally, if one or the other is correct, I hope it is ARB. But what I would really like to do is get at the bottom of the matter, regardless of which one is closer to correct."

"It is a ludicrous procedure for us to attempt to make programming decision not to mention the establishing of rates, on two rating services which produce such contradictory information. These contradictions seem to get worse and worse with each new pair of reports, so I am asking for thoughtful consideration of this matter by both rating services, and somewhat more than the usual glossed-over reply, preferably couched in the English language rather than researchese."

## Ney changes his mind on political spots

**He says he'll propose that Y&R begin to accept campaign jobs because of the debates and restrictions on candidate funds**

Edward Ney, president and chief executive of Young & Rubicam, last week revealed a turnabout in his thinking when he proposed that the agency begin accepting political advertising business, something it hasn't done as a matter of policy for the past five years.

Speaking before a meeting of the Advertising Women of New York, Mr. Ney noted that the agency's prior stance on political ads stemmed from the belief that the 30-second spot, popular for campaign advertising, was too brief for serious consideration of the issues. "I had recommended that television's unquestioned strength would be better utilized at election time by presenting live television debates," he said.

Mr. Ney changed his mind, he said, because political communications have improved. He said that restrictions on campaign advertising and the 1976 presi-

dential TV debates have helped reduce the number and balance the effect of 30-second political ads.

Mr. Ney recommended that the TV debates be institutionalized and that a special political advertising board act as referee in disputes over the fairness of political spots.

In announcing he would propose to Y&R that it return to political advertising, Mr. Ney noted that "in a democracy, to continue to sit out is probably a cop-out" and said "if one wants to make changes, there is a far better chance as a participant than as a spectator."

Another speaker at the meeting, David B. McCall, chairman of McCaffrey & McCall, New York, made it clear he never had any qualms about political advertising. He said political commercials are "a vital part of our democratic system and that it should take any form that it cares to that conforms with honest and good taste."

Taking aim at critics of the 30-second spot, he argued: "When people recommend a minimum of five minutes for television messages, they ignore the buying facts of the marketplace which make it virtually impossible to establish any kind of reach and frequency with that kind of time, even if you can buy it."

"And incidentally, what is it that suggests to these people that you can't mislead people better in five minutes than in the 30 seconds, and conversely that you can't deal effectively with a substantive issue in 30 seconds?"

## Dixon's name calling gets him into hot water

**FTC commissioner's ethnic slurs against Nader promotes calls for his resignation and plans for impeachment**

A storm of controversy—including calls for his resignation and/or impeachment—surrounded Federal Trade Commissioner Paul Rand Dixon last week after it was reported that he called consumer advocate Ralph Nader "a dirty Arab" and "a son of a bitch" during an appearance at a trade association meeting last month.

Commissioner Dixon—who has sent apologies to the National Association of Arab-Americans and later to Mr. Nader who is of Lebanese descent—said "I have no intention of stepping down."

The staff of Representative Edward Koch (D-N.Y.) last week was drawing up a bill to impeach Mr. Dixon; they expected the bill would be introduced early this week. Sixteen House Democrats sent a letter to President Carter urging Mr. Dixon's removal, as did the National Association of Arab-Americans and the American Jewish Committee.

Mr. Dixon's remarks reportedly were

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Dixon



Nader

made Jan. 17 after a speech before the Grocery Manufacturers of America in the Washington suburb of Arlington, Va. The incident came to light after a member of the audience, an Arab-American taking notes, wrote to Mr. Dixon to register his protest. The commissioner has not denied making the ethnic slur, although he said he could not recall his remarks since he made no written record.

However, Mr. Dixon said later: "I did call him dirty and I knew he was an Arab. . . . I did say he was a lying S.O.B. . . . I shouldn't have said that." He also claimed that he meant no harm to Arabs and was only talking about Mr. Nader. Mr. Dixon indicated that he meant the consumer advocate was "a son of a bitch as far as his relations with me."

Mr. Nader said that he wasn't surprised

by the remarks and considered the incident just another reason for Mr. Dixon to resign, and wanted to know "what was he [Mr. Dixon] doing addressing a trade group whose members are regulated by his commission—and doing it behind closed doors? . . . That's who he thinks his constituency is. This isn't just an intemperate outburst. He called me an S.O.B. in Las Vegas before some giant trade group four months ago but no one caught him that time."

Mr. Dixon apologized first to the Arab-American association and sent a copy to Mr. Nader. Mr. Nader then demanded a personal apology, which came later.

Mr. Nader has been a long-time critic of the commissioner. A 1969 report brought out by Mr. Nader's team of public interest lawyers who had been investigating the

FTC recommended that Mr. Dixon resign. Mr. Dixon, 63, was appointed to the FTC by President Kennedy in 1961 and has served continuously, including several years as chairman. His term expires Sept. 25, 1981.

Of the impending impeachment bill, Mr. Dixon said, "I can't keep anybody up on the Hill from doing what they want to do. But I think the matter ought to be closed." A spokeswoman for Representative Koch admitted that starting an impeachment proceeding in Congress would be difficult. However, the bill, she acknowledged could push Mr. Dixon into resigning. Mr. Koch—a known supporter for former Representative Bella Abzug (D-N.Y.) for the FTC chairmanship—had been asked to introduce the bill by the National Association of Arab Americans.

In their letter to President Carter, circulated by Representative Benjamin Rosenthal (D-N.Y.), the House Democrats said that even Mr. Dixon's apology "cannot dispel the cloud which has been cast over his independence and discretion in the many proceedings before his agency in which Mr. Nader participates." They said that Mr. Dixon's "removal can at least assure that future decisions will not suffer from the same disability."

Jody Powell, White House press secretary, said last Thursday that "the President obviously deplores this or any other racial or ethnic slug," but that Mr. Carter is not empowered to fire Mr. Dixon from his post at the FTC.



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## If they weren't praising 'Roots' they were probably damning violence

**TV remained the talk of the nation last week, but much of it was critical; a crosscountry report**

The debate on TV violence enlivened forums all over the country last week. It began in Hollywood where representatives of the National Association of Broadcasters, burned by the Hollywood producers in the family viewing court case, carried their crusade to curb violence. In Washington, NAB began to fashion the mold for a new set of "strengthened" TV code guidelines on programing. In New York, where the Association of National Advertisers staged a TV workshop, FCC Commissioner Margita White said it's up to broadcasters and advertisers to answer a "groundswell" of public opinion against TV violence. And, at the same meeting, J. Walter Thompson Co.'s Joel Baumwoll and ABC's Alfred Schneider said the public oversimplifies the problem, but the industry is responding. Two big advertisers, Sears and Eastman Kodak, announced separately that they won't spon-

**Better late.** The National Association of Broadcasters reported receiving "cordial" and "enthusiastic" receptions in meetings with selected Hollywood producers last week, apparently paving the way for direct participation by the producers in NAB's design to strengthen its TV code strictures on violence.

Tom Swafford, NAB senior vice president for public affairs, who attended the series of meetings in Los Angeles with members of a special committee of the NAB TV code review board, reported that the producers seemed "universally cooperative," and were even "eager to work with us" in responding to what appears to be increasing public clamor to curtail violence.

The code board committee—represented last week by Mr. Swafford, James Conley of Meredith Broadcasting, Michael Kievman of Cox Broadcasting, Burt LaDow of KTVK(TV) Phoenix, Ariz., and code board chairman Robert Rich of KBJR-TV Duluth, Minn.—met with Norman Lear of Tandem Productions, Grant Tinker of MTM Productions, Frank Price of Universal, Tom Kuhn of Warner Brothers, a representative of QM Productions and independent David Gerber.

The NAB officials said they expect the producers will participate, perhaps through a representative, in the drafting of new code program guidelines. Said one in reference to the NAB-producer dialogues: "I got the impression that if we had done this on the family viewing thing three years ago, we could have avoided a lot of trouble."

sor any more gratuitous violence. In Dallas, the National Parent Teachers Association listened to another 60 witnesses argue the problem at the fifth of the association's eight TV violence hearings. And in other developments, the Screen Actors Guild reaffirmed its position of three years ago supporting a reduction of violence on TV. And NBC circulated a 16-page "status report" on recent developments in TV violence. It contains a summary of existing violence research, finds fault with some and promises a report this year on an NBC study among grade-school children and teen-agers.

The details follow.

## Code revision called big job

**The trick is to write standards that will have bite without teeth**

A draft of new guidelines on televised violence for the National Association of Broadcasters TV code should materialize within the next six months, according to NAB Chairman Wilson Wearn of Multimedia Broadcasting, Greenville, S.C.

Returned from the NAB board's annual winter meeting in Hawaii (BROADCASTING,

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Jan. 31), during which the board ratified plans to appeal Los Angeles District Court Judge Warren Ferguson's decision against family viewing and to "strengthen" the code's programing provisions, Mr. Wearn said the initial work on the draft will be directed by the NAB TV code review board under its chairman, Robert Rich of KBJR-TV Duluth, Minn.

A detailed plan of action has not been worked out yet. Said Mr. Wearn: "We're breaking new ice here." The project ultimately will involve most of NAB's directors, the Code Authority and NAB department heads—including the newest NAB executive, Thomas Swafford, senior vice president for public affairs, who will publish and publicize the guides "so the public understands," Mr. Wearn said.

Even before the NAB board met two weeks ago, a special committee of the TV code board had begun "dialogues" with the networks and independent TV stations. Those talks and discussions last week in Hollywood with TV producers (described in the box on page 65) and in the future with nonbroadcast groups such as the National Citizens Committee for Broadcasting, the Parent-Teachers Association and the American Medical Association will complete the record for the code board before it settles on draft guides. Mr. Wearn said he expects NAB to seek more comment after the guides have

been published.

And although the resulting prescriptions can be no more than "advisory," as the board acknowledged in Hawaii, Mr. Wearn said, "we think they will be adhered to by the serious broadcasters who subscribe to the code, including the networks." Privately, NAB officials were saying last week that perhaps the most significant aspect of the board's decision to make the code's program provisions more specific was that none of the three networks opposed it. (NBC Washington Vice President Peter Kenney abstained from the otherwise unanimous vote, however, saying he did not understand what the result would be.)

While it is drafting new code guidelines, NAB will at the same time be fighting for what it feels is its right to have a self-regulatory code, a right placed in doubt it feels by some of the statements in Judge Ferguson's family-viewing decision (BROADCASTING, Nov. 29, 1976). NAB will appeal those portions and the damages against it in the family-viewing case. That move was authorized twice by the NAB joint board in Hawaii. The second vote came after board member David Scribner of Doubleday Broadcasting, Dallas, who opposes the appeal, won a vote on the radio board to reopen discussion on the joint board's initial decision. The second move was shelved.

## White calls for self-discipline in TV programing

**FCC commissioner tells ANA that broadcasters must keep tight rein on sex-violence, and advertisers must use 'economic power'**

FCC Commissioner Margita White last week took her turn at expressing concern at what she regards as gratuitous sex and violence on television. And she not only urged broadcasters to exercise self-restraint, but also called on advertisers to use their "economic power . . . to take the initiative in responding to the public's desire for less sex and violence on television."

Commissioner White, who was addressing an Association of National Advertisers television workshop in New York, said there is "a groundswell of public outrage" over such programing—a "groundswell" that she said was evident at the commission's public meetings in cities around the country and in the mail the commission receives.

The FCC, she said, is "limited" by the Constitution and the Communications



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Act in what it can do. And self-regulation, she added, is far preferable to government regulation. The family-viewing concept—which she said was voluntarily instituted by the networks and the National Association of Broadcasters Television code (and which a U.S. District Judge in Los Angeles declared a violation of the First Amendment)—“was a step in the right direction and has assisted concerned parents who wish to monitor their children’s viewing habits.”

But advertisers, she said, can have an impact through their “pivotal role in the selection of programs for television.”

Using their economic power in the manner she suggests would be difficult, she conceded, since advertisers “seek to maximize favorable exposure” for their products. “But,” she said, “you also have a broader obligation to the public—a moral responsibility which goes hand-in-hand with the freedom to advertise.”

Besides, she added, the role may not be very difficult, after all. She cited the J. Walter Thompson survey which indicated that consumers may be refusing to purchase products advertised on “violent shows.” Thus, she said, a trend might be underway which would lead advertisers to conclude that not only moral responsibility but also self-interest dictate the avoidance of violent shows.

Commissioner White did not rule out all government action. She said government



**Together again.** Two figures prominent in the development of family viewing shared another Washington platform last week. FCC Chairman Richard E. Wiley (l) and Arthur Taylor, former president of CBS, were on a panel sponsored by the Parents Council of Washington. Chairman Wiley restated his view that there is too much sex and violence on television but that the job of providing remedies must be left to self-regulation by broadcasters—with advertisers and citizen groups, bringing their pressures to bear. Mr. Taylor said the key to the reduction of sex and violence on television is the application of “sensitivity and grace.”

has “only a minimal role” in dealing with sex and violence on television. But she said she is “deeply concerned that if there is no genuine and significant response to viewer concerns over this emotional issue, insurmountable public pressures for gov-

ernment legislation or regulation in the sensitive area of programing could be a very undesirable result.”

She also had another warning. At a time when other technologies—cable television, pay cable and pay television, direct satellite broadcasting, many others—have the potential for challenging television for its hold on the home entertainment market, she said, the television industry should be sensitive to public opinion. Public opinion, she said, is “the clearest indicator of the elusive ‘public interest,’” the commission’s touchstone in making policy decisions regarding the development of competing communications media.

Thus, she said, the answer to one question of whether advertiser-supported commercial free television “will continue to thrive in the face of growing competition for audiences will depend upon the public’s perception of the quality of programs it delivers to the American people.”

## Two advertisers cool it

Sears, Roebuck and Co., Chicago, has reaffirmed its corporate policy that its television commercials should not appear in programs “containing excessive violence or antisocial behavior.” And Eastman Kodak management has adopted a policy against sponsorship of TV pro-

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grams featuring "excessive or gratuitous violence."

In a letter to TV network and advertising agency executives, Arthur M. Wood, chairman and chief executive officer of Sears, said the company will not knowingly place commercials on programs that contain excessive violence or sanction antisocial behavior and that the programs Sears chooses to sponsor or participate in should appeal to a large family audience.

Mr. Wood made reference to a study by the National Citizens Committee for Broadcasting in which Sears was identified as one of the nation's leading sponsors of violent television programming. "The facts are," Mr. Wood said, that during the week studied by the NCCB, "Sears had 92 commercials on the air. Two of those commercials appeared in programs rated as most violent by this organization. While we regret that our commercials appeared on these two shows, the fact that 90 of our commercials were on acceptable programs demonstrates our stated preference for family programming."

The new Eastman Kodak policy statement was drafted in response to the Interfaith Council on Corporate Responsibility's stockholder resolution advocating such a policy (BROADCASTING, Jan. 31). A spokesman for Kodak said a two-page statement outlining the policy is now being circulated to its staff and agencies, and that the council has withdrawn its resolution.

## Violence: what people think, what TV is doing about it

**JWT's Baumwoll gives report that says four out of 10 viewers feel such programs are harmful and offers suggestions to solve 'problems'; ABC's Schneider cites steps in dealing with shows**

Violence in television is such an emotional issue with many people that they tend to think there is more of it than there actually is. But these attitudes, however exaggerated, pose "a distinct danger" to business, to advertisers and to television itself unless they are corrected.

Joel Baumwoll, senior vice president for research and planning at the J. Walter Thompson Co., offered those views to an Association of National Advertisers television workshop last Wednesday (also see pages 59 and 66) on the basis of a JWT study of public attitudes toward TV violence.

The estimated 320 workshop participants received from Mr. Baumwoll some suggested steps toward solving the problem—and also heard from Alfred R.

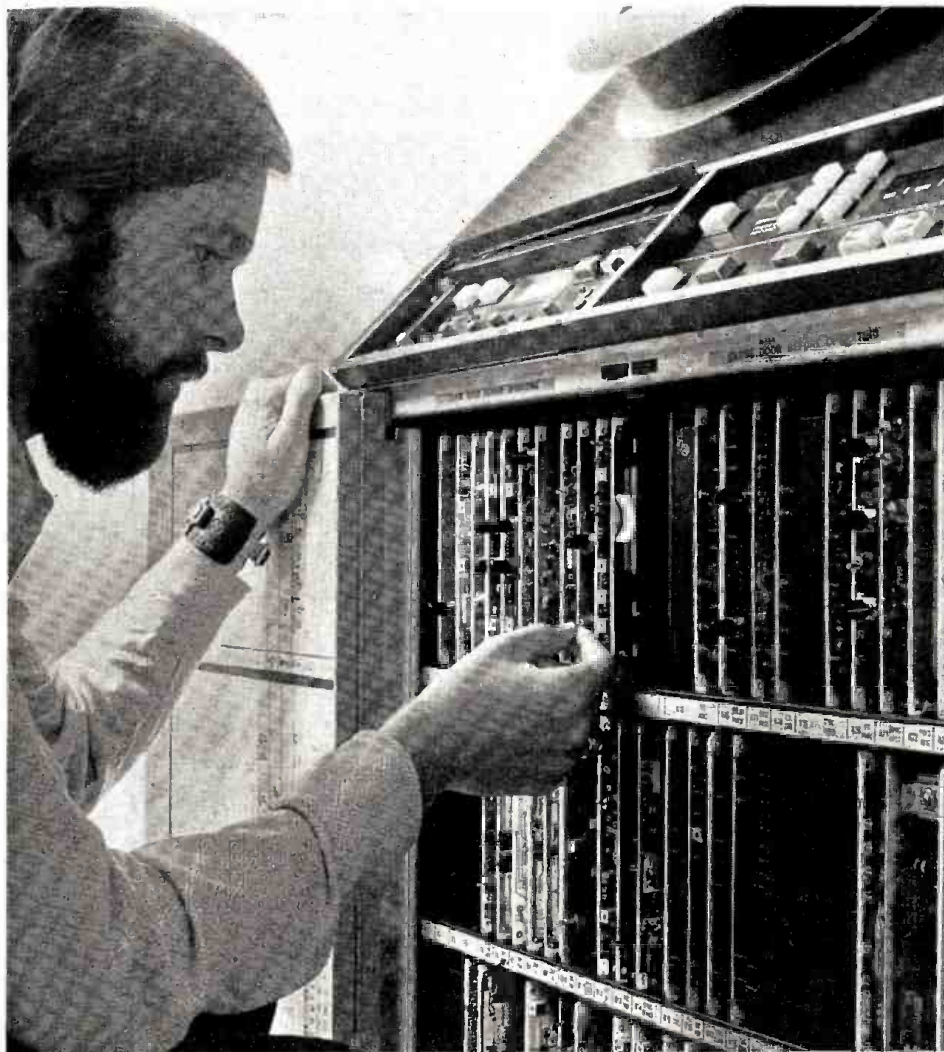
Schneider, vice president of ABC Inc., a report indicating that, for its part, television is already taking most of the steps Mr. Baumwoll proposed.

Mr. Schneider also disclosed, among other things, that ABC is "working on and hopefully will shortly be able to introduce a method of examining and reviewing the portrayal of violence on both a qualitative [and] quantitative basis." In addition, he said, ABC is "developing an incident [of violence] count and classification system which will relate the incident of violence in terms of its seriousness, its realism and its relationship in context to humor, to fantasy, to human consequences.

"We are doing this," Mr. Schneider added, "because we believe that the primary issue is whether violent sequences in entertainment programs affect behavior, rather than perceptions or attitudes or taste levels."

Mr. Baumwoll said JWT's study found that "four in 10 people consider program violence to be extremely harmful to the general public, [and] not surprisingly, when it comes to children, this belief is intensified." Yet, he added, relatively few people are doing anything about it.

"Many people are concerned [about the issue] but when you contrast that concern to the percentage of people who have taken any action, you see a significant gap. . . . At most, 2% have taken some direct action in response to a violent pro-



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gram. Five percent say they have thought about not buying a product advertised on a violent show. . . . And although the levels of reported action are small, the group most likely to act represents the 'opinion leader' segment of the population."

Mr. Baumwoll warned that "the mistrust of big business that we see reflected in many surveys of public sentiment is likely to be increased by the violence issue if it is not recognized and dealt with." And, he continued, "public concern, real or imagined, is likely to be exploited by organizations or legislators, resulting in greater external control of the TV medium."

He said the study also showed that defining violence isn't easy: "It's clear that death by murder is the prime act of violence for most people, judging from our respondents. Beyond that, there is a wide range of acts or scenes which can represent violence to anywhere from one-third to one-tenth of the people. The mention of 'bloody scenes' by over a third of the people interviewed is interesting since there is little, if any, blood actually shown in entertainment programming. The same goes for the 'gore and guts' cited by nearly one-fifth of the people we asked. The findings indicate that the public's perception of gratuitous violent acts exceeds the actual existence of such acts portrayed on the screen."

Mr. Baumwoll suggested "three steps aimed at resolving the problem: First,

tangible evidence of the concern of business and the medium over the violence issue should be communicated to the public; second, a reduction in the number of violent TV shows and, third, a continued 'softening' of the degree of physical violence portrayed in programming."

Mr. Schneider in his appearance indicated that television is already taking those steps—and more, including start-to-finish monitoring of program writing and production, editing of movies, prescreening programs for affiliates and long-term research on the effects of TV violence.

The number of programs dealing with violence has been reduced from year to year, he said, and incidents of violence within those programs have been curtailed.

"More significantly," he added, "there is a change in direction taking place in the entire prime-time programming schedule. There are more miniseries, novels for television, there are three 'seasons,' there are docu-dramas, there are new forms." ABC's widely acclaimed *Roots*, he reminded his listeners, was not itself lacking in violence.

"We are not about to ban violence from the airwaves totally," Mr. Schneider said. "At the same time we are not about to permit the portrayal of violence for the sake of violence itself, or as a device to titillate the viewers, to shock, or to sensationalize a story line. We will not permit writers who

have written themselves into a corner to extricate themselves quickly with a little bloodshed. We will require that when violence is portrayed, it will be responsibly portrayed to the extent to which its consequences are adequately depicted in depth. . . ."

## And the violence debate goes on

**At PTA public hearings, 70% of witnesses say there's too much of it on TV; at Dallas session, broadcasters were defensive, while educator suggested regulation; researcher says studies are inconclusive that violence is bad for children**

The National Parent Teacher Association's fifth in a series of eight public hearings on TV violence last week was evidence that the association's drive for public support for its cause keeps gaining momentum.

The PTA heard about 60 witnesses at its hearing Tuesday in Dallas and had to turn down another 90 who requested turns before the microphone. As it had at earlier hearings, the PTA ran the hearings without meal breaks from 9 a.m. to 10:30 p.m. About 600 were in the audience.

The hearings "keep getting more attention as the weeks go by," said Grace

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Baisinger, first vice president of the National PTA. "It's the parents waking up to the fact that it no longer doesn't matter what children are watching. . . . Our hearings give them an opportunity to vent their feelings."

According to Mrs. Baisinger, 70% of all the witnesses who have testified say there is too much violence on television, and that there is a relationship between aggressiveness in children and violence on TV, a viewpoint PTA shares. "I would say people are mad," she said, yet the meetings have not been in her opinion "wild or emotional. These groups want accommodation with the broadcasters and positive action."

The broadcasters there last week had no difficulty with goals such as accommodation, but objected to criticism that they find overly broad. "What troubles broadcasters, who are concerned about this problem and who sincerely seek answers, is that many critics appear to feel that any violence on the television screen is bad and should be censored," said Jack Harris of KPRC-TV Houston. "I do not believe that either you or our audiences oppose violence per se on television. I believe that it is a matter of the amount of violence in programing and the manner of its treatment. Is it relevant to the story or is it violence for sensationalism—a substitute for creative writing?"

Mr. Harris's suggestion was, "let's

define what types of violence are really objectionable. More than counts of shoves and pushes and shouts all piled in with acts of murder and mayhem, criticism should be leveled at specific programs and incidents within programs which you, as the viewing public, find to be objectionable."

Others coming to the defense of broadcast industry efforts included James Terrell of KTVT(TV) Fort Worth, a member of the National Association of Broadcasters television code review board, and Wayne Kearl of Harte-Hanks Television, San Antonio, Tex., immediate past chairman of the code board. Testimony by Henry Levinson of the Television Information Office continued TIO's uninterrupted string of appearances at the PTA hearings.

The PTA last week followed its pattern of mixing parental voices at the hearing with representatives of government, educational institutions, medical and research organizations. From the government side came Senator John Tower (R-Tex.), who said through a spokesman, "I do not for one minute question the likelihood that overexposure to viewed violence brutalizes the senses and makes one callous to real pain and suffering." But tied to that is the twin evil, he said, of "overexposure to one particular input," such as television. And "the fact of the matter is that most children just watch too much television, in whatever form," he said.

Despite his feeling that "the amount of

violence on television is reprehensible," Senator Tower said, "I would not for one moment entertain the idea that the state should take it upon itself to deprive us of this subject matter. The responsibility for the exercise of wisdom in this matter lies with the parents."

There were those testifying conversely that government indeed might hold the answer. Dr. Nolan Estes, general superintendent of the Dallas Independent School District, offered a list of recommended actions, including protesting to sponsors of violence shows, challenging the licenses of stations that program too much violence, educating parents about the dangers of TV violence to their children, and, "as a last resort, we can push legislation to legally regulate television violence."

Reagan V. Brown, special assistant to Texas Governor Dolph Briscoe (D), argued the same point. "The arguments pro and con are moot," he said. "It is time for the industry to police itself or certainly legislation will be enacted to do the job." There is yet another avenue, however, Mr. Brown said, "Maybe the best solution is a nationwide 'get up and go across the room and turn it off' policy."

Among the most cautious in their appraisals of TV violence were researchers, several of whom pointed out that existing data does not wholeheartedly confirm the proposition that TV violence is bad for children. "The impressive body of experimental research has failed and is simply not equipped to provide us with all the kinds of information necessary to make an intelligent judgment of whether or not it is wise to continue to allow violence on television," said Dr. Timothy P. Meyer, an associate professor in the Department of Radio-Film-Television at the University of Texas. It may be, he said, that the number of people positively affected by TV violence far outnumbers those negatively affected. "The point is we just don't know, and until we know what the total range of effects is and the proportions of the audience affected across this range, arguing for programing changes is not only premature but inappropriate."

Dr. Meyer admitted nevertheless that "my feelings as a parent suggest that violence on television is unnecessary and harmful."

Dr. Charles Carter-Bolz of the Southwest Educational Development Laboratory, Austin, Tex., which has done research into the effects of TV on children, said, "There appear to be valid grounds for criticism and change." The TV industry and parents are both at fault, he said: the industry for not taking seriously enough its responsibility to children, and parents for not supervising their children's viewing. But "being hurried or impassioned," he said, "will not help us. Striking out in anger, fear and frustration will only impede out progress."

And for a medical viewpoint, Dr. Thomas Glass Jr., of the Texas Medical Association, argued that violence should be removed from TV now, "until we can be sure that TV violence does not



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35  
36  
37  
38  
39  
40  
41  
42  
43  
44

KVI-AM RADIO  
Tower Building—7th & Olive  
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KRAK-AM RADIO  
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KRTH-FM RADIO  
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KXYZ-AM RADIO  
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KEWT-FM RADIO  
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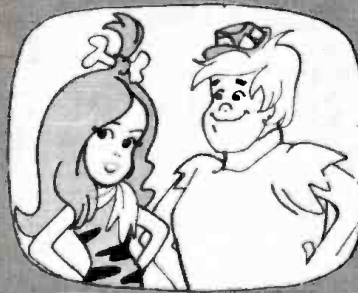
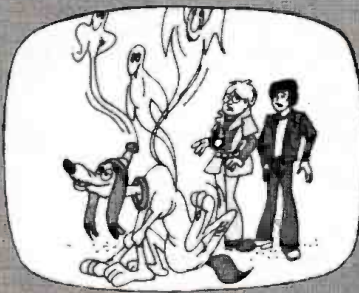
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have deleterious effects on our children's physical and mental health."

Under PTA auspices, the arguments over TV violence will continue the next three weeks. Further hearings are scheduled in Portland Ore., Feb. 8; Hartford, Conn., Feb. 15, and Los Angeles, Feb. 22.

## Senators want OTP to be saved

**Hollings, Baker say its functions ought to remain in White House and highly visible to public**

Congressional opposition is beginning to build against proposals that the Office of Telecommunications Policy be eliminated or reduced in visibility and power. Ernest F. Hollings (D-S.C.), chairman-apparent of the Senate Communications Subcommittee, and Senator Howard Baker, the subcommittee's ranking minority member, urged President Carter last week to retain the White House telecommunications adviser (the director of OTP) and his staff within the executive office.

Senators Hollings and Baker were responding to reports that the President was considering proposals that OTP be split, with spectrum management and coordination of government communications functions assigned to the Office of Management and Budget and policymaking to the Office of Science and Technology, or that all of the functions be assigned to the Department of Commerce.

The decision on OTP's future is not entirely in President Carter's hands. Congress must not only pass legislation authorizing the President to submit reorganization proposals, but his specific plans would be subject to congressional veto. Nevertheless, Senators Hollings and Baker are not waiting for matters to reach a head.

They said in their letter they supported the President's efforts to reduce the size of the executive office. But they made clear they would oppose any action they felt would weaken the government's ability to develop and implement telecommunications policy.

They said that since the advent of the first White House telecommunications adviser, during the Truman administration, there have been a number of examples "of why independence and access are essential to a successful telecommunications policy."

They said telecommunications policy formulation and coordination functions should be located in a single place, "visible and accessible to public review." And because there are varying responsibilities for communications throughout government, they added, the policy-making body "should be independent of individual departmental pressures inconsistent with the over-all telecommunication interests of the nation." It also should have access to the President and the authority to act in his behalf in resolving disputes among the conflicting telecommunications interests within the executive branch.

**Shoo-ins and horse races.** The Hawaii tans are barely beginning to fade from the faces of the National Association of Broadcasters board members before some must look toward next June's meeting, for which new elections will be held. The top spots seem at the moment pre-ordained, but there are contests for the vice chairmanships of the radio and TV boards. The joint board chairmanship is expected to go to the current radio board chairman, Donald Thurston of WNNB-AM-FM North Adams, Mass. Kathryn Broman of Springfield Television Broadcasting, Springfield, Mass., current TV vice chairman, is expected to win the TV board chairmanship, and Donald Jones of KFIZ(AM) Fond du Lac, Wis., current radio vice chairman, is expected to win the radio chairmanship. The only horse races are for the vice chairmanships of the radio and TV boards. Mentioned so far for TV vice chairman are Bill Bengtson of KOAM-TV Pittsburg, Kan.; Thomas Bolger of WMTV(TV) Madison, Wis., and Robert McConnell of WISH-TV Indianapolis. For radio board vice chairman are Len Hensel of WSM(AM) Nashville; Herbert Hobler of Nassau Broadcasting Co., Princeton, N.J.; Robert McKune of KTTR(AM)-KZNN(FM) Rolla, Mo.; William O'Shaughnessy of WVOX-AM-FM New Rochelle, N.Y.; Bill Sims of KOJO(AM)-KIOZ(FM) Laramie, Wyo., and Virginia Pate Wetter of WASA(AM)-WHDG(FM) Havre de Grace, Md.

**Also rans.** The following list of actions taken by the NAB's joint board in its Hawaii meetings two weeks ago rounds out the BROADCASTING report begun in the Jan. 31 issue.

- The joint board turned down a request from Mutual Broadcasting for a separate board seat for its Mutual Black Network.

- The joint board chose the Dorado Beach hotel, Puerto Rico, as the site for the January 1978 board meeting.

- The joint board voted to reimburse board members' air fare to and from board meetings, but limited it to coach class.

- The radio board decided to continue the radio code ban on contraceptive advertising, and to ask record companies to submit written lyrics with new releases to stations to allow them to screen questionable records.

- The TV board authorized the NAB 100-plus market TV committee to file comments as a committee on the FCC's network inquiry.

- The radio board asked NAB General Counsel Erwin Krasnow to file an amicus brief in support of Western Connecticut Broadcasting Co. in the company's expected appeal of a decision by an FCC administrative law judge against renewal of its WSTC(AM) Stamford, Conn., and in favor of challenger Radio Stamford Inc.

- The Television Information Office won its case before the TV board to remain in New York separate from NAB. There was no vote, the board told TIO Director Roy Danish to work closely with NAB's Mr. Swafford.

- The joint board voted to permit NAB employees to own stock in nonpublic stations, thereby permitting new NAB membership director Wayne Cornils to keep his 20% share of his former KFSD-AM-FM Nampa, Idaho.

- The radio board voted to ask the FCC to permit radio stations not to count as commercial time two minutes of network commercials during network news.

## FM translator views rekindle NCTA ire

**Proponents of unattended operation file comments with FCC and stir cable association that is plumping for stiffer and more uniform rules**

The National Translator Association, ABC Inc. and General Electric Broadcasting Co. have urged the FCC to permit unattended operation of FM translator stations—much to the chagrin of the National Cable Television Association. Television translators currently may operate unattended.

Congress last year amended the Communications Act to allow FM translators to function without an FCC-licensed operator on-duty. In effect, that gave the commission two choices: Remove the requirement that an operator be licensed or allow unattended operation. The FCC in its notice of rulemaking indicated that it contemplates choosing the latter. The actual rulemaking proposal was brought by the National Translator Association.

While filing separate comments, the three proponents advanced the same arguments. They quoted a Senate report on the benefits of translators and a House report

that found "no reason for refusing to extend [unattended operation] to FM translators." Furthermore, testimony of FCC Chairman Richard E. Wiley before the Senate Communications Subcommittee was cited. The chairman was quoted as saying: "In order to make [FM translators] economically feasible, they need to be covered by the same operating requirements that are now imposed on television translators."

The NCTA, however, reiterated its belief that this and other pending translator rulemakings should be "disposed of in a consolidated manner, in the context of a broad-ranging rulemaking wherein the commission could develop a consistent, rational translator policy" for other media (BROADCASTING, Oct. 25, 1976).

But, should the commission choose to continue its "ad hoc approach" to translators, NCTA said, it should investigate alleged interference problems. NCTA claimed that translators are prone to technical problems which would grow without an operator's supervision.

The association argued that a cable operator who picks up a translator's signal "is typically blamed by subscribers" for technical failures.

Among the problems NCTA cited was "frequency drift" of signals transmitted

by translators. ABC, in its comments, noted that NCTA previously had offered no proof of this, a point seconded by the FCC in its notice of rulemaking. NCTA, however, commented that it is collecting data on translator interference and urged the commission to launch a study.

Over-all, NCTA said, "the only rationale, cited both by the House Communications Subcommittee and by the commission" to allow unattended FM translators was to put them parity with television translator operations.

## AT&T's deButts sees two FCC's better than one

**He wants regulation separated for broadcasting, carriers**

The chairman of AT&T has revived an idea for reorganization of the FCC that has been advanced before: Break it up, and assign common carrier matters to one of the resulting new agencies, and broadcast matters to the other.

John D. deButts, who addressed a session of the Federal Bar Association in Washington last week, was discussing proposals for improving the regulation of the telephone industry.

"Sex and violence on TV doesn't seem

to have much in common with the determination of what costs are relevant to telephone company rate-making," he said. "And of the two topics, I know which is the likeliest to command headlines."

He said the "sheer number and complexity of the issues that confront the commission" in common carrier matters and, probably, broadcasting, "strongly suggest" that consideration be given to the suggestion—which, he noted, has been previously advanced—that separate agencies be established for each.

He said he recognized that the result would be that "even closer regulatory attention" would be paid to the telephone business. "But," he said, "I would welcome that closer attention, assuming that it would not be addressed to second-guessing management decisions but to the extremely difficult policy questions we face."

FCC Chairman Richard E. Wiley, who spoke after Mr. deButts, said he did not agree with the recommendation. He noted that there is an increasing blurring of technological boundaries that once separated various services.

### Changing Hands

#### Announced

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

■ WFIR(AM) Roanoke, Va.: Sold by Beaverkettle Co. to Jim Gibbons Radio for

\$750,000 plus \$90,000 agreement not to compete. Seller is owned by Paul Gilmor and families of Thomas V. Boyd and late Joseph K. Vodrey, who also own WHBC-AM-FM Canton, Ohio. Buyer is owned by James L. Gibbons, who also owns WFMD(AM)-WFRE(FM) Frederick, Md., and WPVR(FM) Roanoke. WFIR operates on 960 khz with 5 kw full time.

■ WHUM(AM) Reading, Pa.: Sold by Eastern Radio Corp. to Berks Broadcasting Co. for \$712,000. Seller is owned by William Chanoff and Herman Lefco who have no other broadcast interests. Buyer is owned equally by Kerby E. Confer and Paul H. Rothfuss who own WLYC(AM)-WILQ(FM) Williamsport, Pa. WHUM operates on 1240 khz with 1 kw day and 250 watts night.

■ WBUF(FM) Buffalo, N.Y.: Sold by Amalgamated Music Enterprises to WBUF Inc. for \$575,000 plus \$125,000 covenant not to compete. Seller is principally owned by Albert and Henry Wertheimer, brothers, (40.3% and 12.1%, respectively). Amalgamated also owns WVOR(FM) Rochester, N.Y. Buyer is wholly owned by Trimedia Inc., Robert G. Liggett Jr. principal (50.22%). Mr. Liggett also has majority interests in WFMK(AM) East Lansing, WBCM(AM)-WHNN(FM) Bay City and WABJ(AM)-WQTE(FM) Adrian, all Michigan. WBUF operates on 92.9 mhz with 94 kw and antenna 570 feet above average terrain.

■ KSAQ(FM) San Antonio, Tex.: Sold by KEPO Broadcasting Co. to Radio Alamo Inc. for \$625,000. Seller is owned by Pacific Western Broadcasting Co. which also owns KQAM(AM) San Antonio. Pacific acquired stations in 1974 and is requesting waiver of FCC's "three year rule." Company recently sold KVFM(FM) San Fernando, Calif., to Buckley Communications Inc. for \$501,000 (BROADCASTING, Aug. 23, 1976). Principal in Pacific Western is John J. Shepard, who also has interest in WLAV-AM-FM Grand Rapids, Mich. Buyer is owned by Mr. and Mrs. Arthur J. Shadek. Mr. Shadek is majority stockholder of KPRI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KRDS(AM) Tolleson, Ariz., and KBRN(AM) Brighton, Colo. KSAQ operates on 100.3 mhz with 100 kw and antenna 155 feet above average terrain.

■ KYAC-FM Seattle: Sold by Carl-Deck Inc. to O'Day Broadcasting for \$575,000 (including \$175,000 covenant not to compete). Seller, which also owns KYAC(AM) Seattle, is principally owned by Donald T. Dudley. Buyer is owned equally by Pat O'Day and H. Rand Ginn, principals in KORL(AM) Honolulu. KYAC-FM operates on 96.5 khz with 5 kw and antenna 1,070 feet above average terrain.

■ WFRL-AM-FM Freeport, Ill.: Sold by Triad Stations Inc. to Bradford-Ross Associates for \$475,000. Seller also owns WALM(AM) Albion and WELL(FM) Marshall, both Michigan. Principal is C. Wayne Wright. Buyer is owned by Neal R. Nussbaum, Ray B. Merritt (40% each), Marvin W. Nussbaum and George B. Merritt (10% each). Neal Nussbaum

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2-7

and George Merritt are fathers of other principals, who are students. Elder principals have farming interests. WFRL is 5 kw daytimer operating on 1570 khz. WFRL-FM is on 98.5 mhz with 19.6 kw and antenna 150 feet above average terrain.

■ WQZQ(AM) Jackson, Tenn.: Sold by Radio Knoxville Inc. to Broadcast Dynamics Inc. for \$375,000. Seller, principally owned by Robert B. Blow, also owns WKQV(AM) Knoxville, Tenn. Buyer is owned equally by Thomas Carlyle Mapes, Billy K. Way, John Eugene McCutchen, James Lee Exum and James Michael Duke. Messrs. Way and Mapes have advertising interests, and Mr. Mapes is minority stockholder of seller. Mr. Duke is savings and loan executive. Mr. Exum has insurance interests, and Mr. Duke owns petroleum products and transport firm. WQZQ is 1 kw daytimer on 1460 khz.

■ KSYL(AM) Alexandria, La.: Sold by Edna G. Fox and son, Sylvan R. Fox, who have no other broadcast interests, to Melvin L. Wheeler and G. Russell Chambers (30% each) and Albert H. Smith, James J. Smithwick, Herman Lee Reavis and John F. Willett (10% each) for \$300,000. Mr. Wheeler owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT-AM-FM Denton, Tex.; KFDW-TV Clovis, N.M.; 25% of KROD(AM)-KUDE(FM) El Paso and, equally with Mr. Chambers, KITT(FM) San Diego. Mr. Chambers also has various business and manufacturing interests. Messrs. Reavis and Willett are employed by Mr. Wheeler. Messrs. Smith and Smithwick are officers of KPLC-TV Lake Charles, La. KSYL operates on 970 khz with 1 kw full time.

■ WZKY(AM) Albemarle, N.C.: Sold by Suburban Radio Group to Rich Pauley Communications Inc. for \$230,000. Seller also owns WCGC(AM) Belmont, WEGO(AM)-WPEG(FM) Concord and WSVM(AM) Valdese, all North Carolina; WJII(AM) Christianburg, WVVV(FM) Blacksburg and WHHV(AM) Hillsville, all Virginia. It has also contracted to purchase WGCD(AM) Chester, S.C. Principal in seller is Robert R. Hilker. Buyer is owned by Rich Pauley, former air personality on WBT(AM) Charlotte, N.C. WZKY is 250 w daytimer on 1580 khz. Broker: John H. Vondell.

■ KZEN(FM) Seaside, Calif.: Sold by Big Sur Broadcasting Corp. to Arrowhead Broadcasting for \$225,000. Seller is principally owned by Leonard N. Kesselman, who also owns KZON(AM)-KXFM(FM) Santa Maria, Calif., and is director of KVAN(AM) Vancouver, Wash. Buyer is owned by George D. Franklin, director of communications-electronics, U.S. Army Communications Command (western area), who has no other broadcast interests. KZEN is on 107.1 mhz with 680 w and antenna 570 feet above average terrain.

■ Other station sales reported at the FCC last week include: WFWA(FM) Sullivan, Ill. (See page 91).

#### Approved

The following station sales were approved last week by FCC:

■ KGMB-TV Honolulu: Sold by Heftel

Broadcasting Corp. to Lee Enterprises for \$11,799,000. Seller, principal of which is newly seated Representative Cecil Heftel (D-Hawaii), also owns two other Hawaii TV's and five radio stations there and on mainland. It has sold, subject to FCC approval, WKTQ(AM)-WSHH(FM) Pittsburgh. Buyer, publicly traded, owns four TV's, four radio stations and 15 daily newspapers, mainly in Midwest (BROADCASTING, June 13, 1976). KGMB-TV is CBS affiliate on channel 9, with 208 kw visual, 29.5 kw aural and antenna 50 feet below average terrain.

■ KIVA-TV Farmington, N.M.: Sold by Four States Television Inc. to Four States Television Inc. (Texas corporation) for \$800,000. Principal in seller is Gerald R. Proctor, who has no other broadcast interests. Buyer is owned by Robert L. Clarke (20%), D. Kent Anderson (20%), Eugene Talbert (20%), John R. Catsis (17.5%), Connie T. Catsis (17.5%) and Herbert A. Phelan (5%). Mr. Catsis is newsman for KHOU-TV Houston. His wife, Connie Catsis, owns Houston interior design firm. Mr. Clarke is attorney and has banking interests with Mr. Anderson in Magnolia, Tex., and Houston. Mr. Phelan is business manager at Baylor College of Medicine in Houston, and Mr. Talbert is in Texas oil business. Messrs. Anderson and Clarke are brothers-in-law and Mr. Talbert is Robert Clarke's father-in-law. KIVA-TV is NBC affiliate on channel 12, with 158 kw visual, 15.8 kw aural and antenna 410 feet

above average terrain.

■ WJML-AM-FM Petoskey, Mich.: Sold by Harrington Broadcasting Co. to Petoskey Broadcasting Co. for \$640,000. Seller is principally owned by Betty Lou Harrington (60%) and five other minority stockholders, none of whom has any other broadcast interests. Buyer is owned principally by R. Bunker Rogoski and Marion C. Boonstra, who also are principals in WMUS-AM-FM Muskegon, Mich., WPLY(AM) Plymouth, Wis., and KAOH(AM) Duluth, Minn. WJML(AM) is 10 kw daytimer on 1110 khz. WJML-FM is on 98.9 mhz with 100 kw and antenna 820 feet above average terrain.

■ Other station sales approved by the FCC last week include: KTAN-AM-FM Sierra Vista, Ariz.; KKEG(FM) Fayetteville, Ark.; KTOP(FM) Cedar Rapids, Iowa; WCSM-AM-FM Celina, Ohio; WKRI(AM) West Warwick, R.I.; KFRN(AM) Amarillo, Tex.; and WHSM(AM) Hayward, Wis. (see page 91).

## The Baptists' 12

**More are chosen for honors  
by radio-TV commission  
in Fort Worth on Feb. 15**

Twelve more names have been added to the list of broadcasters who will be recognized by The Radio and Television Commission of the Southern Baptist Convention for significant contributions to the

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Eleven of the names are for the two top Abe Lincoln Awards and nine Abe Lincoln Merit Awards. The specific honors are to be announced at the eighth annual awards ceremonies Feb. 15 at the Tarrant County Convention Center in Fort Worth.

The 11: Cy N. Bahakel, Bahakel Broadcasting Stations, Charlotte, N. C.; Eugene B. Dodson, Gaylord Broadcasting Co., Tampa, Fla.; Elmo Ellis, WSB-AM-FM Atlanta; Irvine B. Hill, WCMS-AM-FM Norfolk, Va.; Michael Hall McDougald, WAAX(AM) Gadsden, Ala.; Daniel W. Kops, Kops-Monahan Communications Inc., New Haven, Conn.; Andrew W. Ockershausen, Washington Star Station Group, Washington; Ralph Renick, WTVJ(TV) Miami; Jerry Spoehele, KCSN-FM, Northridge, Calif.; Marcia A. West, KOA-AM-TV-KOAO(FM) Denver, and Robert A. White, KIII-TV Corpus Christi, Tex.

In addition, A. J. Fletcher, WRAL-AM-FM-TV Raleigh, N. C., an industry pioneer, will receive the Railsplitter Award. The only other Railsplitter Award was presented in 1975 to Charles H. Crutchfield, Jefferson-Pilot Broadcasting Co., Charlotte, N. C.

Earlier it had been announced (BROADCASTING, Jan. 10) that the new Vincent T. Wasilewski Award would be given posthumously to Grover C. Cobb, senior vice president of the National Association of Broadcasters at the time of his death in 1975. Also disclosed at that time was the selection of Mrs. Lyndon B. Johnson to be keynote speaker at the ceremonies and that she would be given the commission's Distinguished Communications Medal.

An entertainer, Grand Ole Opry comedian Jerry Clower, will be honored with the commission's Christian Service Award.

## Cox has its best year

**Strong fourth quarter caps 1976 in which TV revenues were up 28%, radio revenues 19%**

Cox Broadcasting Co., Atlanta, reached record levels in 1976 in revenues and net income.

The company reported last week that operating revenues climbed 18% over 1975 to \$130,090,000. Net income rose to \$19,759,000, equal to \$3.36 per share, a gain of 38% over net income of \$14,304,000, or \$2.45 per share, in 1975.

For the three months ended Dec. 31, 1976, net income totaled \$5,596,000 (90 cents per share), up 27% from net income of \$4,395,000 (75 cents per share) in the corresponding period of 1975.

Clifford M. Kirtland, president of Cox, said broadcasting completed "a banner year," with television reporting "solid increases in local and national spot advertising." He pointed out that TV revenues showed a 28% increase, while radio revenues grew by 19%.

He also pointed out that the gain in broadcast volume is continuing into 1977.

## Equipment & Engineering

### Order propping open UHF door chills faction asking status quo

**Parker voices opposition to move that eventually may lead to broadcast losses in ultra-high spectrum, tells FCC's Wiley that commission is contradicting its announced intent to preserve frequencies for TV**

The chairman of the group of broadcasters that filed a report with the FCC in connection with its work in preparing for the 1979 World Administrative Radio Conference has written FCC Chairman Richard E. Wiley of the "disappointment and dismay" with which the group's members read the commission's third notice of inquiry in the matter in December (BROADCASTING, Dec. 13, 1976). The is little in the notice to indicate that the group's report was read, James D. Parker, of CBS-TV, chairman of the Television Broadcasting Service Working Group, wrote.

The burden of the report was that retention of the full complement of VHF and UHF frequencies now available for television is fundamental to the protection of television service.

But, Mr. Parker said, rather than affirming the commission's commitment to the growth of UHF television—as the chairman did in a speech last month to the Association of Independent Television Stations—the notice "suggests" that the commission develop a position providing for the reallocation of most, if not all, of the UHF band to other services on an exclusive or shared basis.

Mr. Parker contended that the group provided "compelling justification" for keeping UHF-TV channels 14-83 assigned internationally to broadcasting, for eliminating the temporary land mobile sharing of channels 14-20, and for providing domestically for full sharing on a sec-



**New inside and out.** International Video Corp. has completely redesigned its standard one-inch format series, introducing new transport and deck styling and new electronics. The IVC-1070 operates on the same basic recording format as its one-inch predecessors, according to IVC, and the signal-to-noise ratio has been increased to 47dB. Model cost ranges from \$10,000 to \$12,000, depending on options.

ondary basis for television translators on channels 70-83.

But, he pointed out, instead of recognizing that there is no basis for supporting nonbroadcast use of UHF spectrum space, the commission "has essentially provided another further chance for nonbroadcast services to attempt to think up benefits to try to support their exaggerated demands."

Mr. Parker also said that, in view of "the incredible demands made by nonbroadcast service users for gross reallocation of the UHF-TV spectrum," the broadcast advisory group cannot understand why the commission did not mention the need for hard spectrum-use data and for studying available spectrum-use data for those services. He noted that private and government land-mobile services have demanded "a combined total of 520 mhz in UHF without providing any spectrum monitoring data showing their present spectrum use."

Because such data has not been provided, Mr. Parker said, there is no basis to reallocate to any other service any of the UHF-TV spectrum presently available for use by television broadcast stations. "Retention of the full complement of VHF and UHF frequencies now available for television broadcasting must be fundamental to the United States' position at the 1979 WARC," Mr. Parker declared.

## Technical Briefs

**Combined effort.** Zenith Radio Corp. announced it has decided not to develop its own video player-recorder, and said it has reached agreement in principle with Sony Corp. of Japan that gives Zenith rights to market and sell Sony home entertainment units. Sony will build units to Zenith specifications, and they will be available for sale this fall.

**In stereo.** WKDC(AM) Elmhurst, Ill., has completed what it considers successful on-air test of AM stereo, hopes to offer demonstration at upcoming March convention of National Association of Broadcasters in Washington. Station used system developed by Motorola, as did KIQI San Francisco. Other station which has received FCC authority to test AM stereo was WFBR Baltimore which used system by Kahn Communications, owned by Leonard Kahn. WMAL Washington also has been experimenting internally; it plans to demonstrate its system this week at Hi-Fi Stereo Music Show in Washington.

**Learning via electronics.** Goldmark Communications Corp., Stamford, Conn., has developed rapid transmission and storage (RTS), new electronic delivery system for video portion of educational courses. RPT will be used in project being put together by Cambridge Book Co., division of *New York Times*; Electronic Publishing Inc., subsidiary of Goldmark, and ACCESS, group of community colleges throughout country. It will involve production, distribution and marketing of educational materials to colleges and other centers of learning.

## Illinois OK's cameras at commerce hearings

**In light of earlier court action state commission agrees to allow coverage by electronic media**

As a result of a federal suit filed by CBS's WBBM-TV Chicago, the Illinois Commerce Commission has resolved to allow the use of cameras and recording equipment in its hearing rooms during official proceedings.

In the suit, WBBM-TV argued that the commission's ban of electronic media at public hearings was unconstitutional and asked for a preliminary injunction against the ICC. The court ruled against the station last December but instructed the ICC to adopt a precise rule of uniform application (BROADCASTING, Dec. 20, 1976).

The commission, however, has instead reversed its policy, saying that the testimony of witnesses has convinced it that the presence of cameras and recording equipment in the rooms while hearings are in process "need not inhibit the orderly conduct of such proceedings and will be in the public interest."

The ICC will hold open meetings at its offices in Chicago on Feb. 10 and in Springfield on Feb. 17 in which broadcasters are urged to participate in helping set up guidelines to insure maintenance of "proper decorum."

Jay Feldman, WBBM-TV news director, said he is pleased with the commission's ruling and looks forward to working with ICC to "develop rules we all can live with."

## Alerted to facts about 'Consumer Alert,' WCBS drops radio show

**City agency produced program; it included 'cases' that weren't always the real thing**

All-news WCBS(AM) New York has dumped a one-minute, 30-second program, *Consumer Alert*, after the station found that the municipal agency that produced the show wasn't straight with the facts.

The taped programs, which were aired five times daily, were prepared by staff members of the Department of Consumer Affairs and read by the department's commissioner, Elinor Guggenheimer. Each report listed a consumer-protection regulation, discussed the rule and then illustrated it with a 15- or 20-second "vignette" that was apparently based on an actual complaint received by the department.

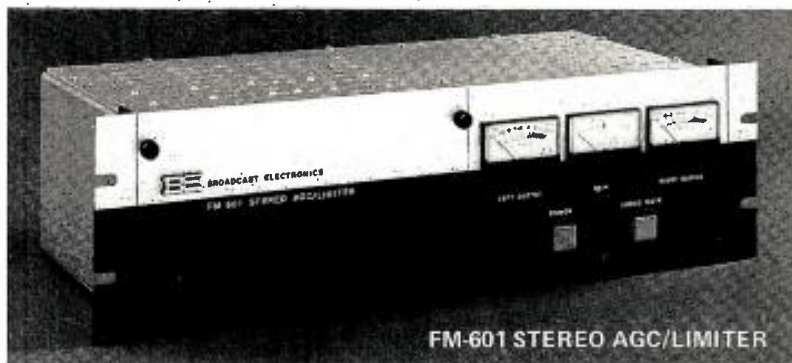
In fact, however, the vignettes represented composites of several cases or were constructed to represent typical complaints.

David L. Nelson, WCBS vice president,

said that the programs, which had been running for two and a half years, were canceled as soon as he learned that the vignettes did not portray real cases. "We can't be in league with material that has any fictional or erroneous material in it," he said. "We're in the credibility business." Mr. Nelson said he did not believe the programs were intended to deceive listeners. "They [the consumer department's staff] are just not journalists," he said.

Mrs. Guggenheimer said the complexity of the cases used made condensation desirable. "You can't do an eight-page docket in 15 seconds," she said. "We considered these [the programs] educational tools and very valuable ones. We never considered them to be hard news."

**NBC signs Ford.** Former President Gerald R. Ford has agreed with NBC to appear in a number of TV programs, including a major special tentatively scheduled for 1978. NBC said the agreement was "long-term" but did not otherwise describe the length and refused to say how much Mr. Ford had been or would be paid. Herbert S. Schlosser, NBC president, who announced the agreement, said: "We look forward to working with him in developing a group of programs that we believe will be valuable to the American public." These, he said, will include NBC News documentaries as well as other programs on which the former President will appear as commentator.



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## NCTA wants a national policy for translators

**Group cites regulatory disparities and doesn't like some of the proposals FCC is considering**

The National Cable Television Association, which for years has been on the defensive, has decided to attack. Two weeks ago NCTA's target was the "Bell bill," reintroduced in the new Congress (BROADCASTING, Jan. 31); last week it went after translators.

In a "white paper" titled "Translator Regulatory Disparity" NCTA reiterated and enlarged upon comments it filed last year supporting a petition by Cablecom-General Inc., which called for public interest standards for translators (BROADCASTING, Oct. 25, 1976). NCTA wants the FCC "to develop a comprehensive national translator policy" and suspend any commission action on three pending rulemakings involving translators.

The pending actions would allow: (1) all translators to originate emergency messages; (2) VHF translators to substitute commercials, and (3) FM translators to operate unattended. The last proposal was also the subject of comments by NCTA and others last week (see page 75). NCTA finds the other two propositions distasteful as well. The main objection to these, and translators in general, is that there are no rules regulating translators as there are for cable systems or primary broadcast stations.

As set out in the report, the NCTA sees the following inequalities in the commission's present stance:

- "Translators can import an unlimited number of distant signals anywhere in the country; cable signal carriage is severely restricted.

- "Cable systems are forced to black out much of their network or syndicated programing; no such rules are applicable to translators.

- "Cable operators will pay for their product under the new Copyright Act; translators are virtually exempt.

- "Broadcasters may own or financially support an unlimited number of translators without regard to location; cable operators cannot own translators in their community of license.

- "No effective technical standards are imposed on translators; cable operators must comply with FCC rules and perform annual performance tests.

- "There is no spectrum allocations scheme for VHF translators and their unbridled proliferation threatens the integrity of the VHF spectrum, yet the FCC refuses to remedy situations of translator interference to the viewing public, to broadcasters or to cable operators."

NCTA feels that the most drastic pro-

posal under FCC consideration is one that would allow translators to use microwave to import distant signals. This would permit, NCTA said, a translator "to deliver an unlimited number of distant television signals into a given community, even though a cable operator in the same area is severely restricted as to the number and type of signals he may import. Under such a regulation-imposed inequity," it said, "the survival of existing cable systems would be questionable, particularly if the translator imported just one or two signals prohibited from being shown on the cable system."

Another area of concern is the tax support provided by some municipalities for translators. This action, NCTA said, in some cases deprives the public of the other viewing options available through cable. And in some cases, as stated in the NCTA report, cities "have threatened to put the cable system out of business with translators if the cable operator does not accede to the city's unreasonable franchise renegotiation demands."

It concluded by restating its earlier request to the FCC to stop "piece-meal action" on the different translator rulemakings and concentrate instead on an over-all re-examination of policy "giving due consideration to the interrelationship between translators and other communications media."

## Cable systems set for fitting into new copyright law

**Comments asked by Feb. 18 on rulemaking that would establish procedures for filing information**

Registration requirements for cable TV systems under the revision of the copyright law passed by Congress last year (BROADCASTING, Oct. 4, 1976) have been proposed by the Copyright Office in a two-page notice of rulemaking.

Under the new law, the office can require cable systems to file data and register for compulsory license payments. It also gives the office power to ask for "further information" in the future. The rulemaking kills both birds with one stone by listing the basic filing requirements that must be met by April 18, and also asking for comments on other proposals.

The information that must be filed by April requires systems to list the name and address of the systems owner or operator and the name and location of the primary stations carried. In addition, systems must notify the office within 30 days of the sale of a system and any changes in station carriage. This material can be submitted by systems on their letterhead since the office is not providing any forms.

Comments are specifically wanted on whether the office should accept copies of the FCC's annual report form 325 instead of separately prepared notices. It pointed out that the 325 form does not list station locations or name FM stations when a

system carries all-band FM.

Another matter was the question of whether stations "carried on a sporadic basis" need to be listed with the office. The deadline for comments (Docket RM 77-1) is Feb. 18 with replies due by March 4.

The Copyright Office already issued its proposed rulemaking regarding the basis for recording agreements between copyright holders and public broadcasters. Among other things, it asked whether an original or a copy should be recorded. Of the handful of comments received, the common position was that certified copies would be sufficient.

## TPT, Hughes find one can live as cheaply as two

Teleprompter Corp. and Hughes Aircraft Co., part owners of cable TV systems in New York's north Manhattan and Los Angeles, have established a new company to jointly operate those cable systems.

The proposal, under discussion since last year (BROADCASTING, Nov. 15, 1976), involves the formation of a new company, T&M Associates, equally owned by Teleprompter and Hughes. Currently Teleprompter owns 51% of the Manhattan system and 50% of the Los Angeles (Theta) operation.

Both systems have been losing money. The new arrangement will give the two companies substantial tax benefits, since T&M is a joint venture similar to a partnership and not a corporate form.

According to Teleprompter President Russel Karp, the new company "should mean a reduction in the amount of funds which Teleprompter will be required to invest in the systems and have a positive impact on Teleprompter's income statement, although these effects will probably not occur for several years."

## Cox Cable's good year

Cox Cable Communications Inc., the Atlanta-based multiple cable system operator, announced revenues for 1976 up 29% and earnings up by 30% over 1975.

For the year ended Dec. 31, 1976, Cox reported revenues of \$37,845,501 compared with \$29,307,442 the year earlier. Net income rose from \$2,849,801 in 1975 to \$3,714,423 in 1976. That raised the per-share earnings from \$.80 in 1975 to \$1.06 in 1976.

In 1976 the number of subscribers served by Cox's 39 systems went from 386,861 to 427,321 in 17 states with 58,000 subscribing to the optional pay cable service.

Last month the board of directors of Cox Broadcasting Corp. proposed a merger with Cox Cable (BROADCASTING, Jan. 24). That proposal is being evaluated by the Cox Cable directors and an investment banking firm.

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## Media

**Frank N. Moore**, general manager, Covenant Broadcasting's WELI(AM) New Haven, Conn.; **Ken Gaines**, general manager of company's KTOK(AM) Oklahoma City, and **Al Smith**, general manager of co-owned WGSO(AM) New Orleans, named senior VP's. Mr. Moore assumes additional responsibility for WKSS(FM) Hartford-Meriden, Conn., (subject to FCC approval of purchase); Mr. Gaines for KAFG(FM) and Oklahoma News Network, also in Oklahoma City, and Mr. Smith for WQUE(FM) New Orleans.

**Ralph Nelson**, corporate VP marketing, Broad Street Communications Corp., New Haven, Conn., appointed VP/general manager, WKSS-FM, Hartford-Meriden, Conn., contingent upon FCC approval of Broad Street's purchase of FM facility.



Flynn



Berkery

**William J. Flynn**, VP/general manager, WSBK-TV Boston, joins WJW-TV Cleveland in same post, succeeding **Charles W. Bergeson**, who retired for personal reasons. **Daniel J. Berkery**, general sales manager, WITI-TV Milwaukee, joins WSBK-TV as station manager. All are Storer stations.

**Helen Manasian**, trade news editor, NBC, and formerly assistant editor of BROADCASTING, named manager, business and trade publicity, NBC.

**Ann L. Morfogen**, in charge of press and

publicity activities for CBS News's *60 Minutes* and special reports, named manager of press information and publicity for CBS-owned KNXT(TV) Los Angeles. She succeeds **Melinda Stanley**, now assistant to general manager of KNXT.

**Al Jerome**, director of sales, WMAQ-TV Chicago, named station manager.

**Steven B. Engles**, general sales manager, WROC-TV Rochester, N.Y., named general manager.

**Ronnie Lazar**, budgets and plans administrator, ABC, New York, promoted to manager, organization planning, personnel.

**J.A. Ted Baer**, associate in New York law firm of Arrow, Silverman & Parcher, P.C., where he negotiated and drafted agreements and contracts in entertainment areas, joins CBS-TV as negotiator, business affairs, New York.

**Alice Potter**, VP/general manager/sales manager, KRE-AM-FM Berkeley, Calif., resigns to join KTSF-TV San Francisco as VP/general manager. **Tom Schnurbusch**, regional sales manager of Horizons Communications Corp.'s three TV stations, WXOW-TV LaCrosse, WKOW-TV Madison and WAOW-TV Wausau, all Wisconsin, replaces Ms. Potter at co-owned KRE-AM-FM.

**F. Craig Magee**, assistant general manager/general sales manager, KBOX(AM)-KMEZ(FM) Dallas, appointed general manager, co-owned WAKR(AM)-WAEZ(FM) Akron, Ohio. He replaces **Sam Yacovazzi**, VP of operations for parent, Group One Broadcasting, who has been named manager of co-owned KLZ(AM)-KAZY(FM) Denver. **Michael (Dusty) Black**, KBOX-KMEZ account executive, succeeds Mr. Magee as assistant general manager/sales manager.

**Bonnie Hagstrom**, business manager, WAIL(AM) Baton Rouge, appointed station manager.

**Robert G. Rogers**, station manager, WJLL(AM) Niagara Falls, N.Y., named general manager.

**Richard Haendel**, chief engineer, Quanta Systems, Rockville, Md., joins KCJJ(AM) Iowa

City as station manager/chief engineer. **Monte MacBride**, program director/chief engineer, WEMO(FM) East Moline, Ill., named KCJJ operations manager.

**Dori Sternberg**, assistant to program manager, WIOD(AM)-WAIA(FM) Miami, promoted to operations manager.

**Larry Yount**, program director, WVNJ-AM-FM Newark, N.J., promoted to operations manager.

**Holly Copeland**, promotion assistant, KPLR-TV St. Louis, promoted to promotion director.

**Anne Speakman**, press aide to Senator Edward M. Kennedy (D-Mass.), appointed assistant director of public relations, WCVB-TV Boston.

**T. William Townsend**, from CHOK(AM) Sarnia, Ont., named manager, CFOX(AM) Pointe Claire, Que.

## Broadcast Advertising

**Ken Horton**, administrator, broadcast advertising, NBC-TV, Burbank, Calif., appointed director, advertising and promotion, West Coast.

**Gregg E. Brumm**, VP/assistant to chief financial officer, D'Arcy-MacManus Masius, St. Louis, elected corporate treasurer of U.S. offices of agency. **Edward Bunch Jr.**, art director, J. Walter Thompson, Chicago, and **Paul J. Dabrowski**, art director, Comstock Advertising, Buffalo, N.Y., join DM&M, St. Louis, as art directors.

**Richard M. Topkins**, director of administration/account supervisor, Hoefer, Dieterich & Brown, San Francisco, appointed executive VP.

**Alice J. Kavdunas**, creative group head, Dancer-Fitzgerald-Sample, New York, named VP.

**Robbie Schindel**, director of systems and research services, Kelly, Nason, New York, named VP.

**Richard Sanborn**, media supervisor, Clinton E. Frank, Chicago, promoted to associate media director.

**Steven Roppolo**, producer, Cunningham & Walsh, New York, elected VP. **Mike Perry**, media trainee, promoted to group media director.

**Robert L. Petizon**, media supervisor, Benton & Bowles, New York, joins DKG Advertising there as VP/associate media director.

**Jeff Sherman** and **Barbara Bernstein**, copywriters, J. Walter Thompson, Chicago; promoted to creative group heads.

**Ruth Leach**, associate media director, Stern Walters/Earle Ludgin Advertising, Chicago, promoted to media director in agency's Fort Lauderdale, Fla., office.

**Debbie Abrams**, print scheduler, Tracy-Locke, Dallas, promoted to assistant media planner.

**Patrick A. Leonard**, copywriter, Fensholt advertising, Milwaukee, joins Byer & Bowman ad-

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**JoAnne Adams**, manager, Katz Radio's Detroit sales office, named manager of Los Angeles office and Western regional manager. She is replaced by **Richard B. Romanick**, salesman from representative's New York office.

**Katy Bishop**, head of on-line production, Wakeford/Orloff commercial production firm, Los Angeles, named VP.

**Lee Rudnick**, national sales manager, and **Len Tronick**, local sales manager, KTTV(TV) Los Angeles, named VP's. **Lynda Vartanian**, KTTV sales trainee, promoted to account executive.

**Jack West**, general sales manager, KBHK-TV San Francisco, rejoins WKBD-TV Detroit as sales manager. Both are Kaiser Broadcasting stations.

**Vivian Rose Hayes**, account executive, Top Market Television, Chicago, joins WTHR(TV) Indianapolis as national sales manager. **Tom Bennett**, WTHR on-air copy writer, named local salesman.

**Robert C. Morgan**, local sales manager, WBAL-TV Baltimore, named regional sales manager, succeeded by **Eugene C. Keenan Jr.**, local sales manager, WMAR-TV there.

**Glenn Wright**, marketing unit manager, KIRO-TV Seattle, promoted to assistant national sales manager.

**Jim Oehlenschlaeger**, local account executive, WJW-TV Cleveland, promoted to local sales manager.

**Dee Lefkowitz**, promotion assistant, WSBK-TV



**Same time, same station.** When WLBC(AM) Muncie, Ind., reached its 50th anniversary, the man who founded the station was there to celebrate. He is Don Burton, and he's still on the job as president and treasurer. Mr. Burton was 20 years old when he put WLBC on the air in the garage at his family's home.

Boston, appointed assistant advertising and sales promotion manager. **Paul E. Grimes**, account executive, WPRI-TV Providence, R.I., named to same post, WSBK-TV.

**John Poindexter**, account executive, KMGH-TV Denver, named retail sales development manager.

**Barry Walden**, director of marketing, WVNJ-AM-FM Newark, N.J., promoted to general sales manager.

**June G. Burkeen**, salesperson, WRNN-AM-FM Clare, Mich., named national/local sales manager.

**Phyllis Hicks**, account executive, WNOE-AM-FM New Orleans, promoted to national sales manager.

**Robert J. DeLuca**, local sales manager, WSAI(AM) Cincinnati, promoted to general sales manager. **James L. Stadtmiller**, account executive, promoted to national sales manager.

**E. Michael Gaier**, account executive, WCKY(AM) Cincinnati, promoted to sales manager, succeeded by **Don Griffin**, account executive, WPTW(AM) Piqua, Ohio.

**Maureen C. Hathaway**, research assistant, WWJ-AM-FM Detroit appointed research/continuity director.

**Dan Volz**, local salesman, KEED(AM) Eugene, Ore., named sales manager.

**Mary Loncharich**, director of creative services, CTS Retail Sales, CBS, New York, joins co-owned WBBM-TV Chicago as retail account executive.

**Michael Wortsman**, general sales manager, KNAI-FM San Francisco, joins KGO-TV there as account executive.

**Stephanie Werner**, media supervisor, Grey Advertising, Minneapolis-St. Paul, joins KMSP-TV there as account executive.

**Ted A. Cox**, account executive, WEHT-TV Evansville, Ind., named to same post, WISH-TV Indianapolis.

**Sonja Milliner**, account executive, WRC-TV

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Washington, joins WCAU-TV Philadelphia in same capacity.

**Wayne Fowler**, local sales manager, WITH(AM) Baltimore, joins WMAR-TV there as account executive. **Leslie M. Smalley**, WMAR-TV traffic manager, promoted to sales trainee.

**Judy Mitchell**, traffic manager, WHO-TV Des Moines, Iowa, promoted to account executive.

**Mark Young**, business manager, WXEX-TV Petersburg, Va., appointed account executive, succeeded by **Janet South**, business office assistant.

**John G. Funk**, account executive, KITV(TV) Honolulu, joins KGMB-TV there in same post.

**E.G. (Kit) Redman**, accountant, E.C. Redman C.P.A., Columbus, Ohio, joins WCMH-TV there as account executive.

**Cynthia H. Stewart**, director of promotion/merchandising, WSOC-AM-FM Charlotte, N.C., promoted to account executive.

**Mercy Tondre**, account executive KYA(FM) San Francisco, named to same post, KSAN-FM there.

**William Ohlson**, from KDOT-FM Scottsdale, Ariz., joins KOOL-FM Phoenix as account executive.

**Gene R. Greenberg**, account executive, KGNS-TV Laredo, Tex., joins KORK-AM-FM Las Vegas in same capacity.

**Cher Suserud**, media supervisor, Young & Rubicam, Phoenix, joins KDKB-AM-FM Mesa, Ariz., as sales representative.

**Joel H. Seguire**, program director, noncom-

mercial WSIU(FM) Carbondale, Ill., joins non-commercial WTGM(FM) Norfolk, Va., in same capacity.

**James Morrow**, from CFGM(AM) Richmond Hill, Ont., joins CFOX(AM) Pointe Claire, Que., as sales manager.

## Programing



**Robert E. Norvet**, VP, CBS Studio Center, Los Angeles, named VP, production facilities, CBS-TV, Hollywood. **Charles Cappelman**, director, program production services, CBS Television City, Hollywood, named general manager of Television City. **Isadore Miller**, associate director, talent and program negotiations, CBS-TV business affairs department, New York, named director, children's programs, CBS-TV.

**Peter Affe**, director of domestic sales, Warner Bros. Television Distribution, New York, appointed VP. **Berry Greenberg**, VP, international sales and administration, Warner Bros. Television, Burbank, Calif., will retire July 1. He has been with Warner Bros. 27 years, last 13 of which have been in television sales and administration.

**Judy Price**, producer, *American Bandstand*, named manager, children's programs, ABC Entertainment.

**James M. Ring**, manager, daytime Saturday morning pricing and evaluation, NBC-TV appointed manager, children's program sales, NBC-TV, New York.

**William MacCallum**, program director of ABC Radio, and **George Sax**, manager of program operations for same network, have retired after 30 years and 32 years, respectively, with company.

**David M. Herman**, national sales manager, Northwest Teleproductions, Minneapolis-based video-tape production company, appointed VP, marketing.

**Michael O'Shea**, program/operations manager, WFTL(AM) Fort Lauderdale, Fla., assumes additional duties as national program director of all Amaturo stations, including WFTL and WGLO(FM) Fort Lauderdale, KKSS(FM) St. Louis and KLYX(FM) Clear Lake (Houston), Tex.

**Tay Vove**, director of program operations, Wometco's WTVJ(TV) Miami, assumes additional post of director of program purchasing for all Wometco television stations.

**Bob George**, executive producer, WBZ-TV Boston, rejoins KPIX(TV) San Francisco as program manager. **Stephanie Gray**, executive producer, KPIX, named WBZ-TV program executive producer. **Gail Granik**, WBZ-TV director, program operations, named sports producer. Both stations are Westinghouse owned.

**Tony C. Rufo**, account executive, KNXT(TV) Los Angeles, and **Douglas G. Thompson**, general manager, WKRR(AM) Pickens, S.C., join Radio Arts syndication services firm, Burbank, Calif., as regional account executives.

**Gary Delph**, producer, television services, Dreamfield Advertising, Dayton, Ohio, joins WTAJ-TV Altoona, Pa., as production manager.

**Mike Shanin**, news/public affairs director, KCKN-AM-FM Kansas City, Kan., appointed program director.

**Jay Bertucci**, news director, WAIL(AM) Baton Rouge, named program director.

**Al Wuther**, program director, WDEC(AM) Americus, Ga., joins KCIJ(AM) Iowa City, Iowa, as production manager.

**Reg Wells**, on production staff, WVNJ-AM-FM Newark, N.J., named director of community affairs.

**Dory Duncan**, production coordinator, KMGH-TV Denver, named public affairs coordinator.

**Johnnie Linn**, farm/ranch director, KTAR(AM) Phoenix, joins WMT-AM-FM-TV Cedar Rapids, Iowa, as farm service director.

**Malcom B. (Mac) Wall**, director of programming division, Mississippi ETV Network, Jackson, joins Southern Educational Communications Association, Columbia, S.C., in same capacity.

**Shep Greene**, in production and acquisition, Time-Life Films, New York, named national program producer, noncommercial WQED(TV) Pittsburgh.

**Ronald J. Seher**, writer/producer/director, noncommercial WYES(TV) New Orleans, joins noncommercial KCPT(TV) Kansas City, Mo., as production manager.

## Broadcast Journalism

**Wayne Godsey**, reporter/producer, Newsweek Broadcasting Service, New York, named news director, WTMJ-AM-TV-WKTI(FM) Milwaukee.

**David J. Cannon**, air personality, WILS-FM Lansing, Mich., joins WRNN-AM-FM Clare, Mich., as news/public relations director. **Manuel Fishman**, WRNN-AM-FM news writer, promoted to news editor.

**Mike Elston**, news director, WNOE(AM) New



**Farmers' friend.** David Stone, host of KSTP-TV Minneapolis-St. Paul's *Minnesota Today*, weekday agricultural program, received special recognition for his promotion of the area's farming industry by the Minnesota Farm Bureau Federation at its 58th annual meeting. Mr. Stone has been with the station 37 years.



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Orleans, joins KDWB-AM-FM Minneapolis-St. Paul in same capacity.

**Pat Mitchell**, anchor, WBZ-TV Boston, named noon news anchor and host of *Panorama*, weekday interview program, WTTG(TV) Washington, replacing **Maury Povich** (BROADCASTING, Jan. 10).

**Joann Lee**, news writer/reporter, WLS-TV Chicago, joins WCAU-TV Philadelphia as reporter.

**Jon Mangum**, executive news producer, WRAL-TV Raleigh, N.C., joins WFBC-TV Greenville, S.C., as news director.

**Lee Barron**, night news director, KOOO(AM) Omaha, named news director, KCJJ(AM) Iowa City. **Todd Meyer**, music director KOLY(AM) Morbidge, S.D., joins KCJJ as assistant news director. **Jack Neal**, news director, WDBN(FM) Mediuna, Ohio, named KCJJ overnight news director.

**Terry Knight**, news director, KECM(TV) Helena, Mont., joins KID-TV Idaho Falls, Idaho, as anchorman/producer.

**Caroline Schomp**, consumer reporter, KMGH-TV Denver, assumes additional duties as noon news anchor.

**Edmund S. Dorsey**, news director, WIND(AM) Chicago, joins WINS(AM) New York as executive editor. Both are Westinghouse stations.

**Chuck Stone**, news director, noncommercial KDSN(FM) Northridge, Calif., joins KONE(AM) Reno in same capacity.

**Gayle Sinibaldi**, reporter, WTAE-TV Pittsburgh, joins WNAC-TV Boston in same capacity.

**Robert E. MacNeil**, newscaster, WKOX(AM)-WVBF(FM) Framingham, Mass., assumes additional post as anchorman at WSMW-TV Worcester, Mass. **John Gamel**, WSMW-TV anchorman, assumes additional duties as editor and investigative reporter.

**Chuck Stone**, *Philadelphia Daily News* columnist and moderator for *America's Black Forum*, nationally syndicated black news interview program, joins WMAL-TV Washington as news commentator.

**Robert Siegel**, news director, WRVR(FM) New York, and **Diane Dimond**, reporter, KOB-FM Albuquerque, N.M., join National Public Radio, Washington, as associate news producers/newscasters.

**Mary McCarthy**, reporter/anchor, WHAS(AM)-

WNNS(FM) Louisville, Ky., joins WAVE(AM) there in same capacity.

**Martin F. Killeen**, news producer, noncommercial WTTW(TV) Chicago, named executive news producer.

**Richard Baker**, operations manager, KOWH-FM Omaha, joins noncommercial KSAC(AM) Manhattan, Kan., as news director.

**James H. Lewis**, producer for Florida Public Broadcasting's *Today in the Legislature* series, returns to noncommercial WJCT(TV) Jacksonville, Fla., as executive producer of news and public affairs.

**Michael Macklin**, reporter, WCCM(AM)-WCGY(FM) Lawrence, Mass., joins noncommercial WENH-TV Durham, N.H., as state house reporter.

## Cable



Hughes

**Royston C. Hughes**, deputy chairman and treasurer of President Ford Committee and member of executive committee responsible for President Ford's campaign policy and strategy, joins Continental CATV, Acton, Mass., as president.

**Tom Hanna**, claims department supervisor, Travelers Insurance Co., Columbus, Ohio, joins Continental Cabelvision of Miami Valley's Dayton (Ohio) North Systems, manager.

**Gayland Bockhahn**, general manager, Community Video, Wisconsin Rapids, Wis., joins Ripon Cable Co., Ripon, Wis., in same capacity.

**Donald MacCulish**, administrator of special education, Essex Agricultural and Technical Institute, Hathorne, Mass., named manager, Stan-Fran Corp., cable TV system in Haverhill and Groveland, Mass., subsidiary of Communications Properties.

## Equipment & Engineering

**Fred M. Bauer**, VP, finance, electronic components, RCA, New York, appointed VP, financial planning.

**Jim McKenna**, assistant VP for sales, Ameri-

can Satellite Corp., Germantown, Md., elected VP for commercial sales.

**Edward A. (Ted) Schober**, controls group team member, Teledyne, Boston, joins CCA Electronics, Gloucester City, N.J., as manager, technical systems and service.

## Allied Fields

**Alexander Buchan**, president of CML Satellite Corp., named to succeed **Walter K. Scott** as executive VP of Radio Free Europe/Radio Liberty when Mr. Scott retires in July.

Former House Speaker **Carl Albert**, will become "of counsel" to Washington law firm of Cohn & Marks, effective March 1. Speaker Albert will maintain offices in Washington as well as in McAllister, Okla., where he is writing his autobiography.

## Deaths

**Carl E. Haymond**, 81, pioneer in radio broadcasting, died in Bakersfield, Calif., Jan. 19. He was first manager of former KFC(AM) Seattle and later built and operated former KDZE(AM) there. In 1926 he acquired KMO(AM) Tacoma, Wash., and operated it for almost 30 years. He also started KIT(AM) Yakima, Wash., and built stations in Phoenix and San Bernadino, Calif. He retired in 1970 after selling KGEE(AM)-KGFM(FM) Bakersfield. Survivors include his wife, Margaret, and son, Dexter.

**George Q. Herrick**, 61, director of network division (engineering) for Radio Liberty from 1967 to his retirement in 1975, died Jan. 27 of heart attack at his home in Bronxville, N.Y. He began his career with Hearst Radio in 1935 and joined U.S. Department of State in 1942 as chief of Bureau of Communication Facilities. He later joined Voice of America as chief engineer. He is survived by his wife, Lillian, two sons and one daughter.

**John D. Corley**, 69, retired electrical engineer with FCC, died of congestive heart failure at Fairfax (Va.) hospital Jan. 26. He retired from FCC in 1969 after 30 years there. His achievements included design and establishment of FCC civilian aircraft communications and control center in Oberlin, Ohio. Survivors include his wife, Florentine, and six children.

**Sumner Collins**, 73, promotion executive for Hearst newspaper chain, died Jan. 27 at University hospital in New York. He was former board chairman and part-owner of LaCled radio of St. Louis and Inter-America Radio (KCOR(AM)-KQR(FM) now KQXT(FM)) San Antonio, Tex. He is survived by his wife, columnist Sylvia Porter, and two children.

**Freddie Prinze**, 22, co-star of NBC's *Chico and the Man* series, died Jan. 29 at UCLA Medical Center, Los Angeles after shooting himself a day earlier (BROADCASTING, Jan. 31).

**Edward Small**, 86, producer of *Lassie* television series, died Jan. 24 at St. Vincent hospital, Hollywood.

**Harry H. Ward**, 55, retired program director of WGMS-AM-FM Bethesda, Md., died after long illness at Holy Cross hospital there Feb. 1. He began career with NBC in Chicago, responsible for radio and TV. He joined National Association of Broadcasters in 1958 as assistant manager for TV. In 1972 he joined WGMS. He is survived by his wife, Laurie, and three children.

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# The Broadcasting Playlist™ Feb 7

## Contemporary

| Over-all-rank |              | Title (length)<br>Artist—label                                                   | Rank by day parts |        |      |       |
|---------------|--------------|----------------------------------------------------------------------------------|-------------------|--------|------|-------|
| Last<br>week  | This<br>week |                                                                                  | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 1             | 1            | Hot Line (2:59)<br>Sylvers—Capitol                                               | 3                 | 1      | 1    | 2     |
| 8             | 2            | New Kid in Town (5:02)<br>Eagles—Asylum                                          | 2                 | 2      | 4    | 3     |
| 2             | 3            | Carwash (3:18)<br>Rose Royce—MCA                                                 | 1                 | 6      | 3    | 1     |
| 3             | 4            | I Wish (4:12)<br>Stevie Wonder—Tamla/Motown                                      | 5                 | 5      | 2    | 4     |
| 6             | 5            | Weekend in New England (3:38)<br>Barry Manilow—Arista                            | 6                 | 3      | 5    | 9     |
| 5             | 6            | You Make Me Feel Like Dancing (2:48)<br>Leo Sayer—Warner Bros.                   | 7                 | 7      | 6    | 5     |
| 9             | 7            | Torn Between Two Lovers (3:40)<br>Mary MacGregor—Ariola America/Capitol          | 4                 | 8      | 7    | 6     |
| 4             | 8            | Blinded by the Light (3:48)<br>Manfred Mann—Warner Bros.                         | 8                 | 4      | 8    | 6     |
| 7             | 9            | Dazz (5:35)<br>Brick—Bang                                                        | 9                 | 9      | 9    | 8     |
| 13            | 10           | Fly Like an Eagle (3:00)<br>Steve Miller Band—Capitol                            | 10                | 10     | 10   | 10    |
| 15            | 11           | Enjoy Yourself (3:24)<br>Jacksons—Epic                                           | 15                | 17     | 11   | 11    |
| 20            | 12           | Year of the Cat (4:32)<br>Al Stewart—Janus                                       | 14                | 11     | 12   | 12    |
| 25            | 13           | Dancing Queen (3:50)<br>Abba—Atlantic                                            | 11                | 13     | 13   | 14    |
| 12            | 14           | Tonight's the Night (3:55)<br>Rod Stewart—Warner Bros.                           | 13                | 12     | 14   | 17    |
| 23            | 15           | I Like Dreamin' (3:29)<br>Kenny Nolan—20th Century                               | 12                | 14     | 15   | 15    |
| 10            | 16           | You Don't Have to Be a Star (3:40)<br>Marilyn McCoo & Billy Davis Jr.—ABC        | 17                | 15     | 21   | 16    |
| 16            | 17           | Lost Without Your Love (2:56)<br>Bread—Elektra                                   | 18                | 20     | 16   | 13    |
| 17            | 18           | Night Moves (3:20)<br>Bob Seger—Capitol                                          | 20                | 18     | 17   | 18    |
| 18            | 19           | Love Theme from "A Star Is Born" (Evergreen) (3:03)<br>Barbra Streisand—Columbia | 16                | 19     | 18   | 21    |
| 14            | 20           | After the Lovin' (3:50)<br>Engelbert Humperdinck—Epic                            | 19                | 16     | 22   | 23    |
| 11            | 21           | Walk This Way (3:31)<br>Aerosmith—Columbia                                       | 24                | 21     | 20   | 20    |
| 21            | 22           | Go Your Own Way (3:34)<br>Fleetwood Mac—Warner Bros.                             | 21                | 22     | 19   | 19    |
| 28            | 23           | Boogie Child (3:30)<br>Bee Gees—RSO/Polydor                                      | 23                | 24     | 23   | 24    |
| 27            | 24           | Hard Luck Woman (3:29)<br>Kiss—Casablanca                                        | 28                | 31     | 24   | 22    |
| 29            | 25           | Long Time (3:03)<br>Boston—Epic                                                  | 22                | 25     | 26   | 26    |
| 31            | 26           | Isn't She Lovely (6:33)<br>Stevie Wonder—Tamla/Motown                            | 32                | 32     | 25   | 25    |
| 24            | 27           | Stand Tall (3:20)<br>Burton Cummings—Portrait/CBS                                | 27                | 23     | 27   | 27    |
| 38            | 28           | Things We Do for Love (3:32)<br>10cc—Mercury                                     | 25                | 29     | 28   | 29    |
| —             | 29           | Rich Girl (2:23)<br>Hall & Oates—RCA                                             | 26                | 28     | 29   | 34    |
| 30            | 30           | Livin' Thing (3:30)<br>Electric Light Orchestra—United Artists                   | 34                | 27     | 32   | 32    |
| 33            | 31           | Don't Leave Me This Way (3:35)<br>Thelma Houston—Tamla/Motown                    | 29                | 34     | 30   | 31    |
| 36            | 32           | Don't Give Up on Us (3:30)<br>David Soul—Private Stock                           | 31                | 33     | 31   | 33    |
| 26            | 33           | Rubberband Man (3:30)<br>Spinners—Atlantic                                       | 26                | 26     | 36   | 30    |
| 32            | 34           | Dreamboat Annie (2:59)<br>Heart—Mushroom                                         | *                 | 30     | 33   | 28    |
| —             | 35           | Maybe I'm Amazed (3:13)<br>Wings—Capitol                                         | 30                | 36     | 34   | 39    |
| —             | 36           | Crackerbox Palace (3:52)<br>George Harrison—Dark Horse/Warner Bros.              | 34                | 38     | 35   | 35    |
| 19            | 37           | Somebody to Love (4:53)<br>Queen—Elektra                                         | 39                | 35     | 40   | 36    |
| 37            | 38           | Jeans On (2:36)<br>David Dundas—Chrysalis                                        | 35                | 40     | 38   | 40    |
| 22            | 39           | Cherchez La Femme (3:33)<br>Dr. Buzzard's Original Savannah Band—RCA             | 37                | *      | 39   | 37    |
| 35            | 40           | Sorry Seems to Be the Hardest Word (3:28)<br>Elton John—Rocket/MCA               | *                 | 37     | *    | 38    |

## Playback®

**Second time around.** *Maybe I'm Amazed* (Capitol), latest single from Paul McCartney's *Wings Over America* LP, won't be officially released until today (Feb. 7) but already rates a bolt (at 35) on "Playlist." It's live version of original that proved itself back in 1970, is on at WABC(AM) New York and WPGC(AM) Washington. Dave Bishop of WCOL(AM) Columbus, Ohio, offers a definitive reason for adding *Amazed*: "It's Paul McCartney." **Still another Beatle strikes.** George Harrison is right behind (at 36) with *Crackerbox Palace* (Dark Horse) from his latest album, 33 1/3. Tom Scott adds to the composition with saxophone. **Blooming.** "It's really up-Elton," says Dick Kent of WLAC(AM) Nashville, referring to *Bite Your Lip (Get Up and Dance)* (Rocket/Top 40), Elton John's latest single that's approaching "Playlist's" top 40 (it's at 46 this week). From *Blue Moves* LP, this "heavy rocker" was bigger in Nashville than *Sorry Seems To Be the Hardest Word*, first release from the album (now moving off "Playlist" at 40). Also threatening: Rod Stewart's *The First Cut Is the Deepest* (Warner Bros.). It's on at WRKO(AM) Boston, and KJR(AM) Seattle.

## Country

| Over-all-rank |           |                                                                                                     | Rank by day parts |        |      |       |
|---------------|-----------|-----------------------------------------------------------------------------------------------------|-------------------|--------|------|-------|
| Last week     | This week | Title (length)<br>Artist—label                                                                      | 6-10a             | 10a-3p | 3-7p | 7-12p |
| 1             | 1         | <b>Don't Be Angry</b> (3:02)<br>Donna Fargo—ABC/Dot                                                 | 1                 | 1      | 1    | 1     |
| 2             | 2         | <b>Near You</b> (2:21)<br>George Jones & Tammy Wynette—Epic                                         | 2                 | 2      | 3    | 2     |
| 3             | 3         | <b>Let My Love Be Your Pillow</b> (3:14)<br>Ronnie Milsap—RCA                                       | 3                 | 3      | 2    | 3     |
| 16            | 4         | <b>Ridin' Rainbows</b> (2:40)<br>Tanya Tucker—MCA                                                   | 4                 | 6      | 4    | 4     |
| 4             | 5         | <b>Liars One, Believers Zero</b> (2:39)<br>Bill Anderson—MCA                                        | 6                 | 4      | 6    | 5     |
| 7             | 6         | <b>Saying Hello, Saying I Love You, Saying Goodbye</b> (2:28)<br>Jim Ed Brown & Helen Cornelius—RCA | 5                 | 5      | 10   | 6     |
| 6             | 7         | <b>You Never Miss a Real Good Thing</b> (3:47)<br>Crystal Gayle—United Artists                      | 7                 | 7      | 7    | 7     |
| 9             | 8         | <b>Crazy</b> (3:53)<br>Linda Ronstadt—Elektra/Asylum                                                | 14                | 9      | 5    | 13    |
| 10            | 9         | <b>I Can't Believe She Gives It All to Me</b> (2:25)<br>Conway Twitty—MCA                           | 9                 | 13     | 8    | 11    |
| 5             | 10        | <b>Uncloudy Day</b> (3:03)<br>Willie Nelson—Columbia                                                | 13                | 8      | 11   | 12    |
| —             | 11        | <b>If Love Was a Bottle of Wine</b> (3:14)<br>Tommy Overstreet—ABC/Dot                              | 8                 | 15     | 14   | 8     |
| 24            | 12        | <b>Why Lovers Turn to Strangers</b> (2:49)<br>Freddie Hart—Capitol                                  | 11                | 11     | 9    | 14    |
| 8             | 13        | <b>Baby, You Look Good to Me Tonight</b> (2:45)<br>John Denver—RCA                                  | 12                | 11     | 12   | 10    |
| 12            | 14        | <b>Your Place or Mine</b> (3:00)<br>Gary Stewart—RCA                                                | 10                | 14     | 15   | 9     |
| —             | 15        | <b>After the Lovin'</b> (3:50)<br>Engelbert Humperdink—Epic                                         | 15                | 10     | 13   | 19    |
| 23            | 16        | <b>So Good Woman</b> (2:01)<br>Waylon Jennings—RCA                                                  | 17                | 16     | 17   | 15    |
| 15            | 17        | <b>Two Dollars in the Jukebox</b> (2:22)<br>Eddy Rabbitt—Elektra                                    | 16                | 17     | 16   | 18    |
| 13            | 18        | <b>Moody Blue</b> (2:48)<br>Elvis Presley—RCA                                                       | 20                | 18     | 20   | 17    |
| —             | 19        | <b>Desperado</b> (3:16)<br>Johnny Rodriguez—Mercury                                                 | 19                | 19     | 19   | 16    |
| 14            | 20        | <b>Statues Without Hearts</b> (2:42)<br>Larry Gatlin—Monument                                       | 21                | 20     | 18   | 21    |
| —             | 21        | <b>The Movies</b> (2:59)<br>Statler Bros.—Mercury                                                   | 18                | 25     | 21   | 23    |
| —             | 22        | <b>When It's Just You &amp; Me</b> (3:04)<br>Dottie West—United Artists                             | 22                | 23     | 23   | 22    |
| 20            | 23        | <b>She Took More Than Her Share</b> (2:22)<br>Moe Bandy—Columbia                                    | 24                | 24     | 22   | *     |
| 17            | 24        | <b>Hangin' On</b> (2:55)<br>Vern Gosdin—Elektra                                                     | *                 | 21     | 25   | *     |
| —             | 25        | <b>Torn Between Two Lovers</b> (3:40)<br>Mary MacGregor—Ariola America/Capitol                      | *                 | *      | *    | *     |

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

# Where Things Stand

Monthly status report on major issues in electronic communications

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**Antitrust/networks.** Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years (although this and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS). Other two networks say they will not settle with government, however (BROADCASTING, Nov. 22, 1976), and objections to consent agreement are appearing. Still under consideration by Judge Robert Kellener of U.S. District Court in Los Angeles is CBS motion for summary judgment on ground that antitrust suit lacks merit.

**Broadcasting in Congress.** Several resolutions have been reintroduced in House to lift ban on live radio and TV coverage of daily floor proceedings. Leading measure, by Represent-

tative B.F. Sisk (D-Calif.), would put three commercial networks and Public Broadcasting Service in charge of equipment and distribution of feed to stations. Another major proponent of measure is Representative John Anderson (R-Ill.).

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

**Canadian policies.** Canadian policy that cable systems there delete commercials from signals of U.S. stations will likely go into limbo. Canadian cabinet has recommended to Canadian Radio Television Commission that it impose moratorium on enforcement of policy. CRTC is expected to follow cabinet suggestion (BROADCASTING, Jan. 24). Canadians have, however, put into effect law denying tax deduction to Canadian firms for time purchased on U.S. stations.

**Children's TV.** Oral argument was held Sept. 14 in U.S. Court of Appeals in Washington in appeal (Case 74-2006) by Action for Children's Television from FCC's 1974 policy statement on children's television (BROADCASTING, Sept. 20, 1976).

**Common carrier legislation.** So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, has been reintroduced in House by more than 20 representatives, first among them Teno Roncalio (D-Wyo.). Telephone companies argue that rates of home telephone users might have to go up if "cream skimming" by specialized common carriers in private lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. National Cable Television Association, arguing that bill would also squelch cable growth, has launched campaign to oppose it (BROADCASTING, Jan. 31).

**Communications Act.** Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has launched major effort to rewrite Communications Act of 1934, project designed not only to revise outdated provisions, but to re-examine fundamental underpinnings of American system of communications. Major emphases will be broadcasting, cable television and common carrier. Project is now in hands of subcommittee staff, which plans to have written draft of major policy options for subcommittee members by first of March. Mr. Van Deerlin and subcommittee ranking Republican, Lou Frey (Fla.), co-fathers of idea, think Congress's and FCC's "Band-aid" approach to communications legislation and regulation is no longer adequate to address increasingly complex issues and technologies, and have in-

dicated that bills such as license renewal will be absorbed into over-all rewrite (BROADCASTING, Nov. 22, 1976).

**Crossownership (newspaper-broadcast).** Oral argument was held last year in U.S. Court of Appeals in Washington on consolidated appeals (Cases 75-1064 et al.) from FCC order banning newspaper-broadcasting crossownership prospectively and requiring break-up of 16 crossownerships (BROADCASTING, Sept. 20, 1976). Number of parties had petitioned commission to reconsider its order, but commission denied them. FCC has also turned down all six Justice Department petitions to break up certain multimedia holdings (BROADCASTING, Oct. 25, 1976), and Justice is appealing one decision, on WIBW-AM-FM-TV Topeka, Kan.

**Crossownership (television-cable television).** FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets, which have two years to divest. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976).

**EEO guidelines.** FCC has begun rulemaking on equal opportunity guidelines for cable television systems that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2, 1976). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31, 1976) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings is subject of court case involving National Organization for Women and WRC-TV Washington (BROADCASTING, Nov. 8, 1976). Broadcast EEO reporting form is pending approval of General Accounting Office (BROADCASTING, Dec. 6, 1976).

**Fairness doctrine legislation.** Senator William Proxmire (D-Wis.) has reintroduced his bill to abolish fairness doctrine, entire Section 315 (equal time) of Communications Act, and make clear that government cannot intrude in any fashion in broadcast programming decisions. "Now is the time to make broadcasters fully equal to publishers," senator said in introducing bill (BROADCASTING, Jan. 7). Similar bill has been introduced in House by Representative Robert Drinan (D-Mass.).

**Family viewing.** Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce

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concept, which was embodied in its television code. ABC, CBS, FCC and NAB say they will appeal basic decision; NBC says it will fight only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. In light of court decision NAB has dropped policy of mandatory subscription to TV code, and, at its January board meeting in Hawaii, voted to strengthen "advisory" program guidelines in TV code. Special committee of NAB TV code review board, meantime, has had dialogues with network presidents, Association of Independent TV Stations and Hollywood producers about reducing TV violence (BROADCASTING, Jan. 3). On another front, House Communications Subcommittee has scheduled hearing on TV violence March 2.

**FCC fees.** U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (BROADCASTING, Jan. 3).

**Food advertising.** Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). Trade regulation rule would involve such areas as nutrition claims and comparisons, and energy and calorie claims. Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters

and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission has begun public hearings on certain aspects of proposal (BROADCASTING, Dec. 13, 1976) but rulemaking process is expected to be lengthy.

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

**Indecency.** FCC's declaratory ruling on indecent broadcasts (BROADCASTING, Feb. 17, 1975) is being appealed to U.S. Court of Appeals in Washington (Case 75-1391) by object of ruling, Pacifica Foundation's WBAI(FM) New York. Oral arguments have been held (BROADCASTING, April 5, 1976). Commission also has fined WXPB(FM) Philadelphia \$2,000 for obscene and indecent broadcast, has begun hearing on license on ground of licensee abdication of responsibility. And FCC has sent to Congress draft bill that would ban obscene and indecent broadcasts (BROADCASTING, June 7, 1976).

**Network inquiry.** FCC has instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships. (BROADCASTING, Jan. 17). Comments are due May 31.

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

**Pay cable; pay TV.** FCC's modification of its pay cable and pay television rules (BROADCASTING, March 24, 1975) is being opposed by broadcasters and cable operators in U.S. Court of Appeals in Washington. Oral arguments have been held (BROADCASTING, April 26, 1976). Commission has also voted to remove restrictions on the use of series-type programs by pay cable (BROADCASTING, Nov. 10, 1975). Also, cable systems, New York Cable Television Association and National Cable Television Association are taking state of New York to court, challenging its assumption of jurisdiction over pay cable rates (BROADCASTING, April 12, 1976).

**Ratings.** Nielsen prime-time averages, Sept. 20, 1976-Jan. 30: ABC 21.9, NBC 18.7, CBS 18.7.

**UHF.** FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed Action Plan for UHF Development.

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opment and in August submitted to FCC petition for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and takes effect July 1 (BROADCASTING, Dec. 20, 1976). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976).

**VHF drop-ins.** In April, FCC adopted inquiry

(Docket 20418) into feasibility of dropping as many as 83 VHF channels into top 100 markets. Inquiry resulted from United Church of Christ petition which substantially embodied study by Office of Telecommunications Policy suggesting channels could be added if mileage-separation standards are reduced. Comments have been filed (BROADCASTING, Dec. 15, 22, 1975). Commission is expected to issue rulemaking proposing drop-ins in four markets—Charleston, W.Va.; Johnstown, Pa.;

Knoxville, Tenn. and Salt Lake City. (BROADCASTING, Jan. 3).

**WPXI(TV).** FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc., decision contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

## For the Record

As compiled by BROADCASTING for the period Jan. 24 through Jan. 28 and based on filings, authorizations, petitions and other actions announced by the FCC.

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

### New stations

#### TV application

■ Mt. Vernon, Ill.—Pyramid Broadcasting Corp. seeks ch. 13 (210-216 mhz); ERP 316 kw vis., 31.6 kw aur., HAAT 786 ft.; ant. height above ground 796 ft. P.O. address: Rt. 5, Box 286, Murphysboro, Ill. 62966. Estimated construction cost \$286,100; first-year operating cost \$361,800; revenue \$750,000. Legal counsel Kirkland, Ellis & Rowe, Washington; consulting engineer Arthur K. Peters. Principals: William R. Varecha and Robert Wolk. Mr. Varecha owns WTAO-FM Murphysboro, Ill., and his minority interest in KNAC-FM Long Beach, Calif. Mr. Wolk is White Plains, N.Y., businessman with rental and investment interests. Ann. Jan. 10.

#### AM license

Broadcast Bureau granted following license covering new station: KSRB Hardy, Ark. (BL-14,217), Jan. 18.

#### FM applications

■ Elwood, Ind.—Community Service Radio Inc. seeks 101.7 mhz, 3 kw, HAAT 300 ft. P.O. address: 217 E.

Washington St., Martinsville, Ind. 46151. Estimated construction cost \$70,200; first-year operating cost \$101,800; revenue \$120,000. Format: Popular. Principals: David C. Keister (80%) and Jeffery L. Hancock (20%). Mr. Keister is officer, director and stockholder of WCBK-AM-FM Martinsville, Ind. Mr. Hancock is sales manager and announcer there. Ann. Jan. 14.

■ Jewett, Ohio—Carroll-Harrison Broadcasting Inc. seeks 106.3 mhz, 3 kw. P.O. address: 246 Fourth St. SE, Carrollton, Ohio 44615. Estimated construction cost \$800; first-year operating cost \$50,835; revenue \$100,000. Principals: William A. Brackney (51%), Arthur H. Lewis, Harry A. Anderson, John W. Walters, James R. Gamber, Robert C. Newell (15% each), Joseph L. Weir and Veo M. Locke (10% each). Mr. Brackney is forestry improvement specialist and one-third owner of new FM at New Lexington, Ohio. Messrs. Newell, Lewis and Gamber are farmers. Mr. Anderson has real estate and insurance agency. Mr. Weir owns electronics firm and Minerva, Ohio, hotel, where Mr. Locke is employed. Ann. Jan. 28.

#### FM actions

■ Dublin, Ga.—Dublin Broadcasting Co.—Broadcast Bureau granted 95.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 807 Bellevue Ave., Dublin 31021. Estimated construction cost \$73,521; first-year operating cost \$10,000; revenue \$24,000. Format: Standard pop. Principal: Dublin Broadcasting owns WMLT(AM) Dublin (BPH-10,191) Action Jan. 24.

■ Sun Valley, Idaho, Sun Valley Radio Inc.—Chief of Broadcast Bureau granted and dismissed competing application of Leisure Time Communications Inc. for 93.5 mhz, 51 kw, HAAT 2145 ft. P.O. address Box 1340, Hailey, Idaho 83333. Estimated construction cost \$22,950; first-year operating cost \$2,500; revenue \$15,000. Principals: Marvin Kent and Patricia Ann Frandsen (together 85%), Alfred C. and LaVonne H. Cordon (together 15%). Mr. Frandsen is general manager of KSKI(AM) Hailey, Idaho. Mr. Cordon practices law in Washington. Action Jan. 12.

■ Iola, Kan.—Iola Broadcasting—Broadcast Bureau granted 99.3 mhz, 3 kw, HAAT 97 ft. P.O. address: Mike Russell, 322 S. Cottonwood St., Iola, Kan. 66749. Estimated construction cost \$38,000; first-year operat-

ing cost \$12,000; revenue \$25,000. Format: C&W. Principal: Mike Russell has interest in KALN(AM) Iola (BPH-9468). Action Jan. 12.

■ Minden, La., Cook Enterprises—Broadcast Bureau granted 95.3 mhz, 3 kw, HAAT 145 ft. P.O. address: Box 1240, Minden 71055. Estimated construction cost \$29,676; first-year operating cost \$13,440; revenue \$30,000. Format: MOR. Principals: Harold Cook and M.S. O'Dell own KASO(AM) Minden (BPH-10,016). Action Jan. 12.

■ Worcester, Mass., College of the Holy Cross—Broadcast Bureau granted 89.1 mhz, 10w. P.O. address: College Hill, Worcester 01610. Estimated construction cost \$2,250; first-year operating cost \$7,000. Format: Variety. Principal: Applicant is private, nonprofit educational institution (BPED-2364). Action Jan. 12.

■ Escanaba, Mich., Communications Properties—Broadcast Bureau granted 104.7 mhz, 100 kw, HAAT 345 ft. P.O. address: Box 680, Escanaba 49829. Estimated construction cost \$7,800; first-year operating cost \$68,565; revenue: not given. Format: Contemporary. Principal: Hart N. Cardozo Jr. (83.5%). Mr. Cardozo has realty interests. Communications Properties is licensee of KATE(AM)-KCPI(FM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D.; KHAK-AM-FM Cedar Rapids and WDBQ(AM)-KIWI(FM) Dubuque, all Iowa and WDBC(AM) Escanaba, Mich. and WNFL(AM) Green Bay, Wis. (BPH-10,045). Action Jan. 13.

■ Albany, N.Y., State University of New York—Broadcast Bureau granted 90.9 mhz, 10 w, HAAT 111 ft. P.O. address: 99 Washington Ave., Albany, N.Y. 12210. Estimated construction cost \$30,000; first-year operating cost \$25,455; revenue none. Format: Progressive music. Principal: SUNY is a public educational institution (BPED-2185). Action Jan. 12.

■ Albany, Ore., Linn-Benton Broadcasting—Broadcast Bureau granted 99.9 mhz, 100 kw (H) 50 kw (V), HAAT 1,075 ft. P.O. address: 1207 E. 9th, Albany 97321. Estimated construction cost \$62,870; first-year operating cost \$17,800; revenue \$30,000. Format: Country. Principals: Robert (51%) and Marianne (49%) Estys own KBOY-AM-FM Medford and KRKT(AM) Albany, all Ore. (BPH-9990). Action Jan. 13.

■ Marshall, Tex., Radio Marshall—Broadcast Bureau granted 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address: Box AA, Marshall, Tex. 75670. Estimated construction cost \$13,520; first-year operating cost \$6,000; revenue \$24,000. Principals: H. A. Bridge Jr., president, owns 45% of KMHT(AM) Marshall, has interest in KLUE(AM), KHER(FM) Longview, Tex. E. W. Mahone Jr. and Mrs. Mahone both own 24% of KMHT(AM), KLUE(AM), KHER(FM) (BPH-9013). Action Jan. 12.

■ Richmond, Va., University of Richmond—Broadcast Bureau granted 90.1 mhz, 10 w. P.O. address: c/o R. H. Walker, director of public information, Richmond 23173. Estimated construction cost \$9,698; first-year operating cost \$5,000. Format: Music variety. Principal: Private educational institution (BPED-2215). Action Jan. 12.

#### FM starts

■ KIOY Hanford, Calif.—Authorized program operation on 103.7 mhz, ERP 50 kw, HAAT 500 ft. Action Dec. 22.

■ KVVN St. Helena, Calif.—Authorized program

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## Summary of Broadcasting

### FCC tabulations as of Dec. 31, 1976

|                | Licensed | On air<br>STA* | CP's<br>on<br>air | Total<br>on air | CP's<br>not<br>on air | Total<br>authorized** |
|----------------|----------|----------------|-------------------|-----------------|-----------------------|-----------------------|
| Commercial AM  | 4,464    | 7              | 26                | 4,497           | 39                    | 4,536                 |
| Commercial FM  | 2,798    | 1              | 74                | 2,873           | 153                   | 3,026                 |
| Educational FM | 844      | 0              | 26                | 870             | 73                    | 943                   |
| Total Radio    | 8,106    | 8              | 126               | 8,240           | 265                   | 8,505                 |
| Commercial TV  | 720      | 1              | 7                 | 728             | 37                    | 765                   |
| VHF            | 513      | 1              | 3                 | 517             | 6                     | 523                   |
| UHF            | 207      | 0              | 4                 | 211             | 31                    | 242                   |
| Educational TV | 241      | 3              | 12                | 256             | 8                     | 264                   |
| VHF            | 92       | 1              | 8                 | 101             | 2                     | 103                   |
| UHF            | 149      | 2              | 4                 | 155             | 6                     | 161                   |
| Total TV       | 961      | 4              | 19                | 984             | 45                    | 1,029                 |

\*Special temporary authorization

\*\*Includes off-air licenses

operation on 99.3 mhz, ERP 3 kw, HAAT 225 ft. Action Jan. 18.

■ KULA Waipahu, Hawaii—Authorized program operation on 92.3 mhz, ERP 100 kw, HAAT 1630 ft. Action Dec. 30.

■ WRSQ-FM Geneseo, Ill.—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 5.

■ WZOW Goshen, Ind. Authorized program operation on 87.7 mhz, ERP 3 kw, HAAT 145 ft. Action Jan. 5.

■ KVG-BM Great Bend, Kan.—Authorized program operation on 104.3 mhz, ERP 96 w, HAAT 810 ft. Action Jan. 10.

■ KQKI-FM Bayou Vista, La.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT 300 ft. Action Dec. 30.

■ KVVV Leesville, La.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 300 ft. Action Jan. 18.

■ \*WEAA Baltimore—Authorized program operation on 88.9 mhz, ERP 125 kw, HAAT 215 ft. Action Jan. 10.

■ \*WGFR Glen Falls, N.Y.—Authorized program operation on 91.9 mhz, TPO 10 w. Action Jan. 11.

■ KKTX Kilgore, Tex.—Authorized program operation on 95.9 mhz, ERP 850 w, HAAT 510 ft. Action Dec. 20.

#### FM licenses

Broadcast Bureau granted following licenses covering new stations: \*KGED Batesville, Ark. (BLED-1584), Jan. 21; KAAP-FM Santa Paula, Calif. (BLH-7164), Jan. 21; KPLL Pella, Iowa (BLH-7124), Jan. 21; KHIM Palestine, Tex. (BLH-7154), Jan. 21; \*KLYT Albuquerque, N.M. (BLED-1586), Jan. 18; \*WCSD-FM Warmminster, Pa. (BLED-1578), Jan. 18; KWCX Wilcox, Ariz. (BLH-7207), Jan. 18; KSUE-FM Susanville, Calif. (BLH-7155), Jan. 18; KJVC Mansfield, La. (BLH-7170), Jan. 18; \*WACC Arnold, Md. (BLED-1589), Jan. 18.

and Art Manwaring (15%). Messrs. Griesmer and Manwaring are public school teachers. Mr. Bales is building contractor. None has other broadcast interests. Ann. Jan. 28.

■ WBUF(FM) Buffalo, N.Y. (92.9 mhz, 94 kw)—Seeks assignment of license from Amalgamated Music Enterprises to WBUF Inc. for \$575,000 plus \$125,000 agreement not to compete. Seller owns WVOR(FM) Rochester, N.Y. Buyer wholly owned subsidiary of Trimedia Inc., Bay City, Mich. Principals are Robert G. Liggett Jr. (50.22%) and Daniel F. Covell (10%). Ten other stockholders. Mr. Liggett owns WFMK(AM) E. Lansing, Mich.; WBCM(AM)-WHNN(FM) Bay City, (50.22%), and WABJ(AM)-WQTE(FM) Adrian, Mich. (50.25%). Mr. Covell is vice president of Trimedia. Ann. Jan. 25.

■ WJW(AM) Cleveland, (AM: 850 khz, 10 kw-D, 5 kw-N)—Seeks assignment of license from Storer Broadcasting Co. to Lake Erie Radio Co. for \$2,525,000. Seller is major group owner. Buyer is owned by Alfred Lerner (42.8%), Arthur B. Modell (42.8%), Gibson B. Shanley and Richard Paul Bremkamp Jr. (7.1%) each. Mr. Lerner is chairman Realty Refund Trust (real estate investment trust) and has other security and real estate interests. Mr. Modell is principal (51%) of Cleveland Browns (football team). Mr. Shanley is sportscaster with WEWS-TV Cleveland. Mr. Bremkamp is general manager of WJW (BROADCASTING, Sept. 6, 1976). Ann. Jan. 25.

■ WRHI(AM) Rock Hill, S.C. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from York County Broadcasting Inc. to Radio Dixie Inc. for \$440,000. Seller is owned by James S. Beaty and Harper S. Gault, who are retiring from broadcasting. They have no other broadcast interests. Buyer is owned by Theodore J. Gray Jr., who owns: WKDE-AM-FM Altavista (94%) and WTTX-AM-FM Appomattox (100%), both Virginia; WCRE(AM) Cheraw, S.C. (100%), and WRNB(AM) New Bern, N.C. (100%). Mr. Gray also holds CP for new FM (WRBK) at New Bern. Ann. Jan. 25.

■ WQZQ(AM) Jackson, Tenn. (AM: 1460 khz, 1 kw-D)—Seeks assignment of license from Radio Knox-

ville Inc. to Broadcast Dynamics Inc. for \$375,000. Seller, principal of which is Robert B. Blow, also owns WKVQ(AM) Knoxville, Tenn. Buyer is owned equally by Thomas Carlyle Mapes, Billy K. Way, John Eugene McCutchen, James Lee Exum and James Michael Duke. Messrs. Way and Mapes have advertising interests, and Mr. Mapes is minority stockholder of seller. Mr. Duke is savings and loan executive. Mr. Exum has insurance interests, and Mr. McCutchen has petroleum products and transport firm. Ann. Jan. 28.

#### Actions

■ KTAN-AM-FM Sierra Vista, Ariz. (AM: 1420 khz, 1 kw-D, 500 w-N; FM: 100.9 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Huachuca Broadcasting Co. to Dennis Behan and Marvin Strait for \$450,000. Seller is owned by Kenneth Ferguson and his wife, Betty, who also own cable television company in Sierra Vista. Buyers also have interests in KLMR(AM) Lamar, Colo., and KATO(AM) Safford, Ariz. (BAL-8868, BALH-2397). Action Jan. 24.

■ KKEG(FM) Fayetteville, Ark. (92.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Little Chief Broadcasting Co. from Omer Thompson and L.M. "Jack" Beasley (61% before; none after) to Levey Patrick Demaree and Norman McChristian. Consideration: \$8,200 for Beasley stock plus assumption of Thompson's corporate obligations. Buyers: Mr. Demaree (15% before, 90% after) also has interests in Big Chief Broadcasting Co., licensee of KFAY(AM) Fayetteville; Big Basin Broadcasters, licensee of KRBB-AM-FM Sallisaw, Okla.; and Demaree Enterprises, incorporated to buy KRBB. Mr. McChristian (none before, 10% after) also has interest in KFAY (BTC-8114). Action Jan. 13.

■ KTOF(FM) Cedar Rapids, Iowa (104.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Iowa Evangelistic Association Inc. to Young Broadcasting Co. for \$215,000. Seller is owned equally by Maxine Bruinekool, Ralph E. Duckworth, Rachel Agee and Eldon Schlenker, who also own KDMI(FM) Des Moines, Iowa. Buyer is owned equally by James W. Young and Eugene J. Dowie, Mr. Young is former general manager of KHAK-AM-FM Cedar Rapids. Mr. Dowie owns outdoor advertising firm there (BALH-2396, BALST-332). Action Jan. 26.

■ WJML-AM-FM Petoskey, Mich. (AM: 1110 khz, 10 kw-D; FM: 98.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Harrington Broadcasting Co. to Petoskey Broadcasting for \$640,000. Seller is principally owned by Betty Lou Harrington (60%) and five other minority stockholders, none of whom has any other broadcast interests. Buyer is owned principally by R. Bunker Rogoski and Marion C. Boonsira who also are principals in WMUS-AM-FM Muskegon, Mich., WPLY(AM) Plymouth, Wis., and (KAOH(AM) Duluth, Minn. (BAL-8871, BALH-2399, BASCA-787, BALRE-3135, BALST-333). Action Jan. 25.

■ WCSM-AM-FM Celina, Ohio (AM: 1350 khz, 500 w-D; FM: 97.6 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Johnston Broadcasting to John Coe and William Hayman for \$480,000. Seller is owned by Hugh Johnston, who has no other broadcast interests. Mr. Hayman, father-in-law of Mr. Coe, has no other broadcast interests. Mr. Coe's father, Dee O. Coe, and family have interests in WLOI(AM)-WCOE(FM) La Porte and WWCW(AM) Gary, both Indiana, and have sold WJOR(AM) South Haven,

## Ownership changes

#### Applications

■ WFRL-AM-FM Freeport, Ill. (AM: 1570 khz, 5 kw-D; FM: 98.5 mhz, 19.6 kw)—Seeks assignment of license from Triad Stations Inc. to Bradford-Ross Associates for \$475,000. Seller also owns WALM(AM) Albion, Mich. and WELL(FM) Marshall, Mich. Principal is C. Wayne Wright. Buyer is owned by Neal R. Nussbaum, Ray B. Merritt (40% each), Marvin W. Nussbaum and George B. Merritt (10% each). Messrs. M. W. Nussbaum and G. B. Merritt are fathers of other principals, who are students. Elder principals have farming interests. Ann. Jan. 28.

■ WFWA(FM) Sullivan, Ill. (FM: 106.3 mhz, 3 kw)—Seeks assignment of license from Michael R. Freeland to Sullivan Arthur Broadcasting Co. for \$136,000. Seller is majority owner of WBAR(AM) Bartow, Fla. and WFWL(AM) Camden, Tenn. Buyer is owned by Lee Griesmer (55%), James Bales (30%)

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## Call letters

### Applications

| Call     | Sought by                                              |
|----------|--------------------------------------------------------|
|          | <b>New TV</b>                                          |
| KCIK     | Missionary Radio Evangelism Inc., El Paso              |
|          | <b>New AM's</b>                                        |
| WRED     | Monroe Broadcasting Inc., Monroe, Ga.                  |
| WFJT     | Martin County Broadcasting Inc., Inez, Ky.             |
| WBN      | Stonewood Communications Corp., Benton, Tenn.          |
|          | <b>Existing AM's</b>                                   |
| KMJC     | KDEO El Cajon, Calif.                                  |
| WYJZ     | WAMO Pittsburgh                                        |
|          | <b>New FM's</b>                                        |
| KRB      | KSEI Broadcasting Inc., Pocatello, Idaho               |
| WKXK     | Pana Broadcasting Corp., Pana, Ill.                    |
| *KVCO    | Cloud County Community Junior College, Concordia, Kan. |
| KANZ     | Kanza Broadcasters, Hiawatha, Kan.                     |
| *WTBR-FM | Pittsfield Public School Committee, Pittsfield, Mass.  |
| *WDBK    | Camden County College, Blackwood, N.J.                 |
|          | <b>Existing FM's</b>                                   |
| KEZC     | KSML Truckee, Calif.                                   |
| WAMZ     | WNNS Louisville, Ky.                                   |
| WRNN-FM  | WCRM-FM Clare, Mich.                                   |
| WLVO     | WTVN-FM Columbus, Ohio                                 |
| WXXK     | WTAE-FM Pittsburgh                                     |
| KCWW     | KJDF Beeville, Tex.                                    |

### Grants

| Call     | Assigned to                                                           |
|----------|-----------------------------------------------------------------------|
|          | <b>New TV</b>                                                         |
| *WLEF-TV | State of Wisconsin-Educational Communications Board, Park Falls, Wis. |
|          | <b>Existing TV</b>                                                    |
| KTVF     | KGTO-TV Fayetteville, Ark.                                            |
|          | <b>Existing AM's</b>                                                  |
| WRCG     | WRBL Columbus, Ga.                                                    |
| WLBA     | WNRJ Gainesville, Ga.                                                 |
| WKZN     | WZBN Zion, Ill.                                                       |
| KYFR     | KFNH Shenandoah, Iowa                                                 |
|          | <b>New FM's</b>                                                       |
| KUBB     | Mariposa Broadcasting Inc., Mariposa, Calif.                          |
| WAID     | Bie-Scanlon Broadcasting Co., Clarksdale, Miss.                       |
| KTRX     | Ashdown Broadcasters Inc., Tarkio, Mo.                                |
| KNDR     | Central Dakota Enterprises Inc., Mandan, N.D.                         |
| *WWSU    | Wright State University, Dayton, Ohio                                 |
| WPNM     | Triplet Broadcasting Co., Ottawa, Ohio                                |
| KWCB     | Wilson County Broadcasting Co., Floresville, Tex.                     |
| *KUHS    | Duchesne County School District, Roosevelt, Utah                      |
| *WVPA-FM | Vermont Public Radio, Windsor, Vt.                                    |
|          | <b>Existing FM's</b>                                                  |
| WHKW     | WVEL Fayette, Ala.                                                    |
| KKXX     | KUZZ-FM Bakersfield, Calif.                                           |
| KYU      | KNAI-FM San Francisco                                                 |
| WYNY     | WNWS-FM New York                                                      |

Mich., for \$200,000 (BAL-8844, BALH-2370, BASCA-779, BALRE-3114). Action Jan. 13.

■ WKRI(AM) West Warwick, R.I. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Consolidated Communications, debtor in possession, to Algonquin Broadcasting Co. for \$150,000. Principals: Seller is owned by Harold E. Carpenter (61.81%) and twelve other stockholders, none of whom have other broadcast interests. Buyer, owned by Richard H. Hallett (50% as trustee) and Robert A. Belmonte (50%), is licensee of WMLO(AM) Beverly, Mass. (BAL-8780). Action Jan. 13.

■ WLOK(AM) Memphis (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Starr Broadcasting Group to Gilliam Communications Inc. for \$725,000. Seller (Peter H. and Michael F.

Starr and William F. Buckley Jr. are largest stockholders in publicly traded group owner) reported negotiations for this sale at time it announced sale of its WCYB-TV, Bristol, Va. (BROADCASTING, Aug. 16, 1976). Financially troubled Starr said deal is "part of its program to reduce senior indebtedness and to meet current obligations." Buyer is owned by H.A. Gilliam Jr., former vice president of Universal Life Insurance, Memphis (BAL-8839, BALRE-3111). Action Jan. 12.

■ KFRN(FM) Amarillo, Tex. (98.7 mhz)—Broadcast Bureau granted assignment of CP from Jimmy Swagart Evangelistic Association to Panhandle Broadcasting for \$10,000. Seller is nonstock religious organization which also owns WLUX(AM) Baton Rouge, La.; KGOY(FM) Bethany, Okla.; KWJS(FM) Arlington, Tex., and WHYM(AM) Pensacola, Fla., and has sold, subject to FCC approval, WMGS(AM) Bowling Green, Ohio. Buyer is owned by David P. Pinkston who also owns KZIP(AM) Amarillo (BAPH-10,299). Action Jan. 17.

■ KYAC-FM Seattle (96.5 mhz, 5 kw)—Broadcast Bureau granted assignment of license from Carl-Deck Inc. to O'Day Broadcasting of Washington for \$575,000 (including \$175,000 noncompetition covenant). Seller, which also owns KYAC(AM), is principally owned by Donald T. Dudley. Buyer: owned equally by Pat O'Day and H. Rand Ginn who also are principals of KORL(AM) Honolulu (BAPLH-198, BALST-331). Action Jan. 26.

■ WHSM(AM) Hayward, Wis. (910 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from WHSM Inc. to Inland Communications Corp. for \$100,000 plus \$25,000 noncompetition covenant. Seller is equally owned by Henry L. Sampson, Bryce B. Smith and Eldon Lum who also have interests in WAVN(AM) Stillwater, Minn. Buyer is owned by William Landgraf Jr. (50.1%), his wife, Arabella Landgraf (39.9%) and Indra S. Thawani (10%). Messrs. Landgraf and Thawani work at Los Angeles advertising agencies and have no other broadcast interests. Mrs. Landgraf is housewife (BAL-8824). Action Jan. 12.

## Facilities changes

### AM applications

■ KKAP Aptos-Capitola, Calif.—Seeks mod of CP to increase power to 2.5 kw; change ant.; trans. location; amended to increase power to 10 kw; install DA. Ann. Jan. 24.

■ KEOK Tahlequah, Okla.—Seeks CP to change trans. location; make changes in ant. system (increase height); ERP 3 kw (H&V); HAAT 300 ft. (H&V). Ann. Jan. 28.

### AM actions

■ KLFD Litchfield, Minn.—Broadcast Bureau granted CP to remove radiation restriction and to deliver 500 w to the new ant. system (BP-20,697). Action Jan. 17.

■ WWUN Jackson, Miss.—Broadcast Bureau granted mod. of license covering change in studio location to Hilton hotel, 750 N. State St., Jackson and operate trans. by remote control from studio location while using DA (BRC-3845). Action Jan. 18.

■ WRMT Rocky Mount, N.C.—Broadcast Bureau granted CP to make changes in ant. trans. site: Rt. 301 Bypass, near Arbor Lane, Rocky Mount; condition (BP-20,688). Action Jan. 19.

■ WIXZ McKeesport, Pa.—Broadcast Bureau granted mod. of license covering change in studio location to 318 Long Run Road 1.5 miles (outside corporate city limits) McKeesport (BML-2615). Action Jan. 12.

■ WKYE Bristol, Tenn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from: 510 Cumberland St., Arcade Building, Bristol, Va. (BRC-3869). Action Jan. 18.

### AM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: WJBY Gadsden, Ala. (BP-20,085), Jan. 10; WKLL Clouet, Minn. (BP-20,349), Jan. 13; WBLF Bella-florette, Pa. (BP-20,140), Jan. 5; WCRS Greenwood, S.C. (BP-20,263), Jan. 18; WGRV Greenville, Tenn. (BP-20,142), Jan. 14; KJET Beaumont, Tex. (BP-20,054), Jan. 13; KGAR Vancouver, Wash. (BP-19,525), Jan. 21.

### FM applications

■ KTCH-FM Wayne, Neb.—Seeks CP to change trans.; make changes in ant. system (increase height); HAAT 300 ft. (H&V). Ann. Jan. 28.

■ \*WRUW-FM Cleveland—Seeks CP to change trans.; make changes in ant. system (increase height); ERP 1 kw (H&V); HAAT 282.4 ft. (H&V). Ann. Jan. 28.

### FM actions

■ \*WBHM Birmingham, Ala.—Broadcast Bureau granted mod. of CP to change studio location and remote control to 1028 7th Ave., South, Birmingham; change trans.; transmission line and frequency monitors; ERP 50 kw; ant. height 795 ft. (BMPED-1448). Action Jan. 18.

■ WHCG Metter, Ga.—Broadcast Bureau granted CP to change ant. system; ant. height 300 ft.; ERP 3.0 kw; condition (BPH-10,110). Action Jan. 18.

■ \*WDHS Gaston, Ind.—Broadcast Bureau granted CP to change frequency to 90.9 mhz; condition (BPED-1915). Action Jan. 12.

■ WRQN Westbrook, Me.—Broadcast Bureau granted CP to change trans. location to 157 High Street, Portland, Me.; change studio location and remote control to 841 Main Street, Westbrook; install new trans.; make changes in ant. system (increase height); ERP 3 kw (H&V); ant. height 225 ft. (H&V); remote control permitted (BPH-10,007). Action Jan. 13.

■ \*WKTU Struthers, Ohio—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 15 kw; ant. height 23 ft. (BPED-2267). Action Jan. 12.

■ WBRQ Cidra, P.R.—Broadcast Bureau granted request to identify as: Cidra-Caguas, P.R. Action Jan. 18.

■ KNRO-FM Conroe, Tex.—Broadcast Bureau granted CP to change trans. location to: 7 miles east of Conroe city limits on State Highway 50, near Conroe; install new ant.; make changes in ant. system; ERP 100.0 kw; ant. height 530 ft.; remote control permitted (BPH-10,001). Action Jan. 21.

■ KBRE-FM Cedar City, Utah—Broadcast Bureau granted CP to change trans. location to on top of Iron Mountain 16 miles from Cedar City; install new trans.; make changes in ant. system (decrease height); ERP 25.5 kw (H&V); ant. height 1680 ft. (H&V); remote control permitted (BPH-9920). Action Jan. 12.

■ WJMA-FM Orange, Va.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system; increase height; ant. height 340 ft.; ERP 2.15 kw; condition (BPH-10,299). Action Jan. 17.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KUZZ-FM Bakersfield, Calif. (BPH-10,281), Jan. 10; KBCR-FM Steamboat Springs, Colo. (BPH-10,182), Jan. 18; WDBR Springfield, Ill. (BPH-10,274), Jan. 11; WJCD Seymour, Ind. (BPH-10,184), Jan. 13; KDDI Oak Grove, La. (BPH-10,201), Jan. 14; WQSM Fayetteville, N.C. (BPH-9540), Jan. 14; WCRS-FM Greenwood, S.C. (BPH-9813), Jan. 18; WOFM Greenville, Tenn. (BPH-9614), Jan. 18; KWIC Beaumont, Tex. (BPH-9524), Jan. 12; KTYL Tyler, Tex. (BPH-9974), Jan. 10; WAVA-FM Arlington, Va. (BPH-9646), Jan. 13; KREM Spokane, Wash. (BPH-10,215), Jan. 18; \*WFUV-FM New York (BPED-2268), Jan. 18; \*WUSC Columbia, S.C. (BPED-2132), Jan. 13; \*WSWM Memphis (BPED-2211), Jan. 18.

## In contest

### Case assignment

■ WTVV(TV) Tupelo, Miss., **Renewal Proceeding**: WTVV Inc. (Doc. 21,021)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller to serve as presiding judge; scheduled hearing for April 12 in vicinity of Tupelo. Action Jan. 19.

### Procedural rulings

■ \*Birmingham, Demopolis and Montgomery, Ala., **TV proceeding**: Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission (AETC), competing for ch. \* 10 in Birmingham, ch. \*41 in Demopolis and ch. \*26 in

Montgomery (Doc. 20,675-6)—Review board added issues to determine whether Citizens has reasonable assurance of availability of proposed trans. and ant. sites, whether off-air pickup and remote control operations are technically feasible and whether Citizens is technically qualified. Action Jan. 21.

■ **KPOI(AM) and KHVH(AM) Honolulu, facilities changes proceeding:** Communico Oceanic Corp. and KHVH Inc. (Docs. 20,740-1)—ALJ Joseph Stirmer set certain procedural dates and scheduled hearing for March 2. Action Jan. 21.

■ **Centerville, Utah, AM-FM proceeding:** Davis Broadcasting Co. (KLAT-AM) and Lois I. Pingree, Executrix of Estate of Howard W. Pingree (KBBC-AM-KSTU-FM)—(Docs. 20,458-60)—Review board scheduled oral argument for Feb. 24. Action Jan. 24.

■ **WPMH(AM) Portsmouth, Va., license proceeding:** Chesapeake-Portsmouth Broadcasting Corp. (Doc. 19,787)—ALJ Reuben Lozner closed record in this proceeding. Action Jan. 18.

#### Initial decision

■ **WRSC(AM)-WQWK(FM) State College, Pa. renewal proceeding:** State College Communications Corporation (SCCC) (Doc. 20,720)—ALJ Walter C. Miller granted license renewal. Action Jan. 24.

### Fines

■ **WJKY(AM)-WKRS-FM Jamestown, Ky.—Broadcast Bureau notified licensee of apparent liability for \$350 for failing to measure carrier frequency of trans. at least one each calendar month with not more than 40 days expiring between successive measurements.** Action Jan. 13.

■ **WCVB-TV Needham, Mass.—Broadcast Bureau notified licensee of apparent liability for \$700 for failing to maintain aural modulation within tolerance.** Action Jan. 21.

### Allocation

#### Petition

■ **Wellington, Kan.—Sumner Broadcasting Co. requests assignment of FM ch. 288A (RM-2823).** Ann. Jan. 28.

### Translators

#### Applications

■ **Lake of the Woods county, Baudette, Minn.—Seeks ch. 57 with 100 w rebroadcasting WDAZ-TV Devils Lake, N.D.** Ann. Jan. 26.

■ **Channel 10 Inc., Grand Marais, Minn.—Seeks ch. 55 with 100 w rebroadcasting WDIO-TV Duluth, Minn.** Ann. Jan. 24.

■ **Channel 10 Inc., Grand Portage, Minn.—Seeks ch. 63 with 100 w rebroadcasting WDIO-TV Duluth, Minn.** Ann. Jan. 24.

■ **Village of Stapleton, Stapleton, Neb.—Seeks ch. 12 with 1 w rebroadcasting KWNB-TV Hays Center, Neb.** Ann. Jan. 24.

■ **Hydro Jet Services Inc., Mining site, Utah—Seeks ch. 5 with 1 w rebroadcasting KSL-TV Salt Lake City.** Ann. Jan. 28.

■ **Federal-American Partners, Federal mining camp, Wyo.—Seeks ch. 7 with 1 w rebroadcasting KOA-TV Denver.** Ann. Jan. 28.

■ **Hulett TV Club, Hulett, Wyo.—Seeks ch. 9 with 1 w rebroadcasting KIVV-TV Lead, S.D.** Ann. Jan. 25.

#### Actions

■ **K09NK Perryville, Alaska—Broadcast Bureau granted CP for new TV translator station rebroadcasting programs of KTVA, KENI-TV, KIMO and KAKM all Anchorage; conditions (BPTTV-5700).** Action Jan. 11.

■ **Prudhoe Bay, Alaska—Commission granted application of Northern Television Inc., licensee of KTVA-TV Anchorage, for new 100 w VHF translator station.** Action Jan. 26.

■ **K061Y Fifteen Mile Valley, Calif.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting signal of KTTV Los Angeles (BPT-TV-5492).** Action Jan. 11.

■ **K48AD Lucerne Valley, Calif.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting signal of KTTV Los Angeles (BPTT-3124).** Action Jan. 11.

■ **K54AD Lucerne Valley, Calif.—Broadcast Bureau granted CP for new UHF translator station rebroadcasting signal of KCET Los Angeles (BPTT-2969).** Action Jan. 11.

■ **K021L Pagosa Springs, Colo.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast signal of KREZ-TV Durango, Colo. (BPT-TV-5688).** Action Jan. 11.

■ **K061X Rangely, Colo.—Broadcast Bureau granted CP for new VHF translator station rebroadcasting signal of KREX-TV, Grand Junction, Colo. (BPT-TV-5674).** Action Jan. 5.

■ **K02CE North Fork, Idaho—Broadcast Bureau granted CP to add Fourth of July Creek, Idaho to present principal community, change type trans.; increase output power to 10 w; change ant. system of VHF translator station (BPTTV-5707).** Action Jan. 11.

■ **K06HE, K11KT, K13LC Genoa, Nev.—Broadcast Bureau granted CP to add Jack's Valley, Nev., to present principal communities and make changes in ant. systems of VHF translator stations (BPTTV-5701-3).** Action Jan. 11.

■ **W65AG Mountaintop area, Pa.—Broadcast Bureau granted CP for new TV translator station rebroadcasting programs of WDAU-TV Scranton, Pa. (BPTT-3110).** Action Jan. 11.

■ **K09FO NW section of Spokane, Wash.—Broadcast Bureau granted CP to change frequency of VHF translator station from ch. 9 (186-192 mhz) to ch. 10 (192-198 mhz); change call letters to K1OKI (BPT-TV-5652).** Action Jan. 12.

### Cable

#### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 25 (stations listed are TV signals proposed for carriage):

■ **Atoka Cablevision Co. Inc., for Atoka, Okla. (CAC-07854):** KOTV, KTEW Tulsa, Okla.; WTCG Atlanta.

■ **TV Selection System Inc., for Meridian Miss. (CAC-07855):** WTCG Atlanta.

■ **King Videocable Co., for Los Angeles (CAC-07856):** KHOF-TV, KSCI San Bernardino; KVST-TV Los Angeles; KOCE-TV Huntington Beach, all California.

■ **Western TV Inc., for Evanston, Wyo. (CAC-07857):** WTCG Atlanta.

■ **Rockford Cablevision Inc., for Rockford, Ill. (CAC-07858):** WREX-TV, WTVO Rockford, Ill.; WCEE-TV Freeport, Ill.; WHA-TV Madison, Wis.; WGN-TV, WSNL, WTTW, WXXW Chicago.

■ **Vision Cable Television Co., Two Horizon Rd., Fort Lee, N.J. 07024, for borough of Englewood Cliffs, N.J. (CAC-07859):** WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV New York; WXTV Paterson, N.J.; WNUJ Linden, N.J.; WBTB-TV, WNET, Newark, N.J.; WPHL-TV, WTAFTV Philadelphia; WLIV Garden City, N.Y.; WEDW Bridgeport, Conn.; WNJM Montclair, N.J.

■ **Telecable Associates Inc., 3027 S.E. Loop 323, Tyler, Tex. 75701, for Beaux Bridge, La. (CAC-07860):** KATC, KLFY-TV Lafayette, La.; WBRZ, WLPB-TV, WRBT, WAFB-TV Baton Rouge; KALB-TV Alexandria, La.; KPLC-TV Lake Charles, La.; KUHT, KHTV Houston.

■ **Annapolis CATV Inc., for Annapolis, Md. (CAC-07861):** WTAFTV, Philadelphia; delete: WKBS-TV Burlington, N.J.

■ **Cablevision of New Jersey, for Hoboken, N.J. (CAC-07862):** WPHL-TV Philadelphia and to delete: WSNL-TV Patchogue, N.Y.

■ **North Bergen Cable Television, for North Bergen, N.J. (CAC-07863):** WPHL-TV Philadelphia and to delete: WSNL-TV Patchogue, N.Y.

■ **Television Signal Service Company, for Paducah, and Crowell, both Texas (CAC-07864-5):** KTVT Fort Worth.

■ **Alpine Cable TV Inc., for Pineville, La. (CAC-07866):** WMAU Bude, Miss. and WTCG Atlanta.

■ **Cablerama of Pennsylvania, Inc., for borough of Central City, borough of Hooversville, borough of Stoystown, all Pennsylvania (CAC-07867-9):** WPGH-TV Pittsburgh.

■ **Sammons Communications Inc., for Fort Lee, Va. (CAC-07870):** Requests certification of signal carriage.

■ **Deerfield Cable Systems Inc., for (town of) Bernardston, Northfield, (town of) Deerfield, (town of) Sunderland, all Massachusetts. (CAC-07871-4):** WSME-TV Worcester, Mass. and to delete: WSBK-TV Boston.

■ **Teleprompter of Silver City, for unincorporated areas of Grant county, Tyrone, Silver City, all New Mexico (CAC-07875-8):** KVIA-TV El Paso; KRWG-TV Las Cruces, N.M.; XEJ-TV Juarez, Mex.

■ **Angelo Valent Cable TV, for Oakdale, South Fayette, both Pennsylvania (CAC-07878-9):** Requests certification of existing operations and to add: WQEX, WPCB-TV Pittsburgh; WUAB Lorain, Ohio; WOR-TV New York.

■ **C. K. Video Inc., for Kenoya, Ceredo, (unincorporated areas of) Wayne county, all West Virginia, Catlettsburg, Ky. (CAC-07880-3):** WTTV Bloomington, Ind. and WUAB Lorain, Ohio.

■ **Clatskanie Cable TV Inc., for Clatskanie, Ore. (CAC-07884):** KSTU Tacoma, Wash.

■ **Cable Antenna System, for Mountain Home AFB, Idaho (CAC-07885):** KUTV, KTVX, KSL-TV, KUED Salt Lake City.

■ **American Television and Communications Corp., for Island City, Ore. (CAC-07886):** KTVR La Grande, Ore.; and translator station K68AH.

■ **Buckeye Cablevision Inc., for Toledo, Rossford, Walbridge, Perrysburg, Maumee, Perrysburg township, Sylvania, Sylvania township, Ottawa Hills, Monclova township, all Ohio (CAC-07887-97):** CBEFT-TV Windsor, Ont.

#### Certification actions

■ **CATV Bureau granted following operators of cable TV systems certificates of compliance:** Centre Video Corp. for Clarion borough, Pa. (CAC-06236); Cablevision Systems Long Island Corp., for Massapequa Park (village of), N.Y. (CAC-06711); Clear Vision Cable Co. of Southwest Ala., for Camden, Linden, Thomasville, all Alabama (CAC-06849-51); Clear Television Cable Corp., for Island Heights (borough of), N.J. (CAC-07157); Blue Ridge Cable Television Inc., for Mount Pocono borough, Pa. (CAC-07161); Clear TV Cable of Lindenwood Inc. for Lindenwood (borough of), N.J. (CAC-07162); Tele-Media Corp., for Shippingport (borough of), Pa. (CAC-07216); Corinth Video Company Inc. for Corinth, Miss. (CAC-07238); Complete Channel TV Inc., for Blooming Grove (town of), Wis. (CAC-07264); Southern Television Systems Corp., for Ranger, Tex. (CAC-07299); International Cable, for Hamburg (village of), N.Y. (CAC-07300); Total TV Inc. for Beaver Dam, Wis. (CAC-07344); Lewisburg CATV, for Lewisburg (borough of), Pa. (CAC-07392); Milton CATV, for Milton, Pa. (CAC-07400); City TV Cable Service, for Lordsburg, N.M. (CAC-07403); Cable TV Systems Inc., for Hutchinson, Kan. (CAC-07521); Saratoga Cable TV Co. Inc., for Milton, N.Y. (CAC-07551); Teleservice Corp. of America, for specified unincorporated areas of Beauregard parish, La. (CAC-07553); Rensselaer County Cablevision Inc., for East Greenbush (town of), N.Y. (CAC-07557).

#### Other actions

■ **Courier Cable Co., for Buffalo, N.Y.—FCC authorized carriage of WOR(TV) New York and second independent of company's choosing. Company was also authorized to carry CFTO-TV and CBLT Toronto as significantly viewed signals and CHCH-TV Hamilton, Ont. as distant independent.** Action Jan. 26.

■ **Chief CATV Bureau extended to March 1 date comments are due in matter concerning amendment of rules pertaining certificate of compliance applications—Federal, state and local regulatory relationships (Doc. 21,002).** Replies are due April 1. Action Jan. 19.

#### Rulemaking

■ **Citizens for Cable Awareness and Legislative Committee of Philadelphia Community Cable Coalition, Philadelphia—Requests that ownership and financial information concerning cable systems be filed with commission and with local franchise authorities (RM-2821) and that the commission report monthly on number of cable systems in operation and number and type of complaints received (RM-2822).** Ann. Jan. 24.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**"Selling General Manager** needed for successful medium market coastal station. Must be a competitor for ratings and billings. Only experienced managers need apply. \$20,000.00 salary plus over-ride. EOE-Resume, references, billings history & ratings data to Box A-199, BROADCASTING."

**General Sales Manager**, 4,000 in active accounts. "Commission" base & expence. You run sales dept. 5,000 FT, CBS, Class C. FM. If you can lead the show, lets talk. WKYD-WQHG P.O. Box 8 Andalusia, AL. EOE.

**Attn Management Personnel**. Expand small mid-Florida market. Looking for right experience in management, SALES, and programming. Send resume to Gables Secretarial, Suite D, 110 Giralda Ave., Coral Gables, FL 33134.

**Aggressive manager** for Christian Radio Station in sunny Florida. Contact Harry Morgan. 615-523-1616.

### HELP WANTED SALES

**Successful Illinois AM-FM** station in city of 15,000 has opening for versatile broadcaster. Must be experienced in programming and sales and want to move up on the business side of broadcasting. Box A-283, BROADCASTING.

**Radio person** are you working more and making less? The right hustler with sales and production experience gets an impressive established account list, salary, commission and chance to make good money with aggressive medium market group in Dixie. Send resume and current salary to Box B-9 BROADCASTING.

**Experienced Account Executive** Position available with top arbitron contemporary station. Station's top billing list is yours if track record warrants. Salary plus commission. EOE. Resume, References to Box B-36 BROADCASTING.

**Spirit of Alaska:** Announcer/Salesperson in Juneau, Alaska's capital. Reviewing applications now for the right stable full-time person. MOR with News emphasis, base plus commission. Ideal opportunity for total involvement in broadcasting, also cable T.V. opportunities. Eaglecrest Ski Report and unlimited cultural possibilities. Send tape & resume NOW to Program Director, KJNO, Box 929 Juneau, AL 99802. 907-586-3630.

**Immediate Opening** for Salesperson in Northwest college market. You will make good money at a young, growing company. Bill Weed, KPUS, KQQQ Box 1, Pullman WA.

**"NOW! Looking** for opportunity in broadcast sales and like a university town of 25,000 in the hills of Southeastern, Ohio? Resume, clean appearance and two year commitment mandatory. Mac Thayer, WATH, Box C, Athens, Ohio, 45701."

**Coastal Georgia—Opening** for go getting fulltime salesperson for contemporary MOR operation in a good family resort market great place to live and work. Plenty of room for advancement with a fast growing chain. Gil Moor, WMOG. 912-265-5980. Brunswick, GA.

**News person—WOAI Radio** has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, Tx. 78205. E-O-E.

**Midwest Family station** seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Out 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

## HELP WANTED SALES CONTINUED

**WQIO Radio** in suburban Philadelphia needs 2 top-notch account executives. Tremendous billing potential. Two station market! 600,000 population. Over a billion dollars in retail sales! Good draw, benefits, expenses paid. John Haggard, 215-459-1602.

**Afraid?, of competitive** selling, then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512-782-3515.  
right person. 509-447-4311 or write Box 349, Newport, WA 99156.

**Sales Manager** for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: \$700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

**Midwest, FM Soul** is looking for experienced salesperson. To join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.

**Sales Manager 5,000 Watt MOR.** Outstanding news profile. Beautiful Rocky Mountain city with excellent 4-season climate. 90 miles to Sun Valley. Must have proven successful local sales record. Advancement opportunities with 5-station group. EOE/MF. Dick Ryall 208-733-3381, 208-733-1570.

**Dynamic Salesperson** For MOR station in central Florida. Contact Harry Morgan 615-523-1616.

**Custom Jingle House** seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, Pa. 19010 215-525-9873.

**We Want Super Sales** representatives able to travel extensively in North America with solid radio background. Top Dollars! Concrete Concrpt Marketing Inc. No. 1407-675 W. Hastings, Vancouver, BC. V6B1N2.

## HELP WANTED ANNOUNCERS

**Strong Drive-Time**, experienced personality for Contemporary MOR. Full-time. Dominant station in good market. Mid-Atlantic State. Good production, too. First phone. Equal Opportunity Employer. Contact: Box B-11 BROADCASTING.

**Air-Personalities:** If you have decent pipes, a bright personality, and the ability to follow direction, we have an outstanding opportunity for you. We're in beautiful, modern studios in a great living area of the Northeast. We're number one in a five-station market, with a top 40 format. Pros only. Box B-22 BROADCASTING.

**Pacific Northwest Beckons.** Recreation country. Must have first ticket. Super Production. Send tape, salary, references. AN EOE resume to Box B 26 BROADCASTING.

**Excellent Opportunity Texas** small market AMFM. News or technical ability helpful. EOE. Box B-27 BROADCASTING.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Personality Radio Announcer/News**—Maybe it's the impossible we search for. KCMO Radio, an equal opportunity employer, M/F, is conducting a search for an individual to join our morning programming. Successful candidate must have a passion for life, current events and his fellow man; and have the background and experience to convey his or her enthusiasm on the air...radio. Express your interest in the job and Kansas City in a letter first. Please no tapes or phone calls. Address: General Manager, KCMO Radio, 125 E. 31st Street, Kansas City, Missouri, 64108. Our people are aware of our specs.

**Spirit of Alaska:** Announcer Salesperson in Juneau, Alaska's Capital. Reviewing applications now for the right stable full-time person. MOR with NEWS emphasis, base plus commission. Ideal opportunity for total involvement in broadcasting, also cable T.V. opportunities. Eaglecrest Ski Resort and unlimited cultural possibilities. Send tape & resume NOW to Program Director, KJNO, Box 929, Juneau, AL 99802. 907-586-3630.

**KRGI Grand Island, NEBR** is seeking an experienced announcer for morning drive. Smooth mature sound and creative production are essential. Adult contemporary part of a Midwest chain, EOE, Send tape and Resume or call TOM 308-381-1430.

**Regional market AM/MOR.** Daytime with class C FM is looking for an experienced third phone to settle in a community of 5,000. Send resume and tape to KXXX, P.O. Box 26, Colby, KS. 67701. Equal Opportunity Employer.

**"Experienced Announcer** needed for WLBB/ WBTR-FM, Carrollton, Ga. Call Dave Brooks, 404-832-7041."

**WOBM, Toms River, New Jersey** is looking for a proven professional DJ who can express himself in a cogent professional manner. MOR format. The person we want has proven himself in the market he's in. Call Paul Most, 201-269-0927. Equal Opportunity Employer/M/F.

**MOR Personality Station** has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRMT, PO Box 283 Rocky Mount, NC 27801.

**WROV Roanoke** seeking that outstanding AIR PERSONALITY to fit in with our contemporary A O R sound. Must be alert, talented, professional, good appearance. Tape and resume to Wayne Moss, Operations Manager WROV 15th and Cleveland Roanoke, Va. 24014 EOE M/F.

**Beautiful Music Station** in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSIV AM&FM, 28 S. 4th St., Pekin, IL 61554.

**Wanted ... Announcer** for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

**Experienced announcer** with lots of enthusiasm for daytime shift at MOR station in Colorado. Equal opportunity employer. Call 303-632-3536.

**Help wanted:** Announcer/news person for small radio station in Upstate N.Y., to do news reporting & production for a 5 1/2 day work week. Starting salary \$140 plus some benefits. Call John Mack 315-568-9888 by Feb. 18th.

## HELP WANTED TECHNICAL

**Chief engineer.** Excellent working conditions, automation, Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

## HELP WANTED TECHNICAL CONTINUED

**Chief engineer** for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to box A-185, BROADCASTING.

**Asst. Chief Engineer** for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

**Chief Engineer—experienced** and qualified. AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2605. EOE.

**AUDIO ENGINEERS:** The King Broadcasting Radio Group is accepting applicants for current and future engineering openings. Applicants must be technically experienced in AM and FM broadcast. Audio expertise essential, digital expertise desirable, EE degree desirable for some positions. If you would like to live and work in the beautiful Pacific Northwest, send resume and requirements to: King Broadcasting Radio Group, c/o Harrison Klein, Box 24525, Seattle, WA 98124.

**Chief Engineer** for directional AM-also FM Stereo. Broadcast experience necessary. Excellent Career Opportunity with established operation. Contact Parker Humes, 915-563-0550, PO Box 4607, Midland, TX 79701. Equal Opportunity Employer.

**Chief Engineer, Northeastern Michigan,** directional AM, IGM automation, complete responsibility for engineering. Immediate opening. Send resume and salary req. John Carroll, General Manager, WIOS, Tawas City, MI 48763.

**Kentucky-AM/FM** looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard, 606-248-5842.

**Chief Engineer AM/FM** combination. Automation experience helpful. Good salary, great fringes with established group. Call or write Bob Schneider, Communication Properties, Box 971, Albert Lea, Minnesota 56007. 507-373-2338.

**Chief Engineer! Northwest Jersey** small busy market. AM, FM, BMS and possible FM move for 50 wk remote. If you are fully qualified and capable to take over we're interested. Living is good. Job steady. Salary will grow as we do. Call or write Sussex County Broadcasters, Box Forty, Newton, N.J. 201-383-3400. 383-3400.

## HELP WANTED NEWS

**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**Newsperson for award-winning New Mexico 50Kw.** Experience and ability to gather and deliver local/regional news. Send tape to Dyan King, KBCQ, Box 670, Roswell, NM 88201.

**News/Talk KCNW** is expanding its successful Kansas City format. We're looking for a drive-time anchorperson and a talk show moderator. Excellent on-air presentation, a solid broadcasting background, and a desire to win are musts. Send aircheck and resume immediately to operations manager, 6230 Eby Street, Shawnee Mission, Kansas 66202. First Class license helpful. KCNW, a Starr Broadcasting Station, is a Equal Opportunity Employer.

**One of the Nation's** leading adult stations needs a creative news professional. If you can report, write and have a smooth and authoritative delivery, this could be a once in a lifetime opportunity in one of America's most desirable communities. We are looking for an outstanding reporter-newscaster and will pay accordingly. Send tape, resume and other information to Bill Pierson, News Director, KOSI AM-FM, P.O. Box 98, Aurora, Colorado 80040. Equal Opportunity Employer M/F.

**Aggressive Newsperson** for rapidly growing contemporary FM near Chicago. A great opportunity for ambitious person. Send tape and resume to WBVG, Box 183, Kankakee, IL 60901.

## HELP WANTED NEWS CONTINUED

**Ambitious, Hard-hitting** reporter, unending curiosity, dedication to excel. Not afraid to work or step on toes. Can tell Joe Lunchbucket what he wants and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZM Z-93, La Crosse, WI. 608-782-0650. A mid-west family station.

**Experienced Newsperson** to write and produce daily radio reports concerning agriculture for nationwide service. The approach is solid news with heavy emphasis on writing and interpretative reporting ability. Rush your resume and audition tape to: Patrick Batts, American Farm Bureau, 225 Touhy Avenue, Park Ridge, IL 60068.

**Director of News,** public affairs wanted for central Virginia AM. Send resume, tape, requirements. Box 5085, Charlottesville, VA 22903.

**Baseball play-by-play** announcer for pro team. Send tape, resume, and salary requirements to KDS Sports Network, P.O. Box 20961, Phoenix, AZ 85036.

**'Newsperson needed** for Award-Winning station. Must have experience. Call Tom Cordell, 404-832-7041."

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Bus Mgr/Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**Advertising and Sales Promotion Manager,** Top Ten Independent, major group station. Send resume and salary requirements. An Equal Opportunity Employer. Box B-12, BROADCASTING.

**Continuity Director:** Imagineers wanted. Do you want a creative challenge? We've got it waiting for you in the midwest. But ... you've got to be experienced in all phases of creative copywriting. You'll also need the ability to administer your department with efficiency. It's a big job for someone with big ideas. Send resume and copy writing samples with first letter to Box B-37, BROADCASTING.

**Wanted ... creative couple** who enjoy writing for radio. This is an opportunity to have your own business with secure, guaranteed billing earning over \$25,000.00 yearly for a small investment. Internationally known, successful copy service is for sale at sacrifice for approximate years billing. Asking \$60,000.00. Terms agreeable. Box B-38 BROADCASTING.

**56/KLZ in Denver** needs Program Director/Afternoon Drive Personality for adult rock format. Opening due to advancement. Seek pro who is community minded, production and detail-oriented, and has promotional abilities. This EOE provides the best of benefits with tremendous facility, physical plant, and ownership. Send tapes and full resumes to Art Wander, Radio KLZ, 2149 S. Holly Street, Denver, CO 80222.

**Producer-Director** with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, PO Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

**Copywriter-production person** for busy AM-FM combination. Good working conditions. Benefits include Blue Cross and Shield with major medical, life insurance, vacation. Send resume and copy samples with salary requirements to Gen.Mgr. WKOK, Box 1076, Sunbury, Penna. 17801. Or call 717/286-5838.

**Production Manager,** for Midwest MOR AM/FM. Minimum 1 year experience in commercial production. Also afternoon airshift. For more info, contact Joe Hogan, WLPO, La Salle, IL 815-223-3100. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Wanted: One Good PR Opportunist.** TM Productions and TM Programming need one GOOD PR pro. Frankly, we've never had a PR person before, so we don't have that many fixed ideas about who we're looking for. So if you've never done PR before, that's OK. You like to write and you're good at it, that's a MUST. You should be a self-started. You should have the knack of finding interesting things and making them interesting to read. You'll work with our home staff, our salesman in the field and the broadcast industry. You'll enjoy yourself ... and you'll be calling the shots. It's one hell of an opportunity. If you're interested, we're interested. Write: TM Productions, Inc.; 1349 Regal Row; Dallas, TX, 75247; Attn: Public Relations.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blv., Hollywood, CA 90028.

## SITUATIONS WANTED MANAGEMENT

**Group Ownership—Management & Sales,** good references, College Degree, Past Group Management, Radio & CATV, experience—FCC rules & regulations, Labor relations, Pension Plan, and Employee Benefits. Box A-187, BROADCASTING.

**Jock, PBP, Sales,** sales manager, station manager, general manager. Understanding Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

**Station Rebuilder Available Now.** General manager with sincere successful record and background interested in Gen Mgr., Sales Mgr or Business Mgr with reliable company. Box B-7 BROADCASTING.

**General Manager: Experienced** competitor able to get job done. Top competitor able to get job done. Top credentials. Stable and sober. Box B-32 BROADCASTING.

**In radio 18 years,** 2 sales. Married. 36.9 years current job. Box B-33 BROADCASTING.

**Need someone** to take over your station in a few years? I offer all around experience, first phone and a fresh, positive attitude. Top references. Investment with future options desired. Box B-40, BROADCASTING.

**Solid pro, experiences** all phases radio. Good announcer. BS degree Broadcasting. 3rd endorsed, ready to move up to management, (OM or better) creative, through, hard working. Box 34254, Memphis, TN 38134.

**Sales Manager desires** a better major market opportunity. 26.5 years major market experience. Call, nights, 717-675-4016.

**Award Winning Major** market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215-638-9425.

**One Fire Christian** general manager heavily experienced in all phases of radio can take complete control of your station and make it a winner. Used to working and selling hard. Ready to come right away. Call Mike at 303-659-1934. Prefer Gospel Station, but all offers considered.

## SITUATIONS WANTED SALES

**If you need** experienced salesmanager, salesman, sales/announcer combo operations manager or program director that can also write copy and do production, write me today! Box A-257, BROADCASTING.

**Aggressive Experienced Radio** Salesman seeks stable station in Carolinas, Kentucky, Tennessee. I can create, write and sell campaigns. Looking for management opportunities. Presently employed. Self starter. Box B-10 BROADCASTING.

**Recent Grad** with BS in radio/TV and journalism seeking to further two causes—yours and mine. Prefer west or south, but will relocate anywhere for right opportunity in any facet of industry. G. Fuller Box 2572, Muncie Ind. 317-288-3141.

## SITUATIONS WANTED ANNOUNCERS

**DJ, 3rd phone**, tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**"High energy, nitetime** personality. Experienced, excellent references, good medium or major only." Box A-220, BROADCASTING.

**Intelligent midwest announcer** looking for new experience in interview-talk radio. Friendly but not gabby. Entertaining. D.J.-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

**Does your station** offer no chance for promotion or benefits, don't appreciate a hard worker and pay peanuts? Then don't contact this man! He has two years experience, a college degree, can write and produce copy, also some sales experience. Can do such formats as MOR, Easy Listening and C&W. Presently working and have a drive time shift. Will be willing to do news or talk show. He's single (temporarily) and prefers a job with a future. Also prefers the Syracuse, Rochester or Buffalo, N.Y. areas. But will consider other locations. Available after Feb. 21st. Contact: Box A-282, BROADCASTING.

**Promoted to Program Director** after three months at my current station—Nearly two years later, I'm ready to make a contribution to YOUR station. Let's Talk—Box B-6 BROADCASTING.

**Broadcaster-8 yrs. exp.** Some TV, mostly radio pref., contemp/MOR. Ext. ref. & record. Single & ready for change. Interested? Resume reveals much more, tape also available. Box B-19, BROADCASTING.

**First Ticket, 8 years experience.** P.D.-morning man-production copywriting-news, pleasant, relaxed delivery. Married. Seeking immediate opening; Northeast. No small markets. State salary; opening, first letter, Box B-21, BROADCASTING.

**Young Black** Third end, Good tape, seeking first on air job. Hard worker will relocate Box B-23, BROADCASTING.

**Audition-Tape, Available** DJ Newscaster. Professional sounding in style and content. Young, Trained in NYC. 3rd endorsed. Box B-30 BROADCASTING.

**Dedicated, young, college graduate,** commercial experience, third endorsed, desires position, D.J., productions. Wants to learn from you. Gary Axelbank 212-543-9867 or Box B-44, BROADCASTING.

**DJ, 25, 3rd endorsed,** some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74st, Jackson Heights, NY 11370. 212-446-8649.

**Adult Contemporary, Top 40, MOR.** Excellent experience. Comedy, bits, telephone talk. Good production. Hard worker, Medium and large markets. Currently employed. Call 814-948-9288 afternoons only.

**MOR DJ, 3rd endorsed,** experienced. Steve Limia: 6651 67th Ave. North; Minneapolis, MN 55428 612-535-5894.

**Northeast Adult Top40** Personality, 1 year Small Market, 3rd Endorsed Norman, 212-629-1169.

**Good pipes, looking** for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, Wisconsin, 53406.

**Hark! Talented jock,** with college radio experience and 3rd endorsed seeks 1st break, anywhere. Mark Elsner, 97 Acron Dr., Clark, N.J. 07066.

**How about a break** good buddy—experience includes PD—contemporary formats only—Harry Gindhart, 104-B Queen, Charleston, S.C.

**1st Phone beginner** contact John Cook, 801-322-4095 125 S. 3rd East No. 501 Salt Lake, Utah 84111.

## SITUATIONS WANTED TECHNICAL

**Eight years in** broadcasting. Past four years as chief in medium and major markets. Experienced and directional FM stereo. Studio maintenance. Automation. Ed Jurich, 11177 N. Kendall, apt. H206, Miami, FL 33176. 305-271-4687.

## SITUATIONS WANTED TECHNICAL CONTINUED

**1st Phone Tech.** 9 months experience seeks part or full time employment in NYC or vicinity. No rotating hours also relief announcer Johnson (212) 774-5967.

**Take Charge Chief** with heavy experience in 50,000 watt directionals. FM stereo multi station, etc. Audio and loudness specialist. Looking for chief of good station or technical director of group. Outstanding track record and sterling references. Ready to come immediately. Call Mike at 303-659-1934.

**"Can relocate this spring.** Engineering trainee, settled, 3 years automated broadcasting experience. Can hold air shift. Contact, H.C. Chipman, P.O. Box 1127, N. Wilkesboro, N.C. 28659, or 919-667-2392."

## SITUATIONS WANTED NEWS

**Female sports director,** MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

**News Director-Digger** strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

**Wonder Woman.** One year NYC O&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PR/Advtg spot. Northeast. Box A-275, BROADCASTING.

**Aggressive, Take Charge,** News Director. Want Permanent Position with Stable, Major-Medium Market Operation. 1st Phone. Heavy Experience In News and Programming. Box B-1 BROADCASTING.

**MBA aged 25** with Finance & law training wishes start in Business affairs dept radio/TV station. Has wide knowledge of industry, plus references. Box B-24 BROADCASTING.

**News Department lacking spirit?** Medium-market ND looking for solid operation. Good writer, reporter, anchor, administrator. Can lead or follow. Box B-41 BROADCASTING.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market long term. Let's talk: 408-243-7075.

**News writer with 3 years experience,** including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212-526-1831, day/night.

**Energetic; young PBP** man wants to move up to a station that respects sports. Three years experience. If your station broadcasts minor league or college sports, let me hear from you. Would like to combine news and sports. Bruce Morton, 654 Second Ave., Berlin, N.H. 03570. 603-752-1230 weeknights after 7 p.m. EST.

**All-complete Newsmen** forced to relocate. Aggressive; personable, qualified. College, first. No small towns, please 301-289-4568.

**New GM has** taken over and eliminated local news. I'm 25, a digger, available immediately. Greg Mysko 919-635-2066.

**Aggressive, Creative Sportscaster** with four years major college experience. PBP all sports, news, interviewing. Interested in building you a top notch program. Radio/TV.

**CBS O&O Experience,** also reported on Capitol Hill. Political science degree first class license. Availability due to N.I.S. format change Mark Hyman 5119 North 9th Street No. 111 Fresno, Ca. Home 209-229-8972.

**Hard-nosed, serious,** experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

**News Director, Extensive** experience in writing, reporting. Professional, dependable, first phone. Pete Cuett, 805-498-5191.

## SITUATIONS WANTED NEWS CONTINUED

**News Director-19 years** experience in radio and newspaper. Now self employed photographer seeking return to radio broadcasting. Would like St. Louis or Detroit area markets. James P. Pegg, 230 East Broadway, Centralia, IL 62801.

**"Wanted: News work** in the Radio or TV Field. Preferably in the Midwest. Phone: 812-346-2777."

## SITUATIONS WANTED PROGRAMING,

**Aggressive, first phone** production person desires new challenge. Creative producer; commercials, promos and specials. Added extra—tight on-air engineer. Excellent references. Prefer northeast, but will relocate. Box A-269, BROADCASTING.

**Medium market caliber** top 40 jock ready to program. Have learned from the best. Box A-280, BROADCASTING.

**"America's most promising** copy/production director seeks bigger challenges." Box B-31 BROADCASTING.

**AOR Program Director,** Promotion & PR oriented—presently in Major Market. Looking for same; medium/small markets fine with good salary and warm climate. Demo, resume, other details promptly forwarded discreetly. Box B-34 BROADCASTING.

**Operations Manager, P.D.** 3 1/2 years experience in Top 15 market, modern country, total experience 7 years. Business administration degree. Good voice, appearance, medium or major markets. 3rd ticket. Box B-42 BROADCASTING.

**Christian Broadcaster** with syndicated Gospel music show and loads of ideas is available to make an exciting ministry out of your station. Great track record as general manager, program director, sales, production, engineering and construction. I am used to working hard and will perform any or all of these jobs to make your station a winner. Ready right away. Call Mike at 303 659-1934.

**College grad, Presently employed:** Studio, control and on-air experience, seeks challenge and change. John F. Rice 1452 Beall Avenue, Wooster OH 44691 216-264-2447.

**WANTED. Rewarding Challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

## TELEVISION

### HELP WANTED MANAGEMENT

**National Sales Managers** position open in top forty market, southwest. Local, regional, or national sales experience necessary. Equal opportunity employer—Box B-28 BROADCASTING.

**ENGINEER III—Public** Television Network. Ability to perform difficult duties in maintaining, repairing and operating electric equipment such as: operating and making major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Schedule and supervise less experienced engineers in the repair of the more complex equipment. Evaluating audio and video signals and filing daily quality reports; perform video and audio sweep measurements and performance measurements on studio systems. Merit Requirements: Certificate in electronics or related course; 2nd Class License as issued by the FCC for studio work and 2 years of full time paid employment in operating, maintaining and/or repairing complex electronic equipment. Strong background in solid state and digital electronics. CONTRACT—RENEWABLE. Contact: Personnel Office, Iowa Public Broadcasting Network, PO Box 1758, 515-281-4566, Des Moines, IA 50306. An Equal Opportunity Employer.

## HELP WANTED TECHNICAL

**Ready for advancement?** California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history to Box A-194, BROADCASTING in full confidence.

**Transmitter Supervisor** for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

**TV Engineering Supervisor**—Immediate opening in major Northeast market for individual to supervise technicians assigned to TV production and maintenance. Solid technical background, an FCC first Class License, and a minimum of 5 years of TV broadcast experience is required. Previous supervisory experience is desirable. Please send resume to Box B-35 Broadcasting. An Affirmative Action/Equal Opportunity Employer M/F

**Maintenance Technician** with paid experience in the maintenance of digital equipment—DEC PDP8A or NOVA type minicomputers for aggressive TV station in major market. Knowledge of computer science, digital electronics or electrical engineering helpful. Salary Range: \$247-\$433/Week. An Equal Opportunity Employer. Send resumes to KTVU, c/o Sandy Johnson, Personnel Manager, One Jack London Square, Oakland, CA. 94607.

**Air Central Operator.** Immediate opening. Switcher and video control engineer. Grow with leading public broadcast operation. Minimum one year experience. 1st class license required. Good salary. Phone Dir. of Engineering—904-354-2806—or write WJCT, 2037 Main Street, Jacksonville, Florida, 32206. An Equal Opportunity Employer. M/F

**Maintenance/Installation Eng.** Join leading public broadcast VHF/FM operation. Latest ENG, time code editing Quad helical VTR's plus new studio to install Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng.—904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M

WJKS-TV, Jacksonville, Fla. Seeks television engineer with a strong background in operations and equipment. First class phone required. Contact WJKS-TV, 9117 Hogan Rd., Jacksonville, FLA. 32216

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR T200. CDL 1260 switcher, etc. Must be experienced, (EOE) For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

**Chief Engineer** for Eastern Ohio VHF. Contact Ray J. Chumley, WSTV-TV, 320 Market Street, Steubenville, Ohio 43952. Phone 614-282-0911

**Chief Engineer** WTLV—Jacksonville, Fla. Need top notch Chief Engineer to replace our Nile Hunt who is going to a bigger market with our good wishes. Excellent opportunity in Bold New City of the South with enjoyable year around life style. Staff of 22. New RCA transmitter and ENG equipment. Send resume of your experience and full particulars to: Mr. Gert Schmidt, President WTLV P.O. Box 1212 Jacksonville, Florida 32201. An Equal Opportunity Employer.

**Through the looking glass.** If you see the world through the lens of a CP-16 and know what to do with it—you may be the one. I need a well-versed photographer, one who does a number of things well. Send complete resume, film samples and anything else that will persuade my chief photographer that you're the one we need. Replies to news director, WYTV, INC. 3800 Shady Run Rd., Youngstown, Ohio 44502. An EOE.

## HELP WANTED TECHNICAL CONTINUED

**Expanding again.** I need a versatile reporter now. One who knows what to do and how to do it with a minimum of supervision. Send complete resume, recent photo and VTR cassette in first letter to news director, WYTV, 8800 Shady Run Rd., Youngstown, Ohio 44502. No phone calls. An EOE.

**Broadcast (TV) Engineers** for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

**Studio maintenance engineer.** Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, editors, ENG equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

**Engineer, studio operations** and maintenance Color Camera and helical VTR experience necessary. Resume first letter. Equal opportunity employer. Complete Channel TV, 5723 Tokay, Madison WI 53711.

**VTR Repairer** Seeking qualified candidates for high-volume assignment with large suburban school system. Requires significant repair experience on half-inch to one inch VTR's and related camera equipment. Send resume, including salary history, to: Montgomery County Public Schools, Supporting Services Personnel, 850 Hungerford Drive, Rockville, Maryland 20850. EOE M/F

## HELP WANTED NEWS

**E.O.E. number one** station in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit: and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00 Box A-256, BROADCASTING.

**Meteorologist needed** for top 20 east coast market. Equal Opportunity Employer. Box A-263, BROADCASTING.

**News Assignment Editor** needed for top 20 east coast market. Equal Opportunity Employer. Box A-264, BROADCASTING.

**Opening for an on the street reporter** possessing good writing and camera skills.... 100 plus market... salary open... an equal opportunity employer. Box B-15 BROADCASTING.

**"Weatherperson** who can also cover stories. Emphasis on on-air performance of weather. Georgia Station." Box B-20 BROADCASTING.

**PTV station seeks** Program Manager to organize production activities and administer budgets. Write projects, grants. Assist General Manager in administration of station and planning fund raising activities and projects. Minimum qualifications: Degree with some television. Experience in production at PTV station. Must have performed in supervisory capacity one year. Salary open. Application deadline February 15, 1977. Equal Opportunity Employer. Send letter, resume, references and tapes to Jack Schlaelle, KAID-TV, Boise State University, 1910 University Boulevard, Boise, Idaho 83725.

**Reporter/Producer.** Take charge type. Minimum 2 years commercial experience. Shoot & edit ENG. Produce top rated newscast. Some reporting. Resume only. Robb DeWalt, KOTA-TV, Box 1760, Rapid City, SD 57709. EOE

**Unmatched scenery, recreational** facilities and living conditions plus opportunity to grow with progressive organization. Number 1 News operation in the most attractive market in Rocky Mountain West needs experienced weather person. Send resume and tape to Gary Curtis, News Director, KRDO-TV, Box 1457, Colorado Springs, CO 80901.

## HELP WANTED NEWS CONTINUED

**Meteorologist** with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

**Help Wanted:** News-sports person for network affiliate. Strong air, writing, film, ENG skills needed. College, 2 yrs. experience in broadcasting preferred. Send resume, tape. News Director, PO Box 2068, Wilmington, NC Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Promotion Director** for major market UHF. Must have extensive experience in sales and audience promotion, and publicity. Creativity and the ability to work well with other departments important. Excellent salary and benefits. A chance to grow with a major broadcast company. An Equal Opportunity Employer. Box A-272, BROADCASTING.

**100 Plus network** affiliate needs a take charge, creative, assignment editor. A person that is a top notch television reporter wanting to move up into news management. Salary open. An equal opportunity employer. Box B-14 BROADCASTING.

**Production Manager** needed to direct all phases of production for medium midwest network VHF. Experienced director familiar with studio operations, remote production. Good supervisory and organizational abilities. EOE. Resume and salary requirements. Box B-49 BROADCASTING

**TV Assistant**—One year production experience, fluent in Spanish with Hispanic background. \$4.40 to \$5.34/hr. Send resume training and experience by February 18, 1977, to: Classified personnel department, Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121.

**Teaching position** open fall 1977. Ph.D. or A.B.D. in broadcasting, college teaching and professional radio and television experience essential. Assignment includes management, programming, TV production, introductory courses. Position involves active participation in faculty services, extensive counseling, publishing and research. Assistant or associate professor rank. Salary open. Apply to Dennis A. Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX. 79409. An equal Opportunity/Affirmative Action Employer.

## SITUATIONS WANTED MANAGEMENT

**I want to anchor** Top Ten market talk-show host and anchorman desires solid anchor position. Young, exciting. Intelligent Box B-29 BROADCASTING.

**If you need** creativity, organization, experience and a fresh positive attitude in spots, client contact, operations... let's get together. Now in top 40 market. Looking for permanent growth opportunity in metro area of any size. Box B-39, BROADCASTING.

**TV Engr.** B.A. seeks position writing needless interoffice memos or making waves. Send for Resume. 415-261-2042.

## SITUATIONS WANTED SALES

**Professional Sales Representative,** Black, seeks career opportunity in TV sales ultimately leading into management. Seven years experience in sales promotions, marketing responsibilities, and customer relations. Strong in organization and planning plus history as sales leader will relocate. Box B-18 BROADCASTING.

## SITUATIONS WANTED NEWS

**TV News Director** immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

**Sports Anchor/Reporter**—6 years experience in small SE market. Excellent film work. Exceptional sports knowledge. VTR/resume available. 904-376-3845 or Box A-260 BROADCASTING.

## SITUATIONS WANTED NEWS CONTINUED

**"Anchor News-Director.** Premier Broadcaster. Solid pro. Top credentials. 15 years New York Philadelphia." Box B-2 BROADCASTING.

**Young, experienced female** (unhappy in Graduate School) wants to be back where she belongs: working for your TV or Radio News Department needs a dedicated, talented, and versatile worker-then you need ME! Top references, will relocate. Box B-3, BROADCASTING.

**Weather It rains or shines, I've got the word.** Lively, knowledgeable female weathercaster, with AMS Associate Membership, seeking rewarding position. Currently with independent in ninth market. Box B-4 BROADCASTING.

**Amherst '76** Magna Cum Laude looking for entry-level television news position. Strong college print background, Capitol Hill Reporter for syndicated columnist. Eager to learn challenging job. Good catch. Will relocate. Box B-17 BROADCASTING.

**"Professional personality weatherman** with experience in top 20 markets seeks similar position. Professional member of American Meteorological Society. Resume, tape and references on request. 713-932-8883."

**News photographer: Aggressive** and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Copywriter, college trained,** wants long term employment, takes direction/training and more. Will relocate. David Haines, 5 Lawton, Glens Falls, NY. 518-792-8956.

**Creative Directing** of studio and remote production, i.e., (film, ENG.) 3 yrs experience, commercial, educational and Cable, seeks position Northeastern US. Steve Sattler 269 Capitol Ave., Meriden, CT. 06450.

**Writing-Production job** in progressive broadcasting, A-V production, CCTV, or cable operation. Young, creative, experience in copywriting, research, community relations, promotion, A-V operation. BS/Communications, Ohio Univ. Now in N.E., will relocate. D.S. Wilkin, 9 Linden St., Apt. 3, Allston, MA 02134. Phone 617-254-9214.

**Award Winning TV production.** B.S. TVR Syracuse Univ. 1976. Commercials, News, Sports, Entertainment. Ned Simon 4230 Everett St. Kensington, Md. 20795 301-942-2607

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**"Had enough snow?"** We want an assist to Chief Engineer for exciting, expanding system, St. Thomas. Includes construction, installation, origination. Bright future for hard-working single person with minimum three years technical cable experience, first-class FCC ticket, and stable personality. Equal opportunity employer. Write Randy Knight, Cable TV, Box 7639, St. Thomas, U.S. Virgin Islands."

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Eager, young writer/producer** desires job in CCTV and community TV. Experience in community access, video production, promotion, copywriting. BS Communications. Write D.S. Wilkin, 9 Linden St., Apt. 3, Allston, MA 02134 or call 617-254-9214.

## WANTED TO BUY EQUIPMENT

**Want to purchase** used stereo automation system. Automatic logging optional. Please supply details of equipment, when purchased, and price asked. Box A-195, BROADCASTING.

**"Wanted, direct access** automation programmer and cleartext logger". Box A-198, BROADCASTING.

**Wanted:** Ampex 1200 B—Monochrome with Editor. Call: E. Panos 312-784-5000 Days or write 2334 West Lawrence Avenue Chicago, IL 60625

## FOR SALE EQUIPMENT

**IVC-960CD, 1"** tape machine totally refurbished. \$15,000, Bill Moore, KBMT-TV, 713-883-7512.

**Transmitter presently in use,** available March, 1977. GE-TT-32-B, 50 KW, Filterplexer on Channel 12, notch diplexer, heat exchanger, spare parts, and power tubes. \$25,000, Bill Moore, KBMT-TV, 713-883-7512.

**RCA TT10/25** ch 4 with 50KW sideband filter L.D. Edelmaier, KOA-TV, Denver 303-861-8111.

**Build your own TV and radio production equipment.** Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

**One Eastman Super-8** Video Film Projector TV-M100A-price \$1,275.—One Eastman CT-500 16mm motion picture projector-price \$14,500. Both projectors in mint condition. Call Robert Blair 201-797-7400.

**Color Mobile Van, 26', 3** Norelco PC-70 Cameras, Ward Switcher, McCurdy audio, complete, ready for use. \$120,000.00, Matec, Inc. 205-956-2200.

**2-Akai VTS-150B** complete ENG systems, excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

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**Collins 5KW transmitter,** 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingram, PO Box 2154, Jackson, MS 39205.

**UHF TV Transmitter—12 KW** by GE. Call 81564-4191 or 81565-9600.

**Switcher—American Data** ADC 556 with Chroma Key. Call 81565-9600 or 81564-4191.

**Remote Television Studio.** One year old at One-Third list. Write for list-descriptions. David Castellano, 3232 McNutt Ave., Walnut Creek, Calif. 94596.

**Spare Color Tubes** for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 81564-4191 or 815/965-9600.

**RCA Switchers—two Custom** RCA PMS 10 Switchers for both production and operations use, incl. rack equipment and cable. call 81564-4191 or 81565-9600.

**Audio—Ampex 601** 2-track with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 81565-9600.

**IVC 1 "VTR Machines"—one** 879C, one 760, with TRI Editor. Low hours. Call 815/964-4191, or 815/965-9600.

**UHF Transmitter—30 KW** GE television transmitter call 815/964-4191 or 815/965-9600.

**(2) RCA TR-22** Quads, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815/964-4191 or 815/965-9600

**VR 1100** Ampex VTR editor, Amtec, proc 216-225-9239 After 7 pm

**Reconditioned Automation 2** Schaffer, 1 I6M, 1 Gates Some new equipment, many options. Contact Broadcast Specialties 206-577-1681

**Ampex AG500** full track portable. Used 35 hours. Ampex MX10 Mixer. Like new. Altec 1569A, 1570B, 361B amplifiers. University 100 watt PA amp, new paging speakers. Bill Lilling 213-874-0560

## FOR SALE EQUIPMENT CONTINUED

**(22) Motorola MV30 Transmitters; (33) Motorola** MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, Michigan 49801

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**Biggies buy BIONIC BOFFOS!** Find out why. Freebie. BIONIC BOFFOS, P.O. Box 1123, Twin Falls, ID 83301.

**Wanna be funnier** than David Eisenhower? Request complimentary snack: Lola's Lunch, 2434 Lake In Woods Blvd, Suite 902, Ypsilanti, Michigan 48197.

## MISCELLANEOUS

**Prizes Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc.,

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

**Mountain site** for lease. San Francisco Bay Area—Salinas Valley coverage. H.M. Krawetz, 654 Barnsley, Sunnyvale, CA. 94087.

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### Help Wanted Technical

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**SEND RESUME AND SALARY REQUIREMENTS  
TO BOX B-8, BROADCASTING**

### Help Wanted News

#### NEEDED

A Weathercaster who can communicate. You need not be a meteorologist, but you had better love weather. You must be interesting, even entertaining, but above all you must be understandable. The market is in the top 30's where experience counts. Resume and picture to: BOX B-25 BROADCASTING

#### METROMEDIA'S WASH-FM WASHINGTON, D.C.

is looking for a warm sounding, creative newscaster/reporter. Someone with a solid background in radio news writing, production, delivery, and street work will have the edge. Send a tape of a newscast, street work, and features, plus a resume to: Ed Tobias, News Director, WASH-FM, 5151 Wisconsin Avenue, N.W. Washington, D.C. 20016.

No calls. An E.O.E.

### Help Wanted Programing, Production, Others

"Group Operator needs heavy PD for turn-around programming for a Rock Station we've just bought in a medium market. We need a mover who knows format, music and promotion. NO FLOATERS... References and financial requirements to Box A-182, BROADCASTING.

### Help Wanted Programing, Production, Others Continued

"Attention Managers, PD's, D-J's and Sales... two-station expansion by group operator creates need for everything—we fight for ratings and bucks. Only applicants with established track records need apply. EOE employer. Resume, references, (ratings performance) and financial requirements first letter." Box A-207, BROADCASTING.

Radio music syndication co. seeks experienced programming person for 2nd unit Beautiful Music and M.O.R. services. Send detailed resume to:

**Box A-221, BROADCASTING**

### Situations Wanted Management

#### GENERAL MANAGER

*Tops in producing REVENUE & RATINGS!*

Presently manager of extremely successful station in highly competitive Upper Midwestern market. Strong SALES and management background. Responsible for a 100% increase in sales in first year! 18-years broadcast experience including 10-years in programming in Top-10 markets. Interested in GM position in medium to major market. I'm seeking a permanent position offering financial growth. Excellent credentials and nationally recognized references. If you need a GM who can get the job done, from sales to promotion, from programming to FCC compliance, then please reply in STRICT confidence to:

**BOX A-5 BROADCASTING**

### Situations Wanted Management Continued

KCKN AM-FM Program Director and no. 1 afternoon drive jock, available now. 17 year background will give you results. Seeking PD/Jock position at responsible country station in major market. Call Gary Brazeal (816) 373-2359 or write 16624 E. 35th St., Independence, Mo. 64055.

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Successful mjr. mrkt. promotion mgr. to trade creative brainpower and expertise for opportunity to make fool of self all-nights or middays on sm.-med. mkt. contemp. in comfortable climate. 3rd endrds.; B.A.; 3 yrs. on-air AOR expnce. Write for FREE resume and tape.

**BOX B-13 BROADCASTING**

### Situations Wanted Programing, Production, Others

#### THE MAGNIFICENT SEVEN ARE UP FOR GRABS:

WE'RE SEVEN EXPERIENCED MEDIA PEOPLE AND TOGETHER WE'RE MAGIC... BUT WE'VE PULLED ALL THE RABBITS OUT OF OUR HATS IN OUR CURRENT SITUATION... THE AM AND FM STATION WE WORK FOR IS ALREADY NUMBER ONE... WE'VE UPSTAGED OURSELVES AND IT'S TIME FOR THE GRAND FINALE... THE DISAPPEARING ACT... FOR THE RIGHT OFFER WE'LL PACK OUR TOP HATS AND TAILS AND WORK OUR MAGIC EXCLUSIVELY FOR YOU!... THE CAST: 2 SHOW-STOPPING ANNCRS., DAZZLING RECEPTIONIST, VERSATILE CONTINUITY DIRECTOR, ACCLAIMED ACCOUNT/BOOKKEEPER, JEWEL OF A JOURNALIST & TOP-BILLING SALESMAN. REPLY TO BOX B-16 BROADCASTING.

## TELEVISION

### Help Wanted Management

Major television group looking for the very best in programing management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large markets. If you have already began your management career and want to make an important move, we are ready to talk to you.

Women and minorities encouraged to reply.

**BOX B-45 BROADCASTING**

### Help Wanted Technical

#### TV MAINTENANCE TECHNICIAN

A major eastern market quality conscious television station is looking for an experienced maintenance technician. Requirements include a minimum of five years working with television equipment. Knowledge of computer technology desirable. A solid engineering educational background is necessary. Top wages for the qualified person. 1st Class FCC license mandatory. An equal opportunity employer.

**BOX B-5 BROADCASTING**

#### GEN. SALESMANAGER/FM RADIO

MY LEADERSHIP WILL INCREASE YOUR SALES  
Strong leader, excellent teacher, large and medium market experience. Intelligent, aggressive female, currently gsm showing dramatic increase in retail and agency sales. Desires position as gsm of strong FM station. All replies confidential.

**BOX B-47 BROADCASTING**

## Help Wanted Technical Continued

### ENGINEERS-TECHNICIANS

Group operator needs Engineering supervisors and maintenance technicians for commercial television operations in various major markets. Experience required. Send resume with references, schools attended and financial requirements. List major experience on equipment and projects. Management experience required for supervisor's positions. We are an equal opportunity employer, male/female.

Box A 241, BROADCASTING

### CHIEF ENGINEER WTLV—JACKSONVILLE, FLA.

Need top notch Chief Engineer to replace our Nile Hunt who is going to a bigger market with our good wishes. Excellent opportunity in Bold New City of the South with enjoyable year around life style. Staff of 22. New RCA transmitter and ENG equipment. Send resume of your experience and full particulars to: Mr. Gerl Schmidt, President, WTLV—P.O. Box 1212 Jacksonville, FL 32201—An Equal Opportunity Employer

## Help Wanted News Continued

### NEWS ANCHORPERSON

Need experienced anchorperson-reporter who can shoot 16mm film. Looking for an aggressive reporter who is seeking new challenges and opportunities in medium size market. Send resume and VTR to:

**News Director  
WKOW-TV  
Box 100**

**Madison, Wis. 53701.**

## Situations Wanted News

### ANCHOR-REPORTER

5 YRS. RADIO ANCHOR IN MAJOR MARKET. LOOKING FOR TV JOB. GOOD LOOKING AWARD WINNING WRITER-REPORTER WITH TOP REFERENCES.

**BOX B-48 BROADCASTING**

### NEWS IS MY LIFE— ADD LIFE TO YOUR NEWS!

A news pro, ready to anchor and/or report. Currently, top rated news radio morning drive anchor and part time TV, both in top 5 market. A 13-year veteran at 32! Current with ENG.

## Situations Wanted Programing, Production, Others

### TV PROGRAM DIRECTOR

5 years Net O&O in top 10, 7-1/2 years major group; all phases of TV operations and major local programming. I will be at the NATPE. May we meet and talk about your needs?

**BOX B-46 BROADCASTING**

### CHIEF TELEVISION ENGINEER

The Office of Biomedical Communication is presently recruiting for a Chief Engineer who shall assume recruiting for a Chief Engineer who shall assume responsibility for all personnel, equipment, and spaces of the CCTV system. Additional responsibilities include the smooth and continuous operation of the CCTV studio and the portable CCTV system, and the maintenance of all records associated with the CCTV network in production, equipment updating, spare parts stock and utilization. Requirements include B.S. degree in electrical engineering with a specialization in electronics, first class FCC Radio-Telephone Operators License, and a minimum of 8 yrs. experience in TV system engineering, system installation, service, repair, maintenance, and operation of CCTV/BW and color systems. Send resume including salary history to:

Dr. M. Levin, Director

Office of Biomedical Communication

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## Help Wanted News

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REPORTER FOR RADIO-TV NEWS OPERATION. SOME ANCHOR WORK. AUDIO TAPE AND/OR VTR, RESUME, SALARY REQUIRED TO FRED ANTHONY, WAKR RADIO-TV, BOX 1590, AKRON, OHIO 44309. EQUAL OPPORTUNITY EMPLOYER (M-F).

### WANTED—ANCHORPERSON REPORTER

First class anchorperson with street reporting and production experience. Help write and produce own newscasts. Under supervision of the program producer as well as function as street reporter. Salary negotiable—AFTRA Station. Send resume and cassette to Ray Hasson, News Director, WBEN-TV, 2077 Elmwood Avenue, Buffalo, New York 14207. An Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

### TELEVISION RESEARCH

Nation's largest television research and consultation company seeks Research Analyst. Clients include nation's leading broadcasters. Knowledge of research methods, master's degree, national travel. Send resume and examples of work to Michael Conly, Director of Television Research, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302.

## Miscellaneous

### NEWS STATIONS/NIS

LET US BE YOUR WASHINGTON BUREAU. OUR LOW-COST COVERAGE OF THE NATION'S CAPITAL WILL PROVIDE YOUR LISTENERS WITH THE STORIES THAT AFFECT THEIR LIVES. CONTACT LARRY PINTAK—FRED BERNIS P.O. BOX 2944, WASHINGTON, D.C. 20013

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I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.



## WE WANT TO BUY A GOOD, RECENT 30 KW UHF TRANSMITTER

UHF station owner, are you increasing power on your UHF transmitter?

Are you using a recent 30 KW transmitter for a stand-by?

Will offer top price.

## CONTACT BOX A-273 BROADCASTING

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Outstanding opportunity in broadcasting for minority owned company with experienced management and financial capability. Fulltime AM radio station in one of the top five markets offered at \$2,500,000 cash. Valuable real estate included. Financially qualified principals only need apply. For further information write:

BOX A-233, BROADCASTING

### For Sale Stations Continued

#### LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

Los Angeles

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#### Contact:

William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
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Pre-Sunrise—Fully Automated

BOX A-237,  
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Tired of the coldest winter on record? Come to sunny Florida where the temperature today is 76 degrees. Fulltime AM radio station on Florida's gold coast is waiting your inspection. At the asking price of \$950,000 (cash) it is priced at three times gross, and the property is included.

WRITE BOX A-234, BROADCASTING

- 1,000 W daytimer in metro area of about a million. Billing about \$210,000. Real estate, \$575,000. Terms. Central U.S.
  - 5,000 Watt profitable daytimer. Single station market within 75 miles of Chattanooga. Billing about \$120,000. Terms. \$290,000.
  - Class "C" stereo in Miss. 1,182,000 population in .05 MV/M coverage area. Terms.
  - AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
  - AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real estate.
  - Fulltime AM within 60 miles of Washington, D.C. Small town, \$400,000. 29% down. Billing about \$200,000.
  - 3,000 Watt FM in small West TN town. The only station in county. \$85,000. About \$25,000 down to qualified buyer.
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- BUSINESS BROKER ASSOCIATES  
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Black programmed radio station in major market for sale at most attractive multiple. For anyone with \$200,000 equity this constantly profitable station billing over \$400,000 annually can probably be sold with additional debt totalling \$450,000. If you are qualified and interested in a major market station at one and one half time annual revenues.

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Phone 513/791-8730

**For Sale Stations  
Continued**

**NEW YORK STATE**

Power daytimer in small market is C&W outlet for substantial metro area. Prompt sale desired to settle estate. Asking \$200,000 including valuable real estate.

Long-established fulltime power AM in one of the better northeast top-50 markets. Profitable history. Internal matters require sale. Asking \$1.7 million including valuable land. Terms negotiable. **Contact associate Ken Chapin for details on either of these properties at 1100 Malden Road, Syracuse 13211 or call Ken at (315) 454-4144.**



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|-------|-------|----------|------|-------|
| South | Small | AM/FM    | 105K | 30K   |
| South | Metro | AM Full  | 420K | terms |
| S.E.  | Metro | Power    |      |       |
|       |       | Day      | 625K | nego  |
| Texas | Small | Fulltime | 300K | 29%   |
| South | Small | AM/FM    | 235K | Sold  |

**John Mitchell  
and Associates**

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Louisiana 71101**

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**PROFITABLE MAJOR  
MARKET COMBINATION**

Fulltime AM and successful FM Stereo. Extensive assets .... excellent ARB. Substantial cash required.

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Profitable AM daytimer  
in growth market.**

**Price \$200,000. Terms.**

**Contact: Boyd Kelley  
4525 Shady Lane  
Wichita Falls, Texas  
817/692-7722."**

**RALPH E. MEADOR**

Media Broker  
AM - FM - TV - Appraisals  
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Lexington, Mo. 64067  
Phone 816-259-2544

**For Sale Stations  
Continued**

**MIDWEST 2800 WATT  
FM STATION**

Excellent equipment. Dynamic growth market. Owners have other interest. Serious inquiries only. Located 1/2 way between Cincinnati and Louisville.

**AN OUTSTANDING BUY**

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Name \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

# Stock Index

|                   | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Feb. 2 | Closing<br>Wed.<br>Jan. 26 | Net change<br>in week | % change<br>in week | 1976-77 |       | PIE<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |        |           |
|-------------------|-----------------|-------|---------------------------|----------------------------|-----------------------|---------------------|---------|-------|--------------|-----------------------------------|----------------------------------------------|--------|-----------|
|                   |                 |       |                           |                            |                       |                     | High    | Low   |              |                                   |                                              |        |           |
| Broadcasting      |                 |       |                           |                            |                       |                     |         |       |              |                                   |                                              |        |           |
| ABC               | ABC             | N     | 42                        | 39 7/8                     | +                     | 2 1/8               | +       | 5.32  | 42           | 19 7/8                            | 17                                           | 17,625 | 740,250   |
| CAPITAL CITIES    | CCB             | N     | 53 3/4                    | 53 1/2                     | +                     | 1/4                 | +       | .46   | 55 3/4       | 42 1/4                            | 13                                           | 7,764  | 417,315   |
| CBS               | CBS             | N     | 57 7/8                    | 56 3/8                     | +                     | 1 1/2               | +       | 2.66  | 60 1/2       | 46 3/4                            | 11                                           | 28,313 | 1,638,614 |
| COX               | COX             | N     | 31 5/8                    | 31 3/8                     | +                     | 1/4                 | +       | .79   | 37 3/4       | 28 3/4                            | 10                                           | 5,863  | 185,417   |
| GROSS TELECASTING | GGG             | A     | 14 1/8                    | 14                         | +                     | 1/8                 | +       | .89   | 14 1/8       | 10                                | 8                                            | 800    | 11,300    |
| KINGSTIP COMMUN.  | KTVV            | O     | 4 1/4                     | 4 1/8                      | +                     | 1/8                 | +       | 3.03  | 4 7/8        | 2 1/4                             | 8                                            | 461    | 1,959     |
| LIN               | LINB            | O     | 17 1/4                    | 17 1/8                     | +                     | 1/8                 | +       | .72   | 17 3/4       | 9 5/8                             | 8                                            | 2,615  | 45,108    |
| MOONEY            | MOON            | O     | 2 1/4                     | 2 1/8                      | +                     | 1/8                 | +       | 5.88  | 3 7/8        | 1 3/4                             | 3                                            | 425    | 956       |
| RAHALL            | RAHL            | O     | 11 1/2                    | 9 5/8                      | +                     | 1 7/8               | +       | 19.48 | 11 1/2       | 4 1/2                             | 17                                           | 1,297  | 14,915    |
| SCRIPPS-HOWARD    | SCRIP           | O     | 33                        | 33                         |                       |                     |         | .00   | 33           | 20 1/2                            | 8                                            | 2,589  | 85,437    |
| STARR             | SBG             | M     | 4 1/4                     | 4 1/4                      |                       |                     |         | .00   | 5            | 2 1/4                             |                                              | 1,202  | 5,108     |
| STORER            | SBK             | N     | 25 1/2                    | 26 3/8                     | -                     | 7/8                 | -       | 3.31  | 26 3/8       | 12 3/4                            | 7                                            | 4,876  | 124,338   |
| TAFT              | TFB             | N     | 31 3/8                    | 30 3/4                     | +                     | 5/8                 | +       | 2.03  | 31 1/2       | 23 1/4                            | 9                                            | 4,070  | 127,696   |
| TOTAL             |                 |       |                           |                            |                       |                     |         |       |              | 77,900                            | 3,398,413                                    |        |           |

## Broadcasting with other major interests

|                      |       |   |        |        |   |       |   |       |        |        |         |           |           |
|----------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|---------|-----------|-----------|
| ADAMS-RUSSELL        | AAR   | A | 4 1/2  | 4 3/4  | - | 1/4   | - | 5.26  | 4 3/4  | 2      | 9       | 1,255     | 5,647     |
| AVCO                 | AV    | N | 15 1/2 | 16 1/2 | - | 1     | - | 6.06  | 16 1/2 | 4 1/2  | 2       | 11,541    | 178,885   |
| JOHN BLAIR           | BJ    | N | 13 3/4 | 14 5/8 | - | 7/8   | - | 5.98  | 14 5/8 | 5      | 7       | 2,406     | 33,082    |
| CHRIS-CRAFT          | CCN   | N | 6 1/2  | 6 7/8  | - | 3/8   | - | 5.45  | 6 7/8  | 4 1/2  | 15      | 4,395     | 28,567    |
| COMBINED COMM.       | CCA   | N | 21 1/4 | 20     | + | 1 1/4 | + | 6.25  | 21 1/4 | 12 5/8 | 10      | 6,644     | 141,185   |
| COWLES               | CWL   | N | 12 7/8 | 12 5/8 | + | 1/4   | + | 1.98  | 12 7/8 | 6 1/8  | 16      | 3,969     | 51,100    |
| DUN & BRADSTREET     | DNB   | N | 27 3/8 | 28 1/8 | - | 3/4   | - | 2.66  | 33 3/4 | 24 5/8 | 16      | 26,571    | 727,381   |
| FAIRCHILD IND.       | FEN   | N | 10 1/2 | 11 1/4 | - | 3/4   | - | 6.66  | 11 1/2 | 6 1/8  | 11      | 5,708     | 50,934    |
| FUQUA**              | FQA   | N | 12 3/8 | 10 3/4 | + | 1 5/8 | + | 15.11 | 12 3/8 | 4 1/2  |         | 8,844     | 109,444   |
| GANNETT CO.          | GCI   | N | 37 1/2 | 37 7/8 | - | 3/8   | - | .99   | 41     | 32 7/8 | 18      | 21,108    | 791,550   |
| GENERAL TIRE         | GY    | N | 27 7/8 | 26 3/4 | + | 1 1/8 | + | 4.20  | 27 7/8 | 17 5/8 | 6       | 21,954    | 611,967   |
| GLOBE BROADCASTING** | GLBTA | O | 2 1/8  | 2 1/8  |   |       |   | .00   | 2 7/8  | 1 1/2  |         | 2,783     | 5,913     |
| GRAY COMMUN.         |       | O | 9 1/2  | 9      | + | 1/2   | + | 5.55  | 9 1/2  | 6      | 6       | 475       | 4,512     |
| HARTE-HANKS          | HMN   | N | 28 5/8 | 28     | + | 5/8   | + | 2.23  | 28 7/8 | 17 1/8 | 13      | 4,383     | 125,463   |
| JEFFERSON-PILOT      | JP    | N | 30 7/8 | 31     | - | 1/8   | - | .40   | 32 1/8 | 25 5/8 | 11      | 24,078    | 743,408   |
| KAISER INDUSTRIES    | KI    | A | 15 1/2 | 15 1/2 |   |       |   | .00   | 16     | 8      | 10      | 28,119    | 435,844   |
| KANSAS STATE NET.    | KSN   | O | 5 1/2  | 5 5/8  | - | 1/8   | - | 2.22  | 5 5/8  | 3      | 11      | 1,716     | 9,438     |
| KNIGHT-RIDDER        | KRN   | N | 36 3/4 | 37     | - | 1/4   | - | .67   | 39     | 28 7/8 | 12      | 8,305     | 305,208   |
| LEE ENTERPRISES      | LNT   | A | 26 7/8 | 25 7/8 | + | 1     | + | 3.86  | 26 7/8 | 13     | 14      | 5,022     | 134,966   |
| LIBERTY              | LC    | N | 18 1/4 | 18 1/2 | - | 1/4   | - | 1.35  | 18 7/8 | 9 1/2  | 6       | 6,762     | 123,406   |
| MCGRAW-HILL          | MHP   | N | 16 7/8 | 16 3/8 | + | 1/2   | + | 3.05  | 17     | 12 3/4 | 11      | 24,690    | 416,643   |
| MEDIA GENERAL        | MEG   | A | 19 1/4 | 19 1/8 | + | 1/8   | + | .65   | 19 7/8 | 14 1/4 | 9       | 7,292     | 140,371   |
| MEREDITH             | MOP   | N | 19 7/8 | 19 1/4 | + | 5/8   | + | 3.24  | 19 7/8 | 10 1/4 | 5       | 3,064     | 60,897    |
| METROMEDIA           | MET   | N | 29 1/8 | 29     | + | 1/8   | + | .43   | 29 3/4 | 15     | 8       | 6,730     | 196,011   |
| MULTIMEDIA           | MMED  | O | 23 1/2 | 22 3/4 | + | 3/4   | + | 3.29  | 23 1/2 | 14 1/4 | 11      | 4,390     | 103,165   |
| NEW YORK TIMES CO.   | NYKA  | A | 16 7/8 | 16 7/8 |   |       |   | .00   | 18 1/2 | 11 1/2 | 13      | 11,206    | 189,101   |
| OUTLET CO.           | OTU   | N | 20 5/8 | 18 1/2 | + | 2 1/8 | + | 11.48 | 20 5/8 | 12 7/8 | 7       | 1,440     | 29,700    |
| POST CORP.           | POST  | O | 17 1/2 | 18     | - | 1/2   | - | 2.77  | 19 1/4 | 8      | 6       | 875       | 15,312    |
| REEVES TELECOM**     | RBT   | A | 1 3/4  | 1 7/8  | - | 1/8   | - | 6.66  | 2 1/2  | 1 1/8  |         | 2,376     | 4,158     |
| ROLLINS              | ROL   | N | 21 1/4 | 21 7/8 | - | 5/8   | - | 2.85  | 27 3/8 | 20 3/4 | 12      | 13,404    | 284,835   |
| RUST CRAFT           | RUS   | A | 10 1/4 | 10 1/2 | - | 1/4   | - | 2.38  | 10 1/2 | 5 5/8  | 7       | 2,291     | 23,482    |
| SAN JUAN RACING      | SJR   | N | 8      | 8      |   |       |   | .00   | 10 1/4 | 7 1/4  | 6       | 2,509     | 20,072    |
| SCHERING-PLOUGH      | SGP   | N | 39 1/2 | 39 1/4 | + | 1/4   | + | .63   | 59 3/4 | 39 1/4 | 14      | 54,037    | 2,134,461 |
| SONDERLING           | SDB   | A | 10 3/8 | 10 7/8 | - | 1/2   | - | 4.59  | 10 7/8 | 9 7/8  | 3       | 1,096     | 11,371    |
| TECH OPERATIONS**    | TO    | A | 2 7/8  | 3 1/4  | - | 3/8   | - | 11.53 | 4 3/4  | 2 1/8  |         | 1,344     | 3,864     |
| TIMES MIRROR CO.     | TMC   | N | 21 1/2 | 22     | - | 1/2   | - | 2.27  | 23 3/4 | 18 1/4 | 12      | 33,905    | 728,957   |
| WASHINGTON POST CO.  | WPO   | A | 24 1/8 | 23 1/2 | + | 5/8   | + | 2.65  | 44 1/4 | 21 3/4 | 12      | 4,546     | 109,672   |
| WOMETCO              | WDM   | N | 11 3/4 | 11 7/8 | - | 1/8   | - | 1.05  | 13 1/4 | 8 7/8  | 7       | 9,470     | 111,272   |
| TOTAL                |       |   |        |        |   |       |   |       |        |        | 380,703 | 9,210,244 |           |

## Cablecasting

|                      |       |   |        |        |   |     |   |       |        |        |        |           |         |
|----------------------|-------|---|--------|--------|---|-----|---|-------|--------|--------|--------|-----------|---------|
| ACTON CORP.          | ATN   | A | 4 3/8  | 4 1/2  | - | 1/8 | - | 2.77  | 4 1/2  | 1 1/8  | 14     | 2,640     | 11,550  |
| AEL INDUSTRIES**     | AELBA | O | 4      | 3 1/2  | + | 1/2 | + | 14.28 | 4      | 3/4    |        | 1,672     | 6,688   |
| AMECO                | ACO   | O | 1/2    | 1/2    |   |     |   | .00   | 1 3/4  | 3/8    |        | 1,200     | 600     |
| AMERICAN TV & COMM.  | AMTV  | O | 19 3/4 | 20 1/2 | - | 3/4 | - | 3.65  | 23 1/4 | 13 1/2 | 16     | 3,369     | 66,537  |
| ATHENA COMM.** *     |       | O | 1/8    | 1/8    |   |     |   | .00   | 1/2    | 1/8    |        | 2,125     | 265     |
| BURNUP & SIMS        | BSIM  | O | 3 7/8  | 3 7/8  |   |     |   | .00   | 6 1/2  | 3 1/4  | 35     | 8,319     | 32,236  |
| CABLECOM-GENERAL     | CCG   | A | 6 3/8  | 6 3/8  |   |     |   | .00   | 8 1/8  | 4 1/8  | 6      | 2,562     | 16,332  |
| CABLE INFO.          |       | O | 3/4    | 3/4    |   |     |   | .00   | 1 1/4  | 1/4    | 4      | 663       | 497     |
| COMCAST              |       | O | 4 1/8  | 3 7/8  | + | 1/4 | + | 6.45  | 4 1/8  | 1 7/8  | 11     | 1,708     | 7,045   |
| COMMUN. PROPERTIES** | COMU  | O | 4 1/2  | 4 1/2  |   |     |   | .00   | 4 1/2  | 1 7/8  | 50     | 4,761     | 21,424  |
| COX CABLE            | CXC   | A | 18 3/4 | 18 5/8 | + | 1/8 | + | .67   | 18 3/4 |        | 13     | 3,563     | 66,806  |
| ENTRON               | ENT   | O | 1 3/4  | 1 3/4  |   |     |   | .00   | 2      | 1 1/2  | 2      | 979       | 1,713   |
| GENERAL INSTRUMENT   | GRL   | N | 20 3/4 | 21     | - | 1/4 | - | 1.19  | 21     | 8 1/4  | 23     | 7,178     | 148,943 |
| GENEVE CORP.         | GENV  | O | 8 3/4  | 8 3/4  |   |     |   | .00   | 10     | 6 1/2  | 58     | 1,121     | 9,808   |
| TELE-COMMUNICATIONS  | TCOM  | O | 3 5/8  | 3 1/2  | + | 1/8 | + | 3.57  | 5 1/4  | 2 7/8  | 52     | 5,281     | 19,143  |
| TELEPROMPTER**       | TP    | N | 8 1/4  | 8 1/4  |   |     |   | .00   | 9 3/8  | 5 3/4  |        | 16,646    | 137,329 |
| TIME INC.            | TL    | N | 36     | 36 1/4 | - | 1/4 | - | .68   | 38 3/4 |        | 32     | 25,000    | 900,000 |
| TOCOM                | TOCM  | O | 2 7/8  | 2 7/8  |   |     |   | .00   | 3 1/4  | 1 5/8  | 10     | 617       | 1,773   |
| UA-COLUMBIA CABLE    | UACC  | O | 16 3/4 | 16 3/4 |   |     |   | .00   | 16 3/4 |        | 9      | 1,700     | 28,475  |
| UNITED CABLE TV**    | UCTV  | O | 4 3/8  | 4 1/4  | + | 1/8 | + | 2.94  | 4 3/8  | 1 5/8  |        | 1,879     | 8,220   |
| VIACOM               | VIA   | N | 13 1/8 | 12 1/4 | + | 7/8 | + | 7.14  | 13 1/4 | 7 7/8  | 13     | 3,705     | 48,628  |
| TOTAL                |       |   |        |        |   |     |   |       |        |        | 96,688 | 1,534,012 |         |

|                   | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Feb. 2 | Closing<br>Wed.<br>Jan. 26 | Net change<br>in week | % change<br>in week | 1976-77 |       | P/E<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |        |           |
|-------------------|-----------------|-------|---------------------------|----------------------------|-----------------------|---------------------|---------|-------|--------------|-----------------------------------|----------------------------------------------|--------|-----------|
|                   |                 |       |                           |                            |                       |                     | High    | Low   |              |                                   |                                              |        |           |
| Programming       |                 |       |                           |                            |                       |                     |         |       |              |                                   |                                              |        |           |
| COLUMBIA PICTURES | CPS             | N     | 10                        | 10 3/4                     | -                     | 3/4                 | -       | 6.97  | 10 3/4       | 4 1/2                             | 8                                            | 6,748  | 67,480    |
| DISNEY            | DIS             | N     | 41 1/2                    | 42                         | -                     | 1/2                 | -       | 1.19  | 63           | 41 1/2                            | 18                                           | 31,917 | 1,324,555 |
| FILMWAYS          | FWY             | A     | 7 3/4                     | 8 1/4                      | -                     | 1/2                 | -       | 6.06  | 10 1/4       | 5 1/4                             | 7                                            | 2,397  | 18,576    |
| FOUR STAR         |                 |       | 1                         | 1                          |                       |                     |         | .00   | 1            | 1/4                               | 10                                           | 667    | 667       |
| GULF + WESTERN    | GW              | N     | 17 1/4                    | 17 1/2                     | -                     | 1/4                 | -       | 1.42  | 26 7/8       | 15 1/2                            | 4                                            | 45,162 | 779,044   |
| MCA               | MCA             | N     | 39 5/8                    | 41 1/2                     | -                     | 1 7/8               | -       | 4.51  | 41 1/2       | 25                                | 8                                            | 17,445 | 691,258   |
| MGM               | MGM             | N     | 18                        | 17 5/8                     | +                     | 3/8                 | +       | 2.12  | 18           | 12 7/8                            | 8                                            | 13,102 | 235,836   |
| TELETRONICS INTL. |                 | O     | 6                         | 6                          |                       |                     |         | .00   | 9 5/8        | 3 3/4                             | 9                                            | 837    | 5,022     |
| TRANSAMERICA      | TA              | N     | 15 1/8                    | 14 1/2                     | +                     | 5/8                 | +       | 4.31  | 15 1/8       | 8 1/4                             | 9                                            | 65,148 | 985,363   |
| 20TH CENTURY-FOX  | TF              | N     | 10 3/4                    | 12                         | -                     | 1 1/4               | -       | 10.41 | 15           | 8 3/4                             | 9                                            | 7,568  | 81,356    |
| WARNER            | WCI             | N     | 27 3/4                    | 29 1/4                     | -                     | 1 1/2               | -       | 5.12  | 29 1/4       | 17 1/2                            | 26                                           | 17,001 | 471,777   |
| WRATHER           | WCO             | A     | 4 1/2                     | 4 3/4                      | -                     | 1/4                 | -       | 5.26  | 5 1/8        | 3 1/8                             | 11                                           | 2,244  | 10,098    |
| TOTAL             |                 |       |                           |                            |                       |                     |         |       |              | 210,236                           | 4,671,032                                    |        |           |

## Service

|                      |       |   |        |        |   |     |   |      |        |        |    |        |         |
|----------------------|-------|---|--------|--------|---|-----|---|------|--------|--------|----|--------|---------|
| BBDO INC.            | BBDO  | O | 23 1/4 | 23 1/4 |   |     |   | .00  | 23 1/4 | 16 3/4 | 8  | 2,513  | 58,427  |
| COMSAT               | CO    | N | 34 3/8 | 34 1/4 | + | 1/8 | + | .36  | 34 3/8 | 23 7/8 | 9  | 10,000 | 343,750 |
| DOYLE DANE BERNRACH  | DOYL  | O | 17 1/8 | 17     | + | 1/8 | + | .73  | 18 3/8 | 8 7/8  | 7  | 1,816  | 31,099  |
| FOOTE CONE & BELDING | FCB   | N | 15 1/2 | 15 3/4 | - | 1/4 | - | 1.58 | 15 3/4 | 10 1/4 | 8  | 2,332  | 36,146  |
| GREY ADVERTISING     | GREY  | D | 17 1/4 | 17 1/4 |   |     |   | .00  | 17 1/4 | 6 7/8  | 6  | 1,104  | 19,044  |
| INTERPUBLIC GROUP    | IPG   | N | 31 3/4 | 31 7/8 | - | 1/8 | - | .39  | 31 7/8 | 16 3/8 | 8  | 2,290  | 72,707  |
| MARVIN JOSEPHSON     | MRVN  | D | 12     | 11     | + | 1   | + | 9.09 | 12     | 6 3/4  | 6  | 1,854  | 22,248  |
| MCI COMMUNICATIONS** | MCIC  | O | 2      | 1 7/8  | + | 1/8 | + | 6.66 | 3 3/8  | 1 1/4  |    | 16,795 | 33,590  |
| MOVIELAB             | MOV   | A | 1 7/8  | 1 3/4  | + | 1/8 | + | 7.14 | 2 5/8  | 1      | 8  | 1,409  | 2,641   |
| MPO VIDEOTRONICS     | MPO   | A | 6 7/8  | 7 5/8  | - | 3/4 | - | 9.83 | 7 5/8  | 2 3/8  | 11 | 537    | 3,691   |
| NEEDHAM, HARPER      | NDHMA | O | 11 3/8 | 11 3/8 |   |     |   | .00  | 11 3/8 | 5 5/8  | 6  | 823    | 9,361   |
| A. C. NIELSEN        | NIELB | O | 21     | 20 1/2 | + | 1/2 | + | 2.43 | 24 5/8 | 16 3/4 | 13 | 10,762 | 226,002 |
| OGILVY & MATHER      | OGIL  | D | 31 1/4 | 32 1/4 | - | 1   | - | 3.10 | 33 1/4 | 17     | 8  | 1,805  | 56,406  |
| J. WALTER THOMPSON   | JWT   | N | 16 3/4 | 16 3/4 |   |     |   | .00  | 17 7/8 | 7 7/8  | 8  | 2,649  | 44,370  |
| TOTAL                |       |   |        |        |   |     |   |      |        |        |    | 56,689 | 959,482 |

## Electronics/Manufacturing

|                      |       |   |        |        |   |       |   |       |         |        |         |            |            |
|----------------------|-------|---|--------|--------|---|-------|---|-------|---------|--------|---------|------------|------------|
| AMPEX                | APX   | N | 8 5/8  | 9 1/8  | - | 1/2   | - | 5.47  | 9 1/4   | 4 3/4  | 14      | 10,885     | 93,883     |
| ARVIN INDUSTRIES     | ARV   | N | 17 7/8 | 17 1/2 | + | 3/8   | + | 2.14  | 17 7/8  | 9 5/8  | 5       | 5,959      | 106,517    |
| CCA ELECTRONICS*     | CCA   | O | 1/8    | 1/8    |   |       |   | .00   | 1/2     | 1/8    | 1       | 897        | 112        |
| CETEC                | CEC   | A | 2      | 2      |   |       |   | .00   | 2 3/4   | 1 1/4  | 11      | 2,244      | 4,488      |
| COHU, INC.           | COH   | A | 2 7/8  | 2 5/8  | + | 1/4   | + | 9.52  | 3 5/8   | 2      | 26      | 1,617      | 4,648      |
| CONRAC               | CAX   | N | 25 1/4 | 24 1/4 | + | 1     | + | 4.12  | 29 1/8  | 20     | 7       | 1,427      | 36,031     |
| EASTMAN KODAK        | EASKD | N | 74 3/8 | 77     | - | 2 5/8 | - | 3.40  | 116 3/4 | 74 3/8 | 19      | 161,347    | 12,000,183 |
| FARINON ELECTRIC     | FARN  | O | 9 3/4  | 10     | - | 1/4   | - | 2.50  | 11 1/2  | 7      | 13      | 4,291      | 41,837     |
| GENERAL ELECTRIC     | GE    | N | 52 1/2 | 53     | - | 1/2   | - | .94   | 58 3/4  | 46     | 13      | 184,581    | 9,690,502  |
| HARRIS CORP.         | HRS   | N | 31 5/8 | 34 3/8 | - | 2 3/4 | - | 8.00  | 37 7/8  | 26 5/8 | 13      | 12,216     | 386,331    |
| HARVEL INDUSTRIES*   | HARV  | O | 3 1/8  | 3 1/8  |   |       |   | .00   | 6 1/2   | 2 3/4  | 8       | 480        | 1,500      |
| INTL. VIDEO CORP.    | IVCP  | O | 1 1/8  | 1      | + | 1/8   | + | 12.50 | 3 1/8   | 3/4    |         | 2,701      | 3,038      |
| MICROWAVE ASSOC. INC | MAI   | N | 23 1/8 | 22 3/8 | + | 3/4   | + | 3.35  | 23 1/8  | 13 3/4 | 11      | 1,320      | 30,525     |
| 3M                   | MMM   | N | 51     | 51 7/8 | - | 7/8   | - | 1.68  | 66 1/2  | 51     | 19      | 115,265    | 5,878,515  |
| MOTOROLA             | MOT   | N | 49 7/8 | 52     | - | 2 1/8 | - | 4.08  | 57 3/4  | 41 1/4 | 19      | 28,353     | 1,414,105  |
| N. AMERICAN PHILIPS  | NPH   | N | 34 3/8 | 34 1/4 | + | 1/8   | + | .36   | 35 7/8  | 19 7/8 | 8       | 12,033     | 413,634    |
| OAK INDUSTRIES       | OEN   | N | 10 1/8 | 10 1/4 | - | 1/8   | - | 1.21  | 12 1/4  | 7 1/4  | 9       | 1,639      | 16,594     |
| RCA                  | RCA   | N | 27 3/4 | 27 5/8 | + | 1/8   | + | .45   | 30      | 18 7/8 | 14      | 74,728     | 2,073,702  |
| ROCKWELL INTL.       | ROK   | N | 32     | 33 1/4 | - | 1 1/4 | - | 3.75  | 34 3/8  | 23 3/8 | 9       | 32,300     | 1,033,600  |
| RSC INDUSTRIES       | RSC   | A | 1 7/8  | 2      | - | 1/8   | - | 6.25  | 2 1/2   | 1 3/8  | 10      | 2,690      | 5,043      |
| SCIENTIFIC-ATLANTA   | SFA   | A | 18 3/4 | 20 5/8 | - | 1 7/8 | - | 9.09  | 21      | 10 1/4 | 13      | 1,668      | 31,275     |
| SONY CORP.           | SNE   | N | 9      | 8 5/8  | + | 3/8   | + | 4.34  | 9 7/8   | 7 1/4  | 19      | 172,500    | 1,552,500  |
| TEKTRONIX            | TEK   | N | 58     | 59     | - | 1     | - | 1.69  | 67      | 44 1/4 | 14      | 8,671      | 502,918    |
| TELEMATION           | TIMT  | O | 5/8    | 3/4    | - | 1/8   | - | 16.66 | 1       | 1/4    | 1       | 1,050      | 656        |
| VARIAN ASSOCIATES    | VAR   | N | 18 3/4 | 16 7/8 | + | 1 7/8 | + | 11.11 | 18 3/4  | 12     | 14      | 6,838      | 128,212    |
| WESTINGHOUSE         | WX    | N | 17 5/8 | 18 1/2 | - | 7/8   | - | 4.72  | 19 1/8  | 13     | 7       | 87,508     | 1,542,328  |
| ZENITH               | ZE    | N | 25 1/4 | 24 1/4 | + | 1     | + | 4.12  | 38 1/4  | 23 5/8 | 12      | 18,818     | 475,154    |
| TOTAL                |       |   |        |        |   |       |   |       |         |        | 954,026 | 37,467,831 |            |

GRAND TOTAL 1,776,242 57,241,014

## Standard & Poor's Industrial Average

114.0 113.6 +.4

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

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly

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

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

## Ralph Guild: radio, from bottom to top

As far back as Ralph Guild can remember, he wanted to work in radio.

"I never even thought of going into another field," he says. "I was an avid listener when I was a child. I remember I was the only student who took his radio to school on Dec. 8, 1941, the day President Roosevelt announced the declaration of war. I was 13 at the time."

Unswerving devotion to a career goal doesn't always lead to fulfillment, but in Mr. Guild's case, persistence and dedication paid off. At 48, he has spent 28 years in radio and is chairman of ASI Communications, New York, a group station owner, and president of McGavren-Guild Inc., New York, a leading radio representative firm.

Ralph Chester Guild was born and raised in Oakland, Calif., and broke into professional radio as a comic. He acknowledges he was no Milton Berle, but as a student at the College of the Pacific in Stockton, Calif., in the late 1940's, he teamed up with a singing classmate, Daren McGavren. Now Mr. McGavren didn't exactly put Frank Sinatra or Perry Como to shame, either. But as a crooner-comedian team, McGavren-Guild attracted the attention of the manager of a local radio station, KXOB(AM) Stockton (now KJOY). He proposed they put on a college radio show.

"In addition to putting on the show, I was offered a job as a salesman," Mr. Guild recalls. "I soon realized that any talent I had was in the business end of radio. I quit college and went to work for the station full time."

Stockton not only was the launching-pad for Mr. Guild's career; it was the start of a friendship with Mr. McGavren that later developed into a long-term business relationship.

Those early years were devoted to learning the fundamentals of selling radio advertising, primarily in the retail field. He remained at KXOB for two years; then shifted to KXOA(AM) Sacramento in 1950. He was named sales manager of KXOA in 1953 and moved to KROY(AM) Sacramento as general manager in 1955.

"In 1957 I felt the need to spread my wings," Mr. Guild says. "A number of broadcast executives suggested that national rep experience would be useful. My old friend, Daren McGavren, had formed a national rep firm in San Francisco in 1952. We had kept in touch over the years and he suggested I might want to open up a New York office for his firm, then called McGavren-Quinn."

Mr. Guild accepted the offer and moved to New York. "At the time," he says, "I



Ralph Chester Guild—president of McGavren-Guild Inc., New York, and chairman of ASI Communications, New York; b. Oakland, Calif., Sept. 11, 1928; College of the Pacific, 1946-1948; salesman, KXOB(AM) Stockton, Calif., 1948-50; salesman and later sales manager KXOA(AM) Sacramento, Calif., 1950-55; general manager, KROY(AM) Sacramento, 1955-57; sales manager, McGavren-Quinn, New York, 1957-62; vice president and general sales manager, McGavren-Guild, 1962-68; president since 1968; chairman of ASI Communications since 1967; m. Calla Murphy 1950; children—Marc, 26; Gale, 25; Lynn, 16; Sharon, 10, and Adam, 7.

thought I'd spend a few years in New York and then go back to California. But here I am, almost 20 years later and I'm still in New York." He adds, "Wherever I am now, California or some other place, I can't wait to get back to New York."

When Mr. Guild first headed east, McGavren-Quinn was a small but burgeoning operation with \$800,000 in billings, three offices and 35 stations.

"I guess we have made some progress," Mr. Guild says. "We now represent stations in 125 markets and our billings are in the \$35-million range. We have 75 employees spread out in our 10 offices" (New York, Chicago, Los Angeles, Dallas, Atlanta, Philadelphia, Boston, St. Louis, San Francisco and Detroit).

In the 1960's Mr. Guild began to climb the rep firm's ladder. He was named vice president and general sales manager of the company in 1962. At the same time, the firm's name was changed to McGavren-Guild. In 1968 he was elevated to president.

Mr. McGavren left the firm in 1968, and by this time a company called ASI Communications, New York, was formed to own both McGavren-Guild and a number of stations—KFAC-AM-FM Los Angeles; KROY-AM-FM Sacramento and KJTV(TV) Bakersfield.

This month is going to mark another

milestone in Mr. Guild's business career. As of about Feb. 15, McGavren-Guild will be removed from the ASI umbrella and, under an employee stock option plan; M-G workers will own the firm.

"Of course our management team will continue to run the operations of McGavren-Guild," he says. "But we feel strongly that a service company should make incentives available to employees."

Mr. Guild said he will continue as chairman of ASI Communications but will leave the running of day-to-day activities to the top managers of the stations.

Another operation generally under Mr. Guild's guidance is Broadcast Marketing System, a nonwired network he formed three years ago. It is a separate subsidiary owned by ASI and services 321 stations.

"BMS is doing very well," Mr. Guild reports. "Our first two years were start-up periods but now in our third year we're billing more than \$2 million."

Despite money such as that, Mr. Guild is convinced that radio is and has been underpriced for a long time. He says that the deluge of FM stations that flooded the market starting in the late 1950's had the effect of widening the radio advertising inventory and, in turn, perpetuating low price tags.

McGavren-Guild, he says, is so concerned with the pricing situation that it is sponsoring a series of seminars this spring on the subject in New York, Washington, Chicago and San Francisco.

McGavren-Guild takes an aggressive new-business stance and maintains a strong research department to fortify presentations, according to Mr. Guild. The research department, he says, has been working closely with agencies in setting up media plans for suggested radio flights.

Mr. Guild smilingly refers to 1976 as "a great year" and has warm expectations for 1977.

"It promises to be a very good year but there is a danger of becoming self-satisfied," he says. "There is a tendency to become too pleased and a rep firm may ignore its share of the available dollars in a market. For example, if you go up 5% in a given market and the market grows by 8%, you're not getting your proportionate share."

McGavren-Guild has been in business for 28 years, Mr. Guild notes, adding, "we're proud of having a longevity record with our clients that is well above the average for our industry."

Mr. Guild's own long-time association with broadcasting promises to be a continuing one, especially through his family. His son, Marc, works for M-G in the research department and his daughter, Gale, is a receptionist on the NBC executive floor in Rockefeller Center in New York.

## Worth re-reading

Amid all the hand-wringing over rising television prices and declining television efficiencies, it was refreshing to publish a "Monday Memo" in the Jan. 31 issue of this magazine from a leading agency executive who thinks things aren't so bad.

The essence of the message was that television and other media offer good values, and are likely to continue to do so, when properly used. The author was E.E. Norris, BBDO executive vice president in charge of the media, network programming and marketing services departments, and Mr. Norris backed up his conclusions with facts. Readers who missed the piece the first time around are encouraged to revisit that issue.

## Topper

The spectacular success of ABC-TV's *Roots* has added distinction to a prime-time television season already marked by unusual diversity and excitement. We can recall no other season in recent years so liberally laced with specials of so many kinds. If some didn't work, and indeed one last Monday on another network was an embarrassment, the net result has been, it seems to us, the most colorful season in recent history.

*Roots*, of course, is a case apart, drastically different in subject matter, innovative in scheduling—and devastating in its competitive effects. Not once in its eight consecutive nights did its average share of audience drop below 61%; its final evening's average was a peak 71% and its average for the eight nights was 66%. No wonder it had people talking once again about what they'd seen on television last night.

By ABC's accounts of its genealogy, the TV version of *Roots* originated several years ago with author Alex Haley while he was still researching and writing the book. He and his lawyer took the idea to producer David Wolper, and they took it to ABC's Brandon Stoddard, now vice president in charge of dramatic programs and motion pictures for TV. Mr. Stoddard liked it, got it approved—more than two years ago—and has since been its chief ABC shepherd.

Many people had a hand in its success, of course, and it detracts from no one to observe that *Roots* also had the advantage of excellent publicity, including timing of the book's publication only a few months before the TV series was to be ready. ABC benefited most from its success, but television's gain was not negligible.

## Attention please

Broadcasters who were recruited by the FCC's Broadcast Bureau to provide advice in the preparation of the U.S. position to be taken at the 1979 World Administrative Radio Conference are beginning to think that their time has been wasted and their advice ignored. They said as much in a letter sent last week to Chairman Richard E. Wiley and other FCC officials by James D. Parker of CBS, chairman of the Television Broadcasting Service Working Group.

It is not that the Broadcast Bureau has been uncongenial. The broadcasters have reason to believe that in other sectors of the FCC staff maneuvering is under way to jeopardize television's present reservations of UHF spectrum space. The intention, it is assumed, is to set the commission up for a diversion of UHF assignments to land mobile and other services that, collectively, are seeking more space than the UHF band contains. The broad-

casters hope to interest the FCC members themselves in the proceeding before the staff manipulates things beyond the point of no return.

Mr. Parker's letter last week was an articulation of apprehensions first expressed two months ago (BROADCASTING, Dec. 13, 1976) after the FCC issued a notice raising questions about future use of UHF space. The Television Broadcasting Service Working Group had thought it had answered all the questions in a comprehensive document filed six months earlier (BROADCASTING, June 14, 1976). It seemed unlikely that any commissioner who voted for the notice had read the broadcasters' presentation and even less likely that the staff had fairly summarized their work in drafting the notice that the commissioners adopted.

It is a formidable array of rival claimants to UHF space that broadcasting faces at the FCC. The government itself, through the Office of Telecommunications Policy, has put in a bid for future transfer of 100 mhz from broadcasting to governmental use. The manufacturers of two-way communications gear want as much UHF space as they can get and more. All justify their claims on the grounds that television broadcasting will eventually shrivel as cable systems spread throughout the country. Indeed the OTP has done what it could to encourage regulatory schemes that would hasten cable expansion.

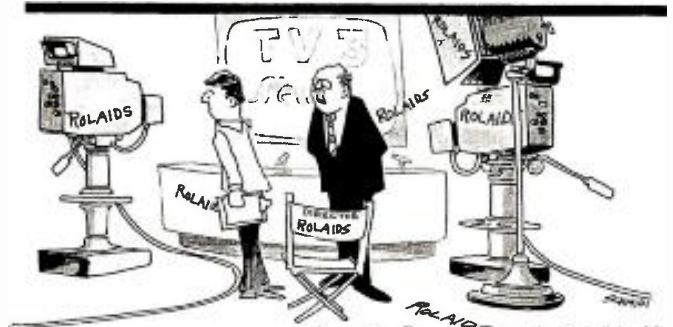
This nation's allocations of the spectrum must be firmly set before the U.S. delegation goes to the 1979 conference, where worldwide allocations will be made. Broadcasters are entitled to their concern that the commissioners are paying too little attention to the problems.

## Style of his own

Whatever it may come to be called—"fireside chat," "the just-folks show"—Jimmy Carter's first television report after assuming the Presidency proved mainly that the White House library is a cozy place to sit. Mr. Carter may want to consider whether it is the kind of prime-time appearance that he can repeat very often without losing his audience.

It was evident that Mr. Carter wished to achieve a personal identification different from his predecessors' in his White House debut on the nation's television system. It was equally evident that he succeeded. No President before him has made a pre-arranged presentation before a national audience while dressed in a sweater instead of a coat.

Any appearance of a new President had to be considered a news event worthy of live coverage by the whole network system. As Mr. Carter's tenure goes on, however, that condition will no longer apply. It is something to be kept in mind by Mr. Carter and his broadcast advisers.



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GRABBERS

The star power of movie and TV celebrities... the bubbling personality of Art James... who has such solid gold credits as NBC-TV's Who What or Where, Magic Marble Machine and Blank Check... a unique game idea... laughs that are pale blue but never really off color... excitement that produces the young demographics you want... that's WORD GRABBERS.

Created by Ron Greenberg (whose network shows include NBC-TV's Sale of the Century, Who What or Where and ABC-TV's Dream House) WORD GRABBERS is the right show for the right time. And the game plan is yours — a half hour strip for straight cash.

We have just produced the pilot in Hollywood and it's ready for you to view at NATPE. For some Show Biz refreshment and to screen this refreshing new series come by our Suite 16-F at the Fountainsbleau. WORD GRABBERS' host Art James will be with us on Sunday, February 13. He'd like to see you there. And so would we.

POPI GOES THE COUNTRY 127 STATIONS

DOLLY 130 STATIONS

GOSPEL SINGING JUBILEE 67 STATIONS

NASHVILLE ON THE ROAD 110 STATIONS

PORTER WAGONER 103 STATIONS

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