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FCC gets ready to give the money back

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VOL. 1 PART ONE

SATURDAY, FEBRUARY 12, 1977

DAILY 50¢ (and worth more!)

"Front Page Feeney" — Yongestreet's New Half-Hour Situation Comedy Series Ties Viewers Into Knotts of Laughter!

"Hee Haw" Company to Nashville for June, 1977 Taping

NASHVILLE — "Hee Haw" producer Sam Lovullo has announced that Buck Owens, Roy Clark and the entire cast of "Hee Haw" will return to Music City U.S.A. in June to tape the first 13 of 26 all-new hour shows for the 1977-78 season.

All regulars will be on hand for the multi-week taping schedule at WTVF Studios. Some 26 guest stars will also go before the cameras.

George Lindsey, one of the "Hee Haw" regulars, will be on hand at the N.A.T.P.E.



Buck Owens and Roy Clark

THE WEATHER

National Weather Service forecast: There's a chance of rain or shine today and tomorrow. The temperature will range from high to low with the possibility of medium range, either Fahrenheit or Centigrade.



Don Knotts

Knotts Winner of Five Emmy Awards

Five-time Emmy winner Don Knotts has often been called "the comedian's comedian." And with good reason! He began to learn his craft by listening to radio broadcasts of such masters of timing as Jack Benny and Edgar Bergen.

The proof that Knotts learned well can be found in his success on stage, screen and television. The native of Morgantown, W. Va. was a fixture on Broadway in the comedy hit, "No Time for Sergeants," and was a smash in a tour of Neil Simon's comedy hit, "Last of the Red Hot Lovers."

He appeared in the movie version of "Sergeants" and his 12 other cinematic assignments include starring roles in two recent Walt Disney hits, "Apple Dumpling Gang" and "No Deposit, No Return," and the soon-to-be-released "Herbie Goes To Monte Carlo." His television success is written in that medium's history books.

Don Knotts Is "Front Page Feeney," Chronicle's Most Inept Reporter.

MIAMI BEACH (AP, UPI, REUTERS) — Don Knotts, the famed comedian of television and motion pictures, returns to TV as the star of "Front Page Feeney," a new half-hour situation comedy to be presented by Yongestreet Productions as a prime time access series, it was announced at the N.A.T.P.E.

In the title role of Don Feeney, Knotts will portray a newsman on the staff of a fictional metropolitan paper, the Los Angeles Daily Chronicle.

Howard Morris, who is directing the pilot, describes the character Knotts portrays as a "Walter Mitty" type. In his fantasies, he is the demon reporter who covers the most dangerous stories, often at the risk of life and limb. He rips the mask off evil-doers, penetrates areas fraught with danger and scoops his rivals with Pulitzer Prize-winning exposes.

Actually, however, it is the research that Feeney does with the aid of the lady who loves him, Babs Lovelace of the Chronicle's morgue (played by Susan Tolsky), which enables dashing, handsome Steve Bradley

to become the newspaper's ace reporter.

Other regular characters in Yongestreet's hilarious comedy series include "Flash" Fletcher, the fearless photographer; Bobby Greer, young, beautiful, gorgeously stacked women's libber who is the newsroom's copy person; and Mel Bainbridge, the Chronicle's famed, powerful and commanding managing editor (played by Edward Andrews).

In the past years, Yongestreet has produced such successful network series as "The Hollywood Palace," "The Julie Andrews Hour" and, currently, "Sonny and Cher." Network specials include Perry Como, Herb Alpert and "Swing Out, Sweet Land," starring John Wayne, which has now aired three times.

Yongestreet's philosophy has always been to give the access time period network quality productions. "Front Page Feeney" is no exception. From star Don Knotts to the script written by John Aylesworth, Frank Peppiatt and Jack Burns to Howard Morris' directorial expertise, it's top quality all the way.

NEWS BULLETIN

You can see Don Knotts in reel life — and possibly in real life — in Suite 1583-4-5 of the Fontainebleau Hotel. For those who cannot attend, please call or write Alan Courtney, President, Yongestreet Program Services — 213/273-8290 — 357 N. Canon Drive, Beverly Hills, CA 90210.

The Week in Brief

IT'S SERIOUS □ Networks admit that advertiser pressure on violence is going to bring about changes in programing. **PAGE 29.**

QUALIFIED HELP □ Producers are willing to go along with efforts to reduce violence as long as their freedoms aren't restricted. **PAGE 29.**

GETTING CLOSER □ At its annual convention, PBS tones down its demands of CPB in any partnership agreement. **PAGE 31.**

WILEY'S SUCCESSOR? □ Tip O'Neill's general counsel, Charles Ferris, is the front-runner at the moment for the FCC chairmanship, but only time will tell. **PAGE 31.**

MIAMI MARKETPLACE □ Station programers will be talking about innovative programing concepts at this week's NATPE convention, but it's the game shows they'll be buying. **PAGE 32.**

WARNER CABLE'S PLAN □ Extensive service with two-way programing and many other facilities is in the cards for Columbus, Ohio. **PAGE 33.**

STRIKING THE COLORS □ FCC Chairman Richard Wiley has all but given up on mandate to collect fees from those it regulates. He tells Congress that proper legislation will have to be passed before the commission can charge its customers again. **PAGE 48.**

THE BIG PAYOFF □ Investigation on payola and plugola begins this week. **PAGE 48.**

WITH PEN IN HAND □ The House Communications Subcommittee's budget is almost doubled as prelude to its rewrite of the Communications Act. **PAGE 55.**

REPORT CARD □ Senate committee releases study on all government agencies, including the FCC. **PAGE 55.**

MAKING THE GRADE □ CPB President Henry Loomis asks Congress for \$160-million ceiling for 1980, but legislators say minority records should be improved or money may be hard to get. **PAGE 58.**

HELD ACCOUNTABLE □ WSTC-AM-FM appeals judge's decision that it can be sued for editing of political candidates' radio spots. **PAGE 80.**

IN THE MONEY □ FCC allocates \$300,000 to projects

ranging from common-carrier to minority ownership. **PAGE 60.**

FILLING THE BARREL □ Cox will buy another FM station, in Philadelphia, giving it seven, the number allowed by the FCC. **PAGE 67.**

REPLY-TO-CARTER TIME □ The three commercial networks plan huddles with GOP leaders to discuss time for answers to future addresses by the President. **PAGE 68.**

COMPARATIVE COMMERCIALS □ Ogilvy & Mather report claims that ads involving competing products create negative impressions. **PAGE 76.**

MORE BOOM BUYING □ TV advertisers bought substantially more network minutes in fringe time, according to TVB analyses of 1976 purchases. **PAGE 78.**

EVERYTHING WAS UP □ CBS Inc. sales went over the \$2-billion mark in 1976 as the company set new records for the fifth straight year. **PAGE 81.**

NUTS, BOLTS AND RUBLES □ A jubilant NBC explains how and why it committed \$100 million or more to the 1980 summer Olympics in Russia. **PAGE 84.**

PARRYING WITH ASCAP □ The music licensing organization wants to hike fees for radio stations, but broadcaster representatives counter with a demand for a 25% cut. **PAGE 86.**

DING-DONG CRISIS □ The record cold has shut down many schools, but it isn't keeping radio, TV and cable from bringing the classroom into the home. **PAGE 91.**

SPECTRUM SPACE □ The battle continues in comments filed at the FCC about the stances to be taken at the 1979 WARC. **PAGE 97.**

VTR COMPATABILITY □ Broadcasters set up meetings with manufacturers in hopes of getting uniform standards for one-inch recorders. **PAGE 98.**

PBS GETS NOD □ FCC authorizes public broadcasting's plan for satellite transmission. It will cost \$40 million. **PAGE 98.**

NATPE'S BOYER. □ He's a man with a mission: To get TV owners to afford full status to their programing executives. **PAGE 121.**

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KING KONG

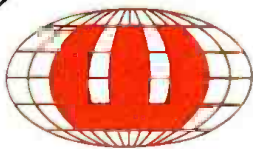


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Closed Circuit[®]

Insider report: behind the scene, before the fact

In transition

Unshot photo opportunity of political season evaporated last Tuesday in picture-conscious Washington. With assorted still photographers foraging about in Capital Hilton's grand ballroom covering 25th anniversary celebration of NBC's *Today* program, FCC Chairman Richard Wiley was engaged in intensive and animated conversation with possible successor, Charles D. Ferris (see page 31).

Chairman Wiley, given to good-natured arm-twisting, was advising Mr. Ferris to beware of certain "characters" as they came within earshot, and then proceeded to introduce him. Currently counsel to House Speaker O'Neill, Mr. Ferris—if appointed—isn't expecting to take office until Chairman Wiley serves out term expiring June 30. Commissioner Ben Hooks, due to leave early August, is plumping for black as his successor. But there's also drive for engineer-commissioner, in light of satellite and other allocations problems at upcoming international conferences.

Mere formality

Despite opposition from some quarters, it appears all but certain President Carter will give nod for Federal Trade Commission chairmanship to Michael Pertschuk, chief counsel to Senate Commerce Committee. One source said President's announcement of that appointment will come this week or next. Mr. Pertschuk and two others reported to have been considered for post, Robert Pitofsky and Joan Bernstein, both former high-ranking staff members at FTC, were opposed by group called Committee for an Effective Federal Trade Commission in letter to President because, group said, they are more interested in protecting interests of concentrated industries than interests of consumers.

Mr. Pertschuk, 44, who has degree from Yale Law School, has been with Commerce Committee since 1964.

When shades go up

FCC officials are preparing for March 16 start of sunshine season, when most meetings will be open to public, thanks to act of Congress. And, apart from whether commissioners and staff will welcome doing business in public, they are already complaining that complicated procedures prescribed by sunshine law will slow down commission's work. Commission will be required to meet to decide which meetings will be open, which closed (to discuss exempt items), then issue agenda for open

meeting seven days in advance. One effect is that it will be difficult for commission to postpone item once it is scheduled; out-of-towners would not like to hear commissioner ask for additional time on matter that took them to Washington.

Meanwhile, work is proceeding on permanent installation of closed-circuit television system commission has used occasionally to pipe pictures of oral argument from meeting room to overflow crowd in adjoining conference room. New system, which would also be available to service overflow crowd at commission meeting, will be extended into commissioners' offices; this would permit assistants to keep in touch with developments while at work.

Expert wanted

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sounded out old boss on possibility of acting as consultant in projected rewriting of Communications Act. Although nothing has been settled, talk has been with Howard Chernoff who, as executive of old *San Diego Journal*, promoted Mr. Van Deerlin to city editor just after World War II. Mr. Chernoff later managed KFMB-AM-TV San Diego before retiring from broadcasting. He was deputy director of USIA in Lyndon Johnson administration, later had special assignments from State Department, with ambassadorial rank. Word is Mr. Van Deerlin wants advice from broadcaster who has met a payroll.

Contraband on display

Should FCC officials go to trade show featuring equipment that commission has declared illegal? Commission officials' answer, for most part, seems to be: Why not? Commissioner Benjamin L. Hooks (subbing for Chairman Richard E. Wiley), Chief Engineer Raymond Spence and Raymond Higginbotham, chief of the Safety and Special Radio Services Bureau, will participate in PC '77, personal communications trade show in Las Vegas this week, even though amplifying equipment commission has banned for CB operators is being featured. C. Phyll Horne, chief of Field Operations Bureau, which has job of tracking down illegal emissions, is boycotting show. Electronic Industries Association officials are said to have apologized to Chairman Wiley for presence of equipment this year and say it won't happen again.

Meanwhile, commission is expected this week to announce new actions aimed at reducing personal communication

interference. Both are proposed rulemakings—one to prohibit use of radio frequency amplifiers that are now legal for amateurs but that CB operators have indiscriminately used and to require type acceptance of amateur transmitters.

Too heavy

Growing advertiser resistance to action shows (see page 29) was indicated when number of advertisers reportedly dropped out of CBS-TV's showing of "Rollerball" on last week's *Wednesday Night Movie* on grounds it was too violent. Some that didn't drop—or came in—were said to have been swayed by attractive discounts. CBS-TV officials declined comment on that report or another that at least four or five affiliates refused to carry show and three others delayed it to late night for same reasons.

Novitiates

Neophyte Commissioners Margita White, Republican, and Joseph Fogarty, Democrat, are finding some aspects of official life at FCC short of regulatory Shangri La. Mrs. White, whose husband is partner in Washington law firm, acknowledges her activities are circumscribed because she is committed not to participate in matters affecting any clients of his law firm, however remote. One such is AT&T, though very small portion of company's FCC matters is handled by Mrs. White's husband's firm.

Mr. Fogarty's predicament is of his own making, and he may not regard it as problem at all. Since assuming office last Sept. 17 following nine years on staff of Senate Commerce Committee, he has been running full-tilt for FCC chairmanship. Presumably to avoid conflicts, his office screens all callers. There are complaints from practitioners and licensees who traditionally visit other commissioners, that as "taxpayers," they have citizens' right to call on public servants.

Out of town

With National Association of Television Program Executives convention in Miami Beach and other matters drawing FCC commissioners out of Washington, commission will hold no meeting this week. Chairman Richard E. Wiley, whose own travel schedule is heavy, was prevailed upon by his colleagues to cancel only meeting that had been scheduled. But he warned that trade-off would be heavier schedule in next few weeks.

Monday Memo[®]

A broadcast advertising commentary from Frank Mooney, VP-director of business and legal affairs, Dancer-Fitzgerald-Sample, New York

More than one way to skin the cat in syndication

The seers are saying that television, and particularly local television, will continue to be a dynamic growth industry.

Some of that growth on the local level is going to come from increased prices for advertising spots. Some growth could conceivably come from increased network compensation. Theoretically, stations could generate further revenues by selling 15-second spots. But based on present National Association of Broadcasters and Association of Independent Television Stations code restrictions on the total amount of advertising in a given hour, it's unlikely that the available commercial inventory will increase in the near future.

In order to achieve maximum growth from advertiser revenues, local stations must deliver programing that will attract and retain large target audiences.

Local stations do and will continue to originate their own programing. And they will seek and find local advertiser support for that type of programing. Locally produced programing, however, ties up capital and personnel. In short, good local programing costs money, and local stations' budgets aren't unlimited.

As we all know, there are other sources of nonnetwork programing. Program packages, suppliers and syndicators in endless file have trod paths to the doors of local program and station managers.

And advertising agencies have been supplying client-financed and client-sponsored programing to local stations on a direct barter basis for many years. The program is delivered with the client's commercials inserted and the station sells the remaining time. This type of arrangement can work to everyone's advantage with special programing for a special audience.

But barter programing, whether a special or a series, can be offered with conditions that may restrict the programing flexibility of a station. The advertiser may require that the program be aired on a given day or at a specified time. The advertiser may seek a guaranteed rating or share.

Straight barter is not always the best deal for an advertiser either. A company may not want to funnel a large number of commercials in one special or series. The advertiser may prefer to have a specific daytime, prime-time or news mix. However, the typical straight barter deal does not offer the advertiser these variations. The advertiser may not want to finance new production or commit a large sum for license fees required to obtain syndication rights. An advertiser that



Frank Mooney joined Dancer-Fitzgerald-Sample in 1969 from NBC, where he worked as a lawyer. He presently is vice president and director of legal affairs for D-F-S, and he is active in the business of Program Syndication Services, a D-F-S subsidiary.

hedges bets by purchasing network thirties in a mixture of programs may prefer to do the same with his syndication dollars.

For the most part, advertising agencies have not been too successful in having more than one client co-finance or act as program co-licensees of a program series.

While many large advertising agencies offer programing "owned" by the client on the traditional barter basis, some agencies are coming up with alternatives. Among them are Dancer-Fitzgerald-Sample, Young & Rubicam, J. Walter Thompson and Grey Advertising.

D-F-S's operation is known as Program Syndication Services Inc. PSS dollars are used to finance new production or license new existing programing.

In turn, the programs are offered to stations without any advertiser sponsorship or participation. The station either pays cash for one or two runs or, more likely, trades time for the show. The station runs the program with spots sold by the station. Not one commercial in the show need be for a PSS client. The station airs the show on days and at times it selects.

In return for the program, PSS receives credit, based on continual price evaluation, in a station time bank to be used for any of its clients. The station receives programing and cash. PSS took the programing risks, invested dollars, spent time, provided its clients with lower costs and services, and may even have made some money itself.

Since the advertiser in the program need not be a PSS client, the station is not pressured by PSS to deliver a special time slot or a PSS client-decreed rating.

Occasionally, some stations indicate they feel pressured by this arrangement—an advertising agency that buys advertising time also has a subsidiary that sells programing. The station should make a decision to buy or not to buy based on the merits of the program and the specified proposal. True negotiation must take place. If an advertising agency's syndication arm "forces" a deal that's bad for the station, that's shortsighted business. Depending on the facts, it may even be illegal.

Conversely, a station in a given market may agree to take the programing and pay cash or provide a time bank, but the station may demand that a large share of the available agency dollars allocated for the market be spent on that station. Once again, depending on the facts, the station may be "forcing" acceptance of a deal that's not only bad business but also illegal restraint of trade.

In both cases, one party's short-term insistence on the best possible immediate deal may ruin a long-term, more beneficial relationship. Both parties would do themselves and their respective industries a favor by avoiding such arrangements.

On the other hand, merely because a method of syndication is not straight barter syndication with client-inserted commercials, it should not exclude a station from considering the pluses and minuses of the time-bank method.

The so-called "fourth network" may arrive some day. But syndication is here today. And as the country grows and markets and audiences change, syndication will have to offer variations on its theme in order to grow and prosper. While the U.S. population continues to grow during the next decade, the number of households will be expanding at about twice the rate of the population as a whole. The greatest increase will be in the number of one-person households with a resulting substantial gain in the number of homes using television and an increase in total television viewing.

The future of syndication is bright. Hopefully, better quality programing will be shown. (And this raises a last, digressive point.) One of PSS's disappointments has been to see first-rate specials and series go to the Public Broadcasting System after commercial stations told PSS that there would not be a sufficient audience in their markets. PSS had to pass on some very good programs that became critical and ratings successes on PBS. Both commercial stations and the syndicators will have an image problem if this situation continues.



I'm a
PSSer!

Get your free Tee at Suite 17G.

And while you're there, take a look at PSS' uproarious new comedy - The King of Kensington. Also check out our exciting 1977 Oscar and Emmy Hopefuls. Last year's coverage was 70% - this

year we're looking to top even that! They're all part of the winningest lineup ever - from the pros at PSS.

So stop by. You'll find our programs fit you to a Tee.

PSS

347 Madison Avenue, New York, N.Y. 10017 Telephone: 212-532-1560
A Subsidiary of Dancer Fitzgerald Sample, Inc.

Business Briefly

Colgate □ Company is planning two spot-TV drives and one spot-radio campaign for various products. Its Dermassage dishwashing liquid will be promoted later this month in four-week spot-TV flight that is aimed at women, 18-49. Wm. Esty, New York is scheduling spots during daytime, fringe, special and prime-time periods. Dynamo liquid cleaner will be featured in four-week spot-radio promotion beginning this month. D'Arcy-MacManus & Masisus, New York, will slot spots in at least 15 markets, targeting them to women, 25-49. Company's Helena Rubinstein cosmetic line will be promoted in 13-week spot-TV campaign set for late March. Kenyon & Eckhardt, New York, will place spots in day, fringe, access, prime, news and weekend time viewing hours to reach women, 25-54.

Kellogg □ New Poole C cereal will be promoted in six-week spot-radio campaign beginning in mid-March. Leo Burnett, Chicago will buy spots in four markets to reach adults, 18 and over.

Nabisco □ Original flavor Milk-Bone dog biscuits will get four-week spot-TV drive later this month. Wm. Esty, New York, will set spots in fringe-time hours to reach women, 25-54.

Mercedes Benz □ Car company is mapping 44-week spot-radio campaign beginning later this month. Ogilvy & Mather, New York, seeks spots in Los

Angeles, gearing them to men, 35,64.

Pet □ Company's frozen foods will get four-week spot-TV promotion later this month. Haworth Group, Edina, Minn., will slot spots during fringe, day and prime-time viewing hours. Demographic target is women, 18-49.



Rival □ Crock plate will be introduced in six-week spot-TV promotion in late April. Promotion will be geared to advantages over oven, skillet, deep-fryer, omelet and crepe maker. It retails for about \$62.95. Barickman, Kansas City, Mo., is aiming to clear day time periods to reach women, 25-54.

Frigidaire □ Washing machines will get four-week spot-TV campaign starting in early April. Needham, Harper & Steers, Dayton, Ohio, will place spots in about 48 markets, zeroing in on women, 18-49.

Continental Airlines □ Company is arranging 12-week spot-TV flight starting

in early April. Benton & Bowles, New York, will place spots in 28 markets in special and news time periods to reach men, 25-54.

Monsanto □ Agricultural products division will feature Lasso farm chemical in 10-week spot-TV promotion later this month. Vitt Media, Inc., New York, will place spots in access, prime, news and weekend periods in about 20 markets to reach farmers.

Stokely-Van Camp □ Division of Purity Mills is readying six-week spot-TV drive for its Gatorade beverage in early April. Clinton E. Frank, Chicago, will place spots in early and late fringe-time periods to reach adults, 18-49.

Datsun □ Company will sponsor *Neil Diamond Special*, which will be simulcast nationwide on NBC-TV network and 15 FM stereo stations on Feb. 21, 9-10 p.m. (NYT). Parker, Palos Verdes Peninsula, Calif., is agency.

Hanes □ Today's Girl pantyhose will get eight-week spot-TV campaign later this month. Long, Haymes & Carr, Winston-Salem, N.C., will place spots in day and fringe-time hours, targeting them to women, 18-34.

Dannon □ Yogurt gets six-week spot-TV push beginning in April. Marsteller, New York, will place spots in day, fringe, news and weekend time periods to reach adults, 18-49.

Benjamin Moore □ Paint company is arranging four-week spot-radio push starting in mid-April. Warwick, Welsh & Miller, New York, is searching for, men 18-49, in at least five markets.

Air Jamaica □ Airline is setting six-week spot-radio drive to start in late February to reach adults, 25-49. Ketchum, MacLeod & Grove, New York, is scheduling

Schieffelin □ Wine and spirits importer is planning 17-week spot-radio campaign for Blue Nun wine in late March. Della Femina, Travisano & Partners, New York, will buy into at least 25 markets including Chicago, Denver and Washington, aiming to reach adults, 18-49.

Gorton's □ Batter fried fish sticks will get four-week spot-radio drive in late March. Daniel & Charles Associates, New York, will place spots in at least 20 markets, zeroing in on women, 18-49.

Lenders □ Bagel bakery is planning two spot-TV flights for its frozen bagels beginning in mid-February and early

BAR reports television-network sales as of Jan. 23

ABC \$67,595,700 (31.8%) □ CBS \$69,447,400 (32.7%) □ NBC \$75,385,900 (35.5%)

Day parts	Total minutes week ended Jan. 23	Total dollars week ended Jan. 23	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.	143	\$ 802,700	401	\$ 2,279,100	\$ 2,192,000	+ 4.0
Monday-Friday 10 a.m.-6 p.m.	913	13,051,200	2,910	40,969,000	41,117,500	- 0.4
Saturday-Sunday Sign-on-6 p.m.	320	6,936,300	1,279	36,411,500	26,534,500	+37.2
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,716,200	325	12,473,600	10,387,200	+20.1
Sunday 6 p.m.-7:30 p.m.	28	1,251,600	85	5,442,800	3,994,500	+36.3
Monday-Sunday 7:30 p.m.-11 p.m.	417	32,844,100	1,361	102,178,800	88,570,700	+15.4
Monday-Sunday 11 p.m.-Sign-off	202	4,291,400	604	12,674,200	11,459,800	+10.6
Total	2,123	\$62,893,500	6,965	\$212,429,000	\$184,256,200	+15.3

Source: Broadcast Advertisers Reports

MOUSE BOWS, WOWS CROWDS!



The new Mickey Mouse Club premiered in double figures! It earned an exciting 10.4 rating on a per-station-basis* in all its markets! If the new "mouse" isn't in your market yet, don't let someone else get to this audience before you! *Source: N11 - January 17, 1977. Subject to qualifications.

Exclusive Distribution: **SfM** Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017.
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SFM Suite 861

Rep appointments

- WNAX(AM) Yankton, S.D.: Eastman Radio, New York.
- WRAP(AM) Norfolk, Va.: Bernard Howard, New York.
- WPOM(AM) Riviera Beach, Fla.: P/W Radio Representatives, New York.
- KPLC-TV Lake Charles, La.: Katz Television Continental, New York.

April. Each will run for three-to-four weeks. Schulze Flanagan, New York, will place spots in at least 12 markets during day and fringe-time periods to reach women, 18-49.

American Bakeries □ Company is arranging four-week spot-radio campaign for bread. Vitt Media International, New York, will set spots in two West Coast markets in late February, searching for women, 18-49.

American Dairy Association □ Hard cheese is featured in three-week spot-TV drive beginning in mid-February. D'Arcy MacManus & Masius, Chicago, will place spots in about 20 markets. Women, 18-49, are target.

Pioneer Hi-Bred □ Hybrid seed corn gets six-week spot-radio promotion beginning later this month. Ad Plan, Chicago, is gearing spots to reach farmers.

Shulton □ Honcho, men's fragrance line, gets four-week spot-TV promotion later this month. Della Femina, Travisano & Partners, New York, will set spots during fringe, access, prime and news time in two markets to reach adults, 18-34.

Ronco Foods □ Pasta products will get six-week spot-TV campaign this month. Caldwell, Bartlett, Wood, Memphis, is placing TV slots in 28 markets in new and prime-time periods to reach women, 25-54.

Julius Wile □ Subsidiary of Standard Brands is planning two separate flights for its Dry Sack sherry—one for late February and other in early March, three weeks each. Ted Bates, New York is placing spots in at least five markets, zeroing in on men, 25-49.

Kneip □ Corn beef gets one-week spot-radio flight in early March. Tench, Chicago, will place spots in about five markets, aiming for women, 18 and over.

B.F. Trappey & Sons □ Canned food manufacturer will feature B.F. Trappey beans in eight-week spot-TV drive starting in March. Daytime and fringe-time hour spots will be placed in about 30 markets by Peter A. Mayer, New Orleans,

to reach women, 18-49.

Swift Chemical □ Subsidiary of Esmark Inc., Chicago, will feature Vigero fertilizer in four-week spot-TV drive in early March. Media Bureau International, Inc., Chicago, will schedule spots in at least 40 markets during fringe-time periods, seeking to reach men, 25-54.

Woodhill Chemicals □ Super Glue will be shown in eight-week spot-TV drive in late March. Fox & Associates, Cleveland, will set TV spots in all time periods to reach total women and men.

Mothers □ Food products company is scheduling two-week spot-radio promotion for its Passover products line in late March. Keenan & McLaughlin, New York, will buy spots in two markets to reach women.

Automatic Data Processing

□ Computer bookkeeping and recordkeeping service takes two spot-radio flights in late March and early April for two weeks each. Schaefer Advertising, Valley Forge, Pa., will place spots in 13 markets including Atlanta, Chicago and New York. Men, 35-64, are target audience.

Coleman □ Camping equipment will get two four-to-five week spot-TV flights in late March and mid-April. D'Arcy, MacManus & Masius, St. Louis, will place spots in fringe and prime-time periods in 54 markets, zeroing in on adults, 18-49.

Del Labs □ Nutri-tonic hair conditioner takes two four-week spot-TV flights in early April and May. Clyne, New York, will choose five markets and place spots in fringe-time periods to reach women, 18-49.

Skil □ Power tool company is planning seven-week spot-TV drive beginning in early April. Campbell-Mithun, Chicago, will buy spots in 30 markets during fringe-time periods, targeted to reach men, 25-54.

Bernina □ Company slates five-week spot-TV promotion for its sewing machine in mid-April. Women, 25-49, are intended audience of spots during daytime, early and late fringe-time hours. Robert L. Cohn, Skokie Ill., is agency.

Simplicity Manufacturing □ Lawn and garden equipment manufacturer will take two spot-TV flights for its power lawn mower in mid-April and early May, running two-to-three weeks. Robert L. Cohn, Skokie, Ill., is gearing spots to men, 25-49, and placing them in late fringe and prime-time periods.

Olympic Stain □ Division of Commerco is planning 16-week spot-TV campaign beginning in mid-May. Kraft-Smith, Seattle, is scheduling spots in 150 markets during day, access, sports, weekend, early and late fringe-time periods. Demographic target is men, 18-49.

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Broadcasting TELEVISION

The newsweekly of broadcasting and allied arts
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1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

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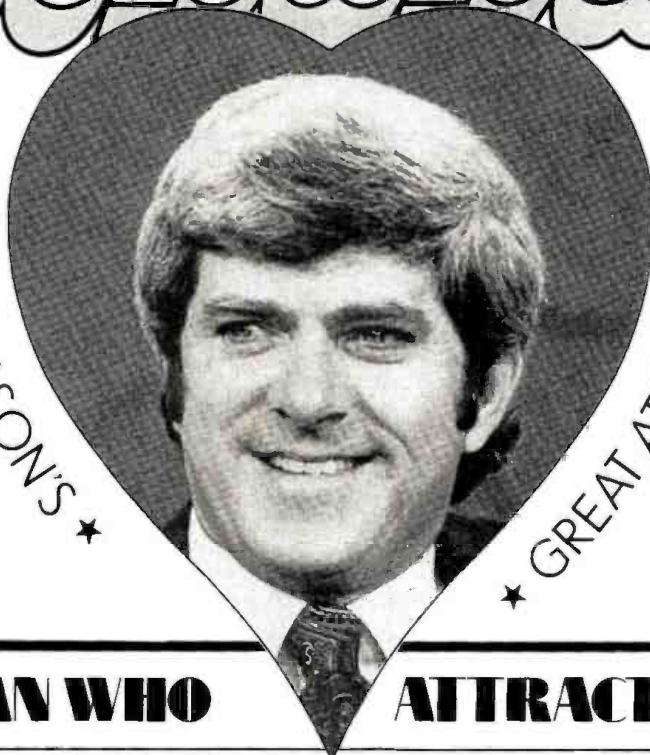


Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932, *Broadcast Reporter* in 1933, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.

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*Compilation of average weekly audience from NSI, November, 1976.



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Even a bride can find herself playing second fiddle to one of the 13 MGM Tailor Mades. Programs like Earth



eadly Tower, Assignment Munich, Babe, and others. Call us. We've got what they want.  **MGM TELEVISION**

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IMAGE IN THE EYES OF THE PUBLIC

PRESENTED POSTHUMOUSLY TO



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An Active Broadcaster 1939-1971
National Association of Broadcasters 1971-1975

A symbol of all good things in American broadcasting, Mr. Cobb operated strong, successful, community-oriented radio stations during his active broadcasting life, at the same time giving freely of himself to causes which advanced the social, economic and political life of his community. He was a founder of the Kansas Association of Broadcasters, served on the board of the National Association of Broadcasters, and as chairman of the joint Radio-Television Board of the NAB. Mr. Cobb also headed the broadcasting division of the Gannett Company, but in 1971 joined the staff of the NAB becoming senior executive vice president and an energetic force for developing a strong relationship between free broadcasters and their representatives in Congress. We honor his life with this award.

SPONSORED BY

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Datebook

■ indicates new or revised listing

This week

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

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

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 Con-

ference 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. Course 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, CTCS, 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 Greenbrier, 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—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—Newsmaker luncheon, *International Radio and Television Society*. Panel on "What's fit to view and

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 17-20—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

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. Greenbrier, 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. Birmingham, Ala., will be site of 1978 convention.



Operation Prime Time & MCA TV/Universal
Present

"Testimony of Two Men"

by Taylor Caldwell

Six powerful prime-time, first-run hours in 60-minute or two hour form.
Produced in the immensely successful format of
"Rich Man, Poor Man Book I" by MCA TV/Universal.

Prime time power for local television!

For stations. For advertisers.

An Historic First!

Major groups, leading stations (independents and affiliates), and the industry's foremost production company, MCA TV/Universal, have joined forces to bring enormous new prime-time power to local television—with first-class, first-run, prime-time programming!

Premieres in May

The MCA TV/Universal production of Operation Prime Time's initial project, "Testimony of Two Men," one of Taylor Caldwell's all-time best-selling novels, will premiere in May of this year in prime time on every OPT station.

Best Spot on the Schedule

Stations will be able to slot "Testimony of Two Men" in their optimum prime-time positions—with the best possible lead-in and the most favorable competitive situation.

All-Out Publicity-Promotion

"Testimony of Two Men" will be launched with an all-out publicity-promotion campaign by MCA TV, the OPT stations and a major publicity firm to maximize coverage by local and national media.

Big Audiences

OPT audience levels are certain to be exceptionally high because "Testimony of Two Men" will be scheduled opposite network reruns.

New National Ad Dollars

Network shortage of prime time avails is bringing new and important national advertising revenue to OPT stations.

Operation Prime Time is big, new local prime-time power! For stations. For national and local advertisers. Turn on the power in prime time! Join OPT today.

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 Angeles KCOP-TV Ind. Chris-Craft TeleRep
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 roit WJBK-TV CBS Storer/Storer
 shington, D.C. WDCA-TV Ind. PGW
 veland WJW-TV CBS Storer/Storer
 las–Ft. Worth KTVT-TV Ind. Gaylord Katz
 sburgh WIIC-TV NBC Cox TeleRep
 ston KHTV Ind. Gaylord Katz
 neapolis–St. Paul KSTP-TV NBC Hubbard Petry
 mi WPLG-TV ABC Post-Newsweek TMT
 ouis KPLR-TV Ind. Kaiser
 nta WAGA-TV CBS Storer/Storer
 pa–St. Petersburg WTOG-TV Ind. Hubbard Petry
 tle–Tacoma KSTW-TV Ind. Gaylord TeleRep
 anapolis–Bloomington WTTV Ind. RTVR
 imore WBAL-TV NBC Hearst Blair
 aukee WVTM Ind. Gaylord Katz
 rford–New Haven WFSB-TV CBS Post-Newsweek TMT
 iver KWGN-TV Ind. WGN Continental/Continental
 amento–Stockton KTXL-TV Ind. Avco
 land, Ore. KPTV Ind. Chris-Craft TeleRep
 sas City WDAF-TV NBC Taft TeleRep
 innati WKRC-TV ABC Taft HRP
 alo WBEN-TV CBS HRP
 Diego–Tijuana XETV Ind. Blair
 idence WPRI-TV CBS Poole TeleRep
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 mbus, Ohio WTVN-TV ABC Taft HRP
 mphis WMC-TV NBC Scripps-Howard Blair
 nville–Spartanburg–Ashville WFBC-TV NBC Katz
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 hita–Hutchinson KARD-TV NBC TeleRep
 a KTEW-TV NBC Scripps-Howard Blair
 do WTOL-TV CBS Cosmos Blair
 mond WXEX-TV ABC HRP
 ile–Pensacola WKRG-TV CBS Katz
 aha WOWT-TV CBS Chronicle Broadcasting Co. PGW
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It started with
 five stations.
 Now it's 63 stations
 and still going strong.
 With 37 out of
 the top 38 markets!
 and over 70%
 coverage of U.S.
 TV homes!

Operation Prime Time

MCATV

Suite 17H, Fontainebleau Towers.

Our Broadcasters Libel Insurance policy is nearly as crisp and concise as your evening news.

The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

Here are the facts of life, about libel suits, as ERC has developed them in more than 40 years of underwriting Libel Insurance policies:

1. In any given month or year, it's probably not going to happen to you.
2. If you broadcast enough times, over enough years, it's bound to happen.
3. When you wind up in front of a jury, that group is going to try to sock it to you. They won't want to miss the opportunity to get even for your bad taste in programming.

These same facts of life make Libel Insurance one of the best buys in the insurance marketplace. It's an ideal setup for economical coverage: low incidence of claims, but very stiff expenses when you have to go to court... even if you win.

Much like Major Medical. You'll probably only need it once or twice, but it's curtains if you're without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we'll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.

**Broadcasters Libel, Department C-2
Employers Reinsurance Corporation
21 West 10th Street
Kansas City, Missouri 64105**

Please tell me more about your Broadcasters Libel coverage.

NAME _____

TITLE _____

BUSINESS _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____

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. 18-19—Georgia Cable Television Association 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.

Also in February

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 Ringler, 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**—Second annual seminar/workshop of the Association of Broadcasting Executives of Texas. Speakers and panelists will include Herbert D. Maneloveg, Kenyon & Eckhardt; Louis Faust, Telcom; Robert Henabery, Bob Henabery Associates; Stanley Federman, Telmar Communications; Roger Rice, Television Bureau of Advertising; Theodore F. Shaker, Arbitron; Mitchell B. Streicker, Miles Labs, and Reginald Brack Jr., Time Magazine. Dallas Convention Center, Dallas.

■ **Feb. 25**—Communications Career Day for high school and junior college students, sponsored by Department of Mass Communications. Eastern Kentucky University, Richmond, Ky.

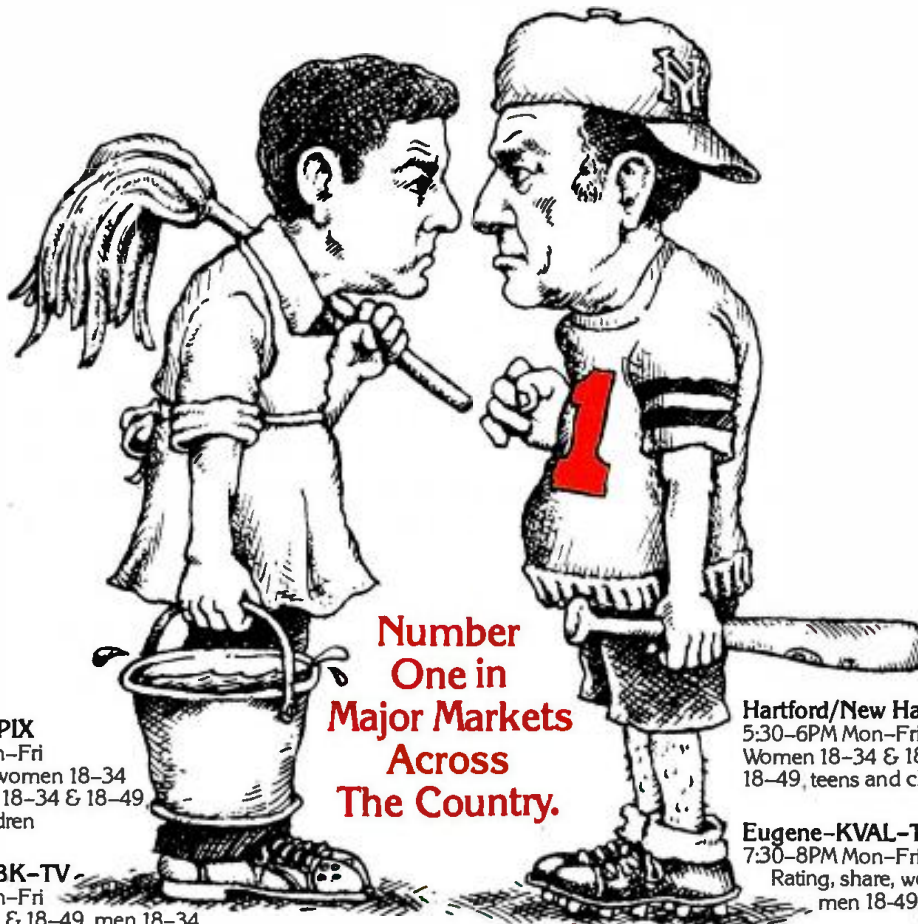
Feb. 25-26—Women in Communications Inc. region four meeting. Hilton Inn, Austin, Tex.

■ **Feb. 26**—Transition '77 Career conference, sponsored by Women in Communications Inc. and Detroit WICI chapter. Oakland University, Detroit.

Feb. 28—Revised date for start of Federal Trade Commission's public hearing on proposed trade regulation rule on over-the-counter drug advertising. Original date was Jan. 10. FTC building, Washington.

Feb. 28—Mutual Broadcasting System's agency-ad-

SWEEPING THE COUNTRY.



**Number
One in
Major Markets
Across
The Country.**

New York-WPIX
7-7:30PM Mon-Fri
Rating, share, women 18-34
& 18-49, men 18-34 & 18-49,
teens and children

Boston-WSBK-TV
7-7:30PM Mon-Fri
Women 18-34 & 18-49, men 18-34
& 18-49

Chicago-WGN-TV
6:30-7PM Mon-Fri
Rating, share, women 18-34 & 18-49,
men 18-34 & 18-49, teens

Cincinnati-WXIX-TV
6:30-7PM Mon-Fri
Women 18-34, men 18-34, teens and
children

Detroit-CBET
7:30-8PM Mon-Fri
#1 independent women 18-34 & 18-49,
men 18-34 & 18-49

Kansas City-KMBC-TV
5:30-6PM Mon-Fri
Women 18-34 & 18-49, men 18-34 &
18-49, teens

Tucson-KVOA-TV
4:30-5PM Mon-Fri
Women 18-34 & 18-49

Providence-WJAR-TV
5:30-6PM Mon-Fri
Women 18-34 & 18-49, men 18-34 &
18-49, teens and children

Atlanta-WSB-TV
4:30-5PM Mon-Fri
Women 18-34 & 18-49

San Diego-XETV
7:30-8PM Mon-Fri
Women 18-34 & 18-49, men 18-34

Boise-KBCI-TV
6:30-7PM Mon-Fri
Women 18-34 & 18-49, men 18-34
& 18-49, teens and children

Salinas/Monterey-KSBW-TV
7:30-8PM Mon-Fri
Rating, share, women 18-34

Hartford/New Haven-WTNH-TV
5:30-6PM Mon-Fri
Women 18-34 & 18-49, men 18-34 &
18-49, teens and children

Eugene-KVAL-TV
7:30-8PM Mon-Fri
Rating, share, women 18-34 & 18-49,
men 18-49, teens and children

San Francisco-KTVU
6-6:30PM Mon-Fri
Women 18-34 & 18-49

THE ODD COUPLE

Starring Emmy Award Winners
Jack Klugman & Tony Randall

114 Half-Hours in Color

FROM PARAMOUNT TELEVISION

Visit us during the N.A.T.P.E. Convention,
Imperial Suite #4, Fontainebleau Hotel
Source: Oct. 1976 ARB and Nielsen Reports
Nov. 1976 ARB and Nielsen Reports

vertiser luncheon presentation, "The Feeling Is Mutual." Sheraton Motor Inn, Battle Creek, Mich.

March

March 1—Deadline for entries in *American Osteopathic Association's* journalism awards competition. Award of \$1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

March 1—Deadline for radio and television entries in annual competition for Gavel Awards of the *American Bar Association* for programing "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates).

Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

March 1—*Television Bureau of Advertising* regional sales seminar. MGM Grand hotel, Las Vegas.

March 1—*Radio Advertising Bureau* sales clinic. Holiday Inn-Minneapolis Airport 1, Minneapolis.

March 1—Deadline for entries in the 1976 Roy W. Howard Awards, sponsored by *The Scripps-Howard Foundation* to recognize public service during 1976 by a commercial radio station and a commercial TV station. (Similar awards will be made for a newspaper.) A bronze plaque and a cash award of \$2,500 will be given. Additional prizes may be awarded at the discretion of the foundation. Entries: F. Ben Hevel, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.

■ **March 1**—FCC's new deadline for comments on

amendment of cable television rules to reduce filing requirements for certificates of compliance and to modify or eliminate franchise standards (Docket 21002). Replies are due April 1. FCC, Washington.

March 1-2—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Michigan Inn, Detroit.

■ **March 2**—Hearing on TV violence before *House Communications Subcommittee*. Rayburn House Office building, Washington.

March 2—International Broadcasting Awards dinner of *Hollywood Radio and Television Society*. Century Plaza hotel, Hollywood.

March 2—*Council of Churches of the City of New York's* 13th annual broadcast awards luncheon. Americana hotel, New York.

March 2—FCC's deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due April 1. FCC, Washington.

■ **March 2**—*Radio Advertising Bureau* sales clinic. Sheraton-Royal hotel, Kansas City, Mo.

■ **March 2**—*Ohio Association of Broadcasters* legislative dinner. Sheraton Columbus, (Rescheduled from Feb. 9 due to legislators' involvement with state's weather/energy problems.)

March 3—*Television Bureau of Advertising* regional sales seminar. Hyatt Regency O'Hare, Chicago.

■ **March 3**—*Radio Advertising Bureau* sales clinic. Chicago Marriott, Chicago.

■ **March 3**—FCC's new deadline for comments on proposed rulemaking to consider regulation of interference from CATV systems to aircraft communications (Docket 21006). Replies are now due April 1. FCC, Washington.

■ **March 4**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Netherland Hilton, Cincinnati.

March 4-5—*NBC Forum* to examine American political process and how it can be improved (BROADCASTING, June 28). Capitol Hilton hotel, Washington. Arrangements: Alvin H. Perlmutter, NBC News vice president.

■ **March 7**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Tangier Restaurant, Akron, Ohio.

March 8—*New York State Broadcasters Association* 23rd annual membership meeting. Americana Inn, Albany.

March 8—*New York State Broadcasters Association* annual legislative reception. The New York State Museum, Albany.

■ **March 8**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Bond Court, Cleveland.

■ **March 9**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Pittsburgh Hilton, Pittsburgh.

■ **March 10-11**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

■ **March 11**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Americana Inn Townhouse, Rochester, N.Y.

■ **March 13-15**—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

■ **March 14-16**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Site to be determined, New York.

■ **March 15**—Deadline for application forms for *Radio Television News Directors Association's* annual awards. Information: Dave Partridge, awards committee chairman, WFBC-TV Greenville, S.C.

■ **March 15-16**—*Alabama Cable Television Association* "Citizen of Year" award meeting. Recipients will be Dr. David Mathews, secretary of Health, Education and Welfare, and Mrs. Mathews, member of the President's Committee on Employment for the Handicapped. Downtowner hotel, Montgomery.

■ **March 16**—General membership meeting of the *American Society of Composers, Authors and Publishers*. Agenda will include General Counsel Ber-

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FEATURES
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TELEVISION**

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nard Korman's report on the new copyright law. Regency Hyatt, Nashville.

■ **March 17**—FCC's new deadline for comments on proposed rulemaking to reduce noise level in UHF receivers (Docket 21010). Replies are now due April 29. FCC, Washington.

■ **March 18**—Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeling Is Mutual." Site to be determined, Boston.

■ **March 18-19**—Eighth annual Country Radio Seminar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

■ **March 18-19**—Region two conference of *The Society of Professional Journalists, Sigma Delta Chi* for Maryland, District of Columbia, North Carolina and

Virginia, Richmond Va.

■ **March 19**—Oklahoma Associated Press Broadcasters convention. Oklahoma City. Contact: Ernie Schultz, KTVY(TV) Oklahoma City.

■ **March 19**—Annual "Date With the Press," sponsored by *Women in Communications Inc. Miami chapter*. Liz Carpenter will be speaker. Sheraton Four Ambassador, Miami.

■ **March 20-23**—1977 BIAS (broadcast industry Automation System) seminar, sponsored by *Data Communications Corp.*, Memphis. Hilton hotel, Memphis.

■ **March 21-22**—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. Bonaventure hotel, Los Angeles.

■ **March 21**—Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeling Is Mutual." Hilton of Philadelphia, Philadelphia.

■ **March 22**—Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeling Is Mutual." Baltimore Hilton, Baltimore.

■ **March 23-26**—Alpha Epsilon Rho. *National Honorary Broadcasting Society* 35th annual convention. Mayflower hotel, Washington. Contact: AER President Andy Orgel, CBS Radio Network, 51 West 52nd Street, New York 10019.

■ **March 26-27**—New York State second annual video conference. Rochester Institute of Technology, Rochester. Information: Student Television Systems, 1 Lomb Memorial Drive, Rochester.

Open Mike®

Playback

EDITOR: The constant attacks on TV prices sound like echoes from the 1940's when radio was the villian and major advertisers, by thinly veiled threats of media switching, kept network radio and station rates "in line." Their efforts were effective—we all now realize that radio was grossly underpriced during its heyday.

But is TV an advertising medium or, as Bill Paley put it, a "sales medium"? Sight plus sound plus motion plus color—TV has proved its ability to motivate consumers to an extraordinary degree. It survived the drastic loss of cigarette billing and went forward. It survived introduction of the 30-second commercial, an almost two-for-one price reduction, and went forward. Advertisers seized on both of those occasions to grind network and spot rates down as low as possible.

There is no doubt that 1976 saw unexpected escalating TV time costs, causing budget disarray and advertiser concern. Increased demand from countless retail merchants, local food chains, auto dealers, etc., in markets across the country for TV-time—advertisers who have to see the cash register ring in direct response to their sizable TV outlays—further demonstrated the power of the "sales medium" and resulted in decreased station inventory. Unlike print, you can't add another few pages to the broadcast day.

Added to the escalation of local and spot TV demand in 1976 was the influx of a host of new advertisers and new categories of advertisers to network TV. Again the squeeze and network inventory shrank.

As Harry Way, media director of Colgate-Palmolive, was quoted in *The Wall Street Journal* recently, "Television is a prime mover of goods. It's the best way of getting a message to millions of consumers," and, he might have added, the best way to get space on supermarket or drugstore shelves.

Rather than advertisers leaving TV, it is far more likely that many, many new ones will be using the "sales medium."—James

O. Parsons Jr., chairman, Harrington, Righter & Parsons, New York.

EDITOR: The headline and thrust of the Ted Bates article on "unconscionable" TV rate increases (BROADCASTING, Jan. 31) certainly seems inconsistent with Bates's media-expenditure and audience-trend charts.

Since 1968 when all indexes were 100, the unit cost for a TV spot in 1976 went to 156. However, the unit cost for newspapers increased to 170 and outdoor to 182. During this same period the cost-per-thousand for TV spot rose to 151, but newspapers increased to 173 and outdoor to 159.

Seems to me that television is taking another misdirected rap.

And why is it that the television industry is not expected to raise rates during inflationary periods when many products that use the medium not only increase their prices but also decrease the size of the product?—Jerry Bleck, vice president and national sales manager, WSBT-TV South Bend, Ind.

Contrary views

EDITOR: Speaking as one of the thousands of actors, directors and writers whose guilds have urged President Carter to nominate Geoffrey Cowan as chairman of the FCC, I thought your editorial [BROADCASTING, Jan. 24] was gratuitously snide and irresponsible, as well as inaccurate, in your references to his father; and that you have seriously misrepresented his real positions by stating that "he has dedicated his career to date to the harassment of the commercial broadcasting system . . ."

Your readers should know that Mr. Cowan was the legal architect of the family-viewing case in which a great victory was won for broadcaster freedom from unwarranted FCC censorship and in which the principle of individual licensee responsibility was so forcefully stated. BROADCASTING itself (Nov. 22, 1976) "cheered

lustily" at the verdict which it said "has given broadcasting what may prove to be the most sweeping First Amendment mandate in its history."

The reason that the boards of the three talent guilds united, for the first time ever, to endorse a candidate for an FCC position is that, after two years of the closest association, we have all grown to prize Geoffrey's integrity and fairness and his nondoctrinaire approach to improving television for all Americans. We believe that, whether President Carter appoints him or not, he will continue to support the positions of commercial broadcasters when he believes they are right and oppose them when he believes the public interest requires it.

You close your editorial by asking, rhetorically, "Are those the specifications for membership on the FCC?" You neglected to mention that Mr. Cowan has been an innovative UCLA law professor, respected as both an academician and a teacher; a highly successful attorney who, in addition to his work on behalf of television's principal creative individuals and guilds, has represented clients ranging from minorities and women's groups to environmentalists to corporations and labor unions to major politicians and government officials; is a first-rate journalist whose articles have been widely published and much-quoted, and, above all, is a man of exceptional intelligence, honesty and decency. Those are specifications for membership on the FCC.—David W. Rintels, president, Writers Guild of America, West, Los Angeles.

EDITOR: I wish to respond to your editorial in the Jan. 24 issue of BROADCASTING in which you quite harshly criticize a petition to help obtain a VHF station for public television in Los Angeles.

First, the petition is not filed by three "vague" organizations. Advocates for the Arts has been in existence in Los Angeles for three years and has worked with a great many cultural organizations and with hundreds of individuals in the arts in Los

Drawing Power!

STAR TREK ANIMATED

22 Animated Half-Hours in Color



"THE BRADY KIDS"

22 Animated Half-Hours in Color



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New York · Atlanta · Charlotte · Boston · Orlando · Tucson · Chicago
Washington, D. C. · Colorado Springs · Dallas · Norfolk/Portsmouth · Kansas City
San Francisco · Sacramento · Detroit · Spokane · Denver · Seattle · Louisville
Salt Lake City · Phoenix · Syracuse · Portland/Salem · Philadelphia · Los Angeles

Pick "Star Trek Animated" when you're reaching for the stars. It's the off-network Emmy award winning series created and produced by Gene Roddenberry, the man behind the original "Star Trek" . . . the most successful series in syndication history.

Starring in the colorful animated version are the now familiar voices and famous likenesses of the men who made "Trekkies" a household name: William Shatner as the brilliant Captain Kirk, Leonard Nimoy as the stoic Mr. Spock and DeForest Kelley as the much-loved Dr. McCoy. All featured in spine-tingling adventures that are out of this world.

America is also sold on "The Brady Kids." It's the off-network animated series that follows the adventures of the six brothers and sisters of the wildly successful syndicated series "The Brady Bunch."

Now in colorful animation, and hilarious comic situations, The Brady Kids are on their own. Solving mysteries in their tree-top clubhouse and rocking in their own rock group, while your viewers roll with laughter. From clubhouse to schoolhouse, it's good clean fun that brings The Brady Kids all the way home.

From Paramount Television

Visit us during the N.A.T.P.E. Convention, Imperial Suite #4, Fontainebleau Hotel

Angeles. Public Communication Inc. has been active in broadcast regulation for more than five years in Los Angeles and Washington. The Committee to Eliminate the UHF Handicap on Public Television in Los Angeles was created specifically for the petition, but is composed of leading citizens active in civic affairs, in telecommunications policy in Los Angeles, and in the cultural life of the community. They include Elien Stern Harris, a consumer advocate and a board member of WETA-FM-TV, Herbert Dordick, a professor at the Annenberg School of Communications at USC as well as adviser to Mayor Bradley

on telecommunications policy, and Mrs. Victor Palmieri, a strong supporter of civic affairs in Los Angeles.

Although the petition has been opposed by CBS, ABC and other commercial stations, it has received the support of Action for Children's Television, Congressman Henry Waxman, the National Association for Better Broadcasting, the Southern California Conference of the United Church of Christ and other individuals and national organizations. A significant group of KCET(TV) members are filing in support with the FCC.

It is true that KCET has filed in opposi-

tion to the petition. They have done so, not on the basis that KCET (or another public entity) should not have a VHF channel in Los Angeles, but rather because they prefer another method of obtaining one. Indeed, the petition was thoroughly discussed with officials at KCET for a considerable time prior to filing. While they could not support it, they certainly did not discourage us from going ahead and, indeed, praised the objectives of the petition in their FCC filing.

All of this is preamble to the main point: our petition to seek a stronger signal for public television in a seven-VHF channel market is far from irresponsible. It is deep within the core of the channel allocation principles of the FCC. The alternative remedies we suggest—reallocation of a channel, a right of first refusal, or a comparative advantage in a challenge proceeding—offer the commission a range of choices of ways to adjust the market to its previously declared policies.—*Monroe E. Price, professor of law, University of California, Los Angeles.*

Twice the price

EDITOR: All of us at Park Broadcasting are avid readers of your fine publication, and I especially enjoy your wrap-up of the previous year's sales of radio and TV properties, such as appeared in the Jan. 31 issue. I would like to call your attention to the fact that we acquired WHEN(AM) Syracuse, N.Y., from Meredith Corp. for \$2 million, rather than the \$1 million that appeared in your article.—*Roger R. Turner, vice president-radio, Park Broadcasting, Ithaca, N.Y.*

Looking for logos

EDITOR: I am a student in the seventh grade at Mill Creek junior high school here in Salem. My father, Shayne Roy Toering, is an ENG cameraman and video-tape editor at our local television station, KVDO-TV.

The reason I'm writing is that my yearly project is a graphic design presentation of logos and station insignias from television and radio and associated industries. I would like to request from all your subscribers something with their design on it—a letterhead, for example, or a picture of their news set.—*Kim Toering, 2605 State Street, Salem, Ore. 97310.*

Big mag on campus

EDITOR: Once again, a new semester and more orders for BROADCASTING. Enclosed please find a check for 112 13-week subscriptions to the magazine. BROADCASTING is an extremely valuable aide in our teaching of the subject here at Arizona State.—*ElDean Bennett, associate professor, Arizona State University, Tempe.*

(BROADCASTING's student rates, to groups of five or more, are: \$5 for 13 weeks, \$10 for 26 weeks, \$20 for the full year.)

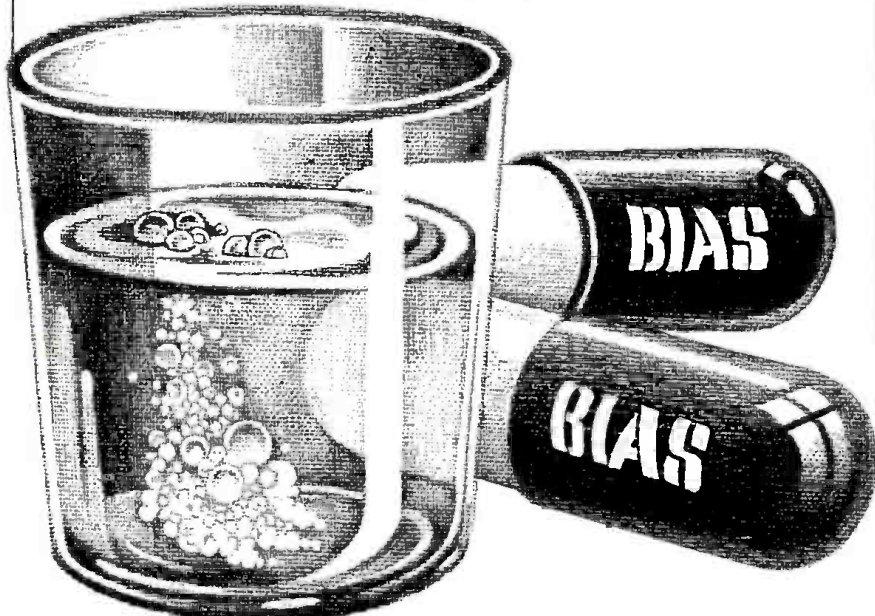
Smaller stations have the same headaches as big stations. And the remedy for both is Bias.

Every station, no matter what its size, wants to sell all the time it can. And Bias gives you the time to do just that. How? By providing up-to-date avails and working out vertical and horizontal rotations instantly.

That not only helps your sales personnel get out of the office, but it also gives them the information they need to sell more effectively.

What's more, Bias gives you so many program options you'll think it's custom made. So you'll be able to tailor the system to suit your financial and operational needs.

Flexibility and the instant availability of up-to-date information. That's Bias. And that's what you need for a real competitive edge in your market. For more information about this on-line real time computer system call (901) 332-3544 collect; ask for Pat Choate, Director of Marketing, or Skip Sawyer, General Sales Manager.



BIAS BROADCAST INDUSTRY AUTOMATION SYSTEM
A division of Data Communications Corp.
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Memphis, Tennessee 38131



BUY NOW. PLAY LATER.

HAPPY DAYS*
AVAILABLE
FROM PARAMOUNT TELEVISION

Visit us during the N.A.T.P.E. Convention, Imperial Suite #4, Fontainebleau Hotel

*Or another appropriate title

Three hundred productions on one hundred fifty stations and still counting!

That's BBI Productions. We're relatively new in the syndicated production field. So new, you may not know our name. But you've probably heard of our productions.



GOOD DAY A sparkling, daily half hour of entertainment and information starring Janet Langhart and John Willis now airing in 73 markets. (Available through Syndicast Services, Inc.)



UPDATE ON HEALTH A unique three-part package of health information programming, designed for the lay person with Dr. Timothy Johnson, whose nationally syndicated column appears in more than 200 newspapers. Update On Health has been cleared in 39 markets. (Available through JWT syndication)

HOUSE CALL Twenty-six half-hour programs with Dr. Johnson and guest medical experts discuss health care topics and answer viewer questions.

NEWS INSERTS One hundred and forty-four medical news inserts designed for thrice weekly airing.

SPECIALS Six hour-long documentary and documentary-drama specials keying on the major health areas of heart attacks, cancer, child rearing, nutrition, sex education and lifestyles.



JABBERWOCKY Twenty-six half hours of educational children's programming originally syndicated in 62 markets. Twenty-six new half hours are now available.

AND INTRODUCING...

THE BAXTERS An unusual series of twenty-six half hours featuring dramatic sketches of the Baxter family. The mini-dramas raise many sociological and ethical questions about today's lifestyle. Then, a live studio audience is invited to express their opinions in an unrehearsed discussion.

DRAWING FROM NATURE Hosted by noted artist Bob Cottle, these twenty-six half hour educational children's programs develop an awareness of nature through art. The young viewers participate in each lesson by drawing along at home.

Three-hundred thirty productions to date, cleared on more than one-hundred and fifty stations coast to coast. Unusual productions with unusual content, produced with the highest operating standards . . . and they're all pre-tested in the nation's sixth largest market. Get to know us!



Suite 1281 Tower at the 1977 N.A.T.P.E. Conference
or contact:
Jack Duffield
BBI Productions
(212) 687-8777

Top of the Week

Networks think it's for real as advertisers scramble for antiviolence bandwagon

It's apparent things are going to change, and fast; sex may be next

A rising chorus of advertisers publicly disassociating themselves from "violent" television programming in the last few weeks finds many broadcasters apparently convinced it will lead to much less TV violence.

Or, as one network executive said last week, "it will at least hasten the day." He meant that efforts to curtail violence had started before the recent wave of advertiser criticism, but that the advertisers' voice should add momentum to the movement.

Sources at all three networks said there was "some activity" among advertisers in moving out of some programs into others, although they would offer no details. Some agency executives said they were having to spend a good deal of time on the problem, but they, too, declined to give specifics.

Eastman Kodak, General Motors' Chevrolet division and Sears, Roebuck & Co. have all announced antiviolence advertising policies within the past 10 days. And after the American Medical Association announced it had asked 10 big advertisers—including those three—to review their advertising policies with an eye toward avoiding violent shows (BROADCASTING, Feb. 7), BROADCASTING canvassed the 10 and was told by most that they were adopting or considering adopting such a policy—if they didn't already have one, which several said they did.

Network officials queried last week did not challenge the sincerity of advertisers in taking this position. And they thought it was more than a case of "not being against motherhood," although some of

that might be involved, too.

"Traditionally," one executive said, "advertisers use media—all media—to sell their products, not to get involved in controversy. When a pressure group comes to them, especially a prestigious one like the AMA, they naturally look at the problem and ask themselves, 'Who needs it?'"

Another official said of the advertiser calls for identification with nonviolent programs: "I think they're for real. They don't know how they're going to do it, but they're going to. I think it's going to change the nature of programming—it will take a while, but it's going to happen. And the PTA [National Parent-Teacher Association] hasn't even started yet."

Another network executive didn't regard the advertiser movement as particularly widespread but felt—as did the others questioned—that further reductions in violence would occur whether advertisers apply pressure or not. "Just because there is so much concern and controversy," one said, "you've already seen a reduction of violence, and I think you'll see a lot less of it next fall and even less in the seasons after that."

What puzzled many broadcasters was why the advertisers and organizations like the AMA and PTA were concentrating on violence, which has been reduced, and saying little or nothing about the issue of

sex, which many think needs much more work than violence. One suggested, however, that "they'll switch to other things later."

Many of the advertisers solicited by the AMA had their own puzzlement: why they were singled out in the first place. The list AMA used consisted of the 10 advertisers identified by the National Citizens Committee for Broadcasting, on the basis of a NCCB study partially funded by the AMA, as having been associated with more "violent" programming that other advertisers in the first 11 weeks of the 1976-77 season (BROADCASTING, Dec. 20, 1976). None of them seemed pleased with the designation, but only one refused to say what course it might take. That was American Home Products, whose spokesman said "We're keeping to ourselves what we're going to do."

Among the others, reactions included:

At Frito-Lay, National Advertising Manager Bill Jones said "the matter is under study but has not been resolved as yet." He also had a question: "How come we were on the NCCB's 'good' list for the third quarter and on its 'bad' list for the fourth quarter, which is the period when we buy the heaviest?" He said the company would reply soon to AMA.

A spokesman for Procter & Gamble said

TO PAGE 30

Producers will pitch in—up to a point

They're willing to cooperate to reduce TV violence, although they worry about their freedom

The National Association of Broadcasters, at odds with Hollywood producers over enforced family viewing, embarks on its rewrite of program standards in the TV code with the producers' sympathy, if not their blessings.

Talks last week with some major program producers visited two weeks ago by a contingent of the NAB TV code review board (BROADCASTING, Feb. 7) indicate the producers are feeling the heat from anti-TV violence groups such as the American

Medical Association and the National Parent-Teacher Association and are glad NAB came to talk to them about the problem. They are not alarmed that NAB wants to beef up its TV code program standards in order to cut down on violence, but as regards NAB's invitation to them to participate in that project—they're not jumping in with both feet. They are not even sure that what NAB wants done can be done.

"Let's face it," said Frank Price, president of Universal Television. "Most of this comes down to one thing: What's good taste? And that is very hard to define."

TO PAGE 30



Price



Kuhn



Gerber



Tinker

A matter of degree. About 500 onlookers and some 60 witnesses showed up in Portland, Ore., last Tuesday for the sixth of the National Parent-Teacher Association's regional hearings on TV violence. The arguments there, more back and forth than pro and con—nobody is siding with TV violence—continued over how just how bad is TV violence and who is to blame for it.

Portland's chief of police, Bruce Baker, among others, insisted on the connection between TV and real violence. He said there is an unreality to TV violence—"rarely if ever, is the true pain and trauma depicted." He coupled that opinion with the viciousness of street crime. "Televisión," he said, "has contributed to the end result [real violence]." Herman Frankel, a pediatrician at the Kaiser-Permanente Medical Care Program of Oregon, testified: "We are concerned about the fact that so much of the televised material which our hospitalized youngsters watch consists of meaningless, synthetic violence, and we are distressed by the increasing evidence that this contributes to aggressive behavior, to generalized feelings of insecurity, mistrust of others and fear of the real world, and to passive acceptance of violence without humane, honest responsiveness to violence itself nor to its consequences."

Broadcasters who appeared at the hearing contended that too much of the blame for violence is focused at TV. Ray Johnson of KMED-TV Medford, Ore., said, "I do not for one moment accept the point of view that it is the obligation of broadcasting to be responsible for the ailments or the cure of the ills of our society as many minority pressure groups would have us believe." He added, "The problem is not with television program content; the problem is with the program desires of the majority audience." J. Allen Jensen of KID-TV Idaho Falls, Idaho, said that "what worries me is that if we were to take all violence off television, we wouldn't be any closer to a solution to the problem of violence in America."

PTA's next hearing is tomorrow, Feb. 15, in Hartford, Conn.

ADVERTISERS, FROM PAGE 29

the corporation has had a "long-standing" policy opposed to "excessive violence" on programs it sponsors. He noted P&G often has dropped out of segments of series because particular episodes were considered offensive. P&G, he said, is in the process of formulating a reply to the AMA.

A spokesman for Burger King Corp., said the company long has had a policy of eschewing advertising on programs containing "gratuitous violence." She said, however, that if violence is an integral part of a program and is not exploitative, the show could be considered for an advertising buy. She noted that Burger King is now investing in the *Six Million Dollar Man*, classified by NCCB as objectionable. Burger King, she continued, places about 60% of its TV budget during the family hours. And she said a reply is being made to the AMA.

Perhaps the most wounded of the advertisers appearing on the NCCB's "bad" list is General Foods. A GF official said that General Foods for a number of years has been in the vanguard of advertisers urging that the incidence of violence on TV be reduced. He recounted that General Foods issued guidelines on Oct. 20, 1970, that opposed programming on TV that showed excessive violence or derogation of race, religion, nationality or sex.

"We're mystified by the listing," he said. "What is the AMA's definition of violence? It must be different from ours."

R. D. Lund, vice president and general manager of the Chevrolet Division of General Motors, said the company has developed a new set of internal guidelines for use in selecting programs on which to advertise (BROADCASTING, Feb. 7).

An official of American Motors Corp., said AMC has no plans to issue a formal set of guidelines with regard to TV violence. He added that the company has sent a letter to ABC-TV, CBS-TV and

NBC-TV asking them to monitor programs containing violence and keep AMC abreast of developments.

A spokesman for Eastman Kodak said it has been company policy for many years to pre-screen programs and avoid participation in excessively violent shows. But because of the heightened interest in the subject, Eastman Kodak has framed a formal policy banning its advertising on programs with "excessive or gratuitous violence" (BROADCASTING, Feb. 7).

Another company on the "bad" list, Sears, Roebuck & Co., Chicago, has reaffirmed and strengthened its corporate policy on the subject. It has notified TV networks and advertising agencies that it will not permit any Sears buys in programs that contain excessive violence and antisocial behavior (BROADCASTING, Feb. 7).

And another advertiser, but not on AMA's top-10 list, Union Oil, announced a policy last week that says it will not advertise on TV programs that "feature or unduly emphasize violence or sex."

PRODUCERS, FROM PAGE 29

Asked if he would help write or critique whatever NAB comes up with, he said he isn't sure. "My only contribution at this point would be to say, 'You've got a tough job. I wouldn't want to do it.'"

Thomas Kuhn, vice president in charge of TV production at Warner Bros. Television, said, "I think it's a noble effort and it's worth a try." Having said that, however, he acknowledged pessimism about NAB's chances of succeeding. Like Mr. Price, he believes "there can't be a set of rules because you can't set down taste."

In Mr. Kuhn's opinion, NAB has already taken a major step toward a solution of the violence problem just by traveling to Hollywood and talking to the producers about it on their own turf. He said that if the association had done that two-and-a-half years ago when it was formulating its family viewing policy NAB and the pro-

ducers might not have wound up in a courtroom. For that matter, it might have thought better of implementing the controversial policy in the first place, he said. "They [NAB] are supposedly the guardians of the industry, and up to now there's been no communication with them," he said.

Producers, Mr. Kuhn said, are at the root of the controversy. The industry—that is, the networks and the NAB—make standards, but they can't write the shows he declared, pointing out that they can only say yes or no to what the producers produce. That is why there has to be better communication, Mr. Kuhn said. "I don't like the word watchdog, but if they can perform some kind of role of reminding the producer of the problems—if someone were to call and say, 'I saw your last three episodes, and what are you up to now? ... Not handslapping, but if they said, 'did that car chase have to be so long?' If it's that kind of communication then I think you're going to get some results out of it."

David Gerber, an independent producer and executive vice president for Columbia Pictures Television, thinks NAB should take on an additional role. "I have no problem with NAB's goals," he said. "But somebody has to stand up and take stands here, because it's going too far." By "it," he means the attacks on TV violence from pressure groups such as the AMA and PTA, and from advertisers. "I feel like I'm in the middle of the witches of Salem."

NAB, Mr. Gerber thinks, should protest when TV is blamed for all of society's ills. "These men," meaning the officials at NAB whom he characterized as being respected businessmen and community leaders, "are the best to stand up and not be cowed by the credentials of the AMA and the PTA."

"Where do you stop in terms of this onslaught?" Mr. Gerber continued. What, for example, is the future of the increasingly popular movie-for-television? He worries that if producers were to take literally the calls he said he hears for eradicating violence, there could not be another TV adaptation of a popular novel—even a book such as *Roots*, which, he noted, showed female nudity and graphic violence.

The producers BROADCASTING contacted agreed that in some instances violence on TV has been carried too far. Grant Tinker of MTM Enterprises said, "I think there have been some abuses and gratuitous acts—that's a double crime, I think. But I would hesitate to say that too loud. It's awful easy for me to point that finger, because we haven't gotten into it."

But one producer feels that not all TV violence is too violent. Said Mr. Price, "I don't know what has been on TV that would not have gotten a G rating."

The producers are willing to cooperate with NAB, however, at least in talking things out. "I don't want to imply that I'm out looking for more rules," Mr. Tinker said, "because I'm not ... What I came away with [from his meeting with the NAB] was that continuing dialogue between us and them would be very good."

CPB, PBS strike truce in Atlanta

Public broadcasting disputants decide it may be better to switch than fight, seek to avoid letting Congress settle their differences

The Public Broadcasting Service and the Corporation for Public Broadcasting exchanged olive branches in Atlanta last week during PBS's annual membership and programming conference.

Although fundamental differences regarding organizational roles remain, the PBS membership unanimously accepted recommendations that the groups continue working together under the 1973 CPB-PBS partnership agreement. There was a marked difference in tone from a November meeting of the PBS boards which demanded CPB leave the programming area (BROADCASTING, Nov. 22, 1976). Underlying the spirit of cooperation, in part, was the fear that Congress might get legislatively involved.

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who addressed the group in a closed cir-

cuit feed from PBS headquarters in Washington, said the groups will soon have an opportunity to bring differences out in full public view. If they don't come forward, he said, "you will have no complaint when Congress moves to settle your problems for you—as ultimately we must."

Former Senator John O. Pastore (D-R.I.), who headed the Senate Communications Subcommittee, warned that it would be a mistake to leave the resolution to Congress. (Mr. Pastore was at the meeting to pick up CPB's highest award, The Ralph Lowell Medal, for "his dedicated leadership over the years in developing legislation of and championing the cause of public television.")

Mr. Van Deerlin called for an end to the "infighting" and attention to the "real issues." Among the questions he asked was whether "real program choice to the viewer" can be met "by the limited technology now being utilized." He said CPB has not taken a serious enough look into "alternatives to broadcast technology."

And before anyone should attempt a new Carnegie Commission Report, he said, public broadcasters should "reread the first one—then rededicate ourselves to achieving its goals."

President Carter sent a message of

praise for public television. While governor, he said, he "reached Georgia citizens regularly through the educational broadcasting system. . . . We have learned to rely on you and I want you to know you can rely on us. We are committed to a vigorous, vibrant and independent public television system."

In their addresses, PBS President Larry Grossman, Vice Chairman Hartford Gunn Jr. and Chairman Ralph Rogers cited the accomplishments made during the past year, among them: increased audience, FCC approval for closed captioning for the hearing-impaired, satellite interconnection plans and passage of a long range funding bill.

"If I have learned nothing else in my first year at PBS," Mr. Grossman said, "it is that one of our greatest strengths is our diversity. . . ." He said "there isn't a single major issue" that can't be resolved among licensees "by striking a practical balance." Mr. Grossman went on to say that while "we have an obligation to reach the widest possible audience both with our specialized programs and with our alternative mainstream programs . . . we must take care that in seeking audiences we do not corrupt our values and go down the road to *Bionic Woman* and *Starsky and Hutch*."

Morning line has odds on Ferris for chairman's slot at the FCC

Tip O'Neill's general counsel has strong Hill support, has met with Carter, who told him there will be no decision before May

In Washington as elsewhere, being the front-runner is a mixed blessing. It's reassuring for a candidate to think he's in the lead. On the other hand, he comes to know the meaning of Satchel Paige's dictum—"Don't look back; someone may be gaining on you."

Charles D. Ferris, 43, who would like the FCC chairmanship and is widely considered to be in line to get it, has reason to be host to those conflicting feelings. For 13 years ending with the last Congress, he was general counsel to the Senate Democratic majority. Now, Mr. Ferris, a native of Boston, is general counsel to House Speaker Thomas P. O'Neill (D-Mass.) So it is not surprising he has strong congressional backing. White House officials say only that Mr. Ferris is under consideration for the FCC "and other jobs."

But there is more than congressional backing, which includes Senate leader Robert Byrd (D-W.Va.) and Speaker O'Neill, to fuel Mr. Ferris's hopes. There seems to be considerable interest in Mr. Ferris on the part of the White House.

He has met twice with President Carter. The first time was before the inauguration, in December, in Atlanta, and the discussion was "general." The second time was three weeks ago in the White House, and the talk focused "on the FCC and other things." And that second meeting followed one with Hamilton Jordan, who,

among other White House duties, is a principal adviser on personnel matters.

As to how the meetings were arranged, Mr. Ferris noted, "You don't call them; they call you."

Mr. Ferris, in the tradition of all such candidates, is not counting on anything. What's more, he believes the final decision on the FCC chairmanship will not be made "before May." Why? He said the President told him so. He would not confirm for reporters that his was the name the President would announce in May, although he is said to have been more forthcoming on that point in conversations with key congressional figures. It is widely

believed on the Hill that he is "parked" in the speaker's office until that time. And Senate sources say the prospects of confirmation of a Ferris appointment would be good.

If the FCC chairmanship does fall to Mr. Ferris, he will have gotten his second choice. He had set his sights on the deputy attorney general's job, and that presumably was among the topics of his talk with Mr. Carter in Atlanta. However, the new attorney general, Griffin Bell, wants someone with a strong criminal-law background for the number-two position. And Mr. Ferris lacks that background. Before taking the Senate job, in 1963, he had been a trial attorney in Justice's civil division.

But Mr. Ferris said that, "if the President wants me," he would be happy to take the FCC job. And he thinks much of his experience on Capitol Hill is applicable to the FCC. "The type of problem-solving done in a legislative body would be of great assistance in a regulatory body, which is quasi-legislative," he said.

And although his lack of background in communications matters might be regarded as a handicap, he doesn't see it that way. "I don't bring any kind of preconceived notions. If selected, that could be a major reason. I could bring an objectivity to the problems presented to the commission."

But if the call from the White House doesn't come? If Satchel Paige's specter does overtake him? Well, Mr. Ferris likes his present job working for the speaker. "It's exciting and offers a new forum, a different environment."



Ferris

NATPE: where they talk about fourth networks but they still buy the games

The tried-and-true look better than ever to station programmers this year, with few experiments on horizon; prices on escalator

The 14th annual conference of the National Association of Television Program Executives will resemble previous years' meetings when the corridor talk turns to complaints about game shows still dominating access time periods and to grumbling about the high prices of off-network reruns and of theatrical-movie packages. But when the conversations swing toward fourth-network concepts like Operation Prime Time and MetroNet and to Group W's embracing of locally produced light-informational magazine strips on all five of its owned stations in access time periods, the NATPE executives will be coming up against new, experimental ideas with far-reaching consequences for the future.

But ideas tend to be rarefied things, and, as Michael Kievman, the programming vice president for the Cox Broadcasting group puts it, "the primary thrust of NATPE is as a marketplace for product—station guys sampling the wares of the syndicators and buying what they need for their schedules, particularly their access schedules."

And since "very few concepts outside the tried-and-true have ever worked in access," according to Mr. Kievman, the first two new access shows to be locked in by network-owned groups for next September were game shows: Goodson-Todman's *Family Feud* for NBC (with Viacom Enterprises as syndicator) and another Goodson-Todman show, *Tattletales*, for CBS (which Len Firestone will distribute).

The network-owned groups "are basically playing it safe—they're not taking any risks in access," said Robert Peyton, the vice president and director of audience development for Katz Television. The ABC stations have renewed a batch of access game shows for September: *The Match Game* (produced by Goodson-Todman, syndicated by Jim Victory), *The Gong Show* (producer, Chuck Barris; syndicator, Len Firestone) and two half-hours of *Hollywood Squares* (producer, Heatter-Quigley; syndicator, Rhodes Productions).

NBC will bring back its two successful game-show veterans, *The Price Is Right* (producer, Goodson-Todman; syndicator, Viacom Enterprises) and *Name That Tune* (producer, Ralph Edwards; syndicator, Sandy Frank). CBS has one access-game-show renewal, *The \$25,000 Pyramid* (producer, Bob Stewart; syndicator, Viacom), which will return at least in

New York and Los Angeles.

Musical variety formats in access are being decimated this year by the cancellation by CBS of *The Bobby Vinton Show* from Sandy Frank and by NBC of Grey Advertising's *The Andy Williams Show*. CBS, however, has renewed *The Muppet Show* (from ITC Entertainment) and NBC will take on, as a new access series, the satirical musical send-up of the 1950's *Sha Na Na*, from Grey Advertising's Lexington Syndication Services division, which was originally piloted by the ABC-owned stations.

Animal shows peaked two years ago, and, as an example of their weakness in the current marketplace, only Mutual of Omaha's *Wild Kingdom* (from Bozell & Jacobs), which NBC has renewed, will turn up on the access schedules of all three network groups next fall.

Mass-audience-oriented documentary half-hours in access will be represented by Alan Landsburg Productions' *In Search of...* (bartered by Bristol-Myers), which NBC has renewed, and by ITC Entertainment's *Catastrophe*, which Glenn Ford will narrate and which ITC will put into production despite its failure to get a pick-up from ABC (which helped finance the pilot).

John Serrao, the director of operations and programming for Petry Television, said heavy-volume sales are likely to be harvested by a 20th Century-Fox wallow in old-movie nostalgia called *That's Hollywood*, which turned out to be the last chess piece fitted into its stations' access schedule by the ABC group. Philip Boyer,

the programming vice president of the ABC-owned stations, said he's picked up the option on Columbia Pictures Television's *Special Edition*, a magazine-type half-hour presided over by the actress Barbara Feldon, and may run it as a weekly series outside of access or put it in the wings as a possible January replacement.

The ABC and NBC groups have filled all their access holes. CBS has one access slot still to fill and among the candidates being mentioned are a Yongestreet Productions' sitcom starring Don Knotts, called *Front Page Feeney*, and a new British version of *Robin Hood*, an action-adventure series distributed by Sandy Frank.

Petry's John Serrao pegs a number of other series geared for access that could very well be given production go-aheads despite their not having network-owned-station deals: Rhodes Productions' *The David Steinberg Show*, Rhodes' satirical *Second City Review*, Show Biz Inc.'s *Marty Robbins Show* (a country-music series) and Metromedia Productions' new access version of the strip game show *Truth or Consequences*. In addition, Mr. Serrao points to good advance word on two new strip game shows, Colbert TV Sales' *The Joker's Wild* and Show Biz Inc.'s *Word Grabbers*. And he says that MCA TV is serious about a new 90-minute strip variety show called *American Flyer*, which is being pitched to independent stations as logical prime-time counterprogramming to the networks. Yongestreet Productions, too, he continues, is soliciting stations for a first-run weekly variety barter series, *The*

Saturday, Feb. 12

Registration. 9 a.m.-5 p.m. Grand Gallery.
Hospitality suites open. 10 a.m.-7 p.m.

Sunday, Feb. 13

Registration. 9 a.m.-5 p.m. Grand Gallery.
Hospitality suites open. 10 a.m.-6 p.m.
Cocktail reception. 6-7:30 p.m. Garden Court.

Honor banquet. 7:30-10:30 p.m. East Ballroom. Program Excellence Awards and Lee Waller Memorial Scholarship Awards. Celebrity presenters include Jim Nabors, Lorne Greene, Buffalo Bob Smith, Peter Marshall, Bill Burrud, Phil Donahue, Mike Douglas, David Wolper, FCC Commissioner Abbott Washburn, Ara Parseghian, William Conrad, George Lindsay, Don Knotts, Dan Rowan, Al Waxman, Lynda Carter. David Hartman is master of ceremonies. Entertainment by Soupy Sales.

Monday, Feb. 14

Call to order. 9 a.m. West Ballroom. Phil Boyer, NATPE president.
Invocation. 9:15 a.m. West Ballroom. The Rev. Canon Theodore Gibson, vice mayor of Miami.
Keynote address. 9:30 a.m. Sid Sheinberg, MCA.

"Programming and the Communications Act."

10:30 a.m. West Ballroom. NATPE testimony regarding proposed changes for the 1934 law. Moderator: Chuck Gingold, KATU-TV Portland, Ore. Speakers: Dean Burch, Pierson, Ball & Dowd; Bill Leonard, vice president-Washington, CBS; William H. Dilday, general manager, WLBT-TV Jackson, Miss.; Donald H. McGannon, president, Westinghouse Broadcasting. Comments: Representative Lionel Van Deerlin (D-Calif.), chairman, House Communications Subcommittee; Harry M. Shooshan, counsel to the subcommittee; Vincent Wasilewski, president, National Association of Broadcasters; Don Curran, president, Kaiser Broadcasting; Joel Chaseman, president, Post-Newsweek Stations; Larry Grossman, president, Public Broadcasting Service; Ben Barry, president, Ben Barry & Associates; Bruce Paisner, Time-Life Television; Russell Karp, Teleprompter.

Luncheon. 12:30 p.m. East Ballroom. Host: Phil Boyer. Address: Richard E. Wiley, chairman, FCC.

Affiliate and independent meetings. 2:30 p.m. Versailles Gallery, Tower building. ABC—Pasteur Room. Moderator: Lew Klein, Gateway Communications. CBS—Lafayette Room. Moderator: Tay Voye, wtvj(tv) Miami. NBC—Voltaire Room. Moderator: A.R. Van Cantfort, wsb-tv Atlanta. Independents—Louis Philippe Room. Moderator: Jack Jacobson, wgn-tv Chicago. Discussion by Michael Moore, Benton & Bowles; Richard Buchanan, J. Walter

Hollywood Palace, which would in effect be an updating of the old ABC network hour, with the same producer, Nick Vanoff.

The supply of off-network reruns looks as sparse as ever, a fact that's aggravated by "the dramatic inflation in their prices," as Richard Woollen, the programming vice president for the Metromedia stations, puts it. Station executives all point to the \$35,000-plus per episode paid by WPIX(TV) New York and KTLA(TV) Los Angeles for *Happy Days* last December (for delivery by Paramount in the fall of 1979) as the crowbar that pried the lid off Pandora's Box. Thomas Breen, the program director of KTVU(TV) Oakland-San Francisco, said he bought reruns of *The Bionic Woman* (for delivery in September 1980) from MCA for double the price MCA charged last year for its carbon copy, *The Six Million Dollar Man*.

And the escalation is just as dramatic for theatrical-movie packages. According to various sources, New York station deals shortly after the *Happy Days* price breakthrough for a 20th Century-Fox film package and a Warner Bros. film package set new records when they averaged out to between \$50,000 and \$60,000 per title. But just this month, WNEV-TV New York and KTTV(TV) Los Angeles ponied up a reported \$75,000 per title for the 30 titles in the latest United Artists package (with "Hawaii" and "Midnight Cowboy" among the pictures).

The unprecedented ratings of *Roots* on ABC late last month are having their ripple effect on NATPE. The Operation

Prime Time stations are now thinking about playing the six hours of "Testimony of Two Men" for six straight nights in hour-long episodes (or three straight nights, two hours each).

And MCA TV is gearing up for hot sales at NATPE of its 30-hour package of reruns of four NBC *Best Sellers* (*The Captains and the Kings*, *Once an Eagle*, *Seventh Avenue* and the still-to-be-telecast *Rhinemann Exchange*).

The eclipse of the access time periods on four Group W stations (WBZ-TV Boston, KYW-TV Philadelphia, KDKA-TV Pittsburgh and WJZ-TV Baltimore, which will all have joined KPXT(TV) San Francisco by next September in programming their own magazine shows at 7:30 p.m.) was offset a bit last week by a CBS spokesman's disclosure that KNXT(TV), the CBS-owned station in Los Angeles, will end its experiment of stripping *The Dinah Shore Show* in access and go back by next September to the old format of different shows each night.

But many station men echoed Cox's Mr. Kievman when he said, "I'll be watching the ratings of the Group W magazine shows very carefully." If these shows hold their own in the Nielsens and Group W is able to soften some of the costs by doing segments with wide-enough appeal to be exchanged among the five markets, other groups might start thinking about emulating Donald McGannon.

"The cost of syndicated product is getting so out of hand," Mr. Kievman concludes, "that it might be cheaper for our stations to produce their own access shows."

Vastly broadened cable service in Columbus, Ohio, planned by Warner

New division under Hilford set to handle project that will offer two-way programming set-up plus many other communication services

Warner Cable Corp. is announcing today (Feb. 14) that it is developing a major new multi-channel two-way programming and communication service, to be installed and offered first, late this year, to some 100,000 subscribers on its system in Columbus, Ohio.

Gustave M. Hauser, chairman and chief executive officer, also announced the formation of a new division of Warner Cable to conduct the new operations and said Lawrence B. Hilford, executive vice president of Viacom International, will be the division's president. The announcement also officially disclosed that Michael H. Dann, former CBS-TV program head, more recently with Children's Television Workshop, is heading Warner Cable's development group for the project, along with W. Spencer Harrison, executive vice-president.

The new service, officials said, will permit two-way communication between subscribers and computer-equipped studio facilities on up to 30 channels of programming and services, with billing on a per-program basis through data registered and stored in the computer. Tests were said to have been under way in Columbus for some time.

The announcement said the service will offer "a wide variety of programs and services, including special interest and local programming, utilizing the two-way communications capability. By pressing buttons on the console [terminal device attached to the home TV set], subscribers can receive 30 channels of video and other information, select programs, play interactive games, take tests, instantly register their opinion and actually participate at home in television programs and events [designed for such participation]. Pay TV programs may be selected on an individual basis and will automatically be billed by the computer. Programs may be delivered to selected audiences on a closed-circuit basis (only authorized TV sets will view the program) and home fire protection and security systems will be possible."

Said Mr. Hauser: "We are entering the era of participatory as opposed to passive television. We are creating a new communications service to be delivered via cable television."

Mr. Hauser acknowledged that two-way cable communication is not exactly new but said Warner's is "the first *serious* two-way service" undertaken on a major scale. He said pricing of the service had not been worked out.

Thompson: Howard Eaton Jr., Ogilvy & Mather. Public television—Francine Room. Moderator: Chuck Allen, KCET(TV) Los Angeles. Hospitality suites open. 4-7 p.m.

Tuesday, Feb. 15

Early bird session. 7:45 a.m. West Ballroom. "Equal Employment—the Inside Story." Moderator: Joel Chaseman. Speakers: Patti Grace, NAB; Jim Long, Storer Broadcasting; Betty Hayter, WCAU-TV Philadelphia.

Invocation. 9:15 a.m. West Ballroom. Rabbi Irving Lehrman, Temple Emmanuel, Miami.

"The Local Strip Show—Trend or End?" 9:30 a.m. West Ballroom. Moderator: John Haldi, WBNS-TV Columbus, Ohio. Speakers: Dave Fox, KCRA-TV Sacramento, Calif.; Irwin Starr, WMAL-TV Washington; Bill Hillier, KPXT(TV) San Francisco; Bob Lewis, KGW-TV Portland, Ore.

Break. 11 a.m.

"Bridging the Gap—News and Programming." 11:15 a.m. West Ballroom. Moderator: Jim Major, WJBL-TV Detroit. Speakers: Roger Ottenbach, WEEK-TV Peoria, Ill.; Pete Hoffman, McHugh & Hoffman; Paul Coss and Bill Fyffe, KABC-TV Los Angeles.

Break. 12:15.

Past presidents luncheon. 12:45 p.m. East Ballroom. Address: Fred Silverman, president, ABC Entertainment.

Hospitality suites open. 3-7 p.m.

Wednesday, Feb. 16

Early bird session. 8:30-9:15 a.m. West Ballroom. "Career Development—Where Do We Go?" Moderator: Marv Chauvin, WOR(TV) Grand Rapids, Mich. Speakers: Squire Rushnell, ABC Entertainment; Tom Dargan, KATV-TV Portland, Ore.; Steve Mills, CBS-TV; Ann Berk, WNBC-TV New York.

Invocation. 9:30 a.m. West Ballroom. Monsignor John Glory, St. Hughes, Miami.

"The World of Syndication—Part I." 9:45 a.m. West Ballroom. Discussion of laundering, multiexposure access, feature films, new concepts in situation comedy, network barter. Moderator: Allen Sternberg, WKBT(TV) Miami. Speakers: Robin French, TAT Communications; Kenneth Cox, Haley, Bader & Potts; Henry Siegel, Lexington Broadcast Services; Frank Tuoti, WPIX(TV) New York; Bill Andrews, Viacom.

Break. 10:45 a.m.

"The World of Syndication—Part II." 11 a.m. West Ballroom. Foreign imports, ministries, barter, the new role of the advertiser and the future of talk shows. Moderator: Harry Francis, Meredith Broadcasting. Speakers: Lou Friedland, MCA TV; Wynn Nathan, Time-Life Television; Liz Bain, Katz Agency; Woody Fraser, ABC Television.

Break. 12:30 p.m.

Business meeting and election of officers. 12:45 p.m. West Ballroom.

500-subscriber limit may be FCC criterion for cable deregulation

The FCC last week was moving toward a "redefinition" of a cable system that, in effect, would constitute a large-scale deregulation of smaller systems.

The commissioners took no votes. But they were said to have given "tentative" instructions to the Cable Television Bureau to redraft a proposed report and order along lines suggested by Commissioner James Quello. It would ease the regulatory burden on systems of up to 500 subscribers without freeing them completely from commission jurisdiction.

The proposal would retain the present

exemption from all regulations of systems with 50 or fewer subscribers. Systems with between 50 and 500 subscribers would be exempt from all regulations with these exceptions: They would be required to carry local signals, meet technical standards assuring maintenance of service quality and satisfy minimal reporting requirements (name and signals they carry).

(The commissioners did not fully focus on such matters as pay cable and the importation of distant sports programming, but indications were that those rules would stand.)

The question of whether systems with up to 1,000 subscribers should be given similar treatment would be put out for comment in a further notice of rulemaking.

In a related action the FCC postponed

for two months from March 1 a deadline that all existing systems were facing for filing for certificates of compliance.

The Cable Television Bureau felt restrictions could be eased on systems with up to 1,000 subscribers. That view was based at least in part on a study indicating the removal of signal-carriage restrictions on cable systems of up to 1,000 would have only a slight fragmentation effect—"Closed Circuit," Feb. 7).

The study, however, is controversial. Some commissioners regard its methodology as suspect, and Broadcast Bureau officials say they have not had an opportunity to analyze it. Furthermore, the National Association of Broadcasters has filed a Freedom of Information request for a copy of the study, which it wants to review.

In Brief

- **President Carter goes on CBS Radio with call-in show** of his own—*Ask President Carter*—on Saturday, March 5, between 2 and 4 p.m. Walter Cronkite will be moderator. Citizens may call toll-free number, to be announced later, to question President.
- **Senator Ernest F. Hollings** (D-S.C.) named chairman of Senate Communications Subcommittee. Senator Robert Griffin (R-Mich.) will be ranking minority member of subcommittee, replacing Howard Baker (R-Tenn.), moving to Foreign Relations. New members added to parent Commerce Committee: Edward Zorinsky (D-Neb.), John Melcher (D-Mont.), Donald Reigle (D-Mich.), Barry Goldwater (R-Ariz.), Bob Packwood (R-Ore.), Harrison Schmitt (R-N.M.) and John Danforth (D-Mo.). Remaining assignments to subcommittee still to come.
- Agreement to purchase **WCAR-AM-FM Detroit for \$5.5 million**, from H.Y. Levinson, 78, principal owner, was signed Thursday by **Golden West Broadcasters**. Price includes \$4 million cash, \$1.5 million in assumption of debts. AM facility, under same ownership since going on air in 1939, is 50,000 kw-D, 10 kw-N on 1130 khz; it operates as all-news, format Golden West is committed to maintain. FM is 10 kw on 92.3 mhz, with "golden hits" format. Bruce Houston, VP and general manager, will go with stations to Golden West, assuming FCC approval of purchase. Mr. Levinson will be consultant to Golden West's radio division, headed by Bert West.
- **National Cable Television Association executive board** is meeting this week (Feb. 13-15) in Port St. Lucie, Fla. Top item on agenda is decision on budget. Two versions are offered: one "balanced" at \$1.5 million, another "full service" with about \$150,000 worth of extras such as films, publications or public opinion polls. Unopposed candidates for board officers: **Daniel Aaron**, Comcast, chairman; **Robert Hughes**, CPI, vice chairman, **Edward Allen**, Western Communications, secretary, and **William Bresnan**, Teleprompter, treasurer.
- **Satra Corp.**, which had unfulfilled "protocol" with Russians for 1980 Olympics broadcast rights, **has filed \$275 million suit against NBC** for alleged conspiracy, unfair competition, interference of contract and restraint of trade. Network attorneys must appear before New York Supreme Court Justice Charles G. Tierney Feb. 15 to show cause why records, memos and other documents relating to negotiations should not be surrendered to court for review.
- **Rahall Communications Corp.**, St. Petersburg, Fla.-based group owner, and Gulf Life Holding Co., Dallas, announced proposed merger. Deal calls for one-for-one transfer of Gulf Life preferred shares for Rahall common stock. Gulf Life is parent of Jacksonville, Fla., insurance company and currently has no broadcast holdings. Gulf Life spokesman in St. Petersburg said **Rahall's four AM's, two FM's and one TV would be**

springboard for other broadcast acquisitions.

- **Washington Star Communications Inc.** asked FCC to **change call letters of WMAL-TV Washington to WJLA(TV)**, initials of WSCI board chairman, Joe L. Allbritton ("Closed Circuit," Jan. 10). WSCI spokesmen deny calls indicate Mr. Allbritton intends to retain television station and sell ailing *Washington Star*.
- **Unfair labor practice charge** has been filed with National Labor Relations Board **against National Association of Broadcasters** by Virginia E. Carnahan, special projects writer in NAB station services department. She alleges NAB threatened to fire her because of her involvement with effort to unionize non-supervisory staff ("Closed Circuit," Feb. 7). Meanwhile, **about 15-17 NAB staffers attended organizing meeting** Thursday evening with chief organizer Mike Barry (legislative counsel on government relations staff) and his attorney, Jim Falco of Washington law firm of Cook, Henderson and Saxbe. Another meeting, this time with organizer from Communications Workers of America, is scheduled for Tuesday (Feb. 15).



- Newest members of American Advertising Federation's Hall of Fame, inducted Feb. 9, (l to r): **David Ogilvy**, founder, director and creative head, Ogilvy & Mather International; **William Bernbach**, chairman, Doyle Dane Bernbach, and **Victor Elting Jr.**, former advertising VP, Quaker Oats Co.
- Out-of-court settlement reportedly reached by NBC and Women's Committee for Equal Employment Opportunity will be considered for approval by U.S. Southern District Court of New York on Wednesday (Feb. 16), following postponement of hearing last Friday. Neither NBC nor WCEO would comment on reports that **settlement calls for \$2 million in back compensation and NBC pledge to improve hiring practices and job assignments for women.**
- **CBS**, for first time since September, **has edged into second place** in Nielsen race. Its 19.1 rating the week ended Feb. 6 gave it an 18.7 season-to-date rating, as opposed to ABC's 22.0 and NBC's 18.6. In same week ABC piled up 23.8 and NBC was left with 16.8.
- **James Rupp**, executive VP/chief operating officer, Midwest Radio-TV Inc., licensee of WCCO-TV Minneapolis, temporarily assumes additional duties as station's general manager, replacing **Sherman Headley**, who has been offered position of VP-special projects for Midwest.

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CBS RADIO NETWORK

Source: All Star Game—R. H. Bruskin Associates July '76 AIM Survey. Personal interview recall research among a nationwide sample of 2,548 men and women 18 years of age and over.
World Series—ORC November '76 General Public Caravan Survey. Personal interview recall research among a nationwide sample of 2,014 men and women 18 years of age and over.
Audience figures are estimates subject to qualifications available on request.

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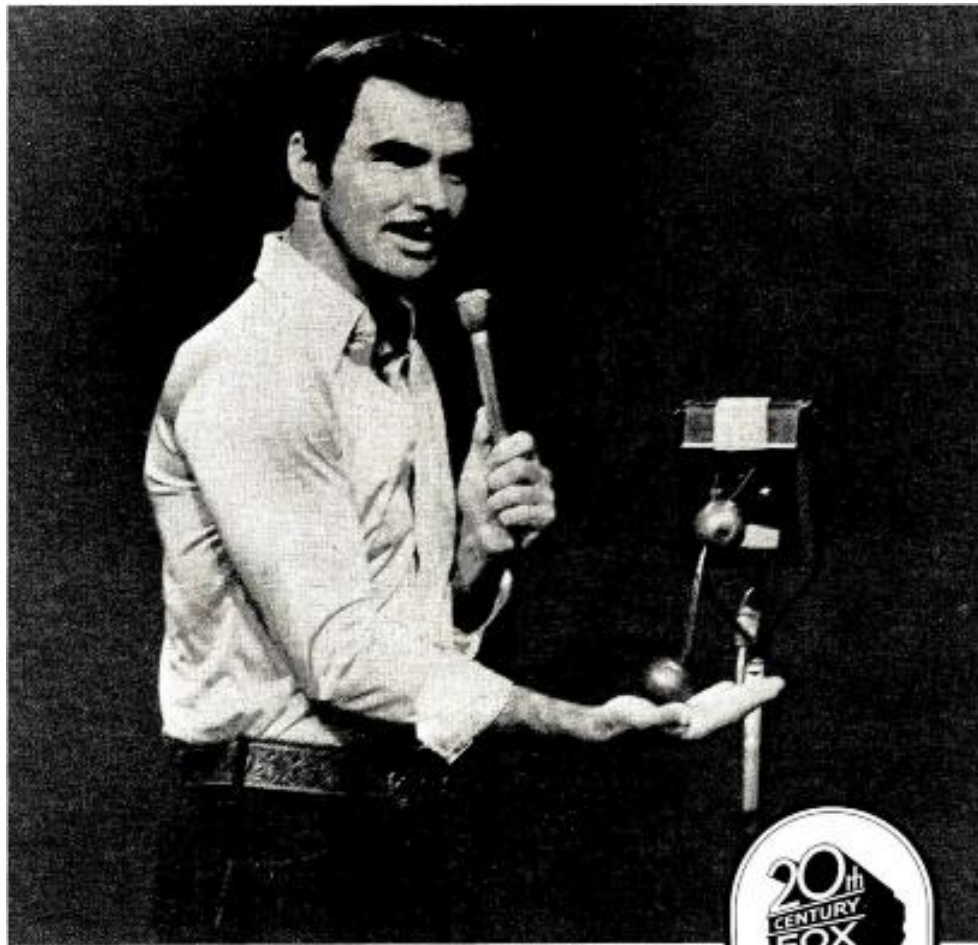


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**(Check 'em off! We've listed
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buy TUNE for your market!)**

1. **\$100,000 TUNE** is the **No. 1** Mon.-Fri. 7:30 access half-hour overall in rating and share in the Top 10 markets... and the **No. 1** half-hour on each and every one of its stations... and **No. 1** in its time period on every one of its Top 10 markets! (ARB, Nov. 1976)

2. **\$100,000 TUNE** is **No. 1** in share on the station in 23 of the 39 Top 50 markets. (ARB/NSI, Nov. 1976)

3. **\$100,000 TUNE** is a hit-show, "big and small"... **TUNE** is **No. 1** in its time period in 34 markets, *below* the Top 50. (ARB, Nov. 1976)

4. **\$100,000 TUNE** is second of *all* access half-hours in delivery of **Women 18-49** in the Top 50 markets. **TUNE** outdraws *Candid Camera... Hollywood Squares... \$25,000 Pyramid... Price is Right... Match Game*... among others in this key demographic! (ARB/NSI, Nov. 1976; M-F 7:30-8 PM-ET)

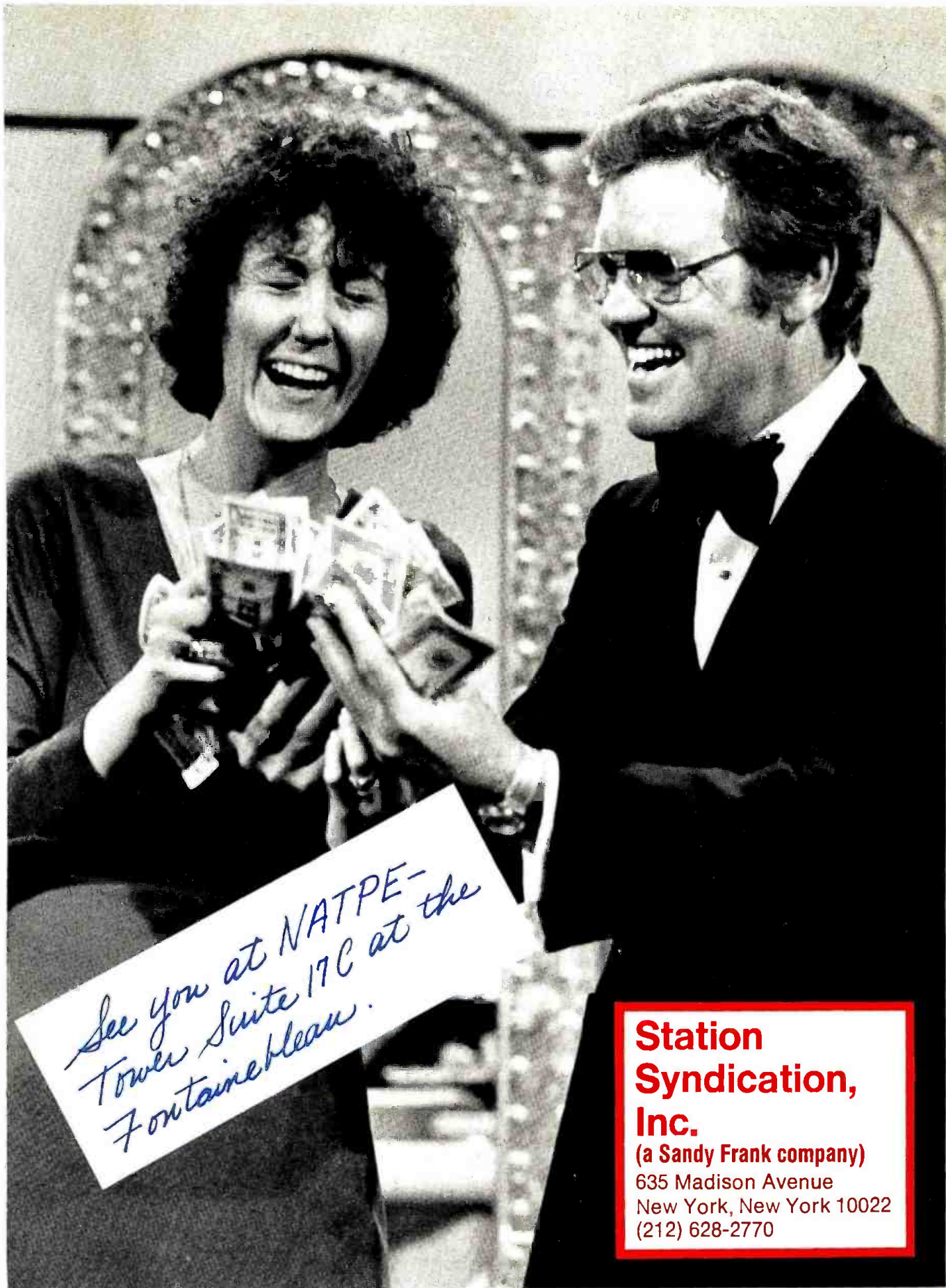
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Renewed in these markets as of closing date for this insertion, Feb. 7.

Baltimore (WMAR) ... Boston (WCVB) ...
Buffalo (WGR) ... Chicago (WMAQ) ...
Cleveland (WEWS) ... Denver (KBTU) ...
Detroit (WJBK) ... Kansas City (WDAF) ...
Los Angeles (KNBC) ... Miami (WPLG) ...
New Orleans (WVUE) ... New York (WNBC)
Philadelphia (KYW) ... Pittsburgh (WTAE)
Portland, Ore. (KGW) ... Providence (WPRI)
Sacramento (KXTV) .. San Francisco (KRON)
... Washington (WRC) ...

Note: Not cleared in access in Philadelphia, Tampa, Denver, Providence, Dayton, Orlando.

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Columbus, Miss., WCBI, ABC; Louisville, Ky., WLKY, ABC; Shreveport, KTAL, NBC;
Omaha, KETV, ABC; Roanoke-Lynchburg, Va., WLVA, ABC; Rochester, WHEC, CBS;
Lexington, Ky., WLEX, NBC; Ft. Wayne, WKJG, NBC; Augusta, WJBF, ABC; Bismark,
N.D., KFYZ, NBC/ABC; Erie, WJET, ABC; Chico-Redding, KRCR, ABC/CBS; Santa
Barbara, KEYT, ABC; Tyler, Texas, KLTN, ABC; Clarksburg-Weston, W. Va., WDTV,
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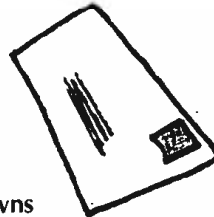
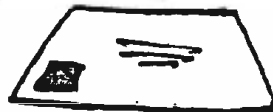
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Wiley drops ball on fees in lap of Congress

Commission won't be redoling its schedule without help from Hill, and he asks for \$3 million increase in budget to handle CB radio problems

FCC Chairman Richard E. Wiley has all but hoisted the white flag in the FCC's battle to carry out what the commission sees as its congressionally mandated mission to collect fees from those it regulates. Having lost two court cases in that effort, he told a House Appropriations subcommittee last week, "We believe that this subject can be litigated indefinitely and, therefore, do not believe that we can implement a new schedule" under the 1952 statute Congress enacted as a means of authorizing fee collections.

The chairman indicated furthermore that the commission expects to undertake the "staggering" job of refunding most of the \$163 million it has collected in fees since 1970. That was the year in which the commission adopted the fee schedule that was challenged successfully at the Supreme Court by the National Cable Television Association. A revised fee schedule adopted in 1975 was attacked by representatives of broadcasting and other industries, and it was overturned by the U.S. Court of Appeals. That court also directed the commission to refund all fees collected under the illegal schedules.

The commission could draft a new schedule in an effort to meet the court's standards and apply it retroactively. But the chairman's remarks last week indicate that the commission has no confidence it would be successful in devising an appeal-proof schedule.

The commission, he said, lacks the accounting capability he said is required by the court's decision. He said that calls for a breakdown of cost data to the smallest practical unit, "which appears to be all of the individual classes of applicants singled out for separate treatment in our previous fee schedules." And, in what he indicated was an even more difficult task, the fees must return not only the cost of the service performed but also the value to the recipient. "We have not been able, in any fee proceeding to this point, to quantify the value our action confers upon the payer," he said.

The commission, which stopped collecting fees on Jan. 1, plans to issue an inquiry in the next few weeks to determine the amounts to be refunded and the method by which refunds should be attempted. And the commission regards the refund operation with considerable trepidation. "I would note" the chairman said last week, "that the magnitude of a potential refund is staggering. We have collected approxi-

mately 11 million separate fees totaling over \$163 million. Refunding even a portion of this total will require a significant increase in our resources."

The notice of inquiry will probably contain a proposal on which the commission will seek comment. Commission officials have indicated that the commission will suggest refunding most fees, with one exception being the \$4 required of citizen band radio applicants since 1975. The sheer enormity of the task of finding and mailing checks to the millions of CB users would be one reason for the exception. Another is that commission lawyers say it would be legal for the commission to retain "nominal" fees.

The chairman's statement puts the issue of further fee collections squarely up to Congress. "If Congress wants the revenues returned through fees," he said, "it will have to pass a law with intelligent standards for doing so"—a position he and the commission have stated on a number of occasions in the past.

The responsibility for initiating such legislation would be the Commerce Committees of both Houses. And Representative Elford A. Cederburg (R-Mich.), who said he does not like to see the government lose \$25 million a year—the amount the commission had been collecting—said the legislative committees should act.

Chairman Wiley, who was appearing before the appropriations subcommittee to explain the 1978 budget request of \$59,826,000—\$2,915,000 over the \$56,911,000 Congress appropriated for the commission in the current fiscal year (\$2,215,000 of that in a supplemental appropriation for a pay increase)—had a relatively easy time in testifying.

But at one point he conceded that a press release announcing a new policy designed to aid individuals and groups participating in adjudicatory proceedings was in error—at least, its headline was.

Representative Yvonne Burke (D-Calif.), picking up the message contained in a letter Senator Edward Kennedy (D-Mass.) wrote Chairman Wiley, (BROADCASTING, Jan. 24) questioned the accuracy of the release. She noted that the commission had not adopted the kind of assistance program she and others in Congress had urged.

Chairman Wiley conceded that the headline on release had been in error in referring to "financial" assistance. The assistance being provided is limited largely to eliminating or reducing costs individuals and groups might incur in participating in adjudicatory proceedings. Representative Burke, Senator Kennedy and others have urged the commission to adopt plans providing for reimbursement of attorney and witness fees in rulemaking as well as adjudicatory proceedings.

Chairman Wiley said a new release would be issued correcting the original. But he was firm in stating—as the commission has in the past—that the commission cannot adopt the kind of program Representative Burke suggested without the necessary funds and congressional

"guidance." He said the commission does not even have the funds to fill all of the positions authorized in the budget and to pay all of its other expenses too.

Congress has appropriated funds for the Federal Trade Commission to enable it to offer financial assistance to individuals participating in its proceedings. "If this committee provided money for a program parallel to the FTC's, would you attempt to carry it out?" Representative Burke asked? "Yes," Chairman Wiley replied.

The chairman described the budget request for fiscal year 1978 as "austere." It would provide for an increase of 26 permanent positions. Sixteen would be assigned to application processing in the broadcast, common carrier, safety and special and equipment-approval programs, all of which are said to be experiencing rapid growth. (The number of AM applications for new and major changes jumped 102% last year, and the number of FM applications, 36%. The number of broadcast transfer and assignment applications increased 35%.) Seven of the remaining 10 positions would be given to the Common Carrier Bureau, for accounting and a tariff examination program, and the last three would be for field service work to help handle the large number of complaints regarding citizen band radio.

The chairman, in response to questions about the commission's recently launched inquiry into allegations regarding the networks' undue dominance of the television industry, said the task force the commission plans to assemble to direct the inquiry will include about 10 persons, including secretarial help. He said the two lawyers and one secretary in the existing office of network study would be included, and indicated that the remaining members would be drawn from other areas of the commission.

Play it again, Sam, but you'll have to tell the FCC why

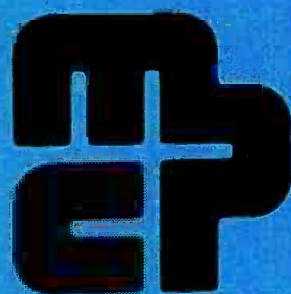
Commission hearing again takes up problems that have been vexing it since 1964: payoff for music presented on air and product plugs

An administrative law judge will open a public inquiry this week in the FCC's effort to learn more about problems its investigators believe have gotten worse over the years—payola and plugola.

The witnesses to be examined at the public proceeding in Washington that Administrative Law Judge Joseph Stirmer has scheduled to begin on Wednesday are expected to be disk jockeys and management personnel of Sonderling Broadcasting's WOL(AM) Washington (BROADCASTING, Jan. 3).

However, Charles W. Kelley, chief of the commission's hearing division, said the proceeding is not geared to developing evidence that would lead to the conviction of

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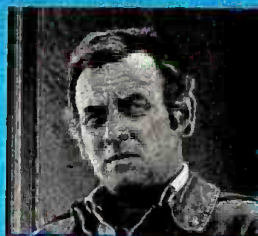
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HIT LADY

Yvette Mimieux, Joseph Campanella, Keenan Wynn

HONOR THY FATHER

Joe Bologna, Raf Vallone, Joe De Santis,
Brenda Vaccaro, Richard Castellano

HURRICANE

Larry Hagman, Martin Milner, Jessica Walter,
Barry Sullivan, Michael Learned, Will Geer

IN TANDEM

Claude Akins, Frank Converse

IT'S GOOD TO BE ALIVE

Paul Winfield, Ruby Dee, Lou Gossett

LEGEND OF VALENTINO

Franco Nero, Suzanne Pleshette, Yvette Mimieux,
Judd Hirsch, Leslie Warren, Milton Berle

LETTERS FROM THREE LOVERS

Ken Berry, Juliet Mills, Lyle Waggoner, Robert Sterling,
June Allyson, Barry Sullivan, Martin Sheen

MESSAGE TO MY DAUGHTER

Martin Sheen, Bonnie Bedelia

MURDER ON FLIGHT 502

Ralph Bellamy, Polly Bergen, Theodore Bikel, Sonny Bono, Dane Clark,
Laraine Day, Farrah Fawcett-Majors, Fernando Lamas, George Maharis,
Hugh O'Brian, Molly Picon, Walter Pidgeon, Robert Stack

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SECRET NIGHT CALLER

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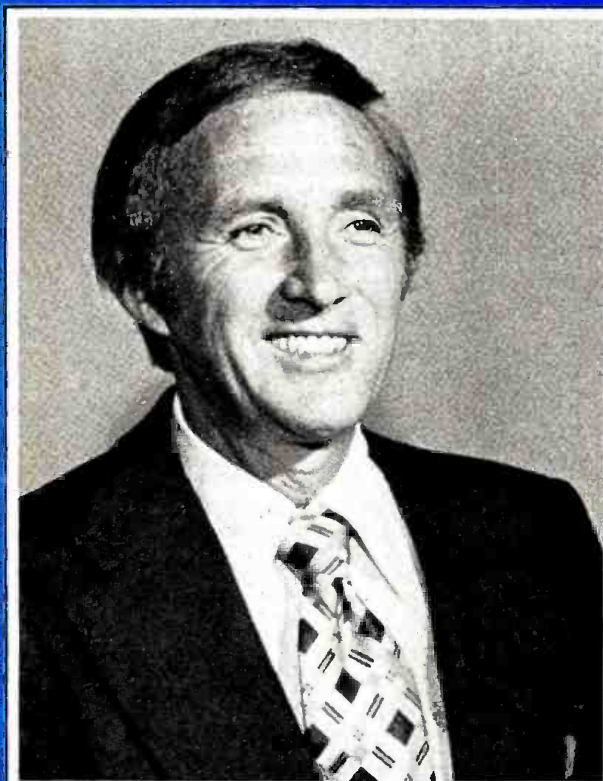
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EXAMPLES:

Number 1

Providence
4:30-6 PM Mon-Fri

WPRI

Rating
Share
Adults
Women
Men

Increased lead-in over
feminine talk-variety
show by more
than 154%.

Source: NSI Nov. 1976

Number 1

Fresno
4:30-6 PM Mon-Fri

KFSN

Rating
Share
Homes
Adults
Total Women

Doubles in the adults
from another talk-variety
show lead-in.

Source: NSI Nov. 1976

Number 1

San Diego
6:30-7:30 PM Mon-Fri

KGTV

Rating
Share
Homes
Women
Women 18-49

And against the CBS
Evening News, To Tell
The Truth, My Three
Sons, Andy Griffith
and Dinah!

Source: NSI Nov. 1976

Number 1

Portland, Maine
4:30-6 PM Mon-Fri

WGAN

Rating
Share
Homes
Adults
Women
Men

Merv has more women
and adults than the
other two stations
combined.

Source: NSI Nov. 1976

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TRUTH OR CONSEQUENCES

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MAYBERRY R.F.D.

Ken Berry, George Lindsay

MY FAVORITE MARTIAN

Bill Bixby, Ray Walston

UNTAMED WORLD

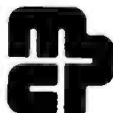
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BEAUTY & THE BEAST
OLD KING COLE**

**THE OLD WOMAN IN THE SHOE
ST. GEORGE & THE DRAGON
THE PHANTOM REGIMENT
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individuals on payola charges or to a station's loss of license.

Of course, such evidence would not be ignored, he said even though the purpose of the proceeding is to define the scope and nature of the problem.

"We're trying to find out what the problem is, whether the commission must be concerned, and if so, whether it has the tools for dealing with the problem."

Reports received by the commission over the years indicate that the problems of payola and plugola—paying someone to play a record or plug a product—have grown increasingly serious, that it is pervasive throughout the broadcasting industry. But at the same time, the techniques that are used have changed.

"Payola and plugola have become much sophisticated," Mr. Kelley said. "It's not simply a matter of someone handing a disk jockey a \$100 bill and a record he is expected to play." As a result, there may be a question as to whether the statutes and rules now on the books are adequate to deal with the problem the commission first addressed in 1964. (The proceeding opening Wednesday is a continuation of that inquiry.)

Furthermore, Mr. Kelley said, the commission would be able to inform licensees of whatever new kinds of payola or plugola are being practiced, so that they might guard against them at their stations.

The Washington phase of the inquiry is expected to last several days. After that, the site will probably be shifted to another area. Los Angeles, where records are produced as well as played, is a possibility.

Mr. Kelley indicated the commission has no definite long-range plans for the inquiry. He said it would go on "in spurts," and will continue "until we exhaust our funds or the testimony."

Gearing up for Communications Act rewrite

House subcommittee is given doubled budget and adds two staff members; most of its time will be spent on project although oversight work will continue

Having won approval from the House Commerce Committee of a budget nearly twice last year's—\$498,000 compared to \$266,800—the House Communications Subcommittee begins an ambitious program of activity for 1977.

The subcommittee's planned rewrite of the Communications Act is the reason for the budget increase. The panel will add two permanent staff members, an engineer and a legislative assistant, for the project, bringing total salaries for the complement of 10 to \$256,000. In addition, it has budgeted \$200,000 for consultants and research studies. Miscellaneous expenses (travel, witness fees and others)

total \$42,000.

While Subcommittee Chairman Lionel Van Deerlin (D-Calif.) plans to devote most of the subcommittee's and staff's time to the rewrite project, avoiding all but emergency and necessary authorization legislation, he said the panel will carry out its regulatory oversight responsibilities. Among activities planned or in the works this year are:

■ A hearing on TV violence March 2. Witnesses will include FCC Chairman Richard Wiley; the National Association of Broadcasters, represented by Chairman Wilson Wearn of Multimedia Inc., Greenville, S.C., and Robert Rich of KBJR-TV Duluth, Minn., chairman of the NAB TV code review board; John Schneider, vice president of the CBS/Broadcast Group; Robert Howard, president of NBC-TV, and Herminio Traviesas, NBC vice president for program standards; Frederick Pierce, president of ABC-TV, and Alfred Schneider, ABC vice president for broadcast standards; Henry Geller, former FCC general counsel, now with the Aspen Institute Program on Communications and Society; Peggy Charren of Action for Children's Television; George Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications, and author of annual studies of TV violence and a representative of the Hollywood creative community.

■ FCC oversight hearing, yet unscheduled. The subcommittee intends to examine the FCC budget "in depth and for the first time make specific recommendations to the Appropriations Committee."

■ Public broadcasting oversight hearings, not scheduled yet.

■ Review of "any reorganization of telecommunications functions," including the Office of Telecommunications Policy, in the executive branch and submission of recommendations to the House Government Operations Committee.

As part of the Communications Act rewrite project, which has been in progress since last October, the subcommittee has scheduled hearings on international communications, March 14, 15, 22 and 23. They will focus on international satellite and common carrier issues. Among witnesses invited are the FCC, OTP, the State Department, RCA and Western Union International.

Of the \$200,000 allotted by the subcommittee for special staff and consultants, \$100,000 will go for a spectrum management study. This is the same study promised by the subcommittee in the staff report on cable television issued February 1976, in which the staff was highly critical of the FCC's management of the portion of the UHF commercial spectrum. Subcommittee counsel Harry M. (Chip) Shooshan said the focus for spectrum study has broadened considerably from that envisioned last year, however, to encompass the entire commercial portion of the spectrum. The project will be contracted to a firm yet to be chosen.

The subcommittee plans to contract out another study in domestic common car-

riers, and in addition has set aside \$30,000 for special staff and consultant work in international communications, \$40,000 in legislative research (by legal interns to be selected from law schools). The two new members of the subcommittee staff are Charles Jackson, engineering assistant, and Carolyn Sachs, staff (research) assistant. Mr. Jackson was engineering assistant to former FCC Commissioner Glen Robinson, and is currently special assistant to the chief of the FCC Common Carrier Bureau. Miss Sachs, holder of an MA from the Annenberg School of Communications, is currently a consultant to the New York State Commission.

The Communications Subcommittee staff now numbers 10 and includes a chief counsel, Mr. Shooshan; two economists, Andrew Margeson and Alan Pearce; two staff assistants, Karen Possner and Miss Sachs; an engineering assistant, Mr. Jackson; an administrative assistant and three legislative assistants.

Also taking direct roles in the staff work on the Communications Act rewrite are Ronald Coleman and George (Toby) Harder, both counsel on the minority staff of the Commerce Committee, and Brian Moir, counsel to the full committee.

Senate report offers Carter food for thought on regulation

Among its proposals: legislation requiring that commissioners have experience in their field

For a new administration in Washington that has yet to fill vacancies on federal regulatory agencies, a two-volume study on federal regulation has arrived just in time. The study, by the Senate Committee on Government Operations, is filled with recommendations gleaned from an 18-month investigation of regulatory agencies.

One such recommendation calls for legislation aimed at establishing some standards for the selection of members of the agencies, including the FCC. "Appointees without relevant experience of any kind are a problem for some agencies and, at present, there is no clear statutory basis on which such nominees could be rejected by the Senate," the study says.

Accordingly, the study suggests that the statutes creating the agencies be amended to require the board or commission involved to be composed of members "who by reason of training, education or experience are qualified to carry out" the functions of the agency.

The study would also require that the commissions and boards be composed of persons with a variety of backgrounds, occupations and experience.

There is another recommendation

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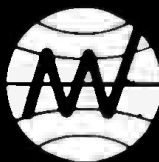


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regarding the FCC. The authors of the report say the commission "does not appear to have been the subject of a major internal evaluation for a number of years." Accordingly, the report suggests that the FCC "in particular, but other agencies as well, should be the subject of systematic and intensive review and evaluation of personnel and structure in the first year of the Carter administration."

Like other studies before it, the Senate committee's study concludes that the caliber of commissioners appointed over the years has not been high. And it blames both the White House and the Senate, which confirms the appointments, for failing to demonstrate "a sustained high commitment to high quality regulatory appointments."

A survey of administrative law judges, academic experts and lawyers who practice before the agencies included in the report indicates the respondents believe that less than two thirds of the commissioners now serving understand the laws they administer. (The figure for FCC members was 60.84%.)

On an over-all basis—in terms of such matters as commitment, judgment, technical knowledge and impartiality—members of the Securities and Exchange Commission were given the highest marks, members of the Federal Maritime and Federal Trade Commissions, the lowest.

The FCC members ranked low in technical knowledge but high in integrity and the lawyers questioned believe that 55.5% of the current commissioners are "effective," but they would recommend the reappointment of only 51.2% of them. By contrast, the lawyers regard 75% of the SEC members as "effective," and would recommend the reappointment of 70.6% of them. As for the FTC, the effectiveness and reappointment figures were, respectively, 40.80% and 35.60%.

On a number of points, the recommendations seem to parallel views expressed by President Carter. For instance, the study urges stiff new conflict-of-interest laws to slow what President Carter has called the "revolving door" through which individuals pass from regulated industry to regulatory agency and back to regulated industry. The study says former regulators should be barred for a year from any contact, for private gain, with their former agency.

Another recommendation would require the adoption of new agency regulations to restrict the activities of a law firm which includes among its members a former agency official or commissioner.

As for regulatory appointments, the study suggests they be centralized under the supervision of a single staff member within the White House personnel office. That office would be expected to develop and maintain a systematic process for recruiting and evaluating prospective appointments which would permit public involvement.

The two volumes are the first of six the

Senate committee will publish. The next four—on regulatory delay, public participation in the regulatory process, regulatory organization and an improved framework for federal regulation—are expected in the next two months.

Capitol Hill tells CPB to shape up minority records or money may be difficult to get

President Loomis requests \$160-million ceiling for 1980 and tells subcommittee that work is being done to recruit minorities

Corporation for Public Broadcasting President Henry Loomis, with budget in hand, went to Capitol Hill last week to ask for a \$160 million ceiling on federal funds for fiscal 1980. Members of the House and Senate labor, health, education and welfare subcommittees, however, were interested in other things at CPB: the network's minority and female employment records.

CPB's goal is to convince the parent appropriations committees to accept the \$160 million ceiling authorized by Congress for 1980, rather than the \$115 million limit proposed by former President Ford. CPB already has its ceilings for 1977 (\$103 million), 1978 (\$107.15 million) and 1979 (\$120.2 million)—earning \$1 for every \$2.50 public broadcasters can raise two years in advance.

Mr. Loomis, in his prepared testimony, said that the Ford proposal "negates almost completely the intent of the authorizing legislation to provide an incentive to public broadcasting. . . ." In order to earn \$115 million in 1980, he explained, public broadcasters would only have to increase their nonfederal funding by 6% over 1975's \$270 million.

"Assuming a conservative inflation factor," the testimony continued, "the \$115 million ceiling results in a real cut of approximately 10%" from 1979 federal funds, although on paper the reduction is only \$5.2 million.

Mr. Loomis claimed that such a 10% cut "would retard" public broadcasting's growth in a "watershed year" when the proposed satellite interconnection plan should be coming into its own. He offered a comparative breakdown of funds at both the \$160 million and \$115 million levels, among them: direct grants to stations (\$93.5 million versus \$67.5 million), and national television and radio production and related promotion (\$32 million versus \$19.5 million).

Furthermore, he said, the lower ceiling would mean a reduction in television program development and piloting as well as in CPB first and second year support of

series. Public Broadcasting Service President Larry Grossman has expressed displeasure with the CPB budget breakdown, claiming that national programming is not afforded a large enough share of the total (BROADCASTING, Jan. 31).

Regarding funds for the satellite project, Mr. Loomis said that the lower ceiling would make it impossible "to lease the fourth satellite transponder for television. And the full use of satellite for public radio would have to be deferred." Among the special uses for the fourth transponder are regional and special interest interconnections.

Mr. Loomis noted that CPB will borrow \$34 million to help pay for the satellite interconnection and claimed that the "only credit the corporation has is advanced year funding—proof positive" of the need for advanced funding.

Senator Edward Brooke (R-Mass.), the only member of the Senate subcommittee attending, however, explained that CPB must show that it is improving its minority and female employment record before he could feel comfortable approving a new appropriation. He called upon Mr. Loomis to supply hard data to show gains. Mr. Brooke also said "we're going to have to better define your responsibility" to police employment at individual stations. Enforcement powers among CPB and federal agencies have been a subject of controversy and were debated last year before the House Communications Subcommittee (BROADCASTING, Aug. 16, 1976). The senator said he hoped employment problems could be solved without "tacking an amendment on the appropriations bill."

In response to a question from Representative Louis Stokes (D-Ohio), Mr. Loomis said that CPB itself was in full compliance with the law when employment was broken into the three categories generally used by the Department of Labor. However, when broken into five categories, he said the highest is below the labor force level. Of 19 CPB employees considered in top management, Mr. Loomis explained, three are female and none is a minority. He added that CPB is "conscious of the zero figure" and making efforts to recruit minorities when top-level positions are available.

Senator Brooke found it disturbing that of the top-eight officers, including two females, none is a minority group member. At both meetings, Mr. Loomis emphasized that of CPB's 15-member board, three are minorities.

Another subject to come up at the committee meetings was the dispute between CPB and PBS. Mr. Brooke asked if the organizations are duplicating each other's efforts. Mr. Loomis responded that CPB has found "no area where there is gross" or "wasteful duplication."

Representative Edward R. Royball (D-Calif.) also questioned whether the law that stations cannot receive more than 50% of their income from federal sources might be discriminatory. He said the stations with minority audiences would have a harder time raising money. And, he continued, it becomes a "vicious cycle" since

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they do not have resources to improve programming to attract more money. Mr. Loomis countered that the corporation is trying to fund shows for minorities and that there are other sources such as foundations and corporations to turn to.

Although the subject was not scheduled for discussion, Mr. Loomis also took the opportunity to ask the subcommittees to authorize \$30 million in fiscal 1978 for the Educational Broadcasting Facilities Act, rather than \$7 million suggested by former President Ford.

Damage suit against WSTC assumes larger proportions

Judge rules that editing of candidate spots by official of station constituted state action, especially since station is only one in Stamford; outlet appeals

The damage suit two unsuccessful mayoral candidates filed against Western Connecticut Broadcasting, licensee of WSTC-AM-FM Stamford, Conn., did not seem significant when it was filed five years ago. But it does now. A U.S. judge has held that the acts of the station in "censoring" the candidates' scripts constituted state action and, therefore, Western could be sued for damages.

The issue is not settled. Western has petitioned the U.S. Court of Appeals for the Second Circuit for permission to appeal. (Permission is required, since the question of damages has not yet been resolved.) But the decision of Circuit Judge J. Edward Lumbard, who presided by designation in the district court proceeding, is attracting the interest of communications lawyers in Washington.

The "censorship" of the Democratic and Fusion candidates' scripts of broadcasts during the 1969 election was established by the FCC in a hearing in which Western was ultimately found guilty of violating Section 315 of the Communications Act and fined \$10,000. A station official said he had ordered the deletion of material he claimed was in bad taste. The material of the Republican candidate, the ultimate winner, was not reviewed by the station.

Western had contended that state action was not involved since the government, through the FCC, not only did not approve the action of the station official but had specifically condemned it.

But for Judge Lumbard, a key factor was that Western operates the only radio stations in Stamford and, therefore, has the government-given capacity "to obstruct free speech in local elections."

It does not matter that Western's actions violated the government's laws and regulations, he said. What does matter, he ad-

ded, is that the government "has delegated its control over local airways to the radio station."

And "for the frustrated candidate, censorship by the radio station has the same immediate impact on his freedom of speech whether or not government reprisals will ultimately be forthcoming against the censor long after the damage has been done." Accordingly, he concluded, the actions of the station and its employees "did constitute federal action subject to the First Amendment under the circumstances here."

Judge Lumbard noted in a footnote that he has not decided the boundaries of government action in the FCC context. For example, he said, "oligopoly rather than monopoly radio stations, programming of a different character or addressed to different audiences, and situations where the free speech rights of the broadcaster are also involved may present more subtle issues than those obtaining in the present case."

Western, in seeking permission to appeal, argued that "a substantial basis exists for a difference of opinion" on the question of whether the acts of station personnel constitute federal action. It says that previous court decisions have "consistently held" that the commission's regulation of broadcasting is insufficient to constitute governmental action for the purpose of imposing constitutional constraints on licensees' actions.

Judge Lumbard, however, contended that the issue is not resolved. He cited the family-viewing case, in which a federal judge held that the acts of the networks and the National Association of Broadcasters in cooperating with the FCC in developing the family viewing concept constituted state action (BROADCASTING, Nov. 8, 1976).

Nevertheless, he agreed that there was substantial ground for a difference of opinion and endorsed the request for an immediate appeal.

The \$10,000 fine imposed on WSTC and Judge Lumbard's decision are not the extent of Western's problems. Its application for renewal of license for WSTC(AM) is being challenged by a local group seeking to take over the station. And last month, an administrative law judge issued an initial decision recommending that the application of the challenger, Radio Stamford, be granted (BROADCASTING, Jan 24).

New McClatchy set-up certified by the FCC

Commission OK's new subsidiary for broadcast properties and turns down local opposition

The FCC has approved the assignment of McClatchy Newspapers Inc.'s broadcast properties to a subsidiary, McClatchy Broadcasting—an assignment McClatchy said was designed to enhance its effort to preserve the autonomy and strength of the

separate newspaper and broadcast properties.

In approving the assignment, the commission dismissed an opposition filed by San Joaquin Communications Corp., a local group seeking to supplant McClatchy as licensee of KMJ-TV Fresno, Calif. The commission said the assignment was "pro forma" and, thus, not subject to what was, in effect, a petition to deny.

SJCC contended that McClatchy's motive was to attempt to insulate itself from past transgressions. But the commission said that "such corporate juggling does not protect or insulate the licensee or its principals from the consequences of any past misconduct."

McClatchy is a defendant in two anti-trust suits. One was filed by a newspaper distributor eight years ago after McClatchy terminated him as distributor of its *Sacramento Bee*. The other case was filed last month by the Sacramento Union Corp. and two related corporations (BROADCASTING, Jan. 17). In addition, the U.S. Equal Employment Opportunity Commission is considering allegations of employment discrimination against McClatchy.

The commission said such matters will be reviewed in connection with the McClatchy renewal applications. Beside KMJ-TV and the Sacramento stations, McClatchy owns KMJ-AM-FM and KOVR-TV Stockton, and KBEE-AM-FM Modesto, all California, and KOH(AM) Reno.

FCC doles out its research dollars

Commission budgets \$300,000 for studies; among them is one on minority ownership

The FCC has authorized more than \$300,000 for research projects ranging from common-carrier matters to a study aimed at determining ways in which minority ownership of broadcasting stations and cable systems could be promoted.

The minority-ownership project, adopted at the request of Commissioner Benjamin L. Hooks, is expected to cost about \$50,000. It will involve a determination of the number of minority-group owners and an effort to identify factors that inhibit minority ownership, as well as policies and rules that the commission might adopt to advance the cause of such ownership.

Other projects and their costs include:

■ A study of the trade-offs among equipment-maintenance and equipment-design regulations, as well as operator licensing and enforcement activities (between \$30,000 and \$50,000). What would be the savings in equipment maintenance, for instance, if equipment-design regulations were stiffened? Television will be examined first.

■ A study of UHF propagation characteristics near the Canadian border. Canadians fear land-mobile operations in the 900 mhz band will interfere with their

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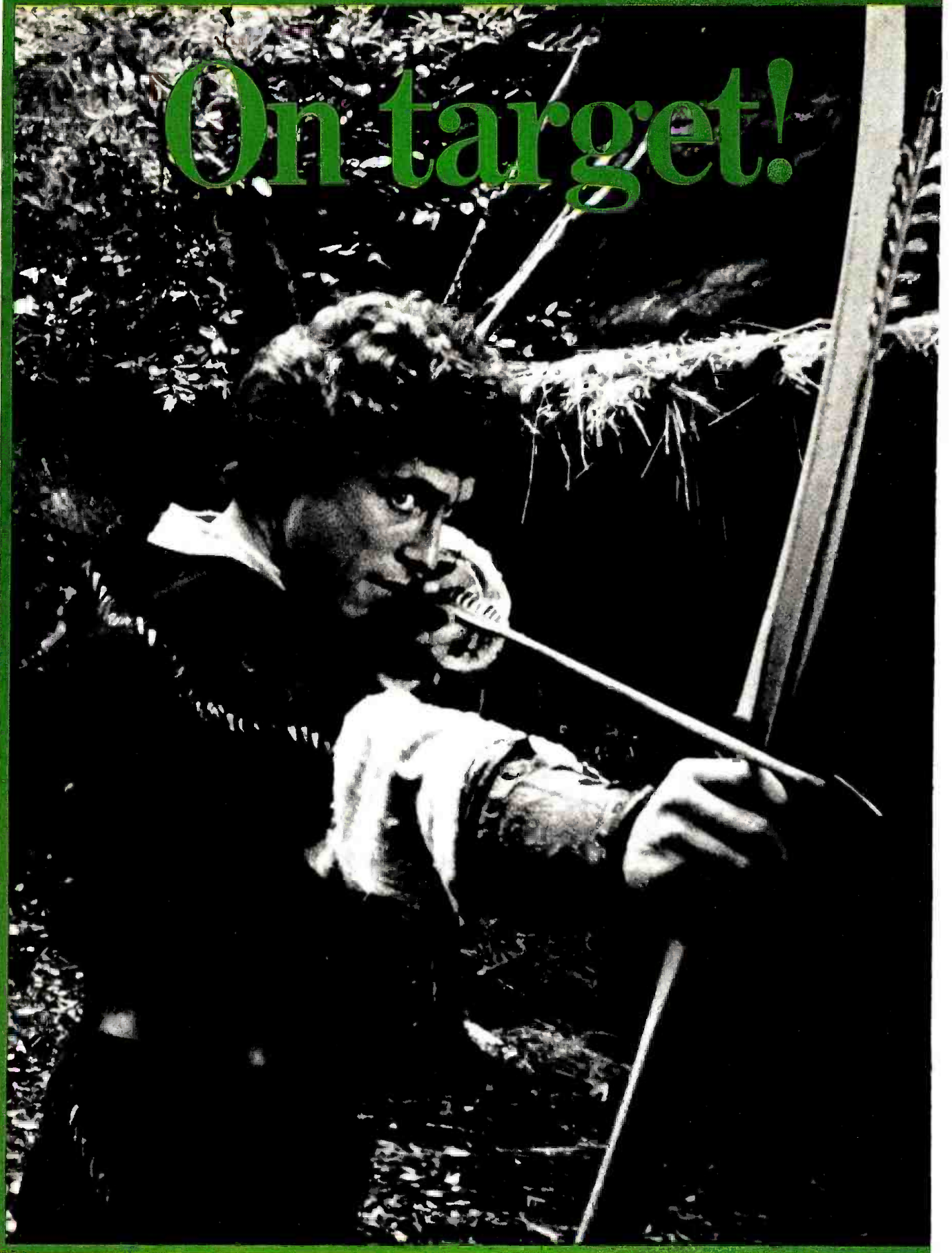
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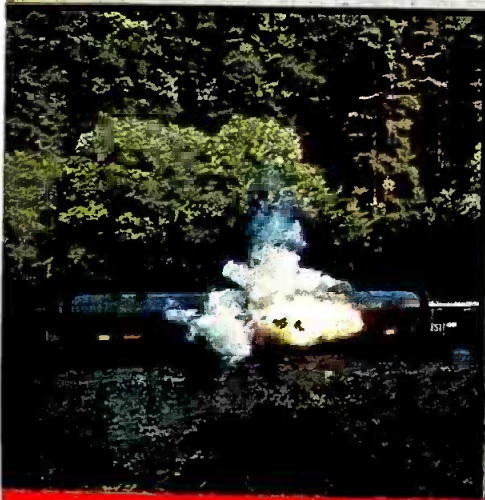
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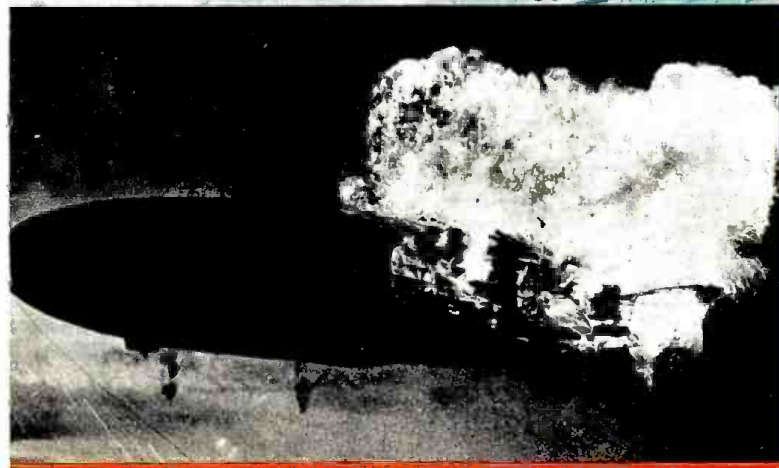
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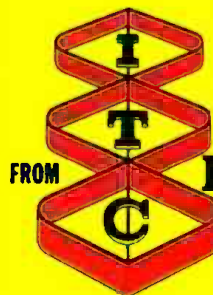




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high-band UHF stations. The study is to determine what interference land-mobile would actually cause (\$40,000).

■ A series of studies to support the task force working on the UHF master plan. The studies will focus on the competitive impact of television delivery by such means as satellites, cable systems and multipoint distribution systems; on sharing of UHF spectrum space by various services; on the performance of television receivers and antennas in areas that are mountainous or of low population density. The project will also involve the use of consultants to do engineering and economic studies (\$75,000).

■ A continuation of a personal radio study (principally citizen band) being pursued by a unit in the office of plans and policy. The study is aimed at user needs and requirements (100,000).

■ A continuation of a study on the economic impact of competition on common carriers (\$40,000 to \$60,000).

Changing Hands

Announced

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

■ WWSH(FM) Philadelphia: Sold by United Artists Broadcasting Inc. to Cox Broadcasting for about \$4.2 million (see story page 67).

Color and cable counts. Arbitron's survey for fall 1976 reports the number of U.S. TV households having color sets was 54.3 million, up three million from last year. It also shows U.S. CATV households number 10.5 million, an increase of one million households from the previous year.

■ WIXN-AM-FM Dixon, Ill.: Sold by Farm Belt Radio to Gazette Printing Co. for \$425,000. Seller is owned by Harry Campbell, president, Russell G. Salter, Joseph E. Moen and Robert Moran. Mr. Salter also owns WFVR(AM)-WKKD(FM) Aurora, Ill.; WBEL(AM) Beloit, Wis., and WRWC(FM) Rockton, Ill. Buyer is publisher of *Janesville (Wis.) Gazette*. Principal is Marshall Johnson, president, who also owns WCLO(AM)-WJVL(FM) Janesville; KJIV-AM-FM Huron, S.D., and WBKV-AM-FM West Bend, Wis. WIXN is 1 kw daytimer on 1460 khz. WIXN-FM is on 101.7 mhz with 3 kw and antenna 175 feet above average terrain. Broker: Richard A. Shaheen.

■ WDHN(FM) Dover, N.H.: Sold by Eastminster Broadcasting Co. to Great Bay Broadcasting Corp. for \$410,000. Seller is owned by Samuel P. Bronstein and Harold Miller, who also own WOTW-AM-FM Nashua, N.H., and sold WCNL-AM-FM Newport, N.H., to Eastern Broadcasting Sound Corp. last year for \$120,000. Buyer is owned equally by J.J. Jeffrey, Robert Fuller and Edward Bock, all of whom

have interests in WBLM(FM) Lewiston, Me. WDNH operates on 97.5 mhz with 50 kw and antenna 290 feet above average terrain. Broker: Chapman Associates.

■ KBUL(AM) Wichita, Kan.: Sold by Mr. D's Radio Inc. to Agape Communications for \$395,000. Seller is owned by American Media Inc., which also owns KEYN-FM Wichita; KOFM(FM) Oklahoma City and KCSJ(AM)-KDJQ(FM) Pueblo, Colo. Principals are Robert D. Freeman, Lowell D. Deniston and Frank L. Carney (one-third each). Buyer is owned equally by the Rev. Robert W. Randall, Edward R. Toles, Don W. Clifford, Norbert J. Atherton and Walter O. Byfield, who have various business and investment interests and are purchasing station to establish religious programing outlet in Wichita. Mr. Randall also produces program on KFH(AM) Wichita. KBUL is 250 w daytimer operating on 900 khz.

■ KDGO(AM) Durango, Colo.: Sold by Basin Broadcasting Co. (Jerry and Marcie Fitch [98%] and Kenneth Balcomb [2%]) to Broadcast Management Inc. for \$335,000. Sellers have no other broadcast interests. Buyer is owned by Ronald E. Ford and M. Douglas Jennings. Mr. Ford has farm holdings, and Mr. Jennings has real estate and banking interests. Neither has other broadcast interests. KDGO is on 1240 khz with 1 kw day and 250 w night.

■ WGCD(AM) Chester, S.C.: Sold by Dispatch Broadcasting Co. to Southern Piedmont Broadcasting Co. for \$250,000. Seller is owned by Joe S. Sink Sr. and estate of Fred O. Sink, also with ownership interest in WPYB(AM) Benson, N.C. Buyers are Robert R. Hilker, William R. Rollins and others. Messrs. Hilker and Rollins own Suburban Radio Group, licensee of WCGC(AM) Belmont, WEGO(AM)-WPEG(FM) Concord, WSVN(AM) Valdese, WZKY(AM) Albemarle, all North Carolina; WJII(AM) Christiansburg, WVVV(FM) Blacksburg and WHHV(AM) Hillsville, all Virginia. WZKY has been sold, subject to FCC approval, to Rich Pauley Communications Inc. for \$230,000 (BROADCASTING, Feb. 7). WGCD operates on 1490 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ KEYC-FM Mankato, Minn.: Sold by Lee Enterprises Inc. to Faribault County Broadcasting Co. for \$200,000. Seller owns chain of newspapers and KEYC-TV Mankato; KGLD-AM-FM Mason City, Iowa; WTAD(AM)-WQCY(FM) Quincy, Ill.; KHQA-TV Hannibal, Mo.; WSAZ(TV) Huntington, W.Va., and just received FCC approval of its \$11,799,000 purchase of KGMB-TV Honolulu from Heftel Broadcasting (BROADCASTING, Feb. 7). Lee also holds 49.75% of Journal Star Printing Co., Lincoln, Neb., which, in turn, owns 48.86% of KFAB-AM-FM Omaha. Buyer, which also owns KBEW-AM-FM Blue Earth, Minn., is owned by Paul and Juliet Hedberg (75%) and Mr. Hedberg's father, Clifford L. (25%). KEYC-FM is on 99.1 mhz with 100 kw and antenna 860 feet above average terrain.

■ WCKL(AM) Catskill, N.Y.: Sold by Caranje Broadcasting Co. to Catskill Com-



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munications Inc. for \$200,000. Seller is Carmine A. Pizza, president and general manager of WKCL, who will remain with station as executive vice president and chief operating officer. Buyers are Nick Vanoff, Frank Peppiatt, John Aylesworth and Alan Courtney, all associated with Yongestreet Program Services Inc., Los Angeles-based television program producer and distributor. WKCL is 1 kw daytimer on 560 khz.

■ KMBS(FM) Harlingen, Tex.: 99.6% of Magic Valley Broadcasting Inc., licensee, sold by Charles H. McBride and 20 other stockholders to Pedro Diaz Jr. for \$200,000. Ronald Garcia retains ownership of .4% of Magic Valley. Mr. Diaz is owner of various real estate and retailing interests and has no other broadcast holdings. KMBS is on 96.1 mhz with 100 kw and antenna 565 feet above average terrain.

■ KTGA(FM) Fort Dodge, Iowa: Sold by Gospel Radio Inc. to Rainbow Broadcasting Co. for \$110,000. Seller is principally owned by the Rev. N.S. Bemino, who has no other broadcast interests. Buyer is owned by James Boardman of Kenosha, Wis., who is nuclear engineer without other broadcast interests. KTGA operates on 92.1 mhz with 3 kw and antenna 309 feet above average terrain. Broker: Doubleday Media.

■ KOMS(FM) Lebanon, Ore.: Sold by C.T. Isley to Stereo Broadcasting Corp. for \$100,000. Mr. Isley has no other broadcast holdings. Buyer is owned by Richard A. Ingraham and also operates KEYE(FM) Fresno, Calif. KOMS operates on 103.7 mhz with 30 kw and antenna 285 feet above average terrain. Broker: Blackburn & Co.

■ Other station sales announced by the FCC last week include: WPID(AM) Piedmont, Ala.; KCTB-FM Flagstaff, Ariz.; WBIS(AM) Bristol, Conn.; WCDJ(AM) Edenton, N.C.; WEWD(AM) Laurinburg, N.C.; KBMC(FM) Eugene, Ore., and KFMT(FM) LaGrande, Ore. (see page 107).

Approved

The following station sale was approved last week by the FCC:

■ WPLR(FM) New Haven, Conn.: Sold by Metro Connecticut Media Corp. to General Communicorp Inc. for \$1,018,298. Robert G. Herpe, president and 25% stockholder of Metro Connecticut, is president and majority stockholder (63.5%) of GCI. Remaining 75% of seller is divided equally among Alan Bailey, Edwin Schaeffer, Harold Bench and Samuel Glazer, none with broadcast interests. Other principals in GCI are John D. Russell and Ernest Kirshner (WPLR employes), Hubert Sommerfield, Morton Schwartz and Mr. Herpe's brother, Richard S., sales representative for Chicago bedding firm. Mr. Sommerfield has retailing interests, and Mr. Schwartz is with catering firm. WPLR is on 99.1 mhz with 10 kw and antenna 950 feet above average terrain.

■ Other station sales approved last week

by the FCC include: KCTO(AM) Columbia, La.; KDEX-AM-FM Dexter, Mo.; WKRZ(AM)-WDJR(FM) Oil City, Pa., and WKCF(FM) Shell Lake, Wis. (see page 108).

Cox plans to buy Philadelphia FM for record amount

President Kirtland says purchase meets company's goal to acquire seven stations allowed by FCC

Cox Broadcasting has bought, subject to FCC approval, WWSH(FM) Philadelphia from United Artists Broadcasting Inc. for about \$4.2 million, the highest price ever paid for an FM.

A month ago Cox bought Sudbrink Broadcasting's WLIF(FM) Baltimore for \$3.9 million, subject to FCC approval (BROADCASTING, Jan. 3). Last year Coca-Cola Bottling Co. of Los Angeles bought KJOI(FM) there for the same price. Previous FM highs were WZGC(FM) Atlanta (\$3.5 million) and KOST(FM) Los Angeles (\$2.2 million).

The WWSH purchase with Cox's acquisition of WLIF Baltimore fills the Atlanta-based group owner's complement of FM's. Clifford M. Kirtland Jr., president of Cox Broadcasting, said when announcing the purchase, "WWSH meets our criteria of a quality station in a growth market. . . . We have stated for some time that Cox's major acquisition goal is to fill our

complement of stations allowed by the FCC. . . . With the addition of WWSH and WLIF, Cox will have the seven FM operations we are allowed."

Mr. Kirtland said Cox is "enthusiastic about FM" and especially pleased with WWSH. It is, Mr. Kirtland said, "The number one FM in Philadelphia, and the number three station over-all [in the market]." Mr. Kirtland added that since Cox could no longer acquire FM's, it would "continue to search out good opportunities in AM's."

United Artists, which is awaiting FCC approval of its sale of 64% of WUAB(TV) Lorain, Ohio, (co-owned with Kaiser Broadcasting) to Gaylord Broadcasting, still owns WR1K-TV Ponce, P.R.

Cox owns stations in Atlanta, Dayton, Ohio, Pittsburgh, San Francisco-Oakland, Miami and Los Angeles.

WWSH operates on 106.1 mhz with 19 kw and antenna 740 feet above average terrain.

Outlet asks U permit

The Outlet Co., Providence, R.I.-based retailing and broadcasting organization with five VHF's, two AM's and one FM, has applied for UHF channel 14 in Oklahoma City. The estimated construction and first-year operating costs total \$4,982,000. The expected revenues are \$775,000. Bruce G. Sundlun is president and chief executive of the publicly held company.

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Republicans want TV time to reply

Networks will meet with party to discuss request for rebuttal on Carter's televised addresses

The three commercial networks are scheduled to meet separately with the three Republican party chiefs in late February and March to discuss the Republicans' request for time to reply to future TV addresses by President Carter.

The invitations went out to the networks from House Minority Leader John Rhodes (Ariz.) even before Mr. Carter took office. Mr. Rhodes expressed concern that his party, now in control of neither the Congress nor the White House, receive fair coverage on national TV. Mr. Rhodes has been joined in the effort by Senate Minority Leader Howard Baker (Tenn.) and Republican party Chairman William Brock.

Those three will meet Feb. 23 with representatives of CBS and, at separate times March 3, with NBC and ABC. A spokesman for Mr. Rhodes said in each case the network delegations will include the network president and the Washington news bureau chief.

The Republicans were largely unsuccessful in their attempts to obtain comparable time to reply to the President's first televised "fireside chat" Feb. 2. In reply to a request from Mr. Brock for reply time, NBC provided no special programing but scheduled him and Representative John Anderson (R-Ill.) on its regular *Today* show Feb. 3; CBS sent word it had concluded a special broadcast was "not called for" under its presidential reply policy, and ABC said it would cover the Republican point of view in the normal course of its own daily reporting.

Despite the early rebuffs, however, a spokesman for Representative Rhodes said the Republicans are "encouraged" by the networks' responses to their request to talk about future arrangements for reply time. He said the leaders want an established procedure whereby the Republican party could obtain network time within 48 hours of a presidential address—not necessarily after every one—and in the same time slot as the President's address appeared. In response to network concerns about being in the position of having to choose between several contenders for Republican party spokesman, the Rhodes aide said Messrs. Rhodes, Baker and Brock would set themselves up as a kind of joint leadership council to do the picking.

Rejected petitioners take FCC to court

Three FCC decisions have been challenged before the U.S. Court of Appeals in Washington.

Coast Television Broadcasting Corp. is appealing a Jan. 12 FCC denial of a peti-



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tion for reconsideration of the KBSC-TV Corona, Calif., assignment of license from Kaiser Broadcasting Corp. to Oak Broadcasting System and Oak's application for subscription television authorization.

The Committee for Open Media has requested review of the license renewal of KJAZ-TV Alameda, Calif., and the National Association for Better Broadcasting is appealing the renewal of KCOP-TV Los Angeles.

In the KBSC-TV case, Coast Television contends that the FCC erred in granting Oak subscription authorization because the station serves Los Angeles as well as Corona. Coast argues that, since Oak already holds subscription authorization for Los Angeles and the FCC forbids more than one subscription operation in any community, the Corona authorization is in violation of FCC rules.

Coast declares that the FCC "violated its own published standards" when it granted the assignment and the subscription authority.

The two other appeals involve petitions that were denied by the FCC when the stations' licenses were renewed. COM calls the denial of its petition (released Jan. 6) "capricious" and "unreasonable." NABB, likewise, had contested the KCOP-TV renewal and calls the FCC denial of its petition (released Jan. 7) "an abuse of agency discretion."

Frank Lloyd joins OTP as consultant

Citizens Communications Center director and former NPACT lawyer will advise on public broadcasting funding

Frank Lloyd, director of the Citizens Communications Center, the principal public interest law firm specializing in communications matters, is joining the Carter administration next week as a consultant to the Office of Telecommunications Policy. His initial assignment will be to help develop administration policy on public broadcasting funding matters.

Mr. Lloyd was picked for the job by William Thaler, acting director of OTP, in consultation with Richard Neustadt, a deputy assistant to the President who has been working as liaison between the White House and OTP. Mr. Neustadt said that Mr. Lloyd had been checked out with a number of individuals who considered him qualified to provide the expertise on public broadcasting needed by the new administration.

Mr. Lloyd, a former general counsel for the now defunct National Public Affairs Center for Television, had filed a number of position papers on public broadcasting with members of the Carter campaign organization before the election and with the transition team after it. He also took a week off from his Citizens job during the campaign to work in the Carter campaign in his home state of Pennsylvania.

Mr. Lloyd will help prepare OTP's posi-

tion for hearings the House Communications Subcommittee is expected to hold in March on a range of public broadcasting issues, including the kind of CPB funding authorization Congress should adopt to replace the five-year authorization expiring in 1980. Mr. Lloyd's job will involve an analysis of the various sources of government funding—from the Corporation for Public Broadcasting, the Department of Health, Education and Welfare and the National Endowment for the Arts and Humanities, among others—that public broadcasting receives. "OTP," he said last week, "has over-all responsibility for looking at that funding, and making recommendations to the Office of Management and Budget regarding the appropriate level and structure."

One question to be determined is whether OTP will involve itself in the continuing controversy between CPB and the Public Broadcasting System regarding programming decisions. "We want to keep in mind that this administration does not want to set a precedent for involvement that could be used for bad purposes." He noted that CPB was intended to serve as a buffer between the program distribution system and the government.

In that regard, Mr. Lloyd sees his job with OTP as ironic, in view of what he regards as OTP's role in the demise of NPACT. He contends that the attacks of former OTP Director Clay T. Whitehead on public broadcasting's public affairs programs proved fatal to NPACT.

Mr. Lloyd, who had joined NPACT in 1971, left it two years later, at a time when it was being merged with noncommercial WETA(TV) Washington. In time, the NPACT logo was dropped, and later, funding.

The consultancy for which Mr. Lloyd has been hired is to run six months. However, although no commitments have been made, he expects the job to lead to a permanent appointment.

As for a successor to him at Citizens, Mr. Lloyd said the organization's executive committee is scheduled to meet on Feb. 25 to act on the appointment of an "acting director or acting co-directors."

Petitioners should prove selves—NAB

Rulemaking suggestion to FCC cites problem in assessing status of those claiming community ties

Persons wishing to file petitions to deny should be required to prove their affiliation with local community groups. The National Association of Broadcasters took that stance in a rulemaking proposal asking the FCC to specify standards "to accompany each party's request to have standing to file. . . ."

NAB said present commission practices allow petitioners to claim community group leadership without substantiation. While many church, educational, civic or

professional organizations are known to broadcasters, NAB claimed, the same isn't always true for "citizen groups" or "coalitions."

"Too often, broadcasters, immediately prior to the filing of an application for renewal or assignment of license, are confronted for the first time by persons claiming to represent" a community group, NAB said, adding that broadcaster requests for information about such organizations are often refused.

NAB suggested that petitioners include in their filings affidavits verifying their connection with organizations and provide information such as the group's address, officers, date of formation, goals, funding, membership and "whether (and if so, how) the group authorized the filing of a petition to deny."

Environmental study made of TV messages

Report recommends that EPA monitor programs, commercials to find what ecological impact they contain

An environmental task force has drawn up an "unfinished agenda" of work in environmental matters that includes a call for an effort to monitor and analyze "the explicit and implicit environmental message" contained in the commercials and programs seen on American television. "Television's impact on national thought and behavior," the task force says, "is unquestionably pervasive."

The task force consists of the chief executives of the country's 12 largest direct-membership environmental organizations, each of them serving as individuals. Their report—"The Unfinished Agenda: The Citizens Guide to Environmental Issues"—is a 183-page book that was discussed at a symposium on Feb. 2 in Washington. Some 250 civic and government leaders were in attendance.

The report is called by its promoters the first comprehensive statement of consensus "on the most critical environmental issues that this nation must face during the next decade."

Among the environmentalists' concern is television and what the report indicates is its negative impact on the environmentalists' cause. The report says that, in encouraging the use of "throw-away containers," "a bright, shiny new automobile that gets only 12 miles per gallon," and "some hairspray in a throw-away with fluorocarbon propellants," television encourages pollution of the environment.

However, the recommendations regarding television are limited. The report says the Environmental Protection Agency, with the support of the National Science Foundation, should "monitor and analyze the explicit and implicit environmental message contained in both the programming and commercials on television." It adds that the resulting report should document



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- “A winner for family viewing” *New York Daily News*.

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*Source: NSI, November 1972, October 1976. Audience estimates available on request.

what is being said about environmental issues, resources consumption, pollution and lifestyles, and the implications for those concerns if the audience follows the role-models seen on television.

As the report indicates, however, the authors are already persuaded of television's adverse impact. Another recommendation calls for a clustering of commercials on the hour and half-hour "to eliminate the need to design programs for the convenient promotion of products with the program itself." The report says this would be "a minimal step toward reducing the adverse environmental message of television while retaining the commercial system."

The report says television "is a major influence on the American value system," which "has enormous implications for the environment" and which "is undergoing dramatic changes." The estimate of television's impact is based on figures showing the amount of people's time the medium occupies. It notes, for instance, that by the time the average youth has graduated from high school, "he or she will have spent 18,000 hours watching television, more time than would be spent earning a bachelor's degree."

Wide open or just a crack?

Some object to FCC's plans for complying with sunshine law

The FCC's proposals for coming into compliance with the Government in the Sunshine Act, which becomes effective March 12, drew minimal comment at the commission, but among those who did file was the National Black Media Coalition, which accused the commission of trying "to concede as little as possible" in implementing the act.

The law requires that federal agencies open their meetings to the public, but it allows for exceptions, such as cases in hearing or when trade secrets or private financial information is being discussed. It is the way in which the FCC proposes to handle the exceptions that NBMC and two communications attorneys argued against.

For open meetings, the law requires public notice a week in advance. Even for closed meetings, unless the commission votes otherwise, time, place, subject matter, personnel in attendance and commissioners' votes must be made public.

Of particular concern to the NBMC are provisions that would allow "the FCC to omit any notice of a closed meeting where the meeting was originally scheduled to be open" and also not reveal individual commissioners' votes on whether or not to close the meeting.

NBMC said that the FCC is proposing to stretch the exemptions "so as to exclude basic information that is required to be disclosed under the Sunshine Act even when an exemption is invoked to close a meeting."

Attorneys Christopher B. Fager and

Gene A. Bechtel, in a joint comment, also claimed that the proposed FCC rules would give "the commission greater discretion to withhold meeting information than contemplated" in the act. The two attorneys—members of the communications committee of section on administrative law of the American Bar Association who said they were presenting their personal views—claimed the rules do not cover agency business that is conducted by memoranda. They suggested that a description of action by memoranda as well as votes of each commissioner should be made public.

Another point brought up by the attorneys was the absence of rules that would guarantee "the existence of ample space, sufficient visibility and adequate acoustics" at open meetings. They noted that the Federal Trade Commission has provided for closed circuit presentations should there be a crowd overflow.

The department of applied communications at Howard University asked the commission to detail what it means by "disruptive conduct" prohibited at open meetings. It questioned whether the commission intends to prohibit "unsolicited participation" by observers. The NBMC suggested that the commission could have a "feedback" session at the end of its meetings so those attending "could respond to actions or discussions which the commission entered into during the meeting, consistent, of course with the commission's ex parte rules." The NBMC asked the FCC to specify whether cameras, tape recorders or note-taking would be allowed.

An exemption in the act allows a meeting to be closed when the subject involves "internal personnel rules and practices." The Howard University department asked the commission to spell out what types of rules and practices and noted that if they involve equal employment opportunity, the public's right to know should factor in. The NBMC also took exception to some of the exemptions.

Although hearing cases may be closed, the NBMC said, a meeting should be open if the commission "is merely discussing a legal point" or is involved in "a formal rulemaking." It also claimed that meetings should be open on such matters as petitions to deny license renewals or transfers before a case is designated for hearing "unless there is a compelling other reason for secrecy."

Media Briefs

AMST gathering. Annual membership meeting of Association of Maximum Service Telecasters Inc. will be held in Washington, March 27, at Sheraton-Park hotel. Meeting is scheduled for 1 p.m., prior to 3:30 p.m. opening session of annual convention of National Association of Broadcasters.

Legislator viewpoints. Chairman of House Communications Subcommittee, Lionel Van Deerlin (D-Calif.), and soon-to-be chairman of Senate Communica-

tions panel, Ernest Hollings (D-S.C.), are scheduled to speak at National Association of Broadcasters convention in Washington March 27-30. Mr. Van Deerlin will be at radio session March 28 and TV session March 29. Mr. Hollings will be at TV session March 28 and radio session March 29.

Black combination. Curtis White and Edward Hayes, former attorneys with Citizens Communications Center, are going into practice together as Hayes and White, in Washington. It is said to be first black communications law firm in Washington. Mr. White, who left Citizens in January, will be replaced by Luis Aragon, who will graduate in June from Georgetown law school.

Debates sponsor hopes court can keep it from digging too deep into its own pocket

League of Women Voters tries to overturn FEC ruling on union, corporate contributions

The League of Women Voters, which sponsored the televised presidential debates last fall, has gone to court seeking to reverse a ruling of the Federal Election Commission that is causing the league to go into its financial reserves.

The FEC ruling banned the use of corporate and labor-union contributions to finance the debates. The league contends in a suit filed in U.S. District Court in Washington that the ruling is inconsistent with the provisions of the Federal Election Campaign Act. The league also said the ruling is contrary to an informal ruling from the FEC general counsel that permitted the use of corporate and labor-union donations to finance the presidential forums, a series of town meeting-like sessions featuring presidential primary candidates that the league presented last spring.

Mrs. Ruth C. Clusen, president of the league, said the debates project "was an educational rather than a political effort and there was simply no reason why the Federal Election Campaign Act, designed to prevent the influencing of elections, was applied to the debates."

The league also contended that the FEC ruling violates the First Amendment guarantee of freedom of speech. And Mrs. Clusen said that unless the FEC ruling is set aside, the chances of debates between federal-office candidates being held in the future will be reduced. "It would be extremely difficult for organizations like ours to fund expensive projects of this type by just using individual contributions," she said.

Thus far, the league has raised about \$225,000 in contributions as a result of a direct-mail and newspaper advertising campaign, according to a league official. However, estimated costs total \$320,000, including \$5,000 to \$6,000 in bills still outstanding.



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Chicago, IL; **KHOA** Quincy-Hannibal, IL; **WEEK** Peoria, IL; **WHBF** Rock Island, IL; **WKJG** Ft. Wayne, IN; **WTHR** Indianapolis, IN; **WSBT** South Bend, IN; **KCRG** Cedar Rapids, IA; **WOI** Des Moines, IA; **KTVO** Ottumwa-Kirkville, IA; **KCAU** Sioux City, IA; **KTSB** Topeka, KA; **WTVQ** Lexington, KY; **WDRB** Louisville, KY; **KTVE** Monroe, LA; **WDSU** New Orleans, LA; **WGAN** Portland, ME; **WVII** 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; **KTTC** Rochester, MN; **KSTP** Minneapolis, MN; **KCBJ** Columbia, MO; **WDAF** Kansas City, MO; **KMTC** Springfield, MO; **KPLR** St. Louis, MO; **KDNL** St. Louis, MO; **KFBB** Great Falls, MT; **KTCM** Helena, MT; **KYUS** Miles City, MT; **KHAS** Lincoln, NB; **WOWT** Omaha, NB; **KOLO** Reno, NV; **KGGM** Albuquerque, NM; **WAST** Albany, NY; **WUTV** Buffalo, NY; **WPTZ** Burlington-Plattsburgh, NY; **WOR** New York, NY; **WROC** 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;

WCMH Columbus, OH; **WKEF** Dayton, OH; **WDHO** 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; **WIBC** Pittsburgh, PA; **WNEP** Wilkes Barre, PA; **WPRI** Providence, RI; **WCSC** Charleston, SC; **KEVN** Rapid City, SD; **KELO** Sioux Falls, SD; **WDEF** Chattanooga, TN; **WATE** Knoxville, TN; **WTVF** Nashville, TN; **KAMR** Amarillo, TX; **KBMT** Beaumont, TX; **KZTV** Corpus Christi, TX; **KXTX** Dallas, TX; **WFAA** Dallas, TX; **KTSM** El Paso, TX; **KDOG** Houston, TX; **KGNS** Laredo, TX; **KMID** Odessa, TX; **KSAT** San Antonio, TX; **KCEN** 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; **WKBT** La Crosse, WI; **WNTV** Madison, WI; **WITI** Milwaukee, WI; **WSAU** Wausau, WI; **CHANNEL 0** Brisbane & Melbourne, Aust; **CHANNEL 10** Sidney, Aust; **ZB, PJD, PJF** Virgin Islands, West Indies.

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Outsiders get say on NBC-Justice consent agreement

New law allows filing of comments; one is known to be negative and others are expected to be also

The proposed consent judgment designed to end the Justice Department's antitrust suit against NBC (BROADCASTING, Nov. 22, 1976) may be running into opposition. It has attracted some negative attention from parties taking advantage of a new law permitting them to comment on it before the court decides whether to accept it. And it will probably draw more, from two groups that have asked, and have been granted, another month in which to express their views.

Because of the procedures the Department of Justice follows in such matters, most of the parties filing comments are not known or are the comments available for inspection. The department will not identify the parties until it publishes their comments, on the deadline, now set for March 1, and refers them to the court.

One party known to have filed was the Institute for Public Interest Representation of Georgetown University Law Center. It is critical of the consent proposal, but the object of the criticism is the

competitive impact statement Justice issued with the proposed judgment. The institute, in a letter submitted by Victor H. Kramer, director of the institute, says the statement does not provide the information the public needs to make an informed comment.

However, the merits of the proposed judgment were criticized in a filing by the Caucus of Producers, Writers and Directors, a Hollywood group. It is reported to have contended that the provisions are likely to aggravate rather than ameliorate the conditions the proposed judgment addresses.

Additional criticism will probably come from those seeking the one-month extension of deadline for comment, which was granted by Judge Robert J. Kelleher of the U.S. District Court in Los Angeles.

One group consists of four motion picture companies, and they would be expected to follow the line taken by the individual creative members of the Caucus. The other consists of 20 pay-cable companies, and the pay-cable industry has been critical of the provisions permitting NBC to secure exclusivity protection against pay cable when obtaining feature films. Pay-cable interests feel the provision is too generous to NBC and that, in any case, the proposed judgment is not the place for the exclusivity issue to be resolved; they feel it should be removed from the proposed judgment.

Study finds that naming names in TV ads isn't always beneficial

Ogilvy & Mather report says that 'comparative' commercials created greater negative attitudes toward advertising, didn't generate higher awareness of sponsor's brand and caused misidentification

The only ones likely to benefit from advertising that names competitors are the competitors. All the others—the advertisers, consumers and the advertising industry—stand to gain little and may in fact lose.

Those conclusions emerged from a study conducted by Ogilvy & Mather and reported by Philip Levine, O&M's senior vice president and executive research director, in an article published in the Advertising Research Foundation's *Journal of Advertising Research*.

The study examined viewer reactions to three sets of eight television commercials for relatively low-cost, high-purchase items usually bought by women. In one set, all commercials were comparative, meaning they named the names of competitors (except for one noncomparative commercial included in the group for control purposes). The second set contained both comparative and noncomparative commercials, while the third set consisted entirely of noncomparative messages (except for one comparative included as a control).

Interviewing was done in six markets—Charleston, S.C.; Philadelphia; Austin, Tex.; Detroit; Los Angeles, and Portland, Ore.—with each set of commercials shown to separate samples of 150 female heads of household. Among the findings Mr. Levine reported:

- "The comparative commercials created greater negative attitudes toward advertising. Respondents seeing more than one commercial for a particular category were asked whether the commercials for those categories were believable or confusing, and whether they felt that there were important differences between brands. For the health and beauty aid and the drug product categories, the comparative commercials were significantly more confusing and less believable than their noncomparative versions."

- "The comparative commercials did not create higher awareness of the sponsor brand. . . . In general, the degree of identification of the sponsor brands did not differ regardless of whether a comparative or noncomparative commercial was shown. In one case where differences were observed, the comparative version received significantly lower sponsor identification."

- "The comparative commercials did



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generate greater sponsor misidentification, with named competitors benefiting. For every product category, women seeing the comparative commercials were significantly more likely to mention one of the comparatively named brands as a sponsor than [were] women exposed to the non-comparative commercials."

■ "Despite its possible novelty, the only comparative commercial in the non-comparative cell did not increase awareness."

■ "The comparative commercials created more skepticism toward commercial claims and more miscommunication..."

■ "In most cases, the comparative commercials were no more persuasive than the noncomparative versions..."

■ "However, when only one comparative commercial was seen among a group of noncomparative commercials, it was found to be significantly more persuasive." This suggests "that where comparative advertising is a 'novelty,' it can have a positive effect on persuasion rather than, as we had hypothesized, on awareness."

Mr. Levine concluded that commercials that name names neither make the consumer better informed nor help her make a better brand choice; do not offer any advantage to the sponsoring advertiser but instead increase awareness of the competitively named brands, and "can exacerbate the problems of the advertising industry by increasing negatives toward those product categories where a number of brands are naming names—decreasing both the believability and clarity of the advertising."

The study was billed as "the first study of the effect of naming names in television commercials"—a practice that began to grow at the insistence of the Federal Trade Commission four years ago. FTC had contended that naming competing brands in commercials using comparisons would give the consumer more factual information, help her make rational brand decisions and lessen confusion.

Though the O&M study found differently, Mr. Levine's report carried a researcher's conventional caution. "It must be remembered," he wrote, "that these findings may be limited to 30-second television commercials for packaged goods. Different effects may be found for other media, such as print."

Added censure for Dixon

Representative Edward Koch (D-N.Y.) last week introduced a resolution in the House to impeach Federal Trade Commissioner Paul Rand Dixon because "of a high misdemeanor in office." Chances for passage are considered nil.

Commissioner Dixon has faced a wave of criticism since it was reported earlier this month that he had called consumer advocate Ralph Nader "a dirty Arab" during a January food industry association meeting. The commissioner later sent

apologies to both Mr. Nader and the National Association of Arab-Americans but indicated he has no intention of stepping down (BROADCASTING, Feb. 7).

The House resolution, seen as another way to censure Mr. Dixon publicly, is co-sponsored by 12 other House Democrats: William M. Brodhead (Mich.), Joshua Eilberg (Pa.), John Krebs (Calif.), Andrew Maguire (N.J.), Parren J. Mitchell (Md.), Austin J. Murphy (Pa.), Nick Joe Rahall (W.Va.), Charles B. Rangel (N.Y.), Benjamin Rosenthal (N.Y.), James Scheuer (N.Y.), Henry A. Waxman (Calif.), and Theodore S. Weiss (N.Y.).

Mr. Koch had been asked to introduce

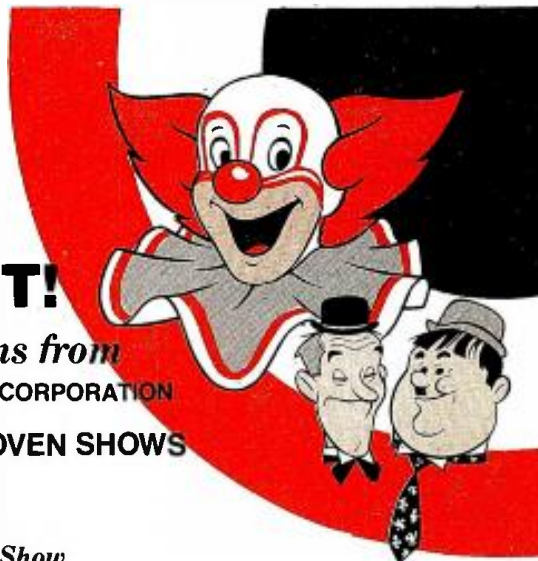
the resolution by the Arab-American Association.

Media study unit planned

Formation of a "Media Communications Institute" has been proposed by Archa Knowlton, General Foods media services director. Institute would research broad media questions such as how TV effectiveness might be affected by increases in commercial time and, he said later, the relative effectivenesses of TV and print ad impressions. He said an initial budget of

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Children's programs from
LARRY HARMON PICTURES CORPORATION
CHOOSE FROM 7 PROVEN SHOWS



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New format blending education, instruction and entertainment... meets FCC children's program requirements... 130 LIVE ACTION HALF-HOUR COLOR TAPED SHOWS AVAILABLE FOR IMMEDIATE PROGRAMMING.
- 2 **BOZO Big Top Circus Show**
A favorite to millions for many years... 100% kid's entertainment features big guest stars and circus acts. 130 HALF-HOUR COLOR TAPED SHOWS. Now #1 on WPIX New York City in an afternoon time slot.
- 3 **BOZO Comedy Show**
39 HALF-HOURS... ANIMATED CARTOONS IN COLOR.
- 4 **BOZO Cartoon Library**
156 SIX-MINUTE... ANIMATED CARTOONS ON FILM IN COLOR.
- 5 **BOZO Live Show Franchise**
Complete live show package... everything you need to produce your own local BOZO BIG TOP SHOW. Still #1 on WGN Chicago for 18 consecutive years in an afternoon time slot.
- 6 **LAUREL & HARDY Comedy Show**
39 HALF-HOURS... ANIMATED CARTOONS IN COLOR.
- 7 **LAUREL & HARDY Cartoon Library**
156 FIVE MINUTE... ANIMATED CARTOONS ON FILM IN COLOR.
ALL SHOWS AVAILABLE FOR IMMEDIATE PROGRAMMING.

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VISIT WITH BOZO and LAUREL & HARDY
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SEE THE SHOWS... PLAY THE BOZO DART GAME... AND
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Maurie and Dennis Gresham

Advertisers are buying more spots in fringe time

TVB: They purchased 5% more network TV minutes in 1976 over 1975 while morning hours were up 19% and late evening up 9%

In television's 1976 boom economy, advertisers stepped up their use of early-morning and late-evening hours in particular.

The Television Bureau of Advertising tracked the day-part growth in analyses issued last week, based on monitoring by Broadcast Advertisers Reports.

The studies showed that advertisers bought 5% more network TV minutes in 1976 than in 1975—but placed 19% more minutes in the Monday-Friday sign-on to 10 a.m. period, and 9% more in the 11 p.m. to sign-off hours. In spot and local

TV, an analysis of one week in February of both years showed an 8% gain in total minutes in the 1976 period, but with the greatest increases in the period from 11:30 p.m. (NYT) to sign-off (18%), in the 11-11:30 p.m. half-hour (13%) and between 6 and 9 a.m. (also 13%).

"Because ad agencies are performing a valuable service," TVB President Roger Rice said in releasing the studies, "advertisers are utilizing television's total inventory rather than a portion of it. This change in concept allows advertisers to concentrate on their target demographics, regardless of day-parts. And at a time when tight media dollars must be stretched for maximum gains, this flexibility has resulted in greater cost efficiencies."

In addition, Mr. Rice said, TV adver-

tisers are getting an unadvertised bonus in viewing done in hotels, dormitories, hospitals, bars, clubs, offices, barracks and other locations where viewing is not measured. TVB estimated that 5.7 million sets are in such locations, or about 4.4% of an estimated 128.7 million sets in the U.S.

"While other media have gone out of their way to measure 'pass-along copies,'" Mr. Rice said, "television has passed over what TVB estimates to be 4% to 6% of its existing audience. We strongly urge that agencies and advertisers start talking about this 4%-6% bonus audience and give to television, the number one effective medium, a true and honest cost-per-thousand."

TVB's day-part analyses, based on Broadcast Advertisers Reports (BAR), is outlined in the accompanying tables.

Non-network commercial minutes for one week

	1 week Feb. 1975	1 week Feb. 1976	% change
Monday-Sunday 6-9 a.m.	7,584	8,584	+13
Monday-Sunday 9 a.m.-5 a.m.	55,814	58,905	+ 6
Monday-Sunday 5-7:30 p.m.	35,009	37,388	+ 7
Monday-Sunday 7:30-11 p.m.	24,074	25,070	+ 4
Monday-Sunday 11-11:30 p.m. (EST)	9,453	10,697	+13
Monday-Sunday 11:30 p.m. sign-off	20,677	24,337	+18
Total	152,611	164,981	+ 8

Network commercial minutes for one week

	1975	1976	% change
Monday-Friday sign-on-9:59 a.m.	6,301	7,469	+19
Monday-Friday 10 a.m.-5:59 p.m.	51,038	52,699	+ 3
Saturday-Sunday sign-on-5:59 p.m.	14,869	15,408	+ 4
Monday-Sunday 6 p.m.-7:29 p.m.	6,096	6,448	+ 6
Monday-Sunday 7:30 p.m.-10:59 p.m.	20,905	21,936	+ 5
Monday-Sunday 11 p.m.-sign-off	9,926	10,818	+ 9
Total	109,135	114,778	+ 5

about \$500,000 probably would be needed and that General Foods and Ogilvy & Mather were pledging \$10,000 each. The institute, he said, would be composed of advertisers, agencies and academia, with the media free to propose projects (and contribute funds) but not to be members,

Coast and another on the western coast of Florida," Mr. Keljikan said. RN is owned 50% by Mr. Keljikan and 50% by the publishing firm of Harcourt Brace Jovanovich, New York.

Advertising Briefs

Trojans. Katz Radio's Detroit office has moved to nearby Troy, Mich. Address is suite 203, 1650 West Big Beaver Road, 48084. Phone is (313) 649-4333.

AID goes zip. Arbitron reports its AID (Arbitron on Demand) service now can produce TV audience estimates for combination zip codes in U.S. AID's computer system subscribers can now choose from among 21 different demographic characteristics in each zip code, including working women, automobile ownership, value of home, professional and managerial status.

Not for children. Federal Trade Commission has put final approval on order prohibiting Hudson Pharmaceutical Corp., West Caldwell, N.J., from directing advertisements for its Spiderman vitamins to children. Company—which has dropped commercials—consented to precedent-setting FTC decision last September (BROADCASTING, Sept. 6, 1976), agreeing not to advertise product on TV shows where audience is 50% children, and not to present

spots with Spiderman or other "hero figure" between 6 a.m. and 9:05 p.m. Action for Children's Television, which brought original complaint, however, persists that FTC's case-by-case approach is inadequate.

Buckley Joins SRA. Buckley Radio Sales, Inc., New York has been elected member of Station Representatives Association Inc., New York. Buckley becomes 10th radio rep for SRA.

In the market

The Resort Network Inc., New York, formed 18 months ago to own and to have affiliated radio stations in vacation areas catering to upscale audiences, aims to acquire the full complement of seven FM outlets by the end of this year.

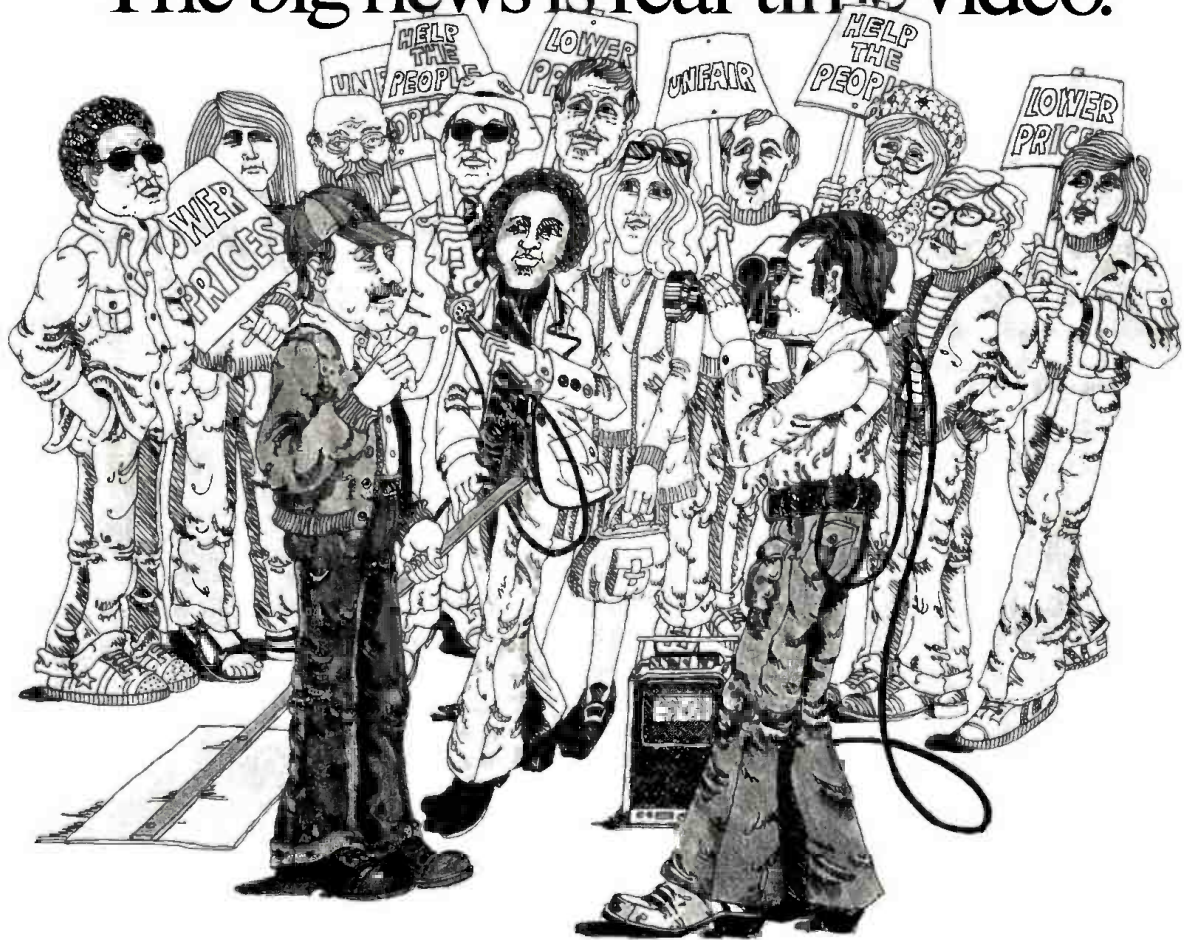
John Keljikan, president of RN, said last week the company owns WWRJ(FM) Southampton, N.Y., and WWRN(FM) West Palm Beach, Fla., and has bought WCOD(FM) Hyannis, Mass., subject to FCC approval. Its first affiliated station, as of Jan. 1, is WCRN(FM) St. Thomas, Virgin Islands. By the end of 1978, RN hopes to have about 25 affiliates, which may be bought as a group or individually. George B. Francis Jr., vice president and director of sales, said there will be seasonal advertisers rotating on Northern stations in the summer and Southern stations in the winter.

"We're looking at one station in the Midwest to buy, two others on the West

First positions sold in Nixon-Frost show

Three advertisers have signed to participate in the 90-minute programs in which former President Richard M. Nixon will be interviewed by David Frost, according to Syndicast Services Inc., New York, which is clearing stations in the U.S. The only advertiser Syndicast would identify is Weed-Eater Inc., Houston, through Mika Ella, Houston, which is buying a 30-second announcement in each of the four 90-minute programs. A second firm also buying 30 seconds is an automotive company and a third is investing one minute in each segment, Syndicast said. The syndication firm said it has cleared the programs in 78 markets for showing on May 4, 12, 18 and 26. Taping will begin on March 23 in California.

The big news is real-time video.



Ampex ENG is on the scene.

Ampex ENG products are best because we took the time to bring you true quality in portable equipment. With a reputation like ours to protect, we couldn't risk hanging a hundred pounds of batteries on the back of an ex-lineman and sending him into a crowd.

BCC-4, for example, is the ENG camera that feels like a film camera and shoots like a studio camera. This full-color midget is as stingy with power as it is generous with picture quality.

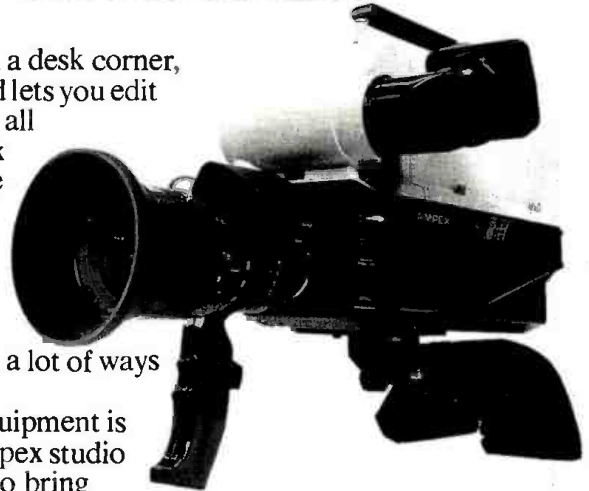
And the portable VPR-4400 isn't much larger than the 3/4-inch videocassette it uses. But it brings back a tape that has everything the camera saw, and everything the mic picked up.

Back at the studio, the

VPR-8300 hides on a desk corner, plays back tapes and lets you edit the segments easily, all with famous Ampex video fidelity. Route the signals through a TBC-1, and you're on the air with steady, time-corrected program material. You'll find a lot of ways to use this system.

Ampex ENG equipment is a nice match to Ampex studio equipment. A way to bring back location material that doesn't fight with your studio-originated material. Quality without a backache.


ENG Systems from Ampex. Portable video equipment for news directors who can't take chances.



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In every market where it is playing, Medical Center increased the audience of young women 18-49.

Young women and Chad Everett. It seems you can't keep them apart. If your station has any symptoms of audience apathy, give them a dose of Chad and watch women respond. Here's what Medical Center did compared with the previous shows in the same time periods. Medical Center. 170 episodes available now from **MGM TELEVISION** 



Source: ARB-Nov 1976 vs Feb-Mar 1976. Qualifications available upon request from the research service indicated.

Visit us at NATPE, Fontainebleau Hotel, 14th Fl, Presidential Suite D.

Sales and profits records are set by all CBS groups

CBS/Broadcast tops \$1 billion as corporation as a whole produces \$2 billion in revenues for fifth record year in a row

CBS Inc. sales went over the \$2-billion mark in 1976 for the first time, and income and earnings per share also set new records for the fifth straight year, the company reported last week.

It was also a milestone year for the CBS/Broadcast Group: Its sales exceeded \$1 billion for the first time, with a 20% increase over the 1975 level.

CBS Inc.'s net income rose 33%, reaching \$163,995,000 (\$5.75 per share), on a 15% increase in net sales, which totaled

\$2,230,576,000. For 1975, income was \$122,903,000 (\$4.30 a share) on \$1,938,867,000 in net sales.

Each of the company's four operating groups set new sales and income records. For the CBS/Broadcast Group, income rose 25% on the 20% rise in sales. Sales and income both reached new highs for the CBS radio and television operations.

The CBS/Records Group posted 16% increases in both sales and income. The CBS/Columbia Group was up 12% in sales and 22% in income, and the CBS/Publishing Group advanced 35% in income on a 6% rise in sales.

Fourth-quarter results also set records for that period. Net income for the period was \$47,887,000 (\$1.68 per share), a gain of 34%. Sales were \$660,149,000, up 15%.

in company's history, according to J. Kelly Sisk, board chairman. Net income increased 43% to \$9,958,000 (38 cents per share) over year-earlier earnings of \$6,945,000 (34 cents per share). Revenues in 1976 were up 37.3% to \$79,134,000, compared to 1975 sales of \$57,629,000. Broadcasting accounted for 49% of total revenue (\$38,852,000 in 1976, up 83.3% over 1975 sales of \$21,190,000). Recent acquisitions, principally WLWT(TV) Cincinnati, were responsible for about 57% of increased revenues, Mr. Sisk said.

First profitable quarter. MCI Communications, Washington, reported net income of \$1,230,000 (five cents per share) on revenues of \$16.8 million for three months ended Dec. 31, 1976, first quarter in company's history in which positive results have been posted. For same period last year, MCI reported loss of \$6,889,000 (40 cents per share) on revenues of \$7.8 million. Company has begun negotiations with its banks to restructure its debt.

Financial Briefs

Highest rate of gain. Revenues and earnings for Multimedia in 1976 were highest

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change				Year earlier		
		Revenues	% Change	Net Income	% Change	Revenues	Net Income	Per Share
Adams-Russell	3 mo. 1/2	4,221,000	+ 5.4	226,000	+ 80.8	4,001,000	125,000	.10
Capital Cities	Year 12/31	212,167,000	+ 21.3	35,620,000	+ 40.2	174,886,000	25,402,000	3.28
Combined Communications	Year 12/31	211,539,000	+ 40.0	18,318,000 ¹	+112.9	151,035,000	7,662,000	1.53
Communications Properties	Year 10/31	22,790,000	+ 29.5	1,597,000	.	17,598,000	(956,000)	(.20)
Farinon Electric	9 mo. 12/31	42,549,998	+ 55.8	2,775,707	+153.6	27,302,960	1,094,106	.28
LIN Broadcasting	Year 12/31	37,943,000	+ 19.3	6,106,000	+ 45.2	31,347,000	4,219,000	1.62
Media General	Year 12/31	199,022,000	+ 16.0	16,175,000	+ 14.9	171,462,000	14,068,000	1.95
MCI Communications	9 mo. 12/31	45,490,000	+147.5	(552,000)	.	18,373,000	(19,945,000)	(1.26)
3M	Year 12/31	3,514,000	+ 12.4	338,500,000	+ 28.0	3,127,000,000	264,500,000	2.31
Rollins	6 mo. 12/31	120,312,468	+ 13.7	9,435,728	+ 13.0	105,772,279	8,349,415	.82
Starr Broadcasting	6 mo. 12/31	16,022,720	+ 9.6	570,945	.	14,616,491	(33,932)	(.03)
Transamerica	Year 12/31	2,730,582,000	+ 13.5	113,737,000	+ 54.2	2,404,677,000	73,756,000	1.13
20th Century-Fox	Year 12/25	355,038,000	+ 3.5	10,702,000	- 52.9	342,730,000	22,680,000	2.73
United Cable Television	6 mo. 11/30	8,570,000	+ 20.3	(113,000)	.	7,119,000	(2,922,000)	(1.56)
Washington Post	Year 1/2	375,730,000	+ 21.4	24,490,000 ²	+103.3	309,335,000	12,042,000	1.27

¹Includes gain on sales of WSAI-AM-FM (BROADCASTING, Nov. 8, 1976) and Eller Outdoor Advertising totaling \$1,663,000 net of applicable income taxes (25 cents per share).

²Includes gain of \$1.8 million (20 cents per share) on sale of WCKY(AM) Cincinnati (BROADCASTING, Jan. 19, 1976). *Change too great to be meaningful.

Broadcast Journalism®

Talking about TV and the political process

Representatives Udall, Jordan will be on panel at NBC News Forum along with newscasters; highlights will be broadcast

Representatives Morris Udall (D-Ariz.) and Barbara Jordan (D-Tex.) will be among the panelists on the first of four panels at the NBC News Forum on the election process, to be held March 4-5 in Washington.

They will be joined by George F. Will, syndicated columnist, and John Sears, Ronald Reagan's campaign manager last year, in the panel on political primaries. Each panelist will present a specific proposal for primary reform, and these pro-

posals will be debated by 75 to 100 invited participants, including politicians, political specialists, academicians, journalists and business and labor leaders.

Plans and participants for the first panel were announced last week by Alvin H. Perlmutter, NBC News vice president in charge of the Forum, which is being set up as a first-of-its-kind examination of American election procedures (BROADCASTING, June 28, 1976).

Herbert S. Schlosser, NBC president, will open the forum at 10 a.m. Friday, March 4. All sessions will be held in the Presidential ballroom of the Capital Hilton hotel.

Tom Brokaw, host of NBC-TV's *Today*, will be moderator for the first panel.

The second, that afternoon, will deal with campaigns, especially campaign financing, with NBC News Correspondent Catherine Mackin as moderator. The third, at 10 a.m. Saturday, March 5, will deal with the role of media—polls, advertising and

promotion—with John Chancellor of *NBC Nightly News* moderating. A luncheon program on Saturday led by David Brinkley of *NBC Nightly News* will consider the vice presidential candidates and when and how they should be chosen. The fourth panel, Saturday afternoon, will consider the presidential debates and Section 315, with NBC News correspondent Edwin Newman as moderator.

Panelists for the second, third and fourth panels are yet to be announced.

Journalism Briefs

Not lying down. Lawyers for CBS reporter Mike Wallace and producer Barry Lando have taken initial steps to appeal district court judge's ruling that newsmen must provide not only notes but also evidence of their "thought processes" during preparation of *60 Minutes* program which is sub-

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That's A Fact

130 60-second entertaining information shows

Spirit of Adventure

the newest 'Spirit,'

another series of 104 4½-minute shows joining

Spirit of '76 and Spirit of Independence

The Wonderful Stories of Professor Kitzel

distributed internationally by Worldvision

Hot Fudge

17 half-hours of award-winning programming

and

Hilarious House of Frightenstein

a series of 130 half-hour programs

distributed abroad by Worldvision.

Grieve & Johnsons II presents

Gigglespreel

a new half-hour Monday through Friday variety show

created for young people

and produced for Metromedia Television, General Foods

and Lexington Broadcast Services

and

A Laugh A Minute

a new one-minute comedy series.

You are cordially invited to view the new pilots of

**Spirit of Adventure, Gigglespreel,
That's A Fact and A Laugh A Minute**

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NATPE 77

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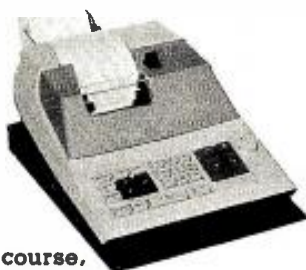
Marvin M. Grieve

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VALUE SOUND MAINTAINABILITY

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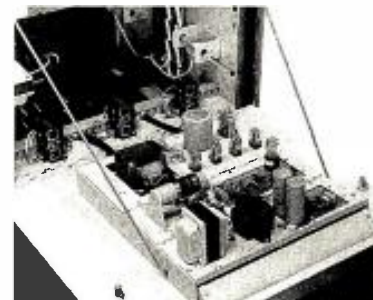
Of course, price isn't everything. But it's a good place to start. And you'll find every McMartin AM or FM transmitter — from 10 to 50,000 watts — priced at or below the competition. But we don't want you to stop at price. Compare features. Like our standard LED status indicator panel, built-in dummy load, pushbutton hi-lo power operation, full remote control/metering capability, power driven vacuum variable tuning/loading controls, and more.



Of course, features aren't everything either. Your transmitter must deliver clean, crisp sound. Sound that sets you apart in the market. McMartin delivers that kind of signal — one with PUNCH. Call or write us. We'll give you the name of a station near you with a McMartin, and hear the difference for yourself.



Every transmitter, no matter who makes it or how much it costs, breaks down every so often. That's where a McMartin really pays off. We build every model with conservatively rated components. A McMartin runs cool.



When there IS a problem, our LED status indicator panel helps you find the problem fast. That's why we say a McMartin is built for the man who has to fix it.

GET ON WITH MCMARTIN

McMartin Industries 4500 South 76th St
Omaha, NE 68127 (402) 331-2000

- I'd like information on your full line of AM & FM transmitters.
- I'd like the call letters of the station nearest me with a McMartin transmitter.
- I'd like to have a McMartin factory representative call on me.

Name _____
Title _____
Station _____
Address _____
State _____ ZIP _____

See us at NAB booth 200A,
Hotel Sheraton Park.

ject of libel suit (BROADCASTING, Jan. 24). Attorneys on Jan. 28 asked Judge Charles S. Haight Jr., who made ruling, to "certify" his pre-trial order as worthy of appeal. Judge has request under consideration.

Fair exchange. Three journalism students from U.S. and three from Germany are to be chosen in John J. McCloy Fellowship study exchange program beginning April 1, under auspices of Columbia University's Graduate School of Journalism and American Council on Germany Inc. Applications and essay on proposed study project must be submitted before Feb. 15 to John J. McCloy Fellowship Program, Graduate School of Journalism, Columbia University, New York 10027.

Media essays. Five hundred dollar prize goes to college student (graduate or undergraduate, full-time or part-time) who writes best essay on "First Amendment and Electronic Media" in contest announced by National Association of Broadcasters. Essays can be no longer than 2,000 words, must be typed and mailed by June 1.

Senate leaders urge closed-circuit TV for membership use

Floor proceedings would be sent to offices; some see it as foot in door for broadcast

A closed-circuit television system that would transmit the proceedings on the Senate floor to members' offices has been proposed in a resolution cosponsored by Senate Majority Leader Robert Byrd (W. Va.) and Minority Leader Howard Baker (Tenn.).

The proposal falls far short of the goal of the network news departments and others who would like to see Senate and House floor proceedings made available live to radio and TV stations around the country, but it follows one of the recommendations of the Commission on the Operation of the Senate, a special body whose critique of the Senate's operation was published in December (BROADCASTING, Dec. 20). That report recommended installation of a closed-circuit TV system as the first step toward going live to the nation. Mr. Byrd, in introducing the resolution, gave no indication he has that plan in mind, but proponents of live telecasting see the measure as a means of getting a foot in the Senate's door.

Mr. Byrd said he proposed the closed-circuit system to allow members to keep abreast of events on the floor while they are in their offices or in committee meetings.

Mr. Baker said he urged that video tapes be kept of all proceedings for use by historians and scholars.

Mr. Byrd, chairman of the Rules Subcommittee, to which the resolution, S. Res. 74, was referred, said he would hold hearings on it soon.

Programming

Jubilant NBC explains nuts, bolts and rubles of Olympics deal

Schlosser, Howard and associates are confident pact with Russians won't go sour, and that network won't go broke; host country will spend another \$75 million for equipment beyond \$50 million they'll get for gear from NBC

NBC explained last week how and why it committed \$100 million or more to coverage of summer Olympics that are more than three years off in a country that has proved difficult to deal with. The why boiled down to an expectation that NBC-TV can seize audience leadership and turn a profit in 150 hours of Olympic programming.

The company is also counting on the goodwill that the host nation, Russia, showed in the concluding phase of negotiations to carry through the July 19-Aug. 3, 1980, games. "Bob Howard [president of NBC-TV] was there," said Herbert S. Schlosser, president of NBC, at a news conference in New York last Monday, "and it was his feeling that the Russians want nothing to mar the games."

NBC will make 18 cash payments beginning this year and running through 1980 on a bill totaling \$85 million—\$22,366,667 to Russia for U.S. broadcast rights, \$12,633,333 for the International Olympic Committee for U.S. broadcast rights and \$50 million to Russia for production facilities, services and origination of the up link to the Intelsat satellite that will transmit coverage to NBC's headquarters in New York.

Officials refused to reveal the amounts and precise timing of the 18 installments. They said, however, that the most impor-

tant factor leading to the agreement was the Russians' willingness to modify their earlier demands for "up front" payments of 40% in 1977 and the remaining 60% in 1978. Mr. Howard said that the Russians kept referring throughout negotiations to an NBC-TV advertising rate card.

If the games do not take place for any reason, NBC's contract stipulates that the Russians are to repay the network's money. But Mr. Howard and other members of the NBC negotiating team said there are no provisions for reimbursement if some of the entered teams, including the Americans, withdraw from the games. The contract does include, however, a provision establishing arbitration procedures if a dispute should arise.

NBC executives said at the press conference Feb. 7 that the commitment to the games displayed by the Russians convinced NBC that the risks were worth taking. Mr. Schlosser said that the Russians plan to spend \$75 million besides the \$50 million they will get from NBC to set up elaborate production facilities, including purchases of 196 color cameras and 40 "slo-mo" video tape machines. The total Russian outlay of \$125 million for equipment more than doubles the amount spent for the 1976 games in Montreal, he said.

NBC expects to spend between \$12 and \$15 million sending over equipment, including electronic cameras, and a staff of at least 250 people to set up its own broadcast center near Moscow. Russian and NBC camera crews will send feeds to the center from the five cities where events will take place—Moscow, Leningrad, Tallinn, Kiev and Minsk—for editing and broadcast in finished form via Intelsat satellite. Mr. Howard said the Russians had dropped their demands that Soviet-made feature material would have to be included in American broadcasts.

Despite the awesome production and financial demands, NBC executives exuded confidence last week that their decision will prove to be profitable, both in terms of affiliate and public relations and in actual profit.

"In network television, what you have



Here's the deal. Herbert S. Schlosser (l), president and chief executive of NBC, details the NBC contract for the 1980 Moscow summer Olympics at a press conference in New York. With him at the presentation were (l-r) NBC-TV executives Robert T. Howard, president; Ben Raub, vice president and assistant general attorney; Al Rush, senior vice president of program and sports administration, and Chester R. Simmons, vice president, sports operations.

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to judge is how program A will do against programs B and C," said Mr. Schlosser. "Our judgment is that program A—the Olympics—will do better than B and C. People don't have to sit home and watch all the events. But across the board we think the Olympics coverage will wipe out the competition."

Mr. Schlosser said affiliates should make "millions and millions of dollars" in profits from local commercials sold during the planned 150 hours of coverage. The games are scheduled to run for 16 days beginning July 19, which works out to more than nine hours of Olympic coverage each day.

NBC said "more than 65 hours" of coverage would be in prime time—which works out, over the 16 days, to more prime time than is normally available to networks under the prime-access rule. NBC officials declined to elaborate pending consultation with affiliate leaders, but it was generally assumed coverage plans contemplate 7:30-11:30 p.m. NYT programming on many if not most nights.

Other sources said 67½ hours of nighttime coverage are currently planned, consisting of 56½ hours of event coverage, three hours of opening ceremonies, two hours of closing ceremonies, a two-hour preview and a four-hour wrap-up of high-lights.

How NBC plans to compensate its affiliates was not disclosed, and some sources indicated no specific plan had been fully decided upon—and that probably none would be until leading affiliates have been

consulted on this and other details. Such a meeting with members of the NBC-TV Affiliate Board of Delegates, which is headed by Ancil Payne of KING-TV Seattle, is expected to be held within about 30 days.

Another unanswered question was rates to advertisers. Some speculation within NBC put the probable prime-time range at \$185,000 to \$200,000 a minute. Other sources, also within NBC, thought this somewhat on the high side.

Authorities had estimated that, if NBC paid \$85 million for the rights, other costs—its own production out-of-pocket, agency commissions, interest on advance payments demanded by the Russians and the like—would make it necessary to sell close to \$135 million in advertising just to break even ("Closed Circuit," Feb. 7).

The normal load of commercials—seven minutes per hour in prime time, 12 per hour in other day-parts—would provide for 455 minutes of commercials in 65 prime-time hours and 1,020 minutes in the approximately 85 hours in other day-parts, or 1,475 minutes altogether. To recoup \$135 million, the 1,475 minutes would have to be sold at an average of \$91,525 each.

Actually, the \$135-million estimate was lowered somewhat after NBC disclosed last week that the Russians had reduced their prepayment demands and permitted a schedule of 18 payments over the three-and-a-half years, thus reducing estimates of interest expenses. If the total cost were \$125 million, say, the

average commercial would still have to go for at least \$84,745.

NBC sources insisted, however, that "we'll make a lot of money" if sales reach \$135 million and will also show a profit at \$125 million. In talking about making a profit, they emphasized, they didn't mean that NBC would make a greater profit with the Olympics than without them.

Mr. Schlosser said that he thinks the skyrocketing costs for Olympic rights reflect, besides increased expenses, a growing public interest in the Olympics generally and not the fact that the 1980 games will be in Russia. "I can't tell how far [the costs] will go or whether the commercial networks will be able to afford the 1984 Olympics," he said. "Obviously, there has to be a limit."

One person associated with NBC came away from the Moscow negotiations substantially richer—Lothar Bock, a West German who had represented CBS in negotiations with the Russians before that network dropped out of the Olympics contest. Mr. Bock received a flat \$1 million fee for securing the rights for NBC, plus a commitment for purchase of three sports and entertainment programs a year through 1981 from Mr. Bock's West German production company. Mr. Bock worked on the CBS-Mary Tyler Moore presentation of the Bolshoi Ballet last year, and NBC is considering programs of his on the ballet, "The Nutcracker," and the opera, "Boris Godunov." NBC expects to adapt Mr. Bock's international versions for U.S. distribution by editing in, for example, American entertainment stars acting as hosts. Mr. Bock will also continue to advise NBC during the network's preparations for the Olympics.



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ASCAP wants jump in radio payments

But broadcasters counter with demand for 25% cut; court may be asked to set fees

Jockeying for position in negotiations for new ASCAP radio station music licenses has begun.

The All-Industry Radio Music License Committee announced last week that the American Society of Composers, Authors and Publishers had demanded an approximately 16% increase in the commercial fee rate for radio stations' use of ASCAP music when current licenses expire Feb. 28. This, the committee said, would add at least \$3.5 million a year to the stations' ASCAP bill, which in 1975 amounted to about \$22 million.

The committee, which is headed by Elliott M. Sanger, retired chairman of WQXR-AM-FM New York, said it held a preliminary meeting with ASCAP representatives on Feb. 3 and rejected the demand. Instead, the committee came up with a series of proposals of its own, including "a substantial reduction" in the commercial fee.

Committee members declined to say

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ACTors. Action for Children's Television fifth annual Achievement in Children's Television Awards were handed out last week to 14 broadcasters in ceremonies in Boston. Honors also went to six corporations, which are the first awarded ACT's new Corporate Honor Roll Awards for commitments to children's programming. Accepting awards for their firms and their programs were (seated, l-r): David Braun, General Foods, *Zoom*; Lester Cooper, ABC News, *Kidsworld*; Robert Howard, NBC-TV, *Mugsy* and *Special Treat*; Frederick Pierce, ABC-TV, *Afterschool Specials*; Peggy Charren, ACT; Larry Grossman, PBS, children's programs; Jesus Trevino, Educational Development Corp., *Infinity Factory*; Diane Bloomgarten, WMAO-TV Chicago, *Bubblegum Digest*; Kathy Welsh, KETC-TV St. Louis, *Common Cents*. Standing, l-r: Robert and Betsy Behrens, The Behrens Co., *Kidsworld*; Lester Strong, WSB-TV Atlanta, *Operation Education*; Robert Andrews, Johnson & Johnson, *Mister Rogers' Neighborhood*; Christine Metcalf, KRON-TV San Francisco, *Kidswatch*; John Loudon, ITT, *Big Blue Marble*; William Bortree, Johnson & Johnson, *Mister Rogers*; John Behnke, KOMO-TV Seattle, *Boomerang*; Topper Carew, WGBH-TV Boston, *Rebop*; James Fish, General Mills, *Rebop*; Sandra Ruch, Mobil, children's specials; Larry Wheeler, Sears, *Mister Rogers*; Norman Axelrad, McDonald's Local Restaurant Association, *Once Upon a Classic*; Jay Ravid, WOED Pittsburgh, *Once Upon a Classic*.

how much reduction they were seeking, but ASCAP sources said the committee asked that the fee rate be dropped by almost 25%. That would cut about \$5.5 million off the stations' annual payments.

ASCAP officials countered that the commercial fee should be increased, as they proposed, not lowered. They contended that ASCAP "is in a stronger position in the charts" than it was when the current contract was negotiated in 1972, and that the ASCAP repertory's value has increased in other ways as well.

The committee, which represents some 1,400 stations, historically has argued that ASCAP music has consistently decreased in value to the stations and that ASCAP's rates should therefore decline.

Mr. Sanger said ASCAP wanted the commercial fee rate, now 1.725% of specified revenues, to go to 2% in the licenses that would take effect March 1. ASCAP sources, in turn, said the committee wanted to cut the rate to 1.3%.

Although he did not specify the size of the proposed cut, Mr. Sanger said the committee also asked for elimination of sustaining fees, the adoption of an incremental formula under which only one-half the rate would apply on revenues above a certain level, the right to deduct agency commissions paid to "religion agencies," an increased optional standard deduction available to all stations, "and other improvements in both the blanket and per-program licenses."

Mr. Sanger said representatives of the two sides would meet again in early March, and that the committee expected

to ask the U.S. Southern District Court in New York to step into the dispute and set "a reasonable fee." This procedure is provided for in a consent decree governing ASCAP's operations.

Mr. Sanger also said ASCAP planned to send letters—and ASCAP officials confirmed that they had done so—to stations, proposing that they sign an extension of the present contract. Mr. Sanger emphasized that stations that have authorized the committee to act on their behalf, or that do so before Feb. 28, should not sign an ASCAP extension because, under the court procedures, they will be able to continue playing ASCAP music, even after the present license expires, "without fear of copyright infringement." When stations take an ASCAP rate case to court, the court sets interim rates—either the old rates or some modification—that remain in effect while the case is being decided.

Members of the all-industry committee in addition to Chairman Sanger are George W. Armstrong, Storz Broadcasting Corp.; Abiah A. Church, Storer Broadcasting Co.; Robert R. Hilker, Suburban Radio Group; J. Allen Jensen, KID-AM-FM Idaho Falls, Idaho; Harold R. Krelstein, Plough Broadcasting Co.; Richard C. Percival, retired executive of Cowles Communications; Lester M. Smith, Kaye-Smith Radio Group; James A. Stabile, Metromedia Inc., and Donald R. Thurston, Berkshire Broadcasting Co. Counsel to the committee are Emanuel Dannett and Bernard Buchholz of the New York law firm of Graubard Moskovitz McGoldrick Dannett & Horowitz.

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TV, radio and cable bring the school to the student

Classrooms of the air step in to fill void left by closings

As the record cold wave continues across much of the nation and dwindling natural gas supplies close schools, more and more broadcasters, cable operators and school systems are working together to provide interim lessons (BROADCASTING, Jan. 31, Feb. 7). One of the most ambitious projects is the "School Without Schools" program developed by WBNS-AM-TV Columbus, Ohio, and the school system there. On Jan. 31 WBNS's executive vice president, Gene D'Angelo, called the superintendent of schools, Dr. John Ellis, and offered free TV and radio time since the schools (which have an enrollment of 100,000) would be shut down for the month of February. By Feb. 7 the project was ready to air. About 150 teachers participate in the live, 15-minute class segments that are aired weekdays on TV from 7:30 to 11:30 a.m.

According to Dr. Ellis, "We cover most of the basic curriculum and there's been a lot of creativity emerging. This is a most amazing example of the media coming to the rescue of the community in a crisis."

Radio instructions are on from 10 a.m. to 2 p.m., and they mostly feature instruction for the upper grades. The students meet once a week in various community buildings where the teachers give them assignments and grade homework that was assigned the week before and during the broadcasts.

The stations have said they will continue the broadcasts, if needed, for as long as the schools are closed. Ron Castell, WBNS marketing director estimated the effort would result in a loss of approximately \$200,000 for the combined TV-radio operations. "Our advertisers have been good," he said, "We run the commercials in clusters, during class breaks, and 99% of the advertisers said they would continue."

Two other Columbus stations, WTVN(TV) and WCMH-TV, later offered time and will be running educational films about two hours a day.

Coaxial Communications' 26,000-subscriber cable system in Columbus is also helping out. Beginning Feb. 8 the system started video taping instructions using nine teachers and about 15 students from a predominantly low income, black high school. The four-hour show runs daily from noon to 4 p.m. and is made up of 45-minute classes of supplementary material in such subjects as business, science, drama and industrial arts. In addition to keeping up with their classroom studies, the students involved are also getting a



TV to the rescue. An elementary school teacher and her class deliver one of the many 20-minute lessons aired weekdays during February on WHIZ-TV Zanesville, Ohio, while the gas shortage shuts down schools there.

chance to work with the cable production staff and operate the color cameras in some cases. Coaxial's manager, Larry Wangberg said the program is scheduled for three more weeks, but would continue as long as there is a problem.

Zanesville, Ohio, also is faced with closed schools during February and WHIZ-TV there is pre-empting two and a half hours of NBC programming and an hour and a half of its own to provide live instructions by school teachers to the community. The local newspapers print the

daily schedule of classes, which run for 20 minutes. WHIZ-TV also had to move and cluster its commercials and is losing money, but according to Robert Hodous, general manager, "Whatever we lose, it's well worth it. This is what local TV should do."

"Operation Catch-Up" is the name given to the media effort undertaken in Indianapolis. That city has a kind of team effort with commercial TV stations WISH-TV, WRTV, WTHR and WTTV simultaneously running a one hour program every Satur-

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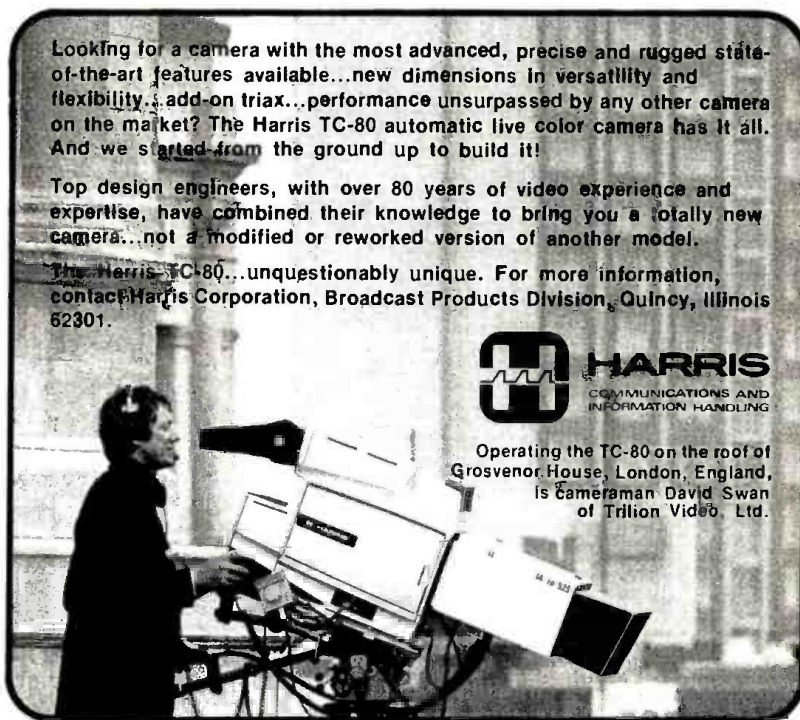
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Operating the TC-80 on the roof of Grosvenor House, London, England, is cameraman David Swan of Trillion Video Ltd.






Educational experience. With schools closed for the month of February, educators in Columbus, Ohio, have taken to the airwaves of WBNS-AM-TV there to provide instruction to their 100,000 students. And for four hours a day the lessons are on radio (above left) with two Columbus Central high school teachers delivering an English class. Lower and intermediate grades are aired for four hours on television (above, right) with reading teachers getting ready to go on before both the WBNS-TV cameras and a CBS minicam unit doing a network report on the "School Without Schools" program. The people behind the scenes (right) include (l-r): Richard Wolfe, president of the WBNS stations; Dr. John Ellis, superintendent of the Columbus public schools; Gene D'Angelo, WBNS executive vice president, and James Moskus, WBNS coordinator for the project. The project started Feb. 7 and is scheduled for the rest of the month. But if the schools are not opened at that time, WBNS said it will continue its media education plan for as long as necessary.



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day morning for eight weeks. The program material is supplied by the city school system and the state department of public instruction. The idea of the program is to help the students make up the classes they missed when the schools were closed for 10 days. The schools have also been given time by eight commercial radio stations which will be filled for the most part with material from the schools' noncommercial FM station's program library.

In addition to this effort to catch-up, the schools also have a plan in case there are any more snow days. The noncommercial TV station there, WFYI, has taped a number of school-produced programs so that if the schools have to close it can run lessons from 8:30 a.m. to 6 p.m.

Other towns with emergency cable TV programing include:

- Findlay, Ohio, where Continental Cablevision cablecasts three-and-a-half hours a day of programing produced at the local high school.

- Buffalo, N.Y., where International Cable runs four hours a day each on two channels.

- Piqua, Ohio, where Valley Antenna Systems Inc. not only runs instructions for the students, but also weekend lessons to show parents how to teach their children at home.

- Wapakoneta, Ohio, when high school students program a channel on the Warner cable system and have provided emergency services during recent snowstorms.

House warming. An enterprising radio station isn't about to be left out in the cold by the fuel shortage. WOCH-AM-FM North Veron, Ind., is heating studios and offices by piping the exhaust from its 20 kw FM transmitter into the air conditioning system and turning off the furnace. Station manager Charles Plummer said, "We're keeping warmer than before."

Great march. As a result of a fire that wiped out all the electrical power at the 30-story Winters Tower in Dayton, Ohio, Jan. 20, five WHIO-TV technicians, four members of the news department and three salesmen hand-carried a 100-pound generator to the roof of the building, where the station's incapacitated microwave facility is located. Called the "great march" by members of the expedition, it took two hours to lift the generator—borrowed from the city's civil defense unit—up the stairwell, which could accommodate only two people plus the generator at one time. Those not carrying the generator hauled gasoline to run it or flashlights and photo batteries to light the way. Dayton has been suffering a severe energy shortage, and the bucket brigade-type climb was an effort to keep WHIO-TV viewers informed of governmental meetings concerned with the problem and the solutions. Subsequent treks to the roof of the building with gasoline to run the generator were necessary until electricity was restored Jan. 26.

Programing Briefs

G-T assigns two. Viacom Enterprises will be syndicator for Goodson-Todman's access version of *Family Feud*, daytime game show, already sold to five NBC-owned stations, and Firestone Program Syndication will be syndicator for G-T's access version of *Tattletales* daytime game show, already sold to four of five CBS-owned stations (BROADCASTING, Feb. 7).

And on the seventh day . . . NBC-TV said it will program late-night Sunday feature films on co-op basis as service to affiliates beginning in April. Affiliates will have right to sell all of network commercial time available within segment (11:30 p.m. to conclusion) and will pay network co-op fee. Features scheduled for telecast: "A Girl in My Soup" (Peter Sellers and Goldie Hawn); "Clambake" (Elvis Presley and Shelley Fabares); "Slaughterhouse Five" (Michael Sacks and Valerie Perrine) and "April Fools" (Jack Lemmon and Catherine Deneuve).

Fan scan. CBS Radio Network, which carried 1976 World Series, commissioned Opinion Research Corp., New Brunswick, N.J., to measure that audience. From interviews among 2,041 adults throughout the U.S. from last Nov. 8 to Dec. 14. ORC projected that 41 million different persons 18 or older tuned in to one or more games (28% of all adults in the U.S.) and they reported they had listened, on the average,

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BA-145 AGC Amplifier for AM, FM, or TV BA-146 Limiter for AM
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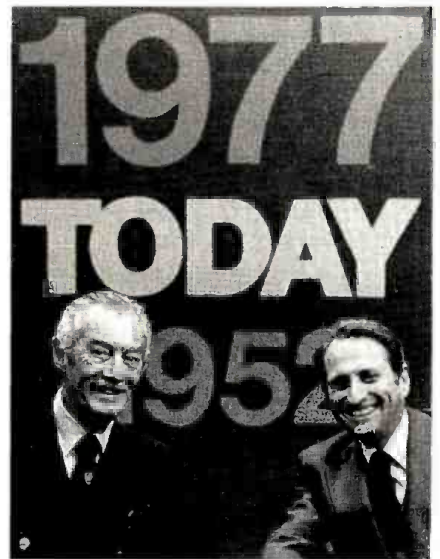
RCA Broadcast Systems





Auld lang syne. NBC-TV's celebration of its *Today Show's* 25th anniversary continued in Washington last week as the network invited some 1,400 political and media luminaries to a reception in the Capital Hilton last Tuesday (Feb. 8). The most celebrated guests were those representing the new Carter administration, including Office of Management and Budget Director Bert Lance (at left in first photo above), talking with NBC Chairman Julian Goodman, and (center photo) Press Secretary Jody Powell, talking with the *Today Show's* Jane Pauley and Tom Brokaw. Lame ducks were also welcome; in the photo at right, NBC President Herb Schlosser is in conversation with outgoing (presumably on

June 30) FCC Chairman Richard E. Wiley. Yesterday's heroes: The anniversary celebration began last month with a special broadcast Jan. 14, featuring such past cast members (picture at left, below) as (seated, l to r) Dave Garroway (1952-61), Jack Lescoulie (1952-67) and Frank Blair (1952-75), along with present cast members (standing, l to r) Gene Shalit, Tom Brokaw, Floyd Kalber, Jane Pauley and Lew Wood. Also on the air (picture at right, below): Sylvester L. (Pat) Weaver, a former chairman of NBC who while vice president in charge of television for the network was responsible for creating the *Today*, *Tonight* and (long departed) *Home* show concepts of the early 1950's.



to all or part of 2.6 games.

Conservative viewpoint. Beginning March 3, former Senator James L. Buckley (C-R-N.Y.) will be commentator on National Public Radio's evening news magazine show, *All Things Considered*. He will offer perspective every other Thursday.

Updated. BBI Productions' "Update on Health" syndicated TV series has been cleared on stations in 40 markets, among them: WPIX(TV) New York, KCOP(TV) Los Angeles, WGN-TV Chicago, KTVU(TV) San Francisco, WCAU-TV Philadelphia, WKBD-TV Detroit and WPGH-TV Pittsburgh. "Update" package includes weekly half-hour program, *House Call*, 90-second news inserts and one-hour specials dealing with health subjects. BBI is located at 5 TV Place, Needham, Mass. 02192.

Commentary. William E. Simon secretary of Treasury from May 1974 until Jan. 20, will begin daily five-minute radio

commentary March 14, produced and syndicated by O'Connor Creative Services, Hollywood. O'Connor, which is in process of negotiating sales for Simon feature, also produces and distributes features by Ronald Reagan, Eliot Janeway, Jack Webb, Efreim Zimbalist Jr., Art Linkletter and others.

Sleuthing. Mystery series, *Sherlock Holmes Radio Theater*, is available on 39-week nationally syndicated basis. Programs are 30 minutes each and produced by KIIS Workshop Radio Players in association with Michael Anthony Productions, 8560 Sunset Boulevard, Los Angeles 90069.

Fair-weathered friends. WFTL(AM) Fort Lauderdale, Fla., is giving listeners chance to bring their "frozen" friends and relatives from North for paid vacation in Florida. Station's "Fly Friend to Florida Contest" invites listeners to nominate so-

meone that they think deserves break from cold, then station selects deserving couple, paying airfare and hotel bill for three-day weekend. Floridians don't win anything except pleasure of friends'/relatives' company. Contest runs for four weeks.

Joins CBS Radio. KHIT(AM) Walla Walla, Wash., becomes affiliate of CBS Radio effective Feb. 14. KHIT broadcasts on 1320 khz with 1 kw day.

Program services. Elizabeth Bain Associates has been formed to provide independent program service for TV stations, advertising agencies and CATV systems. Main office is at Taylor building, Post Road, Cos Cob, Conn. 06807, with office to open soon in New York.

Bout about. In reversal of usual roles, broadcaster picked up programing from cable TV when Muhammed Ali went to

Boston Jan. 29 for boxing exhibition to raise funds for Elma Lewis School of Fine Arts. Warner Cable Co. officials said they'd obtained rights to tape exhibition, planned to (and later did) use tape on Warner's six systems in area. Meanwhile, they reported, ABC Sports bought copy—which Warner people flew to New York—and used about three minutes on next day's *Wide World of Sports*. Purchase price, according to Warner: Reimbursement of contribution Warner had made to Lewis School to obtain rights, said to be "less than \$1,000."

Six for 7:30. Viacom Enterprises has obtained worldwide distribution rights to *Little Vic*, group of six half-hour programs about orphan boy and horse. Series was produced by Daniel Wilson in association with ABC-owned TV stations, which will carry programs, starting this month, in prime access time.

MBN black vignettes. Mutual Black Network has purchased Creative Universal Products' 50-part *Black Historical Perspectives* for airing this month, Black History Month. Two-minute programs will be aired twice daily and sponsored by Anheuser-Busch for Budweiser.

Raising his sights. For five years Al Sperber has produced and been host of his own half-hour *Out of Sight* on WHN(AM) New York. Program is beamed at blind and handicapped and features interviews by Mr. Sperber, himself blind, with outstand-

One man's poison. January produced record cold weather—and record television viewing. The Television Bureau of Advertising reported last week, on the basis of A.C. Nielsen Co. data, that daily home viewing during the month averaged 7 hours 16 minutes, or 12 minutes a day more than the previous record high mark for any month, set in January 1975. The new January record came on the heels of a year which itself set a record with an annual average of 6 hours 18 minutes per home per day.

ing individuals from all segments of society. Out of Sight Products, 85-04 105th Street, Richmond Hill, N.Y. 11418, now is offering program in syndication to other stations.

In the public's service. Entries in Scripps-Howard Foundation's Roy W. Howard award contest for public service by radio and TV stations are due March 1. Radio entries must be submitted on quarter-inch audio tape at seven and one-half or three and three-quarter inch rips or on cassette. TV entries must be on three-fourths inch video-tape cassette only. Submit to *Ben Hevel, Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.*

All-new. Former KNAI-FM San Francisco is now KYUU, following switch from all-news to music. Station is NBC-owned, was with NBC's News and Information Service. It operates on 99.7 mhz with 45 kw.

ABC-TV monopolizes Golden Globes too

ABC-TV captured seven out of nine of the Golden Globe awards for television that were presented by the Hollywood Foreign Press Association. TV miniseries proved to be very strong, winning all of the five categories in which they were nominated.

Rich Man, Poor Man: Book I (ABC) was named the best drama series, and three of its stars received top honors: Susan Blakely for best dramatic actress, Josette Banzet for best supporting actress and Edward Asner for best supporting actor. Richard Jordan, the star of NBC's *Captains and the Kings*, received the award for best dramatic actor.

ABC's *Barney Miller* was named the best comedy/musical series; Henry Winkler of *Happy Days* (ABC) was voted best actor in a comedy/musical series; and Carol Burnett was named best actress in the category for her CBS musical-variety series. "Eleanor and Franklin" (ABC) was named the best made-for-TV movie.

Television also was in the minds of the association's members when they bestowed four awards on "Network," the satirical movie that lampoons the television industry (BROADCASTING, Nov. 22, 1976). Paddy Chayefsky won for his screenplay, Sidney Lumet for his direction, and acting awards were given to Faye Dunaway and the late Peter Finch.

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FREE A BRAND-NEW SERIES OF PRIZE-WINNING PUBLIC SERVICE RADIO & TV SPOTS

Running in circles. That's what hundreds of thousands of men and women in all walks of life are doing day after day. They're cramming too many activities into too few hours. They're wearing themselves down. And they're neglecting their health in the process.

This new series of public service spots is aimed at making the public more aware of the dangers associated with living at too fast a pace.

Order free radio or TV spots now without obligation . . . and help America . . . and yourself . . . to better health.

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2200 Grand Avenue / Des Moines, Iowa 50312

Please send me your new series of produced public service spots titled "The Merry-Go-Round" for:

- Television (1-60 sec. and 1-30 sec. Filmed Spots)
 Radio (6-60 sec. and 6-30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation.

Program Director _____

Station _____

Street Address _____

City _____

State _____

Zip _____

The Broadcasting Playlist Feb 14

Contemporary

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
7	1	1	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	1	1	1	1
2	2	2	New Kid in Town (5:02) Eagles—Asylum	2	2	2	2
1	3	3	Hot Line (2:59) Sylvers—Capitol	5	3	3	3
8	4	4	Blinded by the Light (3:48) Manfred Mann—Warner Bros.	3	4	4	4
3	5	5	Car Wash (3:18) Rose Royce—MCA	6	5	5	5
4	6	6	I Wish (4:12) Stevie Wonder—Tamla/Motown	4	6	6	6
5	7	7	Weekend in New England (3:38) Barry Manilow—Arista	7	7	7	8
12	8	8	Year of the Cat (4:32) Al Stewart—Janus	8	9	8	11
19	9	9	Love Theme From "A Star Is Born" (Evergreen) (3:03) Barbra Streisand—Columbia	11	8	10	9
10	10	10	Fly Like an Eagle (3:00) Steve Miller Band—Capitol	10	10	14	10
6	11	11	You Make Me Feel Like Dancing (2:48) Leo Sayer—Warner Bros.	9	12	9	15
11	12	12	Enjoy Yourself (3:24) Jacksons—Epic	14	13	12	7
21	13	13	Walk This Way (3:31) Aerosmith—Columbia	18	11	11	12
18	14	14	Night Moves (3:20) Bob Seger—Capitol	12	15	15	14
9	15	15	Dazz (5:35) Brick—Bang	17	14	13	16
17	16	16	Lost Without Your Love (2:56) Bread—Elektra	15	16	16	13
15	17	17	I Like Dreamin' (3:29) Kenny Nolan—20th Century	13	17	17	19
13	18	18	Dancing Queen (3:50) Abba—Atlantic	16	19	18	20
22	19	19	Go Your Own Way (3:34) Fleetwood Mac—Warner Bros.	22	21	19	17
16	20	20	You Don't Have to Be a Star (3:40) Marilyn McCoo & Billy Davis Jr.—ABC	21	20	21	21
20	21	21	After the Lovin' (3:50) Engelbert Humperdinck—Epic	19	18	23	24
31	22	22	Don't Leave Me This Way (3:35) Thelma Houston—Tamla/Motown	20	22	20	22
28	23	23	Things We Do for Love (3:22) 10cc—Mercury	23	25	22	18
29	24	24	Rich Girl (2:23) Hall & Oates—RCA	24	23	24	27
26	25	25	Isn't She Lovely (6:33) Stevie Wonder—Tamla/Motown	25	27	27	26
—	26	26	Carry on, Wayward Son (3:26) Kansas—Kirshner/Epic	31	32	25	23
24	27	27	Hard Luck Woman (3:29) Kiss—Casablanca	32	26	26	25
14	28	28	Tonight's the Night (3:55) Rod Stewart—Warner Bros.	28	24	31	28
32	29	29	Don't Give Up on Us (3:30) David Soul—Private Stock	26	29	28	29
25	30	30	Long Time (3:03) Boston—Epic	30	30	29	30
35	31	31	Maybe I'm Amazed (3:13) Wings—Capitol	27	28	33	33
23	32	32	Boogie Child (3:30) Bee Gees—RSO/Polydor	29	31	30	32
36	33	33	Crackerbox Palace (3:52) George Harrison—Dark Horse/Warner Bros.	33	34	34	31
33	34	34	Rubberband Man (3:30) Spinners—Atlantic	35	38	32	37
—	35	35	The First Cut Is the Deepest (3:19) Rod Stewart—Warner Bros.	38	33	38	34
—	36	36	Do Ya (3:45) Electric Light Orchestra—United Artists	36	36	35	35
38	37	37	Jeans On (2:36) David Dundas—Chrysalis	34	37	36	39
30	38	38	Livin' Thing (3:30) Electric Light Orchestra—United Artists	37	35	39	36
27	39	39	Stand Tall (3:20) Burton Cummings—Portrait/CBS	39	*	37	*
—	40	40	Bite Your Lip (Get Up and Dance) (3:37) Elton John—Rocket/MCA	40	39	40	40

Playback®

Sales-airplay syllogism. "Every record that goes gold goes top 10, although not every top 10 is a gold record," is the rule of thumb of John Doyle, Columbia Records national sales co-ordinator. Not quite to prove his point: *Enjoy Yourself* by the Jacksons, Columbia's latest gold success, achieved that status less than two weeks ago although it hasn't quite made top 10 in airplay ("Playlist" reports it at 12 this week). Mr. Doyle predicts this disco tune, which gathered momentum on rhythm and blues charts, will certainly be top 10. **No breeze.** But selling a million singles is still unusual, says Mr. Doyle. Of all the records released in 1976, only 53 made gold, and of those, CBS had 10. A strictly contemporary record, like Barbra Streisand's *Love Theme from "A Star Is Born"* (Columbia), takes longer to reach gold. (It bolts to nine on "Playlist" this week.) The whole process, from release to gold, can take up to four months, says John Doyle. **Clincher.** Mary MacGregor's *Torn Between Two Lovers* achieved gold status last Thursday (Feb. 10), and bolts to number one on "Playlist." "Its wide base of appeal—played by contemporary, country and MOR—made this great song gold," says Julie Zimand of Ariola America.

Country

Over-all-rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1	1	Near You (2:21) George Jones & Tammy Wynette—Epic	1	1	1	1
1	2	2	Don't Be Angry (3:02) Donna Fargo—ABC/Dot	5	2	2	2
18	3	3	Moody Blue (2:48) Elvis Presley—RCA	3	3	4	3
3	4	4	Let My Love Be Your Pillow (3:14) Ronnie Milsap—RCA	6	4	3	7
8	5	5	Crazy (3:53) Linda Ronstadt—Elektra/Asylum	2	5	8	6
4	6	6	Ridin' Rainbows (2:40) Tanya Tucker—MCA	4	7	5	5
5	7	7	Liars One, Believers Zero (2:39) Bill Anderson—MCA	7	6	6	8
6	8	8	Saying Hello, Saying I Love You, Saying Goodbye (2:28) Jim Ed Brown & Helen Cornelius—RCA	10	8	10	11
10	9	9	Uncloudy Day (3:03) Willie Nelson—Columbia	8	11	12	10
—	10	10	Say You'll Stay Until Tomorrow (3:30) Tom Jones—Epic	14	10	7	4
13	11	11	Baby, You Look Good to Me Tonight (2:45) John Denver—RCA	11	9	9	16
15	12	12	After the Lovin' (3:50) Engelbert Humperdinck—Epic	9	16	11	9
7	13	13	You Never Miss a Real Good Thing (3:47) Crystal Gayle—United Artists	13	12	13	12
11	14	14	If Love Was a Bottle of Wine (3:14) Tommy Overstreet—ABC/Dot	12	14	17	13
9	15	15	I Can't Believe She Gives It All to Me (2:25) Conway Twitty—MCA	15	15	15	14
—	16	16	Mansion on the Hill (2:46) Ray Price—ABC/Dot	16	19	14	19
19	17	17	Desperado (3:16) Johnny Rodriguez—Mercury	20	13	19	17
—	18	18	Wiggle Wiggle (2:18) Ronnie Sessions—MCA	18	17	21	15
12	19	19	Why Lovers Turn to Strangers (2:49) Freddie Hart—Capitol	17	18	18	20
—	20	20	Whispers (2:37) Bobby Borchers—Playboy	19	20	16	24
14	21	21	Your Place or Mine (3:00) Gary Stewart—RCA	21	21	20	18
25	22	22	Torn Between Two Lovers (3:40) Mary MacGregor—Ariola America/Capitol	24	22	22	21
—	23	23	Midnight Angel (2:48) Barbara Mandrell—ABC/Dot	22	23	23	22
17	24	24	Two Dollars in the Jukebox (2:22) Eddie Rabbitt—Elektra	23	24	24	25
—	25	25	Heart Healer (2:31) Mel Tillis—MCA	25	25	25	*

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.

What to do with all of that spectrum space

Broadcasters disagree with FCC task force on allocations and make their recommendations while AM radio people express varying feelings as whether to expand the band or not

The battle for spectrum space was fought out on paper last week as broadcasters, land-mobile service users, citizen-band enthusiasts and others filed comments at the FCC. Their purpose is to win the commission's favor when it suggests international frequency allocations at the 1979 World Administrative Radio Conference.

The comments came in response to a preliminary allocations table the commission released last December (BROADCASTING, Dec. 13, 1976). Left unanswered were plans for portions of the UHF spectrum, 470-890, which broadcasters fear could be parcelled out to land mobile and other services.

The Private Land-Mobile Service Working Group, an industry task force set up by the commission, has recommended that land mobile continue to share 470-512 mhz (channels 14-20) with broadcasters, be given "co-equal access" to 512-806 mhz (channels 21-69) and exclusive hold on 806-890 (channels 70-83). Only with the additional space does it believe "overcrowding" of land-mobile users can be prevented.

The Television Broadcasting Service Working Group (SWG), however, believes this could lead to the "emasculatation" of TV broadcasting and charged that land mobile requests "are based upon claimed but unsupported current needs..." It recommended that the temporary sharing of 14-20 channels be eliminated, that channels 21-69 be reserved exclusively for television and that channels 70-83 be shared with television translators. Earlier this month, the chairman of that group, James D. Parker of CBS-TV, wrote FCC Chairman Richard E. Wiley accusing the commission of ignoring the group's findings when it called for the latest set of comments (BROADCASTING, Feb. 7).

Broadcasters predominantly stood firm behind the Television Broadcasting SWG. The group "demonstrates that no alternatives exist to replace the unique, locally based, yet nationwide, American system of television..." the Association of Maximum Service Telecasters said. "Moreover, it is shown that 'sharing' of the UHF-TV spectrum, except as proposed for channels 70-83, means reducing, if not eliminating, the flexibility for growth and development of all television broadcasting services." AMST argued that sharing would undercut the commitment

of Congress, the FCC and the public to television.

It reminded the commission of FCC studies that reportedly show "that removing channels 53-69 from the broadcasting service would result in the complete loss of at least 15 presently occupied assignments for future assignments." It claimed that no new monitoring data has been offered by land-mobile users and "the existing data only rebut private land mobile's demands for additional spectrum." Furthermore, AMST said that surveys from land-mobile users show that "the present land mobile spectrum is not congested."

On the other hand, the Utilities Telecommunications Council charged that the Land-Mobile SWG report was "based upon well organized and accepted methodology ... compared to the ludicrous and misleading generalities found in the TV Broadcast SWG report."

AMST also argued against allocating other parts of the UHF spectrum to other services. For example, it claimed, "the demand by the Radio Astronomy SWG for reallocation of UHF-TV channels 36 and 37 (602-614 mhz) is conspicuously lacking in even an attempt at support."

The National Association of Broadcasters told the commission that it subscribes to the conclusions of the television working group. It said, "We wish to stress at the outset that the NAB is deeply concerned about any proposals which might harm the growth of UHF television..." and claimed that the UHF portion of the spectrum is best used by television. It said it "knows of no other proposed or existing system capable of serving communities of license as well as the present one premised on localism." NAB also said it takes "strong exception" to claims that over-the-air UHF will be replaced by fiber optic technology or cable by the year 2000.

Another group "particularly alarmed" was the Public Broadcasting Service. "UHF is the only source of public television for one out of every four American homes," it said, adding that consideration of reallocating UHF space "is most unfortunate, for it comes at a crucial time..." when VHF is nearly saturated and the public is turning to UHF. The Council for UHF Broadcasting said that "it is difficult to urge industry and government undertakings to encourage UHF development when it is uncertain whether and how much of a UHF television band there will be to develop."

The Association of Independent Television Stations called such a move "foolhardy" now that FCC and congressional policies regarding UHF "have finally begun to bear fruit." The Department of Health, Education and Welfare said that "adequate spectrum space" for television "should be considered a high priority in this band" since a substantial part of the population is not yet served by public broadcasting.

Metromedia Inc. went a step further than most, asking that "any sharing of this spectrum space [470-890 (channels 14-83)] should be discontinued." NBC



Breaking ground. Georgia Governor George Busbee (r) and Sidney Topol (l), president of Scientific-Atlanta, break ground for a 113,000-square-foot addition to S-A's main plant in DeKalb county, Ga. S-A officials say the new addition will cost \$2.5 million and will provide space for its instrumentation and communications equipment business. For the six months ended Dec. 31, 1976, S-A reported sales of \$23.8 million, a 17% increase over the \$20.4 million for the same period in 1975. Net earnings, were \$1.2 million in the first half of fiscal 1976, up 50% from \$809,000 in the same period in 1975.

argued that the expansion of the reservation for channel 37 for radio astronomy "should not be allowed to pre-empt TV service." It claimed that the channel should only be protected at a limited number of observatories. ABC said that "no policy should be taken to restrict" broadcasters' ability at 470-806 mhz.

Medallion Broadcasters Inc., licensee of KMEG-TV Sioux City, Iowa (channel 14), accused the FCC of being "insufficiently concerned" about UHF TV stations. Fisher's Blend Station Inc., licensee of KOMO-TV Seattle and KATU(TV) Portland, Ore., claimed that "sharing" will impair TV service and mean "de facto reallocation." It also agreed with the recommendations of the Television Broadcasting SWG, as did WGN Continental Broadcasting Co. and Gilmore Broadcasting Corp.

Another task force, the AM Broadcasting Service Group, recommended that the FCC seek addition of 21 more channels on the AM band—one at 525-535 khz and the remainder at 1605-1805 khz. The group called those frequencies "ideal for standard broadcast operations... these frequencies [at either end of the present band] can provide groundwave and skywave service which can reach large areas of population." It estimated that there will be need for another 1,250 AM stations by the year 2000. The group recommended that present 10 khz channel separations be maintained.

The NAB said that the two additional AM channels the commission has proposed would be "woefully inadequate" and joined the call for more AM space. It also claimed that 10 khz spacing is vital to allow "newly emerging transmission techniques" such as AM stereo. The Association for Broadcast Engineering Standards said a reduction in channel separation would lead to "degradation" of present quality.

ABC said "it seems logical to allow for

orderly growth in those frequencies immediately adjacent to existing AM frequencies." NBC, however, asked the FCC to retain the present limit, claiming that there are more "pressing needs for additional spectrum for other services." NBC argued that there already is a multiplicity of voices and that minority ownership can be obtained through the "substantial turnover."

The National Radio Broadcasters Association opposed any increase in space or reduction in channel separation. It said that an increase in AM stations, which would result, "will only serve to increase competition which has already reached a destructive level in many radio markets and will ultimately serve as a detriment to the public interest it is intended to promote."

The Clear Channel Broadcasting Service, however, supported expansion of AM service. It asked the commission to allow more regional and local service while removing the 50 kw limit on Class I-A clears and not to assign any more stations to Class I-A frequencies.

But it wasn't only domestic radio stations licensees that called for more spectrum space. Far East Broadcasting Co. said it was "saddened" that the FCC didn't take a closer look at international broadcasting. Trans World Radio and Trans World Radio Pacific said the FCC "erroneously concluded that the requirements for additional frequencies in the international broadcasting field are 'static.'" Family Stations Inc. said that "band expansion is the only solution we know of."

Trying to get technology on VTR's together

Broadcasters set up meetings with manufacturers to make their recommendations on what they want in one-inch tape recorders, and 'compatibility' is the word

ABC and CBS have notified manufacturers of one-inch helical video-tape recorders that their networks are anxious to use the new products, but they want to see compatibility standards established between different models first.

Meetings toward establishing such standards have been scheduled. But one of the major competitors in the market, Sony, has indicated a strong reluctance to abandon production specifications in which it has already invested millions of dollars.

The two networks submitted their proposal at the winter television conference of the Society of Motion Picture and Television Engineers last month. Since then the society has organized two working groups to study the problem for both segmented and nonsegmented VTR's. An eventual recommendation for voluntary guidelines is to be made to the American National

Standards Institute.

Establishing compatibility for the segmented recorders is considered to be a formality, since the companies now on the American market—RCA, International Video Corp., Philips and Bosch-Ferndorf—have already adopted the same standards. But standards for the new and more advanced nonsegmented models are a different story: Ampex and Sony both introduced broadcast-quality one-inch VTR's last year, and they are incompatible. Network engineers say the nonsegmented recorders are less expensive, lighter and cheaper to operate than quadruplex machines, but at a minimum cost of \$20,000 each, broadcasters don't want to tie themselves to one manufacturer.

"When you get into these recorders you're making a particularly large investment," said Julius Barnathan, ABC's president in charge of broadcast operations and engineering. "[So] you don't want to be at the mercy of one manufacturer, and you want to see the state of the art continue to evolve. We're trying to tell them [VTR manufacturers] that we are prepared to commit ourselves to this system if we can get some compatibility."

But Sony says it would prefer a wide-open market. David MacDonald, general manager of Sony's broadcasting division, said his company has invested four years and about \$4 million developing its BHV-1,000 VTR, which has a basic list price of \$33,000. The recorder went into production last November and deliveries began in January. According to Mr. MacDonald, Sony has sold three prototypes of the BHV-1,000 to CBS-TV, which are to be replaced soon with the new production model, as well as five to NBC with a standing order for three more in March.

"We're eager for compatibility standards within the existing format," said Mr. MacDonald, meaning Sony's format. "But we're not going to sell all these tape recorders and then six months later turn around and say, 'Sorry Mr. Jones, you're obsolete.'"

(Robert Butler, NBC's director of technical development, said his network was in immediate need of VTR's which were smaller and yet as capable as quadruplex recorders. He said his network did not join ABC and CBS in proposing compatibility standards at the SMPTE convention on advice from its lawyers but that the NBC purchase did not reflect a commitment to Sony. RCA, NBC's parent, makes a segmented one-inch VTR, but not a nonsegmented model.)

Ampex is taking, at least publicly, a more conciliatory position. The company began shipping its VPR-1 model in December and has taken more than 100 orders, according to Donald V. Kleffman, vice president and general manager of Ampex's audio-visual division. Prices for the VPR-1 range from \$20,000 to \$40,000, depending on which options are chosen with it.

"I think it would be advantageous to the customer and to the industry to come up with a compatible format," Mr. Kleffman

said. "We're willing to sit down and discuss it, providing of course that our worthy competitor wants to come to the table with the same desires."

The proposal submitted by CBS and ABC contains a number of detailed requests for features besides the simple ability to play tapes from one model on another. But both industry and network engineers say the specifications amount to a sort of shopping list of features the networks would like to see on their "ideal" VTR.

"It [the proposal] is only a strawman," said William Connolly, director of engineering development for CBS and a member of the SMPTE working committee on nonsegmented VTRs. "It's only a means to get these people together and talk."

Antitrust regulations have prevented such discussion from taking place outside an industrywide forum such as that provided by SMPTE. The first meeting of the non-segmented VTR group, which will include at least 20 potential users and makers of the recorders, is scheduled for Feb. 23 at the CBS building in New York.

PBS gets FCC nod for satellite transmission

Project will cost \$40 million for three space birds and five receivers; CPB will provide \$32.5 million for the system

Public broadcasting last week received government approval to enter the space age. The FCC authorized the plan advanced by the Public Broadcasting Service along with the Corporation for Public Broadcasting, Western Union Telegraph Co. and 13 noncommercial television stations to deliver programs to the nation's 268 public television stations by satellite. Cost of the project: \$40 million.

CPB President Henry Loomis quickly stated his appreciation: "The public television satellite interconnection project has turned its most important corner to date. We are very pleased by the commission's decision. The satellite project is going to mean improved public broadcasting services to communities throughout the country."

Mr. Loomis also said that, although much remains to be done on the project, the commission's action "paves the way for real progress toward our goal of full TV satellite interconnection service by December 1978."

CPB and PBS contend that satellite interconnection will provide a more efficient and economical system of interconnecting stations than the terrestrial system PBS now uses.

Among other benefits, they expect cost savings, quick and inexpensive interconnection of new stations, real-time inter-



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

connection of points outside the contiguous U.S., the use of multiple-origination points, increased coverage of special events, and new opportunities for distribution specialized programming.

Under the plan approved last week:

PBS will construct and operate a main origination earth station in Fairfax county, Va., near Washington. It will be equipped with two 11-meter parabolic antennas capable of transmitting in the 6 ghz band and receiving in the 4 ghz band.

Western Union will provide the space segment—three full-time transponders on its Westar I satellite, with Westar II as a back-up.

Between 150 and 165 receive-only earth terminals, each employing a 10-meter antenna will be owned by and licensed to public television stations in the contiguous U.S., Alaska, Hawaii, Puerto Rico, and

the U.S. Virgin Islands.

And up to five transmit-receive terminals will be operated by and licensed to public broadcast stations, or regional groups of such stations, throughout the country.

CPB will provide \$32.5 million of the \$39.5 million the system will cost from funds appropriated by Congress and through a line of credit provided by a syndicate of commercial lenders headed by the Bank of America. The remaining \$7 million will come through direct contributions from CPB, PBS, the noncommercial stations, the Kresge Foundation and a grant/loan from the Ford Foundation.

Technical Briefs

Shutdown averted. RCA Records has

completed negotiations with National Association of Broadcast Employees and Technicians on new contract and said agreement will enable company to continue operations at its New York studios. RCA Records closed its recording studios in Nashville and Hollywood last month in economy moves and said it might close its New York studio unless satisfactory arrangement was reached with NABET (BROADCASTING, Jan. 17). RCA employs 41 engineers in New York.

Some talking goes on. Negotiations for Sony Corp.'s purchase of Westinghouse Electric Co.'s color-TV picture-tube business have been ended but talks are continuing with Sony and "others" on possibility of buying equipment. Westinghouse spokesmen said last week. They said color-tube plant, located at Horsheds, N.Y., was closed at end of 1976.

Fates & Fortunes

Media

John J. Ermatinger, administrator, advertising and promotion, NBC Radio's News and Information Service, named staff analyst, station relations, NBC-TV, New York.

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David L. Nelson, VP/general manager, CBS-owned WCBS(AM) New York, named VP, division services, CBS Television Stations division. He will have administrative responsibility for division's Washington news bureau, advertising and information services, program practices and community affairs and will be liaison with



Nelson

other CBS components for legal, labor relations and license-renewal matters.

John Sturm, legal assistant to FCC Chairman Richard E. Wiley, will leave that post at end of month to join NBC, Washington, as assistant to Howard Monderer, NBC's counsel there.

Marlene Holderbaum, manager, financial analysis and revenue, KNBC-TV Los Angeles, joins WKYC-TV Cleveland as director of business affairs. Both stations are NBC-owned.

John Boyette, head of Cox Broadcasting's tax department, Atlanta, named assistant controller.

Eleanor J. Brown, manager, personnel development, Washington Star Communications and Evening Star Broadcasting (WMAL-AM-FM-TV), Washington, appointed assistant to general manager for personnel and community affairs, WMAL-TV.

James J. Matthews, VP, sales manager, WGTU(TV) Traverse City-WGTQ(TV) Sault Ste. Marie, Mich., appointed executive VP/general manager.

Peter Temple, manager of planning, WBBM-TV Chicago, named director of planning.

Barbara Krefetz, administrator of advertising/promotion, WRC-TV Washington, joins WMC-AM-FM-TV Memphis as promotion manager.

Jan Hausrath, MA candidate in communications at University of North Carolina at Chapel Hill, joins WECT-TV Wilmington, N.C., as promotion manager.

Larry Woods, sales manager, KMAK(AM) Fresno, Calif., named VP/general manager, KCOK(AM)-KWSM(FM) Tulare, Calif., succeeding **Keith Munger**, who steps down as general manager, but remains as president.

Sharrilyn W. Shaw, public relations account executive, Pitluk Group, San Antonio, Tex., joins KSAT-TV there as advertising/promotion manager.

John R. DiMeo, general manager, KAYO(AM) Seattle for past 17 years, and owner of KXLE-AM-FM Ellensburg and KBKW(AM) Aberdeen, both Washington, retires effective March 1.

Larry McKinley, program director, WNNR(AM) New Orleans, promoted to operations manager.

John Shyer, named general manager, WPRB(FM) Princeton, N.J.

Marty P. Remmell, special events director, United Way of Central Maryland, Baltimore, joins WFBR(AM) there as promotion director.

Newly elected officers, Arizona Broadcasters Association: **Bill McReynolds**, KPHO-TV Phoenix, president; **Joseph Tabback**, KAZM(AM) Sedona, VP, and **Morgan Skinner**, KOOL-FM Phoenix, secretary/treasurer. **F. A. (Jake) Higgins**, executive director since 1971, has retired, succeeded by **Kenneth W. Heady**, former VP of KPHO-AM-TV.

Newly elected officers, Starr-KABL Inc., licensee of KABL-AM-FM Oakland-San Francisco: **Bill Clark**, general manager, president; **Larry Jack Wong**, community representative, and **Dick Oppenheimer**, senior VP of parent, Starr Broadcasting Group, VP's; **Kerry Cathcart**, Starr Broadcasting general counsel, secretary; **Donald Alt**, Starr Broadcasting VP, treasurer, and **James Mixon**, Starr Broadcasting controller, assistant treasurer.

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Broadcast Advertising



Mortenson



Matthews

James E. Mortenson, chief financial officer, Young & Rubicam Inc., New York, named president, Young & Rubicam Affiliates there replacing **William P. Reilly**, vice chairman and president, who is retiring. **Leonard S. Matthews**, former assistant secretary of commerce, Ford administration, and former president of Leo Burnett, joins Young & Rubicam National, New York, as president.

Eighteen newly elected partners, Tatham-Laird & Kudner Advertising—from New York office: **Robert H. Cherins**, general manager of direct marketing; **John T. Hughes**, media director, and **Archie A. Sader**, account supervisor. From Chicago office: **John D. Beam**, account executive; **Irene P. Block**, creative director; **Roger Cleary**, art director; **Andrew F. Donchak**, media planner; **Carl R. Granath**, associate creative director; **Willard L. Hemsworth II**, media planner; **Daniel W.**

Kristofek, associate creative director; **Dan M. Mountain**, associate creative director; **Robert V. Nisson**, art director; **Patrick L. Remy**, account executive; **Joan M. Sadock**, manager of business affairs, commercial production; **Allan D. Schmidt**, associate creative director; **Perry J. Stebor**, producer; **Edward J. Steffes**, account executive, and **Paula Kahn Wolgast**, account executive.



Trell

Gail R. Trel, sales director, wCBS-TV New York, appointed sales VP, CBS-TV Stations Division. Ms. Trel succeeds **Jim Sowards** who resigned in December. She is first woman VP in that division.

Joel Cohen, director, special projects, ABC-TV, New York, named director of sales development. **Allen Hirschman**, manager of promotion, appointed director, special projects. **Irving Zimmerman**, production coordinator, named, coordinator of production and traffic.

John P. Kraushaar Jr., management supervisor; **Robert S. Levinson**, director of network programming, and **Robert B. MacDonald**, VP and director of media, BBDO, New York, elected to board of directors.

Ten newly elected VP's, Ogilvy & Mather, New York: **Wilma Epstein**, assistant media director; **Robert Haller**, management supervisor; **Rochelle Lazarus**, **Norman MacMaster**, **Edward Vick**, and **Matthew Walsh**, account supervisors; **Gary Press**, broadcast account supervisor; **Catherine Martin** and **Thomas Rost**, copy supervisors, and **Daisy Nieland**, head of casting.

Thomas J. Glynn, VP/media director, N.W. Ayer, New York, joins Campbell-Ewald, Detroit, as executive VP/media director. **John A. Edwards**, VP/management supervisor, Goodyear Tire & Rubber account, Campbell-Ewald, Detroit, elected senior VP. Named VP's on Chevrolet account: **Lawrence M. Rau** and **Richard A. Smith**, group creative directors, and **Edmund H. Sale III** and **Allan R. Vernier**, account supervisors.

Gordon M. McDonald, in creative services department, Leo Burnett, Chicago, named account supervisor. **Edward M. Freeman**, associate research director, appointed manager of administration and operations, research department. **Valerie Wiley**, research analyst, Leo Burnett, Chicago, named associate research supervisor; **James J. Cass**, art director, appointed senior art director; **Donna L. Stamm**, copywriter, named copy supervisor.

Charles E. Miller, manager, personnel administration, Benton & Bowles, New York, named VP, personnel.

Richard A. Goldstein, VP for sales, Katz Television American, New York, and **Edward Papazian**, VP for sales, Katz Television Continental there, named VP's of Katz Agency Inc., parent company. **Larry G. Shrum**, VP/Atlanta manager for Katz American, appointed regional VP for TV sales, responsible for all TV activity in Southeastern portion of U.S.

James B. Patterson and **Andrew A.**

Romano, creative supervisors; **Ernest Emerling Jr.**, account supervisor, and **Tom T. Yamada**, senior art director, J. Walter Thompson, New York, named VP's. **David Batt**, copywriter, JWT, Chicago, promoted to creative group head there. **Phil Brushaber**, **Paul Hills**, **Irene Maksym**, **Nadene Martens**, **Ken Ohr** and **Dave Reiner**, media planners, JWT, Chicago, appointed media supervisors. **Hugh O'Brien**, associate director of media services, national advertising department, Sears, Roebuck, Chicago, joins JWT there as associate media director. **John F. Tukey**, senior VP/management director, Leo Burnett there, named JWT senior account manager. **Dean Thie**, owner of business communications firm in Los Angeles, joins JWT there as associate director of public affairs.

Elton Kruger, VP/account supervisor/media director, J.I. Scott Co., Grand Rapids, Mich., joins Kenyon & Eckhardt, New York, as associate media director.

Bernard Safyan, account executive, Cunningham & Walsh, Los Angeles, joins Asher/Gould Advertising, Beverly Hills, Calif., in same capacity.

Timothy R. O'Brien, head of promotion/marketing department, WRFD(AM) Columbus, Ohio, named public relations account executive, Trends and Associates advertising there. **Patricia Erwine**, media coordinator, HIS Marketing, Akron, Ohio, joins Trends and Associates as media buyer.

Howard Seid, copy chief and account executive, Newmark, Posner & Mitchell advertising, New York, joins N.W. Ayer there as creative/contact.

Edmund M. Reilly, formerly general manager of Adam Wolsky & Friends, New York advertising agency, joins Blaise Associates, advertising and sales promotion agency there as principal and will function in areas of account management, sales and administration.

Sharon L. Brown, director of radio/account executive, Booke-McDavid Sykes Associates, New York, joins DKG Advertising there as director of public relations.

Kay Baltrukonis, co-media director, Sander, Levitt & Sagorsky, Philadelphia, joins Norman Robert Associates there as media director.

Richard R. Jones, who served in various administrative posts with ABC Inc., New York, named manager of television sales service for ABC Television Spot Sales there.

Joseph Vincent, VP for regional sales, Radio Advertising Bureau, New York, promoted to senior VP.

William E. Breda Jr., sales manager of Blair Television Station Division, named VP.

Thomas J. Griffin, representative, Savalli/Gates, Chicago, promoted to Midwest manager there. **Emil Lach**, account executive, Pro/Meeker Radio there, joins S/G in same capacity.

Lynn Anderson, account executive, Metro Radio Sales, Los Angeles, promoted to sales manager. **Ian Patricia**, account executive, Seicom, Hollywood, joins Metro in same post.

Joseph F. Mahan, local sales manager, WGR-TV Buffalo, N.Y., joins wis-TV Columbia, S.C., as national sales manager.

David B. Putnam Jr., from WAGA-TV Atlanta, joins WBT(TV) Charlotte, N.C., as assistant gen-



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eral sales manager, national. **Becca Featherstone**, salesperson for Stamford, Conn.-based Xerox Corp., joins WBTV as account executive.

Patty Kay, from XDOG-TV Houston, named retail sales coordinator, KEYH(AM) there. **Natalie Stout**, from Stout Advertising, San Antonio, Tex., joins KEYH as account executive.

John K. Wilson, sales manager, WBOK(AM) New Orleans, joins WNNR(AM) New Orleans-WXEL(FM) Slidell, La., as general sales manager.

C.P. (Chip) Planchard, account executive, WEAT-AM-FM West Palm Beach, Fla., appointed AM sales manager.

James Wesley Turnage, advertising director, *The Coastland Times*, Manteo, N.C., joins WOBR-AM-FM Wanchese, N.C., as sales manager.

Chuck Chackel, national/regional sales manager, KUGN(AM) Eugene, Ore., promoted to general sales manager.

Joby A. Jones, advertising manager, Mayfair Group, Albany, N.Y., joins WTEN(TV) Albany-WDC(TV) Adams, Mass., as director of retail sales.

Charlie Wright, account executive/*Point of View* commentator, WELI(AM) New Haven, Conn., is retiring after 42 years with station.

David L. Summers, local account executive, WTAJ-TV Altoona, Pa., appointed local sales manager.

Herb Loops, VP, Tri-State Insurance Corp., named sales manager, KCJJ(AM) Iowa City, Iowa.

Jane Sachs, assistant supervisor, public relations department, Bernard Haldane Associates, Boston, and **Susan Hall Hosea**, account executive, WMC-FM Memphis, join WROR(FM) Boston as account executives.

Ted York, from Ted York Advertising, Troy, Ohio, joins WPTW-AM-FM Piqua, Ohio, as account executive.

Michael Bayer, account executive, WJZ-TV Baltimore, joins WXYZ-TV Detroit in same capacity.

Programing



Mitchell



Whitesell

George Mitchell, VP/general sales manager, National Telefilm Associates, Los Angeles, re-joins Warner Bros. Television distribution, Burbank, Calif., as VP/domestic sales manager, succeeding **Ken Joseph**, who after three-month trial period, had decided to return to New York to start his own distribution firm. **John Whitesell**, VP/nontheatrical division, appointed VP, foreign sales, television distribution.

Lewis Erlicht, general manager, WLS-TV, ABC-

owned station in Chicago, elected VP, programs, East Coast, ABC Entertainment.

Dave DeBusschere, former commissioner of American Basketball Association, appointed senior VP of Trans World International, New York, and staff VP, television and films, for parent company, International Management Group of Cos.

Edward Denault, studio production manager for CBS Studio Center, Hollywood, appointed general manager of center.

Stephen J. Scheffer, assistant to president, Allied Artists Pictures Corp., New York, named director of film acquisition, Time-Life Television there, marking company's entry in feature film market. He will be responsible for acquiring and investing in films for both TV and nontheatrical markets.

Peter S. Palmer, associate producer/talent coordinator, *Lorenzo and Henrietta Music Show* for MTM Enterprises, Studio City, Calif., joins Vidtronic, video-tape production and post-production firm, as director of sales.

Bill Grosscup, general manager, WEVU-TV Naples, Fla., named president, Florida Outdoors TV Productions there. **Candy MacGillivray**, program director, WEVU-TV, joins Florida Outdoors as producer. **Ric Boyden**, WEVU-TV production manager, named to same post, Florida Outdoors.

Bob Elliot, director, publicity and promotion, Columbia Pictures TV, New York, joins EUE/Screen Gems, commercial film division, Columbia Pictures Industries, New York, as sales representative.

Ernest Whitmeyer, production manager, WECT(TV) Wilmington, N.C., promoted to production VP.

Ron Allen, sports director, WAKR-TV Akron, Ohio, joins WCMH-TV Columbus, Ohio, as sports anchor/reporter.

George Hatt, producer of public affairs programs/newsman, KXYZ(AM) Houston, joins KEYH(AM) there as in same capacity.

Chuck Carson, program director/sales manager/air personality, KFRE(AM) Fresno, Calif., joins KCOK(AM)-KWSM(FM) Tulare, Calif., as program director.

Cliff Shilling, air personality, WKBN-AM-FM Youngstown, Ohio, named FM program director.

Tim Van Galder, sports reporter, KMOX-TV St. Louis, named sports director.

Dave Shafer, air personality, WOMC(FM) Detroit, promoted to program director.

Gabe Hobbs, WPAD-AM-FM Paducah, Ky., joins noncommercial WKMS-FM Murray, Ky., as production coordinator.

Jon Holiday, former program director, KIRO-AM-FM-TV Seattle, returns to broadcasting after two years in real estate, as program consultant, Broadcast Programing International, Bellevue, Wash.

Hal Bouton, assistant manager, noncommercial WGLT(FM) Normal, Ill., joins noncommercial WIPB(TV) Muncie, Ind., as program director.

Bob Gibbons, air-personality, WPRB(FM) Princeton, N.J., named program director. **Mike First**, assistant in program office, named music director. **Dan Lesser**, sports announcer, appointed sports director.

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John Fossen, graduate, Central Michigan University, Mount Pleasant, joins WRNN-AM-FM Clare, Mich., as sports director/air personality.

Ric Evans, WRNN-AM-FM air personality, appointed production director.

Roger Furman, resident tennis pro, South Hampshire Raquet Club, St. Louis, joins KPLR-TV there as sportscaster.

Broadcast Journalism



Sciortino

Sabik

Frank Sciortino, New York bureau manager, UPI Audio, promoted to director of operations, responsible for all UPI Audio operations. **Stan Sabik**, coordinator of broadcast services, replaces Mr. Sciortino.

Winifred Rowe, manager, financial forecasting, business affairs department, NBC-TV, New York, joins ABC News there as director of administration. **Elliot L. Bernstein**, producer, ABC News, New York, appointed executive producer, ABC News special events unit there, responsible for daily supervision of units which produce in-depth and live reports on major news events.

James Sieger, director of television news, Combined Communications Corp., Denver, promoted to VP, corporate news services.

James T. Connor, news producer, NBC's WKYC-TV Cleveland, promoted to news manager for station and for NBC bureau there. **James Schaefer**, WKYC-TV, associate producer for news features, promoted to news producer for station and NBC News bureau there.

Dick Williams, news director, WPLG(TV) Miami, joins WXIA-TV Atlanta in same capacity. Other additions to WXIA-TV news staff: **Peg Nugent**, public affairs program host, WTCG-TV Atlanta, associate news producer; **Carol Bogart**, reporter/anchor/producer, WNEP-TV Scranton, Pa., and **Maynard Eaton**, WPLG, reporters; **Steve Byerly**, news photographer, WAVE-TV Louisville, Ky., ENG supervisor, and **Bill Bonnanno**, photographer, KCMO-TV Kansas City, Mo. and **Michael Honey**, photographer, KMGH(TV) Denver, news cameramen.

Warren Croke, from WFTV(TV) Orlando, Fla., joins WKCT(TV) Miami as assistant assignment editor/producer. **Mike Lozano**, assignment editor/weekend anchor/producer, KENS-TV San Antonio, Tex., joins WKCT as Latin-American news field reporter.

Nancy Crowfoot, reporter, KIOA(AM) Des Moines, Iowa, joins WHO(AM) there in same capacity.

Jack Fitzgerald, news producer/editor, WNAC-TV Boston, promoted to senior news producer.

Beth Thomas, reporter, WPRB(FM) Princeton, N.J., promoted to news director.

Paul Gregory Henderson, reporter/anchor,

WFAA-TV Dallas, joins WMAL-TV Washington as reporter. **Rose Marie Economou**, team advance captain for Vice President Walter Mondale during his campaign, joins WMAL-TV as assignment editor.

Harly Carnes, reporter, KEYH(AM) Houston, appointed afternoon editor.

Kathy Pepino, co-anchor, WTVM(TV) Columbus, Ga., assumes additional duties as assistant news director/producer.

John Weadock, assistant news director, KOB-TV Albuquerque, N.M., named to same post, WFTV(TV) Orlando, Fla.

Dick Stone, city and state government reporter, WIND(AM) Chicago, named news director.

Nancy L. Kiel, intern, WBNS-TV Columbus, Ohio, joins WTVN-TV there as assistant news producer.

Renee Perry, news copywriter/assistant producer, WWJ-TV Detroit, joins WALA-TV Mobile, Ala., as reporter.

Richard Katz, on-air meteorologist, New Jersey News Report/senior environmental specialist, New Jersey Department of Environmental Protection, Trenton, joins KVUE(TV) Austin, Tex., as weather reporter/environmental specialist.

Gabe Pressman, reporter, WNEW-TV New York, named "Journalist of the Year" by Publicity Club of New York.

Cable

Alan F. Fleisch, assistant controller, Teleprompter, New York, appointed director of operations, urban markets, heading group of cable TV systems in densely populated urban areas.

Tom Beltram, operations manager, Cox Cable's Santa Barbara, Calif., system, appointed manager, Communication Properties' Springfield, Ill., system. **Marty Crawford**, manager of CPI's Ironton, Ohio, system named to same post, Newark, Ohio, system, succeeded by **Alfreda Rist**, office manager, Ironton.

Equipment & Engineering

Howard L. Crispin, marketing VP, Scientific-Atlanta, Atlanta, named to additional duties as senior VP, communications.



Crispin



Foley

Eugene P. Foley, treasurer, RCA Globcom, New York, named VP and treasurer. **John S. Johnson**, RCA VP, capital projects and internal controls, named Globcom VP and controller. **George D. Black**, division VP, industrial relations, RCA Government Systems, Moorestown, N.J., appointed staff VP, industrial rela-

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tions operations, RCA, New York.

Collin J. O'Brien, VP/general manager, Jerrold (Electronics) Canada, appointed VP, sales and marketing for broadband communications operations, based in Philadelphia, succeeded by **William H. Lambert**, Jerrold's engineering VP. **Michael Jeffers**, VP, technology and planning, succeeds Mr. Lambert. **John Sie**, general manager, terminal products, promoted to VP, CATV sales.

Ralph L. (Buzz) Berg, director of new product development, Oak Industries, Crystal Lake, Ill., appointed VP, operations, CATV division. **C.J. (Dean) Bach**, director of product planning, Oak switch division, named director of sales, CATV division, succeeding **Donald V. Pascarella**, sales VP who has been named general manager of Oak Holland B.V., subsidiary in Emmen, the Netherlands.

R. Dennis Fraser, national marketing manager, broadcast equipment, Telemation Inc., Salt Lake City, joins NEC America, broadcast equipment division, Glenview, Ill., as manager.

Henry J. Maynard, chief engineer, Telemation, Salt Lake City, named engineering VP, Dynair Electronics, manufacturer of video communications equipment, San Diego.

Sam Petok, director of communications, automotive operations, Rockwell International, Troy, Mich., promoted to staff VP, public relations, Pittsburgh corporate offices.

Leroy Wallace, VP/general manager, RF division, CCA Electronics, Gloucester City, N.J., appointed director of television products.

Wally Rubin, sales VP, Tape-Athon, manufacturer of broadcast and commercial background music systems, Inglewood, Calif., promoted to executive VP and director of sales/marketing division. **Joe E. Otis**, director of engineering, Schulke Radio Products, South Plainfield, N.J., joins Tape-Athon as director of audio products division. **Robert Haller**, from Tel Autograph, Los Angeles, named Tape-Athon operations division director. **Bernard Sayers**, project engineer, Bouse Manufacturing, Costa Mesa, Calif., appointed Tape-Athon engineering division director.

Jack Lease, operations manager, WAST(TV) Albany, N.Y., joins WXIA-TV Atlanta as assistant chief engineer.

Charles W. Myers, maintenance engineer, WHO-TV Des Moines, Iowa, appointed supervisor of television engineering operations, succeeding **Herbert Steinmetz**, retired after 35 years with WHO-AM-TV.

Larry W. Ocker, chief engineer, noncommercial WTTW(TV) Chicago, appointed director of engineering.

Allied Fields

John R. Purcell, senior VP for finance and business operations of Gannett Co., named president of CBS/Publishing Group. He succeeds **John D. Backe**, who was elected president of CBS Inc. last fall but has continued to head publishing group pending selection of his successor in that post (BROADCASTING, Oct. 18, 1976).

Marshall Snyder, product manager, Arbitron Television, Beltsville, Md., named VP, corporate operations and production there. **Jane**

M. Mulhern, manager, diary reports, Beltsville, appointed VP/general manager, television division. **A. J. Aurichlo**, president, Compu/Net, New York, assumes additional duties as VP/general manager of co-owned Arbitron's radio division there. **Michael Occhogrosso**, VP/associate director of communications research, SSC&B, New York, joins Arbitron there as research VP. **Max L. Goldberg**, media director, Advertising Agency Associates, Boston, joins Arbitron advertiser/agency sales as Western regional manager. **James D. McKenna**, operations manager, Service Bureau Co., Cleveland, joins Arbitron television meter operations, Beltsville, as director.

Jack R. Green, senior VP in charge of research, media and marketing services, United States Testing Co., Hoboken, N.J., appointed director of client services, consumer research division. U.S. Testing provides validation tests of product advertising claims.

John J. Cook, account executive, WIBG(AM) Philadelphia, joins Compu/Net, New York, as Eastern sales manager.

Alfred F. Dougherty Jr., deputy director, Bureau of Competition, Federal Trade Commission, Washington, and **Alphonso A. Christian II**, **M. Langhorne Keith**, **Martin Michaelson**, **George W. Miller** and **David S. Tatel**, associates of Washington law firm of Hogan & Hartson, have become members of firm.

Carolyn Walden, media director, TV-radio-film department, Carl Byoir & Associates public relations, New York, named director of department, succeeding executive VP **Muriel Fox**, who continues as supervisor.

Martin D. Zitlin, production director, CNA Insurance TV facility, Chicago, appointed director of broadcasting, Chicago Board of Rabbis, responsible for CBR programs heard on area radio and TV stations.

Thomas R. Ransom, technical services VP, Trace Inc., Lafayette, Ind., joins Automation Electronics there, new firm providing in-house computer systems for broadcasters, as executive VP.

Jack H. Hamilton, assistant to president/associate professor of journalism, University of Missouri, Columbia, joins University of Pennsylvania, Philadelphia, as assistant VP/director of communications, supervising news bureau, motion picture services and radio and TV office.

Deaths

John Bates, 68, head of John Bates Associates, production firm, Los Angeles, died of acute leukemia at Santa Monica (Calif.) Hospital and Medical Center Feb. 3. His credits included: account executive on Pall Mall and American Tobacco Co. (Jack Benny and Gracie Fields shows); director of radio for J.M. Mathes, originating Meredith Willson show and

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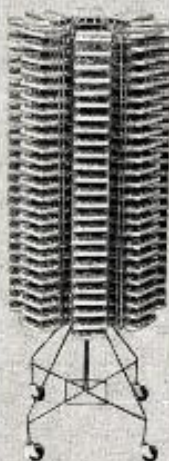


TABLE TOP CARTRIDGE RACK (not shown)

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Hoagy Carmichael's 15-minute show, and executive producer of *Walter Winchell Show*. As VP/director of TV for Lambert & Feasley, he brought to television such shows as *Ozzie & Harriet* and *Gale Storm Show*. Survivors include his wife, Ruth, and five children.

Norman Weitman, 49, senior VP in charge of domestic distribution, Paramount Pictures, Los Angeles, died at New York hospital Feb. 4 after long illness. He joined Paramount in 1971 as general sales manager for U.S. and Canada from position as assistant general sales manager

for Columbia Pictures. Survivors include his wife, Beverly, and two daughters.

Ted Lloyd, 61, radio and television producer, died of heart attack in North Shore hospital, Great Neck, N.Y., on Feb. 6. His firm, Ted Lloyd Inc., produced for radio numerous weekday serials, including *My True Story* on NBC and *Whispering Streets* on CBS and was represented in TV with such series as *Stage 13*, *Escape* and *Whitehall 1212*. He is survived by son, Ted Lloyd Jr., and two daughters, Mrs. Judith Callahan and Mrs. Mary Baxter.

Burt Mustin, 94, character actor who started his acting career at 65, died Jan. 28 at Glendale Memorial hospital, Los Angeles. He had appeared in about 300 television shows and 70 features, and made his last appearance on CBS's *Phyllis*.

Body of **Lenora Wright**, 21, clerk typist at National Association of Broadcasters, Washington, was found in wooded area there Feb. 3. Death, listed as homicide, was caused by manual strangulation, according to deputy medical examiner.

For the Record

As compiled by BROADCASTING for the period Jan. 31 through Feb. 4 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 applications

■ **Oklahoma City**—The Outlet Co. seeks ch. 14 (470-476 mhz); ERP 1170 kw vis., 178 kw aur., HAAT 1540 ft.; ant. height above ground 1569 ft. P.O. address: 176 Weybosset St., Providence, R.I. 02903. Estimated construction cost \$4,050,000; first-year operating cost \$932,000; revenue \$775,000. Legal counsel Sundlun, Tirana & Scher, Washington; consulting engineer Jules Cohen & Associates. Applicant is Providence, R.I.-based retailing and broadcasting firm. Outlet also owns WJAR-AM-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio; KSAT-TV San Antonio, Tex. and WNYX-TV Syracuse, N.Y. Ann. Feb. 2.

■ **Oklahoma City**—Trinity Broadcasting of Oklahoma seeks ch. 14 (470-476 mhz); ERP 790 kw vis., 131.6 kw aur., HAAT 522 ft.; ant. height above ground 574 ft. P.O. address: 7908 NW 23d St., Oklahoma City 73008. Estimated construction cost \$635,000; first-year operating cost \$233,280. Legal counsel James A. Cannon, Washington; consulting engineer Smith & Powstenko. Principals: Applicant is non-profit corporation, Paul F. Crouch president. Trinity also owns KLXA-TV Fontana, Calif. Ann. Jan. 24.

■ **Oklahoma City**—WCEE-TV Inc. seeks ch. 34 (590-596 mhz); ERP 1343 kw vis., 101.9 kw aur., HAAT 1209 ft.; ant. height above ground 1253 ft. P.O. address: 303 N. Main St., Suite 201, Rockford, Ill. 61101. Estimated construction cost \$1,695,000; first-year operating cost \$647,000; revenue \$670,000. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer Edward F. Lorentz. Applicant is wholly owned by General Media Corp. and is licensee of WCEE-TV Freeport, Ill., which has been sold, subject to FCC approval, to Worrell Newspapers Inc. for \$3,870,000. Principals are Edward B. Holt, chairman, and Earl W. Hickerson, president. Ann. Jan. 24.

AM application

■ **Pewaukee, Wis.**—S.K.R. Inc. seeks 1370 khz, 1 kw-D, P.O. address: 202 Oaklawn Ct., Pewaukee 53072. Estimated construction \$82,335; first-year operating

cost \$42,500; revenue \$85,000. Format: Easy listening. Principals: George Scoufis (43%), Charles Klatt (33%) and Jennie Brunhart (24%). Mr. Scoufis is insurance representative. Mr. Klatt is sales manager of Milwaukee *Journal* and Miss Brunhart is violinist and teacher. None has other broadcast interests. Ann. Feb. 3.

AM license

Broadcast Bureau granted following license covering new station: WAKK McComb, Miss. (BL-13,953), Jan. 27.

FM actions

■ **Farmington Hills, Mich.**, Oakland Community College—Broadcast Bureau granted 90.3 mhz, 10 w, HAAT 120 ft. P.O. address: 2480 Opydyke Rd., Bloomfield Hills, Mich. 48013. Estimated construction cost \$7,255; first-year operating cost

■ **Newberry, Mich.**, Newberry Broadcasting Co.—Broadcast Bureau granted 93.5 mhz, 3 kw, HAAT 300 ft. P.O. address: Box One, Newberry 49868. Estimated construction cost \$8,850; first-year operating cost \$3,000; revenue: none given. Format MOR. Principal: T.S. Backus is licensee of WNB(Y)AM Newberry (BPH-9834). Action Jan. 25.

Ownership changes

Applications

■ **WPID(AM)** Piedmont, Ala. (1280 khz, 1 kw-D)—Seeks assignment of license from WPID Radio Station to Radio Station WPID for \$125,000. Seller is Terrance J. Giadden, who has no other broadcast interests. Buyer is Alex Allen Carwite, who is WPID sales manager. Ann. Feb. 4.

■ **KCTB-FM** Flagstaff, Ariz. (93.9 mhz, 100 kw)—Seeks transfer of control of Christian Towers Broad-

casting Inc. from Thomas Machamer et al. as directors to Robert J. Ward et al. as directors. Consideration: \$25,000 line of credit. Principals: Christian Towers is non-profit corporation. New directors, other than Mr. Ward, will be Norman G. Juggert and Sydney Wakeling. Mr. Juggert is director of KLXA-TV Fontana, Calif. Ann. Feb. 2.

■ **KZEN(FM)** Seaside, Calif. (107.1 mhz, 680 kw)—Seeks assignment of license from 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. Mr. Kesselman is also director of licensee of KVAN(AM) Vancouver, Wash. Buyer is owned by George D. Franklin, who is director of communications-electronics, U.S. Army Communications Command (western area). He has no other broadcast interests. Ann. Jan. 28.

■ **KDGO(AM)** Durango, Colo. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Basin Broadcasting Co. from Jerry Fitch et al. (100% before; none after) to Broadcast Management Inc. (none before; 100% after). Consideration: \$335,000. Principals: Mr. Fitch and his wife Marcie own 98% of licensee. Kenneth Balcomb owns balance. Buyer is owned equally by Ronald E. Ford and M. Douglas Jennings. Mr. Ford has farming interests, and Mr. Jennings has real estate and banking interests. Neither has other broadcast holdings. Ann. Feb. 2.

■ **WBIS(AM)** Bristol, Conn. (1440 khz, 500 w-D)—Seeks transfer of control of Radio House Inc. from Robert H. Baker et al. (100% before; none after) to David A. Rodgers (none before; 100% after). Consideration: \$45,000. Principals: Sellers are Robert H. (51%) and Robert J. Baker (16%) and Marsh R. (16%) and Thurston B. Howard (16%). Mr. Rodgers owns KWTY-AM-FM Salinas and KKZZ(AM)-KOTE(FM) Lancaster-Palmdale, all California. Ann. Feb. 2.

■ **KBUL(AM)** Wichita, Kan. (900 khz, 250 w-D)—Seeks assignment of license from Mr. D's Radio Inc. to

Summary of Broadcasting

FCC tabulations as of Dec. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total 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

Agape Communications Inc. for \$395,000. Seller is owned by American Media Inc., which also owns KEYN-FM Wichita; KOFM(FM) Oklahoma City, and KCSJ(AM)-KDJQ(FM) Pueblo, Colo. Principals are Robert D. Freeman, Lowell D. Deniston and Frank L. Carney (one third each). Buyer is owned equally by Robert N. Randall, Edward R. Toleo, Don W. Clifford, Norbert J. Atherton and Walter O. Byfield. Buyers have various business and investment interests and are purchasing station to establish religious programming outlet in Wichita. Reverend Randall is also program producer for KFHM(AM) Wichita. Ann. Feb. 4.

■ KSYL(AM) Alexandria, La. (970 khz, 1 kw-U)—Seeks transfer of control of KSYL Inc. from Sylvan R. and Edna G. Fox (100% before; none after) to Melvin L. Wheeler, G. Russell Chambers et al. (none before; 100% after). Consideration: \$300,000. Principals: Mr. Sylvan Fox is son of Mrs. Edna Fox. They have no other broadcast interests. Buyers, other than Messrs. Wheeler and Chambers (30% each), are: Albert H. Smith, James J. Smithwick, Herman Lee Reavis and John F. Willett (10% each). Mr. Wheeler owns WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT-AM-FM Denton, Tex.; KFDW-TV Clovis, N.M.; KR0D(AM)-KUDE(FM) El Paso (25%) and KJTT(FM) San Diego (50%). Mr. Chambers owns 50% of KJTT San Diego and has various other 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. Ann. Jan. 28.

■ KEYC-FM Mankato, Minn. (99.1 mhz, 100 kw)—Seeks assignment of license from Lee Enterprises Inc. to Faribault County Broadcasting Co. for \$200,000. Seller is group owner with KGLO-AM-FM Mason City, Iowa; KEYC-TV Mankato, WTAD(AM)-WQCY(FM) Quincy, Ill.; KHQA(TV) Hannibal, Mo.; WSAV(TV) Huntington, W.Va., and recently acquired KGBM-TV Honolulu (see below). Company also holds 49.75% of Journal Star Printing Co., Lincoln, Neb., which owns 48.8% of KFAB-AM-FM Omaha. Company is selling station to conform with FCC rules proscribing joint ownership of FM's and UHF's in same market. Buyer, which also owns KBEW-AM-FM Blue Earth, Minn., is owned by Paul C. Hedberg and his wife Juliet (75%) and Mr. Hedberg's father, Clifford L. (25%). Ann. Feb. 2.

■ WCDJ(AM) Edenton, N.C. (1560 khz, 1 kw-D)—Seeks transfer of control of Colonel Broadcasters Inc. from William T. Watkins and James F. Flanagan (100% before; none after) to Albermarle Radio Corp. (none before; 100% after). Consideration: \$120,000. Principals: Messrs. Watkins (49%) and Flanagan (51%), who have no other broadcast interests. Buyer is owned by Terry H. Jones, minister and partner in photography studio. He has no other broadcast interests. Ann. Feb. 4.

■ WEWO(AM) Laurinburg, N.C. (1080 khz, 5 kw-D)—Seeks transfer of control of Curtis & Associates Inc. from Aaron B. Moss (12% before; none after) to Donald W. Curtis (44% before; 56% after). Consideration: \$5,000. Principals: G. Grier Beam (22%) and Kenneth Beam (22%). Company also owns WSTS(FM) Laurinburg and 90% of WQWX(AM) Mebane, N.C. Ann. Feb. 4.

■ WRDU-TV Raleigh-Durham, N.C. (ch. 28)—Seeks assignment of license from Triangle Telecasters Inc. to Durham Life Broadcasting Service Inc. for

\$2,275,000. Financially troubled Triangle is owned principally by Robinson O. Everett and his mother, Katherine R. Everett (34.4% each). Buyer is wholly owned by publicly traded, Durham Life Insurance Co. Theron A. Upchurch, president and board chairman, Hubert F. Ledford, cochairman, and Harold D. Coley, vice chairman. Durham Life owns WPTP(AM)-WQDR(FM) Raleigh, N.C., Southern Farm Network, and 3.5% of Jefferson Pilot Corp., group owner. Ann. Feb. 2.

■ KBMC(FM) Eugene, Ore. (94.5 mhz, 3.4 kw)—Seeks assignment of license from Good Shepherd Broadcasting Inc. to KPDQ Inc. for \$100,000. Seller is owned by Bernice E. Poling and Kenneth C. Sayles. They have no other broadcast interests. Buyer is owned by John W. Davis, his wife Arla Z. and his son John W. II. Family also owns KPDQ-AM-FM Portland, Ore. Ann. Feb. 2.

■ KFMT(FM) La Grande, Ore. (93.3 mhz, 145 kw)—Seeks assignment of license from Struck and Associates Inc. to KLBM Inc. for \$35,000. Seller: Principal is Monte L. Struck, who has no other broadcast interests. Station is no longer on air, and Mr. Struck has requested waiver of "three year rule." Buyer is Kenneth L. Lillard, who owns and manages KLBM(AM) La Grande. Ann. Feb. 4.

■ WLSH(AM) Lansford, Pa. (1410 khz, 5 kw-D)—Seeks assignment of license from Miners Broadcasting Service Inc. to Pocono-Anthracite Communications Inc. for \$300,000. Seller: 63.2% of stock is owned by estate of Kenneth F. Maguire, and balance is held by John W. Angst, buyer. Mr. Angst also owns one half interest in advertising and public relations firm. Ann. Feb. 2.

■ WHUM(AM) Reading, Pa. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Eastern Radio Corp. to Berks Broadcasting Co. for \$712,500. Seller is owned by Broadcast Associates (partnership), the principals of which are William Chanoff and Herman Lefco. They have no other broadcast interests. Buyer is owned equally by Kerby E. Confers and Paul H. Rothfuss. They also own WLYC(AM)-WILQ(FM) Williamsport, Pa., under another licensee. Ann. Jan. 28.

■ KMBS(FM) Harlingen, Tex. (96.1 mhz, 100 kw)—Seeks transfer of control of Magic Valley Broadcasting Inc. from Charles H. McBride et al. (99.6% before; none after) to Pedro Diaz Jr. (none before; 99.6% after). Consideration: \$200,000. Principals: Sellers are twenty stockholders, none of whom have other broadcast holdings. Ronald Garcia retains ownership of .4% of licensee. Buyer is owner of various real estate and grocery interests. Mr. Diaz has no other broadcast interests. Ann. Feb. 2.

■ WFIR(AM) Roanoke, Va. (960 khz, 5 kw-U)—Seeks assignment of license from Beaverkettle Co. to Jim Gibbons Radio for \$750,000 plus \$90,000 agreement not to compete. Seller is owned by 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 WPUR-FM Roanoke, Va. Ann. Jan. 24.

Actions

■ WPLR(FM) New Haven, Conn. (99.1 mhz, 10 kw)—Broadcast Bureau granted assignment of license from Metro Connecticut Media Corp. to General Com-

municorp Inc. for \$1,018,298. Seller: Robert G. Herpe, president and 25% stockholder, is president and majority stockholder (61%) of GCI. Other principals are John D. Russell, Ernest Kirschner (both WPLR employees), Hubert Sommerfield (retailer), Morton Schwartz (caterer) and Mr. Herpe's brother Richard S., sales representative of Chicago bedding manufacturer (BALH-2402). Action Feb. 3.

■ KGBM-TV Honolulu (ch. 9)—Broadcast Bureau granted assignment of license from Heftel Broadcasting Corp. to Lee Enterprises Inc. for \$11,799,000. Seller (principal Cecil Heftel) owns two other Hawaii television stations and five radio stations in Hawaii and mainland U.S. Buyer, publicly traded, owns four television stations, four radio stations and 15 daily newspapers, mainly in Midwest (BALCT-611, BALTT-158, BALTP-486). Action Jan. 27.

■ WCIA(TV) Champaign, Ill.; KFMB-AM-FM-TV San Diego; WMBD-AM-FM-TV Peoria, Ill.—Broadcast Bureau granted transfer of control of Midwest TV Inc. from August C. Meyer, Clara R. Meyer and August C. Meyer Jr. (as family group) to August C. Meyer Jr. Consideration: none. Principals: Transfer represents gift of 2.45% of August and Clara Meyer's stock in Midwest to son, August Jr., who already owns approximately 49%. (BTC-8154); correction of earlier item. Action Dec. 22.

■ KCTO(AM) Columbia, La. (1540 khz 1 kw-D)—Broadcast Bureau granted assignment of license from Caldwell Broadcasting Co. Inc. to KCTO Broadcasting Co. for \$112,021.84. Seller is equally owned by H. Ted Woods, Quinten McLemore and John J. McKeithen who have no other broadcast interests. Buyer is owned by Ernest Sandidge Jr. (80%) and Tom D. Gay (20%), Mr. Sandidge is self-employed manufacturers' representative in Monroe, La. for various broadcast equipment firms, and Mr. Gay is program director at KMLB(AM) Monroe (BAL-8863). Action Jan. 26.

■ KDEX-AM-FM Dexter, Mo. (AM: 1590 khz, 1 kw-D; FM: 102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Dexter Broadcasting Co. to Dexter Broadcasting Inc. for \$157,500. Seller is owned by Gerald F. Grogean, Meyer L. Grogean, and Joseph F. and Eugene D. Grogean who have no other broadcast interests. Buyer is equally owned by Leon E. and Joanne Steinbrueck and Jerome R. and Loretta W. Quinlan. Mr. Steinbrueck is sales manager of KWRT-AM-FM Boonville, Mo. Mr. Quinlan owns Boonville real estate and insurance firm. Mrs. Steinbrueck is executive secretary at Columbia, Mo., firm, and Mrs. Quinlan is housewife (BAL-8862, BALH-2391). Action Jan. 26.

■ WTCL(AM) Warren, Ohio (1570 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Warren Broadcasting Co. to Stauffer Media. Assignment represents corporate restructuring. L. W. Stauffer is owner (BAL-8900). Action Jan. 27.

■ WKRZ(AM)-WDJR(FM) Oil City, Pa. (AM: 1340 khz, 1 kw-D; FM: 98.5 mhz, 2.9 kw)—Broadcast Bureau granted assignment of license from WKRZ Inc. to Oil City Broadcasting Inc. for \$250,000. Seller is owned by Olivia T. Rennekamp, executrix of estate of Kenneth E. Rennekamp, who also holds 50% of WKBI(AM) St. Marys, WKBI(FM) Ridgeway, and 25% of WTRA(AM) Latrobe, all Pennsylvania. Buyer is owned by Robert J. and Jeanne M. Shupala. Dr. Shupala is Erie, Pa., orthodontist, owns 30% of WWCBA(AM) Corry, Pa., and has interest in Cleveland Indians baseball club (BAL-8865, BALH-2393). Action Jan. 26.

■ WKCF(FM) Shell Lake, Wis. (95.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Erwin Gladdenbegk to Charles R. Lutz for \$60,000. Seller: Mr. Gladdenbegk has no other broadcast interests. Mr. Lutz has various retail and real estate interests and owns WCSW(AM) Shell Lake (BALH-2361). Action Jan. 27.

Facilities changes

TV actions

■ KEMO-TV San Francisco—Broadcast Bureau granted CP to change ERP to vis. 2500 kw (max.); ERP 851 kw; ant. height 1270 ft. (BPCT-4968). Action Jan. 28.

■ *WGTV Athens, Ga.—Broadcast Bureau granted CP to change ERP to 288 kw; Max. ERP 316 kw; ant. height 1080 ft.; (BPET-539). Action Jan. 28.

■ *KXNE-TV Norfolk, Neb.—Broadcast Bureau granted mod. of license covering decrease in aural ERP

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to 30.9 kw (BMLET-141). Action Jan. 28.

AM actions

- **KGUD(AM)** Banning, Calif.—Broadcast Bureau granted mod. of permit to change ant. trans. and studio location to 572 N. Omar St., Banning; condition (BMP-14,346). Action Jan. 31.
- **KIDO(AM)** Boise, Idaho—Broadcast Bureau granted mod. of license covering change in licensee name to Kido Broadcasters Inc. (BML-2616, BMLRE-5130). Action Jan. 27.
- **WKZN-AM-FM** Zion, Ill.—Broadcast Bureau granted mod. of license covering change in corporate name to Lake-Kenosha Broadcasting Corp. (BML-2617, BMLRE-5133, BMLH-564, BMLST-382). Action Jan. 31.
- **WAAM(AM)** Ann Arbor, Mich.—Broadcast Bureau granted mod. of license covering change in main studio location to 4230 Packard Rd., near city limits of Ann Arbor (BML-2618). Action Jan. 31.

FM actions

- **KSLI** Alexandria, La.—Broadcast Bureau granted CP to install new trans.; install new ant.; add circular polarization; ERP 98 kw; ant. height 850 ft.; condition (BPH-10,348). Action Jan. 27.
- **WBFQ** Detroit—Broadcast Bureau granted mod. of license covering change in studio location to 13341 W. 10 Mile Rd., Oak Park, Mich.; operated by remote control from proposed studio location (BMLH-563). Action Jan. 27.
- ***KAVS** Thief River Falls, Minn.—Broadcast Bureau granted CP for change in frequency to 90.1 mhz, ch. 211; operate by remote control from studio-trans. site; east edge of city on Highway Minnesota No. 1, Thief River Falls; install new trans.; ERP 1.8 kw; ant. height 82 ft.; remote control permitted (BPED-2281). Action Jan. 25.

In contest

Designated for hearing

- **WVCA-FM** Gloucester, Mass., **renewal proceeding**: Simon Geller (Docs. 21,104-5). Action Feb. 2.

Procedural rulings

- **KDIG-FM** San Diego, **renewal proceeding**: West Coast Media (Doc. 20,971)—Chief ALJ Chester F. Naumowicz Jr., denied motion for three week extension of all procedural dates. Action Jan. 27.
- **Calhoun, Ga., AM proceeding**: Frances Lanford and Cherokee Broadcasting Co., competing for 900 khz (Docs. 20,928-9)—ALJ David I. Kraushaar granted joint motion and deferred further action on joint petition, pending receipt of additional information concerning dismissal agreement; canceled hearing. Action Jan. 27.
- **WJIM-AM-FM-TV** Lansing, Mich., **renewal proceeding**: Gross Telecasting Inc. (Doc. 20,014)—ALJ Byron E. Harrison set certain procedural dates and scheduled hearing for March 15 in Lansing; tentatively scheduled hearing for May 16 in Washington on clipping issue, and tentatively reserved period of July 5 to July 14 for further hearings, as required. Action Feb. 2.
- **Newark, N.J., AM proceeding**: Gilbert Broadcasting Corp., Community Group for North Jersey Radio, Sound Radio, Fidelity Voices, competing for 1430 mhz (Docs. 20,407-10)—Chief ALJ Chester F. Naumowicz Jr. scheduled hearing for April 18 in lieu of Feb. 22. Action Jan. 27.
- **WHAM(AM)-WHFM(FM)** Rochester, N.Y., **renewal proceeding**: Rust Communications Group (Doc. 20,477)—ALJ Reuben Lozner closed record in proceeding. Action Feb. 1.
- **Lares, P.R., AM proceeding**: Radio Lares and Lares Broadcasters (Docs. 20,968-9)—ALJ Thomas B. Fitzpatrick in response to motion by Lares Broadcasting canceled Feb. 22 hearing and rescheduled for April 26. Action Feb. 2.

Complaints

- Commission received total of 1,777 broadcasting complaints from public during Dec., decrease of 2,199 from Nov. Other comments and inquiries to Broadcast Bureau totaled 1,512, decrease of 373 from previous

month. Commission sent 805 letters in response to comments, inquiries and complaints.

Fines

- **KIMO(AM)** Anchorage—Broadcast Bureau notified licensee of apparent liability for \$2,000 for failing to have operator holding valid first class operator license in actual charge whenever trans. is delivering power to transmitting ant. Action Jan. 27.
- **KSIB(AM)** Creston, Iowa—Broadcast Bureau notified licensee of apparent liability for \$350 for failing to calibrate remote ant. ammeter against regular meter once each week as no entries appeared in maintenance logs between various dates. Action Jan. 27.
- **WEQO(AM)** Whitley City, Ky.—Broadcast Bureau notified licensee of apparent liability for \$500 for failing to maintain ant. input power within prescribed tolerances. Action Jan. 27.

Other actions

- **WTHD(AM)** Milford, Del.—Broadcast Bureau relieved licensee of liability of \$500 issued for failing to enter frequency measurements in maintenance log from July 1 to Sept. 24, 1975, and (a) base currents, their ratios, and deviations of these ratios in percent from license values, (b) common point current, (c) remote base current or sample current indications, ratios of these currents and deviation of such ratios in percent from license values, and (d) phase indications were not entered in maintenance log once each day for 5 days of each week during period July 1 through Sept. 24, 1975 since it appeared from licensee's response that most of information required had been recorded, although logs were not maintained in exact compliance with rules. Action Jan. 6.
- Commission denied Robert L. Miller of Louisville, Ky., review of July 27, 1976, ruling which denied Miller's fairness doctrine and news distortion complaint against NBC. Miller contended that NBC violated fairness doctrine by failing to cover adequately Ellen McCormack's campaign for president, and had distorted facts by labeling her "anti-abortion candidate." Commission said its review of complaint indicated that Miller's application for review did not contain sufficient grounds to warrant reversal of Broadcast Bureau's ruling. Action Feb. 2.
- **KDSJ-TV** Lead, S.D. and **KRSD-TV**, Rapid City, S.D.—Broadcast Bureau notified licensee that call letters of two stations were deleted effective Aug. 27, 1976 (KDSJ-TV) and Sept. 29, 1976 (KRSD-TV). Action Jan. 27.
- **WKYZ(AM)** Madisonville, Tenn.—Broadcast Bureau canceled authority to operate WKYZ, effective midnight Jan. 10. Action Jan. 17.

Allocations

Actions

- **Monterey, Calif.**—Broadcast Bureau assigned FM ch. 224A as community's second FM assignment. Action was response to petition by Kent Tegmeier. Effective March 14. Action Jan. 27.
- **Marksville, La.**—Broadcast Bureau assigned FM ch. 221A as community's second FM allocation. Action was response to petition by Clifton Mayeaux. Effective March 11. Action Jan. 26.
- **Beatrice, Falls City and Pawnee City, all Nebraska**—Broadcast Bureau assigned *chs. 23, 24 and 33, respectively. Action Jan. 27.
- **Chadron, Neb.**—Broadcast Bureau proposed substitution of FM ch. 248 for ch. 234 and deletion of ch. 228A or, in alternative, substitution of ch. 248 for ch. 234 and ch. 259 for ch. 228A. Action was response to petition by Big Sky Co. Comments due March 14; replies April 4. Action Jan. 27.
- **Fargo, N.D.**—Broadcast Bureau proposed FM ch. 270 as community's third FM assignment. Bureau said ch. 288A would have to be substituted for ch. 269A at Mayville, N.D. Action was response to petition by Communications Properties Inc., licensee of KFGO(AM) Fargo. Comments due March 14; replies April 4. Action Jan. 26.

Translators

Applications

- **Volunteer Fire Dept.**, Cripple Creek, Colo.—Seeks ch. 6 with 1 w rebroadcasting KTSC-TV Pueblo, Colo. Ann. Feb. 2.
- **Lake Investment Co.**, Concho Valley, Ariz.—Seeks chs. 55, 57, 59 with 1 w (each) rebroadcasting KVOA-TV, KGUN-TV, KOLD-TV Tucson, Ariz. Ann. Feb. 2.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 1 (stations listed are TV signals proposed for carriage):

- **Spectrum Cable System Inc.**, for Agawam, Westfield, West Springfield, all Massachusetts (CAC-05992-3, 7277): WOR-TV, WPIX New York; WEDH-TV Hartford, Conn.; WRLP Greenfield, Mass., and to delete WSBK-TV Boston.
- **Canton Cablevision Inc.**, for Canton, Miss. (CAC-07290): WGNO-TV New Orleans; WYAH-TV Portsmouth, Va.; and to delete WABG-TV Greenwood, Miss.; WTVW Tupelo, Miss., and WHAE-TV Atlanta.
- **American Television and Communications Corp.**, for La Grande, Union, Baker, all Oregon (CAC-07898-900): K68AH Elgin, Ore.
- **Delaware Teleservice Co.**, for Dover AFB, Camden, Dover, Smyrna, Wyoming, Kent, all Delaware (CAC-07901, 7909-13): Requests certification of existing operations and to add WBF Baltimore and to delete WTTG Washington.
- **Cablecom-General of Dyersburg**, for Dyersburg, Tenn. (CAC-07902): WTCG Atlanta.
- **Armstrong Utilities Inc.**, for Harmony, Zelenople, Jackson township, Evans City, all Pennsylvania (CAC-07903-6): WPGH-TV Pittsburgh; WOR-TV New York, and WUAB Lorain, Ohio.
- **Tele-Media Co. of Addil**, for Horton and Snyder township, both Pennsylvania (CAC-07907-8): Requests certification of existing operations and to add WICU Erie, Pa.; WOR-TV New York, and WKBW-TV Buffalo, N.Y.
- **Cable Systems of Louisiana Inc.**, for Jefferson parish, La. (CAC-07914): WWL-TV, WDSU-TV, WVUE, WYES-TV, WGNO-TV New Orleans; KDOG Houston, WTCG Atlanta.
- **Cable TV of Minot Inc.**, for Ward, N.D. (CAC-07915): KGF Grand Forks; KMOT Minot; KXJB-TV Valley City; KXMC-TV Minot; KTHI-TV Fargo, all North Dakota; CKX-TV Brandon, Man.
- **New Castle Cable Communications Inc.**, for Henry, Ind. (CAC-07916): WIPB Muncie, Ind.; WMUB-TV Oxford, Ohio; WRTV, WFYI, WHMB-TV, WISH-TV, WTHR Indianapolis; WHIO-TV Dayton, Ohio; WXIX-TV Newport, Ky.; WTTV Bloomington, Ind., and WGN-TV Chicago.
- **McCamey Cable TV Co.**, 1600 W. 38th St., Austin, Tex. 78731, for McCamey, Tex. (CAC-07917): KMID-TV Midland; KOSA-TV Odessa, and KMOM-TV Monahans, all Texas.
- **Franklin County CATV**, Box 306, Winchester, Tenn. 37398, for Dyersburg, Tenn. (CAC-07918): WNGE, WSM-TV, WDCN-TV, WZTV, WTVF Nashville; WRCB-TV, WTVC, WDEF-TV Chattanooga; WYUR, WAAY-TV, WHNT-TV Huntsville, Ala.
- **Sammons Communications Inc.**, for Lower McCungie and Emmaus, both Pennsylvania (CAC-07919-20): Requests certification of existing operations.

In contest

- **Bedford, Pa., cable TV proceeding**: Bedford Improved TV Inc. (Doc. 20,989)—ALJ Joseph Stirmer granted joint request for issuance of consent order; directed Bedford to provide WTAJ-TV Altoona, Pa., with requisite network program non-duplication protection beginning no later than April 15 and to notify commission when such protection begins; closed record and terminated proceeding. Action Feb. 3.

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."

Midwest. Daytime-Country. Start-up, Sales Experience, Small Market, Take Charge. Stable. Successful applicant will have guarantee, commission and generous share of profits. Box B-57, Broadcasting.

General Sales Manager, 4,000 in active accounts. "Commission" base & expense. You run sales dept. 5,000 FT, CBS. Class C. FM. If you can lead the show, lets talk. WKYD-WHQH P.O. Box 8 Andalusia, Al. EOE.

Attn Management Personnel. Expand small mid-Florida market. Looking for right experience in management, SALES, and programing. 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.

Experienced Account Executive Position available with top Arbitron contemporary station. Station's top billing list is yours if track record warrants. Salary plus commission. E.O.E. Resume, References to Box B-36 BROADCASTING.

Major market midwest daytimer needs sales manager. Excellent opportunity for top income. Box B-82, BROADCASTING.

Executive sales position available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801. 916-441-2345.

"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.

Newsperson—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.

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.

HELP WANTED SALES CONTINUED

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.

Expanding Weekly Newspaper seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609-447-4311 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.

Need aggressive, self starting sales person immediately in California's High Desert. 714-245-8635. P.O. Box AF, Victorville Ca. 92392.

Sales manager for Wisconsin Resort area. Fine opportunity for aggressive young person or retiree. Some announcing required. Salary, commission & override. 312-584-1248 after 7 p.m.

Warm & Beautiful Monterey, Ca. Highly rated 24 hour contemporary covering Carmel, Pebble Beach, Salinas and Santa Cruz has an opportunity to earn \$20,000 per year. Must be successful, professional, ambitious salesperson with outstanding record in local sales. Call Mike Schultz 408-373-1234 9 to 6 p.m. P.S.T. or 408-649-3757 after 7 p.m. P.S.T.

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.

Modern Country DJ PD-promo person wanted. Experienced and ready to work hard with a middle market winner. Rsume to Box B-52, BROADCASTING.

HELP WANTED ANNOUNCERS CONTINUED

If you know rock and want to join a top rated Midwest middle market station for good bread send a resume to Box B-53, BROADCASTING.

We need an experienced pro for our afternoon slot. Small market FM stereo in northern Midwest. Resume and salary requirement to Box B-58, BROADCASTING.

Maryland Small Market Station has announcer opening also, part time sales opportunity. Box B-80, BROADCASTING.

Personality Radio Announcer/News-caster—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.

S.F. Bay M.O.R. needs announcer production/news essential. Send tape, resume, salary to: KPEN-FM, 2550 El Camino, Mt. View, CA 94040.

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. Daytimer 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 Disc Jockey who can do Production including writing copy wanted for Western Massachusetts Station. Send Resume and Tape to: A. Robert, W-A-R-E, 90 South Street, Ware, Ma 01082

Mass Appeal Contemporary Format station looking for mature jock to work midday or nights. Send tape and resume to WKSX, Box 1199, Jamestown, N.Y., 14701, c/o John Meschi.

Soul Station. Need experienced jock with program director experience also. If you can put it all together you may be our new PD. Send tape, resume, salary to David Oliver, WNOO, P.O. Box 5156, Chattanooga, Tennessee 37406. An EOE.

Live AOR Stereo FM. Automated AM needs mature, experienced, personable communicator. Tape, resume, salary requirements to: WOXO-WXIV, P.O. Box 72, Norway, ME 04268. Also seek applications for news director.

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.

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.

**HELP WANTED ANNOUNCERS
CONTINUED**

Suburban Washington, D.C. adult contemporary looking for stable, locally involved morning entertainer. No Calls. Tape and resume to Jack Casey, 3909 Oak St., Fairfax, Virginia 22030.

Need sharp Bilingual person (Mexican-English) for good small Arizona station. Call: Cordy Rider at 602-865-2251.

N.E. Top 40/Adult AM has opening for experienced drive time announcer. Extra Pay for 1st ticket or sales experience. Send tape and resume to Post Office Box 1913, Atlantic City, N.J. 08401.

Cincinnati MOR needs warm communicative announcer to work evenings. Must have good production talent. Tape & resume to Steve Drake, WLQA, P.O. Box 37346, Cinc. Ohio 45222. Susquehanna Broadcasting Equal Opportunity Employer.

Looking for a knowledgeable chief engineer combination announcer for well equipped modern full time AM station self motivator looking for solid figure strict confidence.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

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.

Maintenance engineer, for southeast 1kW daytimer, who would like to work an active sales account list. 50,000 population. Send resume to Box B-51, BROADCASTING.

Chief Engineer for expanding Southern Broadcast Company. Must be familiar with both AM and FM Stereo Transmitters, and automation equipment. Will be expected to oversee operations in two cities, 160 miles apart. Excellent benefits, congenial working conditions. Send background, qualifications, references, salary requirement to Box B-83 BROADCASTING.

Chief Engineer for FM Beautiful Music Stereo Station in Texas. Must be familiar with Automation equipment, and transmitter maintenance and repair. Ability to announce preferred. Send resume, references to Box B-84, BROADCASTING.

Chief Engineer. FM stereo with beautiful, modern facilities seeks an engineer to join our progressive, fast-growing operation. A fine opportunity for a good staff engineer looking for his first chief's position. Southern New England. Box B-90, BROADCASTING.

Growth opportunity for Chief Engineer Midwest Major Market 50,000W directional AM. FM Automation. Group operation. EOE Background and broadcast experience to: Box B-96, BROADCASTING.

Technical Operations Manager—a new mid-west teleproductions studio needs a manager with all phases of studio operations, people & resources. Forward resume and salary history to Box B-98, BROADCASTING.

Chief Engineer-experienced and qualified. AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2605. EOE. 1

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.

**HELP WANTED TECHNICAL
CONTINUED**

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.

Needed for work in Saudi Arabia Broadcast (TV) Engineers, five years experience. First Class FCC License. Experience with IVC and Thomson equipment, helpful but not necessary. Please call collect 612-544-5666.

Assistant Chief Solid state technician FCC License resume Phone 202-722-1000.

HELP WANTED NEWS

News person wanted for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

If you're a ND/PBP person with experience you may be what we need. We're a small market FM in the middle west. Send resume and salary requirements to Box B-59, BROADCASTING.

News Editor. Creative. Innovative. Investigative. Experienced in small-medium market local issues and problems. West-central. EOE. Write Box B-81, BROADCASTING.

News person 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 anchor-person 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.

News Director: Regional Public Radio Station: BA, 2 years full-time news experience, 3rd Class, Salary open, good fringe benefits, Send tape, resume and 3 letters of recommendation by March 2 to: Jim Boyd, Mgr., KESD-FM, Brookings, S-D, EOE and Affirmative Action Employer.

Experienced TV News General Assignments Reporter. Minimum of one year recent experience as a TV Field Reporter at a Commercial Station. Greatest consideration will be given to the most experienced. Must also know ENG and allied equipment, 16mm filming procedures, editing and be a solid news writer. We are not looking for an anchor, sports or weather person, but a bona-fide qualified experienced TV News Field Reporter. Rush your VTR cassette, complete resume, and any supplemental information to Bill Close, VP-News, KOOL-TV, Phoenix, Ar. No telephone calls, please. An 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 MF.

**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.

Radio News Editor/Anchor. Top radio news writer/editor and on-air professional wanted for top-rated combined radio/TV news operation. This is a senior level position on a 30-man news staff at a station which believes broadcast journalism is a serious business. Experience required and on-air ability vital. Send resume and tapes to: JIM MAYS, News Director, WTAR RADIO/TV, 720 Boush Street, Norfolk, Va. 23510.

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 Baltz, 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.

**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.

Program Director. For new NPR FM station. Must have background in classical, jazz, and MOR music formats, and have an FCC third class permit. In addition to program selection and scheduling, applicant will supervise a staff of student announcers and produce and direct various local productions ranging from local music groups to public affairs programming. B.A. required. Experience preferred. Sign-on date is March 31. EOE-AAE Position available immediately. Send resume to: Rod Zent, KAMU-TV, Texas A&M University, College Station, Tx. 77843. 713-845-5611.

Promotion Director for public KUID-TV. Requires bachelors in communications or related field, one year broadcast experience, and experience in advertising, promotion, public relations or development, experience in writing for print and broadcast. Salary \$10,000-\$11,500. For detailed vacancy announcement and application procedure contact Arthur R. Hook, KUID-TV, University of Idaho, Moscow, Idaho, 83843. Closing date February 28. An EEO/AA Employer

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.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

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.

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-starter. You should have the knack of finding interesting things and making them interesting to read. You'll work with our home staff, our salesmen 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 Blvd., Hollywood, CA 90028.

Radio Production Director: responsibility: editing, continuity, program design. Sensitivity to religious broadcasting required. Contact: Rev. George Von Kaenel, Sacred Heart Program, 3900 Westminster, Saint Louis MO 63108. 314-533-0320.

Assistant professor of journalism. Teaching assignment will be in public relations and broadcasting, with professional experience in public relations and broadcasting required. Ph.D. preferred; master's degree and exceptional experience considered. Proven teaching ability and demonstrated interest and competence in research or creative activity required. Salary, \$14,000-\$16,000. Colorado State University is an equal opportunity employer and complies with Title IX requirements. Complaints should be filed under the Office of Equal Opportunity, Student Services Building. Apply by March 15, 1977 to: Dr. Dan Lattimore, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523.

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.

1st Phone Major Market experience—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing. Box B-68, BROADCASTING.

Business Manager/Administrative Accountant. If you are seeking an aggressive working executive, who is result orientated, can work effectively to motivate employees, can work under the most difficult circumstances, then you want me. Will relocate. Replies to Box B-76, BROADCASTING.

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.

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.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager of a prosperous station wants to share his success with a station or group. If you have need for greater performance, I have need for a better deal. Let's be more successful together! In confidence. Box B-99, BROADCASTING.

Manager, Sales Manager Profitable track record. Knowledgeable all formats, phases. Strong sales. Excellent financial contacts and know-how. Write, I'll call. Box 1455, South Glen Falls, New York 12801.

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.

Co-Op Pro. Campaigns, Packages, Bust Doors Open. Northeast/Mid-Atlantic. R.A.B. only. Box B-64, BROADCASTING.

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.

Broadcaster-8 yrs. exp. Some TV, mostly radio pref. contemp/MOR. Exl. ref. & record. Single & ready for change. Interested? Resume reveals much more, tape also available. Box B-19, BROADCASTING.

Small Markets! Experienced college senior wants summer work doing anything/everything. Presently employed, but want more experience in all aspects of radio. Available May 15-August 15. Full or part time. Any format, location. Box B-56, BROADCASTING.

"P-B-P Sports caster-Newscaster available for baseball season. 8 years broadcasting experience." Box B-71, BROADCASTING.

MidWest...over twenty years allround experience. Solid references. Finest of background, and veteran with college. Fine news background, on air and beat. Third endorsed. Box B-74, BROADCASTING.

D J 4 Years Experience wants to move up. California, Arizona, Texas, Florida. Others considered. 904-255-6950 Or Box B-82, BROADCASTING.

Intelligent, creative, dtermined announcer wants challenge in Beautiful Music, MOR, or News/Talk Format. Excellent voice and writing skills. Call Charles Tatter at 804-727-2751 or write Box B-92, BROADCASTING.

"Capable PBP announcer, 4 years experience, seeks employment for coming baseball season, and next hockey and basketball season. Can double on news. Have tapes, resume" Box B-94, BROADCASTING.

Caribbean-oriented DJ announcer—newscaster—writer. B.A. in English—Trained by major market Pro's. Also sales personality. Relocate anywhere. Tape available. Box B-95, 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.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Northeast Adult Top/40 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.

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.

3rd endorsed, some experience, also in news production. Married, responsible. Good voice. South west preferred. Box 952, Harrison, Ar. 72601. 501-365-9683.

Over 4 years experience. Seeking station emphasizing oldies (rock or MOR). Also want to do news and production. Voice, brains, first, references. 26 and single. Mark Salomon, 853-D Longacre, St. Louis, Mo. 63132. 1-314-997-5919.

Attention Seattle: 27, married; looking to make Seattle my home, 3rd endorsed, 1-year on the air experience in all facets. 3 years audio and production engineer; am very serious. B. Bodie, 505-623-2147, Evenings/Weekends.

MA Communicating Arts, experienced broadcaster, seeks rewarding position. Welcome university or PBS. Jim Ritchie, Box 682 Federal Bldg., Duluth, MN 55801

Dave! 605-996-5621. Seeking Top 40 Contemp. 2/years experience, 3rd endorsed. Willing to relocate.

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.

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.

Experienced Engineers will provide professional radio remotes in Indiana. We supply equipment. Box 1347, Bloomington, 47401.

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/Advgt spot. Northeast. Box A-275, 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.

Editor—newsmen. Mature family man out because of NIS failure. College grad experienced in all phases broadcasting, including several years as A-P Broadcast Editor. Tell me what you need. Box B-54, BROADCASTING.

Black Female, Broadcast Journalism degree. Seeking position as newscaster, announcer. (Some experience.) Well trained. FCC 3rd endorsed. Cooperative, adaptable. Box B-62, BROADCASTING.

Qualified, experienced, industrious degreed journalist seeking position in medium market long term. Let's talk: 408-243-7075.

SITUATIONS WANTED NEWS CONTINUED

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.

Aggressive, Creative Sportscaster with four years major college notch program. Radio/T.V.

Hard-nosed, serious, experienced, literate news director, commentator, journalism B.A. seeks post. 216-454-4150.

"Wanted: News work in the Radio or TV Field. Preferably in the Midwest. Phone: 812-346-2777."

All-complete Newsmen forced to relocate. Aggressive; personable, qualified. College, first. No small towns, please. 301-289-4518.

Reporter/Photographer/Editor. Recent R.T. News graduate with wide background seeking a beginning in a small to medium market T.V. News operation. Energetic. Dedicated. Willing to relocate.

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.

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.

Successful Major/Med Market MOR to top 40 Program Director air talent. 20 years known success track record. Super heavy air work AFTRA or otherwise. Awesome references. All FCC licenses. Available now. Box B-86, BROADCASTING.

WANTED. Rewarding Challenge. Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

Changing to AOR or progressive country format?? in California? I'm interested! Programming experience. Bob. 714-983-6420.

PD. Proven Record. FCC 1st. Major or medium Mkt. Preston Allen. 318-325-0223.

Creative individual seeks outlet for writing, production, and performing talents. June Grad with M.A. in Radio-Television. Trained at CBS O&O. Professional writing experience. Will relocate. A. Weiner, Box 11574, Phila. Pa. 19116.

TELEVISION

HELP WANTED MANAGEMENT

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 fairly 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 SALES

Chief Engineer For Video Tape Production Company South East. All responses will be held confidential. Write Box B-88 BROADCASTING.

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.

Engineer, for on-air switching, VTR operations, transmitter control, and maintenance for small market full color PTV station in East. Liberal fringe benefits package. FCC 1st required. Send resume and salary requirements to Box B-61, BROADCASTING.

Major television group looking for the very best in programming 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 begun 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-63 BROADCASTING

Director—Experienced directing fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

Maintenance/Installation Eng. Join leading public broadcast VHF/FM operation. Latest ENG, time code editing, Quid, 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/F.

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 1200. 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.

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.

HELP WANTED TECHNICAL CONTINUED

Broadcast (TV) Engineers for employment in the Middle East. Five to seven years of heavy maintenance and ASC, 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.

MIDWEST OPPORTUNITY. If you are experienced at transmitter maintenance troubleshooting, and have eyes for being a Chief Engineer, this small midwest UHF station may be your answer. Call 317-463-3516.

VIDEO MICROWAVE TECHNICIAN Ready to move up to working supervisor position with specialized common carrier in Minneapolis. FCC license required. Send resume to operations manager, Midwestern Relay Co., P. O. Box 68, Rubicon WI 53078.

Chief all phases immediate open expanding ind. in New Jersey. Min 5 years, experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

HELP WANTED NEWS

E.O.E. number one station in top 50 southeast wants experienced entreprising 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.

"Top rated mid-south news team looking for weekend anchor/producer. Strong steet work a must. Box B-77. BROADCASTING."

Reporter/Producer. Take charge type. Minimum 2 years commercial experience. Shoot & edit ENG. Produce top rated newscast. Some reporting. Resume only. Robb DeWall, 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.

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 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.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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.

Director of special projects and development for WHA radio and television. Responsible for research, coordination writing and presentation of WHA Radio-TV and University of Wisconsin-Extension Telecommunications Center broadcast and non-broadcast program production projects to potential funding agencies. Bachelor's degree preferred. Minimum of three years successful work experience in preparation and presentation of major grant proposals at the national level, plus a demonstrated successful record of obtaining funds from governmental, foundation and corporate sources. Demonstrated broadcast continuing education and public broadcasting development knowledge and experience preferred. Written and oral communication skills essential. Salary minimum: \$21,000. Application deadline March 15, 1977. Write for application and details to: Ronald Bornstein, General Manager, WHA Radio-TV, 821 University Avenue, Madison, WI 53706. An equal opportunity 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.

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 ANNOUNCERS

"Television production man with 19 years experience wants creative work. Story is too long to tell at 70c a word. I have sunshine, what do you have?" Box B-75 BROADCASTING.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

First Phone, desires maintenance, xmtr or studio. East/Box B-65 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.

"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. If 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.

SITUATIONS WANTED NEWS CONTINUED

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.

Editor-Writer with assignment and production experience. Prefer writing, though, because in the beginning, and end, is the word. Box B-67 BROADCASTING.

Meteorologist, Young, Professionally clear and personable delivery of the weather. Radio and TV experience. VTR available. Box B-72 BROADCASTING.

Top 30 Weatherman—Vast background in weather, and field/scientific reporting. Top announcer as well-13 years commercials, news anchor/reporter, TV show host. 36, excellent appearance, voice, educational, dedicated. Box B-78 BROADCASTING.

Female 20's Purdue grad looking for news job in television station. Media background in medium market. Anchor/reporter slot wanted and will relocate to get serious news responsibilities. Market size no problem as long as position has opportunities for advancement. Resume and VTR on request. Box B-85, BROADCASTING.

Successful news director seeks to relocate in south or west medium market. Superb credentials. Intelligent, thoughtful news management for solid, professional stations only. Experience upgrading all aspects of news operation, product. Box B-87 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.

Aggressive black reporter seeks position in competitive market. Experienced, talented and hard worker. Dependable, too. Degree. Tape available. Call 609-667-6570.

Journalism grade, 5 years radio and newspaper experience, ready for TV reporting. Capable writer, major market experience, available immediately. Robert B. Wareham 707-255-2284.

Science-weather reporter, VTR, top references. Good appearance, delivery. Don Paul, 212-869-1166: 275 Hoym St., Ft. Lee NJ, 07024.

Seeking quality? Experienced innovative and personable broadcast meteorologist highest credentials. Charlie Gertz 919-453-2803.

Energetic, Degree Mass Communications 2nd degree business adm. College radio, tv experience. Entry level position. Paul Epstein 13959 Huston, Sherman Oaks, Ca 91423. 213-783-3926.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Assistant director/producer, B.S. Communications. Under a year's commercial experience; willing to work way up in production. creative, dependable and eager for break. Box B-60 BROADCASTING.

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 or 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.

CABLE

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

Towers in Southwest, guyed, self-support, in air, on ground, all heights. 214-455-1402.

1 KW or 3 KW FM Transmitter, "300" tower, 4 or 6 Bay Antenna, all studio equipment. Gary Acker, Rt. 3 Box 102 Amarillo, Tx 806-381-0161.

Paul Schafer wants to buy schaffer 800, 902, 903 automation systems used, also Ampexes and recent transmitters in good condition. Phone 714 454-1154 or write Schafer International 5801 Soledad Mtn.Rd., La Jolla, Ca. 92037.

Wanted: Mark V Marconi Cameras—Grass Valley Modules Nos. 908 and 940 also any used 2 inch VTR for Mini-Van. Call: Panos TV Productions. 312-275-1400.

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.

RCA TR-r hi banded video tape machine, \$19,500.00. Call Jesse Dove, KWTV-TV, 817-776-1330.

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 8-inch transmission line, bullets and hangers, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, Alabama 35801 or phone (205) 539-1783.

IBM Data Processing equipment. Does logs, avails, bills, sales reports; almost everything that our system 32 (software available) computer can do. Complete package-priced right-equipment and working system. Call Fran Lough 914-737-1124 WHUD-WLNA Peekskill N.Y.

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.

FOR SALE EQUIPMENT CONTINUED

Gates "President" 8 channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

Collins 5KW transmitter. 830-E. Stereo. Perfect. Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingran, 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

Reconditioned Automation 2 Schaffer, 1 I6M, 1 Gates Some new equipment, many options. Contact Broadcast Specialties 206-577-1681

(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

(3) RCA TK-42 Color Cameras, with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

4111 Volumax Stereo Peak Controller For Sale. Slightly used. \$1,200.00. Contact S. Keating. 214-369-1171.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

Original comedy for radio entertainers. Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas TX 75227.

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, programming. 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.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. Student rooms at each school.

REI 61 N. Pineapple Ave. Sarasota, FL 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

Our 40th year! Complete radio production and announcing training. Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly, V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

Omega State Institute, FCC first class license and studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

No: tuition, rent! Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

1st class FCC, 6 wks, \$450.00 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

A.T.S. 152 W. 42 St., NYC. 212-221-3700. Vets benefits. A 16-year track record of success.

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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis, Los Angeles. Out twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266. Telephone 213-379-4461.

RADIO Help Wanted Sales

Super Seller? You Prove It— We'll Pay For It!

Major New England market leader—50 kw—expanding its local sales department. Seeks street-oriented person with successful retail sales record. We are looking for aggressiveness, dedication, creativity and delivery! If you are ready to move UP and you're super, prove it. An equal opportunity employer, M/F. Send resume to Sales Director, Box B-73, BROADCASTING.

FM SALES MANAGER

Top rated FM station in Albuquerque market is seeking a sales professional with a proven track record. College graduate with minimum of 2 years experience necessary. Must be a highly motivated individual to build top sales team. Parent company is Hubbard Broadcasting and is an equal opportunity employer.

Contact: Ronald L. Sack, KOB-FM, P.O. Box 1351, Albuquerque, N.M. 87103. Phone (505) 243-4411.

Help Wanted Management

SALES MANAGER

TOP 40 MARKET, GROUP OWNER. WE ARE LOOKING FOR A STRONG MANAGER TO GUIDE, DIRECT, DEVELOP, TRAIN, AND MOTIVATE OUR SALES STAFF. MANAGER WILL ASSIST GENERAL MANAGER IN REGIONAL AND NATIONAL SELLING EFFORTS. MANAGER MUST HAVE WORKING KNOWLEDGE OF RATINGS, BUDGETING, TRAFFIC, AND STANDARD BUSINESS PROCEDURES. MANAGER WILL BE A PLANNER AND ANALYZER. STRONG OPPORTUNITY FOR ADVANCEMENT.

SEND RESUME AND SALARY REQUIREMENTS TO BOX B-8, BROADCASTING

Help Wanted Announcers

SOLID ADULT CONTEMPORARY

EAST COAST AM, NEEDS MATURE, EXPERIENCED MID-DAY PERSONALITY WITH PRODUCTION EXPERIENCE AND THIRD CLASS TICKET. EXCELLENT BENEFITS. SEND TAPE, SALARY, REFERENCES, AND RESUME TO:

**MIKE SANDS
PD, WJAR
176 WEYBOSSETT STREET,
PROVIDENCE, RHODE ISLAND 02903**

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

Broadcasting faculty member, start fall 1977. Should have an interest in teaching news writing, production, cinematography. Professional experience desirable. Masters or Ph.D. Salary competitive. Special academic year appointment; no assurance that appointment will lead to permanent tenure-leading position. Contact Larry Walklin, Chairman, Broadcast Sequence, School of Journalism, University of Nebraska-Lincoln, Lincoln, Neb. 68588. An equal opportunity, affirmative action employer.

Help Wanted Technical

KTLA GOLDEN WEST VIDEOTAPE DIVISION MAINTENANCE ENGINEERS

Expansion of syndicated and network program production facilities and acquisition of new technical equipment require the addition of two highly qualified maintenance engineers; one for videotape, one for general engineering.

Familiarity in videotape should include all major AMPEX machines, VR-2000, AVR-1, ACR-25 as well as time code editing and SLO-MO equipment.

General engineering experience should include PHILLIPS and RCA live cameras, RCA telecine, GRASS VALLEY switching and terminal equipment.

Both positions require demonstrable experience of five or more years. Digital schooling or experience is very desirable including knowledge of DEC and DG minicomputers. FCC 1st Phone required.

Salary range from 24-28K with excellent benefit and retirement program.

Please send complete resume and salary history to Edward H. Herlihy, Director of Engineering KTLA, 5800 Sunset Blvd. Hollywood, CA 90028.

KTLA is an equal opportunity employer—M/F

CHIEF ENGINEER RADIO STATIONS WPEN/ WMGK, PHILADELPHIA

Heavy experience required with DA's, Stereo, STL, Diplexing, PDM, custom audio techniques.

Good Administrator and hands on. FCC first.

Experience with studio and antenna design and construction will be extremely helpful.

Marvelous opportunity to join two Greater Media-owned stations.

We're in a hurry ...

Send resume, references and compensation requirements to:

Larry Wexler
General Manager
WPEN/WMGK
2212 Walnut Street
Phila., PA 19103

EQUAL OPPORTUNITY EMPLOYER M/F

SAN FRANCISCO

Having moved our VHF-UHF-FM operation into the west's newest broadcast facility we now have an opening for a maintenance engineer with a solid background in broadcast equipment maintenance. We are looking for a maintenance wizard or supervisor type. Experience in systems and digital engineering desirable. Salary to \$399 per week plus fringe. Send resume to Director of Engineering, KQED, Inc., 500 Eighth Street, San Francisco, CA 94103. An equal opportunity employer.

Help Wanted News

WANTED: NEWS EDITOR AND DISC JOCKEY

Two positions available for radio and television station in Tehran, Iran. Excellent pay and benefits. Need seasoned editor and D.J. with exceptional talents and background. Good references required. Great location. Send resume with references to the National Iran Radio and T.V.

2600 Virginia Avenue, N.W.
Suite 206
Washington, D.C. 20037

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

Situations Wanted Programing, Production, Others

Want to return home. Ten years experience as MOR morning man, newsmen, telephone talk host, interviewer, Production Director, Program Director, Operations Manager in both Bonneville and Schulke formats. On air experience includes N.Y.C. Extensive regional and national voice over commercial credits. Currently Operations Manager and announcer at highly successful beautiful music station in top 10 market. Interested in discussing any and all possibilities but will consider only stations, groups, or other situations based in New York or Philadelphia markets. Extensive references. Box B-91 BROADCASTING.

TELEVISION

Help Wanted Programing, Production

PROGRAM MANAGEMENT OPPORTUNITIES WITH THE ABC OWNED TELEVISION STATIONS

ASST PROGRAM DIRECTOR—WLS-TV—CHICAGO

Program/production management experience (5 years minimum). Ability to work on program planning, FCC reports, feature film; plus supervise heavy local production.

EXECUTIVE PRODUCER—WXYZ-TV—DETROIT

Experience in film/videotape production and ability to lead department of producers and directors. Emphasis on local public affairs in weekly series and specials.

For an interview while at NATPE contact:

JEFF McGRATH Program Director (WLS-TV)

JEANNE FINDLATER Program Director (WXYZ-TV)

(Equal Opportunity Employer)

Help Wanted Programing, Production, Others Continued

RADIO-TV

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, OH. 44309. EQUAL OPPORTUNITY EMPLOYER (M-F).

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 begun 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 News

BUREAU CHIEF for Public Television News and Public Affairs Bureau being developed to serve California. Professional journalist capable of producing/delivering statewide public affairs programming. Proven news administration ability, familiarity with appropriate production techniques & track record. Experience state capitol reporter, knowledge of California government/politics, major market/network background plus factors. Also need producer/researcher. Send letter & resume to News Bureau, KVIE-TV, Box 6, Sacramento, CA 95801. EOE. No phone calls.

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

**Help Wanted Technical
Continued**

**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, FL 32201—An Equal Opportunity Employer

**LOCAL TV SALES OPPORTUNITY
WANE-TV, FT. WAYNE**

A Corinthian Station, A CBS Affiliate
Here's an excellent opportunity for an aggressive self starter to build a meaningful sales career. We prefer two or three years of broadcasting sales experience, but drive, enthusiasm and a strong, positive sales approach are your most valuable assets for the position. Resume and compensation history, please to:

Mr. Joe Tonsing, Local Sales Mgr.
WANE-TV
2915 W. State Blvd.
Ft. Wayne, Indiana 46808
An Equal Opportunity Employer

Situations Wanted Management

Major-Market TV Sta Mgr seeks mid-size market CM position. News, pgm, research, promo and sales. BG with top references. Super bottom-line history. Replies confidential. Box B-70 BROADCASTING.

**Situations Wanted Programing,
Production, Others**

TELEVISION CAMERAMAN

Award winning cameraman seeking new and challenging position. Works and thinks like a Director of Photography. Looking for a major company that is heavy in video tape production. Eighteen years experience in all phases of TV production. Resume and references upon request. Box B-66 BROADCASTING.

Placement Service

TELEVISION OPPORTUNITIES

We specialize in the placement of well qualified people in the Television Industry. Openings at all locations—all levels of Technical Engineering, Management, Sales Management, News and Programming. Confidential-no cost to applicant. Employer inquiries invited. Contact Alan Kornish.

KEY PERSONNEL COAST TO
COAST EMPL. AGCY.
116 South Main Street, South Main Towers
Wilkes-Barre, Pennsylvania 18701
(717) 822-2196

Buy-Sell-Trade

TRADE FOR

16 + ACRES IN VA. BEACH, VA.

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.

**Buy-Sell-Trade
Continued**



CHARGE-A-TRADE
Top 60 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE•CALL TOLL FREE 800-327-5555(except Florida)**

3081 E. Commercial Blvd Ft. Lauderdale, FL 33308 (305) 491-2700
FT. LAUDERDALE • MEMPHIS • ORLANDO • N.Y. • ATLANTA • GREENVILLE, S.C. • COCOA BEACH

1,200 FOOT TOWER FOR SALE

Stainless G-10 with aluminum guys, many 25kv and 50kv insulators, base insulator, lights, phones, elevator, never erected. E. D. Baydush (804) 857-7421.

Employment Service

RADIO & TELEVISION

Jobs Across America
Call Mike Lawrence 714—673-8520
American Media Systems
3146 Via Lido
Newport Beach, California 92663

Wanted To Buy Stations

**EXPERIENCED ILLINOIS
BROADCASTER**

Seeking property in Midwest, Southeast, or Southwest up to \$750K. Reply in strict confidence to Box B-89 BROADCASTING.

For Sale Equipment

BARGAINS

Have automation equipment available at fantastic bargains. Send stamped self-addressed envelope for list to: George Spelvin, KSTT, Inc., P.O. Box 3788, Davenport, 52808.

**For Sale Stations
Continued**

MICHIGAN

1,000 Watt AM Daytime
Pre-Sunrise—Fully Automated

**BOX A-237,
BROADCASTING**

WASHINGTON, D.C.

IS CLOSE TO THIS GROWING SUBURBAN MARKET. FM STEREO STATION—CLASS A—WELL EQUIPPED. A STEAL BECAUSE SIGNAL CAN BE UP-GRADED TO COVER MORE OF THE METROPOLITAN AREA. \$295,000 INCLUDES REAL ESTATE. ADDITIONAL INFORMATION ONLY TO THOSE PROVIDING FINANCIAL QUALIFICATIONS INITIALLY.
BOX B-79, BROADCASTING

Fulltimer in N.C. city of 30,000. Priced less than 2 times gross. Well-established station. Great radio market! Contact Box B-69, BROADCASTING.

ILLNESS FORCES SALE OF DOMINANT AM CLASS III STATION ON THE FLORIDA EAST COAST, ONE OF THE COUNTRIES FASTEST GROWING AREAS. STATION DOING IN EXCESS OF \$300,000 PER YEAR. CASH OFFERS ONLY. POTENTIAL BUYER MUST SUBMIT FINANCIAL QUALIFICATIONS.
BOX 100, BROADCASTING

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 815—259-2544

For Sale Stations

STATIONS

CONTACT

NE	Small Fulltime	\$325K	29%	Bill Hammond	(214) 243-6043
SE	Small Power	\$215K	\$63K	Bill Chapman	(404) 458-9226
N	Major AM/FM	\$1,700K	29%	Art Simmers	(617) 837-6711
MW	Metro Fulltime	\$425K	\$125K	John King	(216) 871-0614
W	Small AM/FM	\$289K	\$84K	Ray Stanfield	(213) 363-5764



CHAPMAN ASSOCIATES®

nationwide service

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Georgia 30341.

**For Sales Stations
Continued**

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**
318-221-5464 Box 1065
318-865-8668 Shreveport,
Louisiana 71101

WHERE THE ACTION IS!
3 East 54th St., N.Y.C.
4200 sq. ft.-prime office space
7 yr. sublet—below market
JOHN J. REYNOLDS INC.
212-661-2400

FLORIDA AM STATIONS

- Day—with CP for Full. 1 sta. mkt. \$275
 - Day—Major mkt. \$300
 - Full—1 sta. mkt. \$325
 - Day—Small metro \$550
 - Full Med. metro No. 1 in mkt. \$688
 - Full with Class C FM
- Each terms: 29% down (or less)
BECKERMAN ASSOCIATES, INC. (813) 391-2824
14001 Milamat, Madeira Beach, Fla. 33708

San Juan, Puerto Rico
Metropolitan AM
Cuadros & Cuadros
P.O. Box 621
Old San Juan, Puerto Rico 00902

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



- 1000 watt daytimer covering 200,000 population in S.E. Tennessee. NO DOWN PAYMENT. Must be qualified buyer. \$3,275 per month. Prepayment privileges.
- 5000 watt day, 1000 watt night AM plus Class A FM in large central Florida City. \$670,000 cash.
- AM/FM in Southern Indiana. Small Town. Well established station with good real estate. \$225,000. Terms.
- 1000 watt day, 250 night in Western Montana. Modern City. Sales about \$200,000.
- AM/FM in Mississippi. Within 50 miles of Meridian. \$25,000 down.
- 100,000 watt stereo station in Mississippi. \$435,000. Terms.
- Fulltimer in Central Florida. About 30,000 population. \$300,000. Terms.
- 1000 watt daytimer in South Central Florida. Small town. Selling area population about 45,000. \$150,000. Terms.
- Good buy on Cable TV operation in Southern Indiana.

BUSINESS BROKER ASSOCIATES
615-894-7511

**For Sale Stations
Continued**

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles Washington

Contact:
William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-223-1553



Brokers & Consultants
to the
Communications Industry

THE KEITH W. HORTON COMPANY, INC.

1705 Lake Street • Elmira, New York 14902
P.O. Box 946 • (607) 733-7138

Why not reserve this
space and see how well
BROADCASTING'S Classified
can work for you!

**BROADCASTING'S CLASSIFIED
RATES**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, Etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy - All copy must be clearly typed or printed.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

AMERICAN BROADCASTING:

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

A must for every broadcaster's library. 723 pages, notes, tables, bibliography, index, chronological table of contents. \$26.50.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Send me a copy of American Broadcasting. My payment of \$26.50 is enclosed.

Name _____

Address _____

City _____ State _____ ZIP _____

Rates, classified listings ads:

- Help Wanted 70¢ per word—\$10.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

- Situations Wanted, 40¢ per word—\$5.00 weekly minimum.

- All other classifications 80¢ per word—\$10.00 weekly minimum.

- Add \$2.00 for Box Number per Issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$30.00 per inch

- All other \$60.00 per inch

- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space

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

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 9	Closing Wed. Feb. 2	Net change in week	% change in week	1976-77 High	1976-77 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	39 1/8	42	- 2 7/8	- 6.84	42	19 7/8	16	17,625	689,578
CAPITAL CITIES	CCB	N	50 1/2	53 3/4	- 3 1/4	- 6.04	55 3/4	42 1/4	12	7,739	390,819
CBS	CBS	N	55 5/8	57 7/8	- 2 1/4	- 3.88	60 1/2	46 3/4	10	28,313	1,574,910
COX	COX	N	31 3/4	31 5/8	+ 1/8	+ .39	37 3/4	28 3/4	10	5,872	186,436
GROSS TELECASTING	GGG	A	14 1/8	14 1/8		.00	14 1/8	10	8	800	11,300
KINGSTIP COMMUN.	KTVV	O	4 1/8	4 1/4	- 1/8	- 2.94	4 7/8	2 1/4	7	461	1,901
LIN	LINB	O	17 3/8	17 1/4	+ 1/8	+ .72	17 3/4	9 5/8	8	2,615	45,435
MOONEY	MOON	O	2 1/8	2 1/4	- 1/8	- 5.55	3 7/8	1 3/4	3	425	903
RAHALL	RAHL	O	17	11 1/2	+ 5 1/2	+ 47.82	17	4 1/2	26	1,297	22,049
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	24 3/8	25 1/2	- 1 1/8	- 4.41	26 3/8	12 3/4	6	4,876	118,852
TAFT	TFB	N	33 3/8	31 3/8	+ 2	+ 6.37	33 3/8	23 1/4	9	4,070	135,836
									TOTAL	77,884	3,268,564

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 1/2	4 1/2		.00	4 3/4	2	9	1,255	5,647
AVCO	AV	N	15 1/4	15 1/2	- 1/4	- 1.61	16 1/2	4 1/2	2	11,541	176,000
JOHN BLAIR	BJ	N	13 7/8	13 3/4	+ 1/8	+ .90	14 5/8	5	7	2,406	33,383
CHRIS-CRAFT	CCN	N	6 3/4	6 1/2	+ 1/4	+ 3.84	6 7/8	4 1/2	16	4,395	29,666
COMBINED COMM.	CCA	N	21 1/4	21 1/4		.00	21 1/4	12 5/8	10	6,644	141,185
CDWLES	CWL	N	12 5/8	12 7/8	- 1/4	- 1.94	12 7/8	6 1/8	15	3,969	50,108
DUN & BRADSTREET	DNB	N	27	27 3/8	- 3/8	- 1.36	33 3/4	24 5/8	16	26,571	717,417
FAIRCHILD IND.	FEN	N	10 1/2	10 1/2		.00	11 1/2	6 1/8	11	5,708	59,934
FUQUA**	FOA	N	11 5/8	12 3/8	- 3/4	- 6.06	12 3/8	4 1/2		8,844	102,811
GANNETT CO.	GCI	N	35 1/2	37 1/2	- 2	- 5.33	41	32 7/8	17	21,108	749,334
GENERAL TIRE	GY	N	28 1/8	27 7/8	+ 1/4	+ .89	28 1/8	17 5/8	6	21,954	617,456
GLDRE BROADCASTING**	GLBTA	O	2 1/8	2 1/8		.00	2 7/8	1 1/2		2,783	5,913
GRAY COMMUN.	O	O	10	9 1/2	+ 1/2	+ 5.26	10	6	6	475	4,750
HARTE-HANKS*	HHN	N	28 5/8	28 5/8		.00	28 7/8	17 1/8	13	4,383	125,463
JEFFERSON-PILOT	JP	N	29 5/8	30 7/8	- 1 1/4	- 4.04	32 1/8	25 5/8	11	24,078	713,310
KAISER INDUSTRIES	KI	A	18 3/4	15 1/2	+ 3 1/4	+ 20.96	18 3/4	8	12	28,119	527,231
KANSAS STATE NET.	KSN	O	5 1/2	5 1/2		.00	5 5/8	3	11	1,716	9,438
KNIGHT-RIDDER	KRN	N	35 1/8	36 3/4	- 1 5/8	- 4.42	39	28 7/8	11	8,305	291,713
LEE ENTERPRISES	LNT	A	24	26 7/8	- 2 7/8	- 10.69	26 7/8	13	13	5,010	120,240
LIBERTY	LC	N	18 3/4	18 1/4	+ 1/2	+ 2.73	18 7/8	9 1/2	7	6,762	126,787
MCGRAW-HILL	MHP	N	17 1/8	16 7/8	+ 1/4	+ 1.48	17 1/8	12 3/4	11	24,690	422,816
MEDIA GENERAL	MEG	A	18 5/8	19 1/4	- 5/8	- 3.24	19 7/8	14 1/4	9	7,292	135,813
MEREDITH	MDP	N	19 7/8	19 7/8		.00	19 7/8	10 1/4	5	3,064	60,897
METROMEDIA	MET	N	29 1/2	29 1/8	+ 3/8	+ 1.28	29 3/4	15	8	6,730	198,535
MULTIMEDIA	MMED	O	23 1/2	23 1/2		.00	23 1/2	14 1/4	11	4,390	103,165
NEW YORK TIMES CO.	NYKA	A	17 1/8	16 7/8	+ 1/4	+ 1.48	18 1/2	11 1/2	13	11,206	191,902
OUTLET CO.	OTU	N	21 1/2	20 5/8	+ 7/8	+ 4.24	21 1/2	12 7/8	7	1,440	30,960
PDST CORP.	PDST	O	16 1/4	17 1/2	- 1 1/4	- 7.14	19 1/4	8	6	875	14,218
REEVES TELECOM**	RBT	A	1 7/8	1 3/4	+ 1/8	+ 7.14	2 1/2	1 1/8		2,376	4,455
ROLLINS	ROL	N	21 1/8	21 1/4	- 1/8	- .58	27 3/8	20 3/4	12	13,404	283,159
RUST CRAFT	RUS	A	10 3/4	10 1/4	+ 1/2	+ 4.87	10 3/4	5 5/8	8	2,291	24,628
SAN JUAN RACING	SJR	N	8 3/4	8	+ 3/4	+ 9.37	10 1/4	7 1/4	6	2,509	21,953
SCHERING-PLOUGH	SGP	N	39 1/2	39 1/2		.00	59 3/4	39 1/4	14	54,037	2,134,461
SONDERLING	SDB	A	10 1/2	10 3/8	+ 1/8	+ 1.20	10 7/8	9 7/8	3	1,096	11,508
TECH OPERATIONS**	TD	A	3	2 7/8	+ 1/8	+ 4.34	4 3/4	2 1/8		1,344	4,032
TIMES MIRROR CO.	TMC	N	21 3/8	21 1/2	- 1/8	- .58	23 3/4	18 1/4	12	33,905	724,719
WASHINGTON POST CO.	WPO	A	24	24 1/8	- 1/8	- .51	44 1/4	21 3/4	12	9,019	216,456
WOMETCO	WDM	N	11 1/2	11 3/4	- 1/4	- 2.12	13 1/4	8 7/8	7	8,525	98,037
									TOTAL	384,219	9,289,500

Cablecasting

ACTON CORP.	ATN	A	4 1/4	4 3/8	- 1/8	- 2.85	4 1/2	1 1/8	14	2,640	11,220
AEL INDUSTRIES**	AELBA	D	3 3/8	4	- 5/8	- 15.62	4	3/4		1,672	5,643
AMECO	ACO	O	1/2	1/2		.00	1 3/4	3/8		1,200	600
AMERICAN TV & COMM.	AMTV	O	19 3/4	19 3/4		.00	23 1/4	13 1/2	16	3,369	66,537
ATHENA COMM.** *	O	O	1/8	1/8		.00	1/2	1/8		2,125	265
BURNUP & SIMS	BSIM	O	3 7/8	3 7/8		.00	5 1/2	3 1/4	35	8,319	32,236
CABLECOM-GENERAL	CCG	A	9 3/4	6 3/8	+ 3 3/8	+ 52.94	9 3/4	4 1/8	9	2,562	24,979
CABLE INFO.	O	O	3/4	3/4		.00	1 1/4	1/4	4	663	497
COMCAST	O	O	4 1/8	4 1/8		.00	4 1/8	1 7/8	11	1,708	7,045
COMMUN. PROPERTIES**	COMU	O	4 3/8	4 1/2	- 1/8	- 2.77	4 1/2	1 7/8	49	4,761	20,829
COX CABLE	CXC	A	18 7/8	18 3/4	+ 1/8	+ .66	18 7/8	13	19	3,563	67,251
ENTRON*	ENT	O	1 3/4	1 3/4		.00	2	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRI	N	20 3/8	20 3/4	- 3/8	- 1.80	21	8 1/4	22	7,178	146,251
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 3/8	3 5/8	- 1/4	- 6.89	5 1/4	2 7/8	48	5,281	17,823
TELEPROMPTER**	TP	N	7 3/4	8 1/4	- 1/2	- 6.06	9 3/8	5 3/4		16,646	129,006
TIME INC.	TL	N	35 1/2	36	- 1/2	- 1.38	38 3/4	32	12	25,000	887,500
TDCOM	TDCM	O	2 7/8	2 7/8		.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UACC	O	16 1/2	16 3/4	- 1/4	- 1.49	16 3/4	9	13	1,700	28,050
UNITED CABLE TV**	UCTV	O	4 1/2	4 3/8	+ 1/8	+ 2.85	4 1/2	1 5/8		1,879	8,455
VIACOM	VIA	N	13 7/8	13 1/8	+ 3/4	+ 5.71	13 7/8	7 7/8	14	3,705	51,406
									TOTAL	96,688	1,518,887

Stock symbol	Exch.	Closing Wed. Feb. 9	Closing Wed. Feb. 2	Net change in week	% change in week	1976-77		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
Programming											
COLUMBIA PICTURES	CPS	N	11 1/4	10	+ 1 1/4	+ 12.50	11 1/4	4 1/2	9	6,748	75,915
DISNEY	DIS	N	40 3/4	41 1/2	- 3/4	- 1.80	63	40 3/4	17	31,917	1,300,617
FILMWAYS	FWY	A	8 7/8	7 3/4	+ 1 1/8	+ 14.51	10 1/4	5 1/4	7	2,397	21,273
FOUR STAR			1	1		.00	1	1 1/4	10	667	667
GULF + WESTERN	GW	N	15	17 1/4	- 2 1/4	- 13.04	26 7/8	15	3	45,162	677,430
MCA	MCA	N	39 3/8	39 5/8	- 1/4	- .63	41 1/2	25	8	17,445	686,896
MGM	MGM	N	17 1/2	18	- 1/2	- 2.77	18	12 7/8	8	13,102	229,285
TELETRONICS INTL.		O	6 1/2	6	+ 1/2	+ 8.33	9 5/8	3 3/4	10	837	5,440
TRANSAMERICA	TA	N	15	15 1/8	- 1/8	- .82	15 1/8	8 1/4	9	65,148	977,220
20TH CENTURY-FDX	TF	N	11 3/8	10 3/4	+ 5/8	+ 5.81	15	8 3/4	10	7,583	86,256
WARNER	WCI	N	27 1/4	27 3/4	- 1/2	- 1.80	29 1/4	17 1/2	25	17,001	463,277
WRATHER	WCD	A	4 1/2	4 1/2		.00	5 1/8	3 1/8	11	2,244	10,098
TOTAL										210,251	4,534,374

Service

8800 INC.	8800	O	23 1/2	23 1/4	+ 1/4	+ 1.07	23 1/2	16 3/4	8	2,513	59,055
COMSAT	CQ	N	33 1/2	34 3/8	- 7/8	- 2.54	34 3/8	23 7/8	8	10,000	335,000
DOYLE DANE BERNBACH	DOYL	O	17 5/8	17 1/8	+ 1/2	+ 2.91	18 3/8	8 7/8	7	1,816	32,007
FOOTE CONE & BELOING	FC8	N	15 1/2	15 1/2		.00	15 3/4	10 1/4	8	2,332	36,146
GREY ADVERTISING	GREY	O	17 1/4	17 1/4		.00	17 1/4	6 7/8	6	1,104	19,044
INTERPUBLIC GROUP	IPG	N	30 3/4	31 3/4	+ 1	+ 3.14	31 7/8	16 3/8	7	2,290	70,417
MARVIN JOSEPHSON	MRVN	O	12 3/4	12	+ 3/4	+ 6.25	12 3/4	6 3/4	6	1,854	23,638
MCI COMMUNICATIONS**	MCIC	O	2 3/8	2	+ 3/8	+ 18.75	3 3/8	1 1/4	8	19,985	47,464
MOVIELAB	MOV	A	1 7/8	1 7/8		.00	2 5/8	1	8	1,409	2,641
MPO VIDEOTRONICS	MPO	A	8	6 7/8	+ 1 1/8	+ 16.36	8	2 3/8	13	537	4,296
NEEDHAM, HARPER	NDHMA	O	11 1/2	11 3/8	+ 1/8	+ 1.09	11 1/2	5 5/8	6	823	9,464
A. C. NIELSEN	NIELB	O	21 1/4	21	+ 1/4	+ 1.19	24 5/8	16 3/4	13	10,762	228,692
OGILVY & MATHER	OGIL	O	31 1/4	31 1/4		.00	33 1/4	17	8	1,805	56,406
J. WALTER THOMPSON	JWT	N	16 3/8	16 3/4	- 3/8	- 2.23	17 7/8	7 7/8	8	2,649	43,377
TOTAL										59,879	967,647

Electronics/Manufacturing

AMPEX	APX	N	8 3/8	8 5/8	- 1/4	- 2.89	9 1/4	4 3/4	13	10,885	91,161
ARVIN INDUSTRIES	ARV	N	18 3/8	17 7/8	+ 1/2	+ 2.79	18 3/8	9 5/8	5	5,959	109,496
CCA ELECTRONICS*	CCA	O	1 1/8	1/8		.00	1/2	1/8	1	897	112
CETEC	CEC	A	1 7/8	2	- 1/8	- 6.25	2 3/4	1 1/4	10	2,244	4,207
COHU, INC.	COH	A	2 7/8	2 7/8		.00	3 5/8	2	26	1,617	4,648
CONRAC	CAX	N	25 1/4	25 1/4		.00	29 1/8	20	7	1,427	36,031
EASTMAN KODAK	EASKO	N	73 1/4	74 3/8	- 1 1/8	- 1.51	116 3/4	73 1/4	19	161,347	11,818,667
FARINON ELECTRIC	FARN	O	9 1/4	9 3/4	- 1/2	- 5.12	11 1/2	7	13	4,267	39,469
GENERAL ELECTRIC	GE	N	50 3/4	52 1/2	- 1 3/4	- 3.33	58 3/4	46	13	184,581	9,367,485
HARRIS CORP.	HRS	N	31	31 5/8	- 5/8	- 1.97	37 7/8	26 5/8	13	12,216	378,696
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 1/8	- 1/8	- 11.11	3 1/8	3/4		2,701	2,701
MICROWAVE ASSOC. INC	MAJ	N	23 1/2	23 1/8	+ 3/8	+ 1.62	23 1/2	13 3/4	12	1,320	31,020
3M	MMM	N	49 3/8	51	- 1 5/8	- 3.18	66 1/2	49 3/8	19	115,265	5,691,209
MOTOROLA	MDT	N	46	49 7/8	- 3 7/8	- 7.76	57 3/4	41 1/4	18	28,353	1,304,238
N. AMERICAN PHILIPS	NPH	N	33 1/4	34 3/8	- 1 1/8	- 3.27	35 7/8	19 7/8	8	12,033	400,097
OAK INDUSTRIES	DEN	N	10 7/8	10 1/8	+ 3/4	+ 7.40	12 1/4	7 1/4	10	1,639	17,824
RCA	RCA	N	28 1/4	27 3/4	+ 1/2	+ 1.80	30	18 7/8	14	74,728	2,111,066
ROCKWELL INTL.	ROK	N	32 1/8	32	+ 1/8	+ .39	34 3/8	23 3/8	9	32,300	1,037,637
RSC INDUSTRIES	RSC	A	1 3/4	1 7/8	- 1/8	- 6.66	2 1/2	1 3/8	9	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	18 7/8	18 3/4	+ 1/8	+ .66	21	10 1/4	13	1,668	31,483
SONY CORP.	SNE	N	8 7/8	9	- 1/8	- 1.38	9 7/8	7 1/4	18	172,500	1,530,937
TEKTRONIX	TEK	N	58 1/4	58	+ 1/4	+ .43	67	44 1/4	14	8,671	505,085
TELEMATON	TIMT	O	5/8	5/8		.00	1	1/4	1	1,050	656
VARIAN ASSOCIATES	VAR	N	18 7/8	18 3/4	+ 1/8	+ .66	18 7/8	12	14	6,838	129,067
WESTINGHOUSE	WX	N	16 7/8	17 5/8	- 3/4	- 4.25	19 1/8	13	7	87,508	1,476,697
ZENITH	ZE	N	24 3/4	25 1/4	- 1/2	- 1.98	38 1/4	23 5/8	12	18,818	465,745
TOTAL										954,002	36,591,641
GRAND TOTAL										1,782,923	56,170,613

Standard & Poor's Industrial Average

111.5 113.6 -2.1

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.

Status-seeker for the program director: Boyer of NATPE and ABC

Phil Boyer is a man with a mission, which is nothing less than to get owners of TV stations to stop automatically selecting their general managers from the ranks of the sales executives and start looking in the direction of the programmers.

Mr. Boyer acknowledges his bias toward the programming side: He's both vice president for programming of the ABC-owned TV stations and president of the National Association of Television Program Executives. "The programmer is the guy who knows what his schedule is doing in terms of ratings, demographics, cost-per-thousand," he said, leaning forward in his chair (he operates out of a building across the street from ABC's headquarters in New York) to emphasize his points. Mr. Boyer is an intense, articulate man in his mid-30's with a quick mind and a genial, open manner.

"The program manager's expertise is important," he continued, "because the days of the emotional-advertiser buys are a thing of the past. The advertiser is not interested in creative sales pitches any more; he wants those rating and share points in black and white. If the numbers are bad, sales are bad."

Mr. Boyer is cheered by the reams of publicity being devoted to the record bidding, market-by-market, for syndication rights to Paramount Television's *Happy Days* because these heavily publicized decisions are programming decisions—the program director is the one who has to map out the advantages and disadvantages of fronting big money for reruns of a slapstick comedy that won't be delivered until 1979. Building on this kind of publicity, Mr. Boyer has used his NATPE post to boost the program director in speeches, with articles in *P.D. Cue* (the official publication of the association) and by focusing many of the NATPE panels on issues of special concern to programmers.

For instance, he said, NATPE will face head-on the issue of a station's programming department's meddling in the local newscasts, with a panel entitled "Bridging the Gap—News and Programming." "The old, traditional notion that the program director has to keep hands off from 6 to 7 and from 11 to 11:30 every night will have to change," Mr. Boyer said. The station with the most watched newscast is often number one in all of its other locally scheduled dayparts, he pointed out, and a successful news show has to be alert to elements like "sets, lighting, costuming and pacing"—all of which, said Mr. Boyer, come under the purview of the program



Philip Boyajian Boyer—vice president, programming, ABC-owned television stations, New York; b. Portland, Ore., Dec. 13, 1940; BA, speech and drama, Sacramento State College, 1973; various nonexecutive jobs, KPTV(TV) Portland, 1958-60; various executive jobs, KEZI-TV Eugene, Ore., 1960-65; announcer/director, KCRA-TV Sacramento, Calif., 1965-69; program manager, 1969-72; program director, KNBC-TV Los Angeles, 1972-74; present post, May 1974; m. Kay Keibelbeck, 1962; children: Tammy, 14; Terri, 10, and Tom, 8.

director rather than the news director.

Since he joined the ABC-owned stations as programming vice president in May 1974, Mr. Boyer has zeroed in on the prime-access time periods. "Phil has followed the philosophy laid down by Elton Rule, which says that the access time period, which leads into the 8 o'clock network show, has to be as strong as possible," according to a friend of Mr. Boyer's, Harry Francis, Meredith Broadcasting's vice president for operations. Mr. Francis added that Elton Rule, the president and chief operating officer of ABC Inc., has put his money where his mouth is and lavished development money on the owned stations.

"Phil is the brightest programming guy in the business," said Wynn Nathan, the sales vice president for Time-Life Television.

"Phil is a competitor—he's very aggressive," added Harry Francis. "Like Vince Lombardi, to Phil, winning is the only thing—he wants to be number one."

And one of Mr. Boyer's bosses during his seven years at KCRA-TV Sacramento, Calif., Jon S. Kelly, a co-owner of the station, said: "If you ever read 'What Makes Sammy Run,' you'll have a good idea of what Phil Boyer is like."

Mr. Boyer acknowledges that throughout his career he's been guided by a principle that might be summed up as: Once you've mastered a particular job,

leave it and go on to another, more challenging job. He himself started early: at the age of 12, he was running his own radio station from the basement of his home in Portland, Ore. Being an electronics buff, he'd actually built the audio transmitter with the help of his father, a civil engineer. For five years, until Mr. Boyer went off to the University of Oregon, the unlicensed station, which had a broadcast radius of about a mile, ran for five hours a day, longer on weekends, with middle-of-the-road music as the programming staple, interspersed with ads from neighborhood merchants.

While attending the University of Oregon at Portland he spent more time doing programs for KPTV(TV) there than he did attending classes. But it was at KEZI-TV Eugene, Ore., where he says he put it all together, logging the years from 1960 to 1965 doing everything from announcing and film editing to floor directing and eventually heading the programming department.

In 1965, he left KEZI-TV to join KCRA-TV, attracted by "the fact that it was doing a daily, hour-long news show while most of the other stations in the country were still doing only 15 minutes of local news. KCRA was producing minidocumentaries on a regular basis "before the word was even invented." Mr. Boyer started as an announcer/director and was made program and promotion manager in 1969. But by 1972, "I'd stopped learning in Sacramento," as he put it.

So when the program director's slot at KNBC-TV Los Angeles became available that year "I applied pretty much out of nowhere and got the job," he said. "In effect, I went from the 24th largest market in the country to the second largest—quite a heady jump."

But "Phil was a quick study," said Tom Straszewski, the general manager of KNBC-TV. "He really helped to improve the quality of our live public-affairs programming. We had separate half-hour series covering blacks, chicanos and Asian-Americans, and it was his idea to put them all together into one two-hour magazine show." The series was called *The Saturday Show* and it has since become an institution on KNBC.

Mr. Boyer admits he "hadn't stopped learning" at KNBC-TV—"I'd only papered half the room in Los Angeles," as he puts it—when a not-to-be-refused offer was dangled before his eyes by Richard O'Leary, the president of the ABC-owned stations, in May 1974.

But Mr. Boyer sees the general managership of one of ABC's owned stations as his next logical step. "It'll be a return to the trenches," he concluded, "but since I love all aspects of TV-station work it'll be a welcome return."

Evolution

It is difficult to generalize the success of the National Association of Television Program Executive's annual conference into a universal principle—unless it is that the growth in broadcasting knows no bounds, and that we haven't seen anything yet. For a while it seemed that the growth of NATPE would be at the expense of the National Association of Broadcasters' own annual convention; it is evident now that both have prospered, and will continue to.

There is almost a parallel with that period a quarter-century ago when media watchers believed television's growth could occur only at the expense of radio. True, adjustments were required down the line, but in the end there was room not only for those two media but for still others to flourish within the embrace of electronic communications—what we've chosen to call "broadcasting and the allied arts."

A second reality that emerges from the NATPE success story is the rising importance of the program director in the television scheme of things—an escalation in impact and status that is being matched by a companion growth among the medium's news directors. Both developments are mightily to be cheered. Those individuals, after all, are the principal in-house caretakers of television's product, from which all blessings flow. Insofar as the increased attention paid to programmers and journalists signals increased attention to the product itself, both television and its public are being well served.

Action

Now that the shock of seeing the price-tag has begun to wear off, we can look with considerable admiration at NBC's daring, vision, gamble—call it what you wish—in agreeing to pay \$85 million for the summer Olympics to be held in Russia three and a half years from now.

It was the price-tag, of course, that made the decision daring, visionary and risky. The \$85 million is only the beginning of it. By conservative estimate, other costs could push the total to \$125 million or so ("Closed Circuit," Feb. 7). But as is reported elsewhere in this issue, NBC President Herbert S. Schlosser and his associates seem certain not only that the games will be held as scheduled, but that NBC will make a profit on them. They also say they intend to make their coverage "the biggest event in television history."

The Olympics deal is not the only NBC coup since Mr. Schlosser became the company's chief executive as well as its chief operating officer (BROADCASTING, Jan. 10). The agreement with former President Ford for a number of special programs was another. But the Olympics acquisition is certainly the biggest, in dollar terms, and it suggests that, whatever adjective that deal may earn in the future, a good one for the present is "exciting."

Careful writing

Directors of the National Association of Broadcasters have decreed the writing of a new set of guidelines in the television code to circumscribe sex and violence in television programming. The purpose is to effect the restraints that were ostensibly promised by the family-viewing provision that a federal court declared illegal.

As Wilson Wearn, the president of Multimedia Inc. and chairman of the NAB joint board, has recognized (BROADCASTING,

Feb. 7), writing the new guidelines won't be easy if the board is taken literally. The board's decree specifies a "strong TV code" with "revised and strengthened" program guidelines, but, tacitly acknowledging the adjudged illegality of centralized enforcement, it points out that the guidelines may only be "advisory."

Maybe it can be brought off, but only if the drafters of the guidelines attach a reasonable interpretation to the resolution adopted by the board. A "strong" code and "revised and strengthened" guidelines need not mean meticulous instructions as to the nature of program content that is deemed impermissible. The more detailed the guidelines get, the more they will tend to deny independence of judgment to code subscribers. Once again the code could become a mechanism for centralized program control.

The drafting committee could expedite its work if it agreed to a simple statement of principles—which are all the guidelines that are needed in a system where licensee responsibility cannot be delegated. It is enough for an NAB code to say, in its provisions related to programming, that the authority for what goes on the air belongs to the individual broadcaster and to recommend that special attention in programming judgments be paid to the incidence of sexual acts or references and to scenes of violence.

No broadcaster worthy of his license needs an NAB code to tell him when the point of offensiveness is reached in a television program. There may, however, be a purpose in a code that reminds him that the rejection of offensiveness is his responsibility.

If that is the kind of arrangement that the NAB code ultimately recognizes, progress may be justly claimed.

Diplomatic missions

While work begins on guidelines to be inserted in the NAB code (see above), a special committee of the television code review board has been taking the case for reduction in sex and violence to the principal program sources, the television networks. The committee has met with network executives in New York and production-company officials in Hollywood. Tom Swafford, the NAB's able new senior vice president for public affairs, who accompanied the committee to Hollywood, reported that the producers were "eager to cooperate."

This, it strikes us, may be a productive alternative to the kind of code enforcement that the court outlawed in the family-viewing case. Here are concerned affiliates calling on their networks and their networks' suppliers to respond to the public criticism that station operators now perceive. The expression of general concern among affiliates will establish the need for a toning down of programming. The execution will be left to the producers and the individual networks.



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Program Station Basis: Source: NSI and NTI preliminary audience estimates for January 10-23 1977, subject to qualifications