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... and mounting concern about 'Soap'

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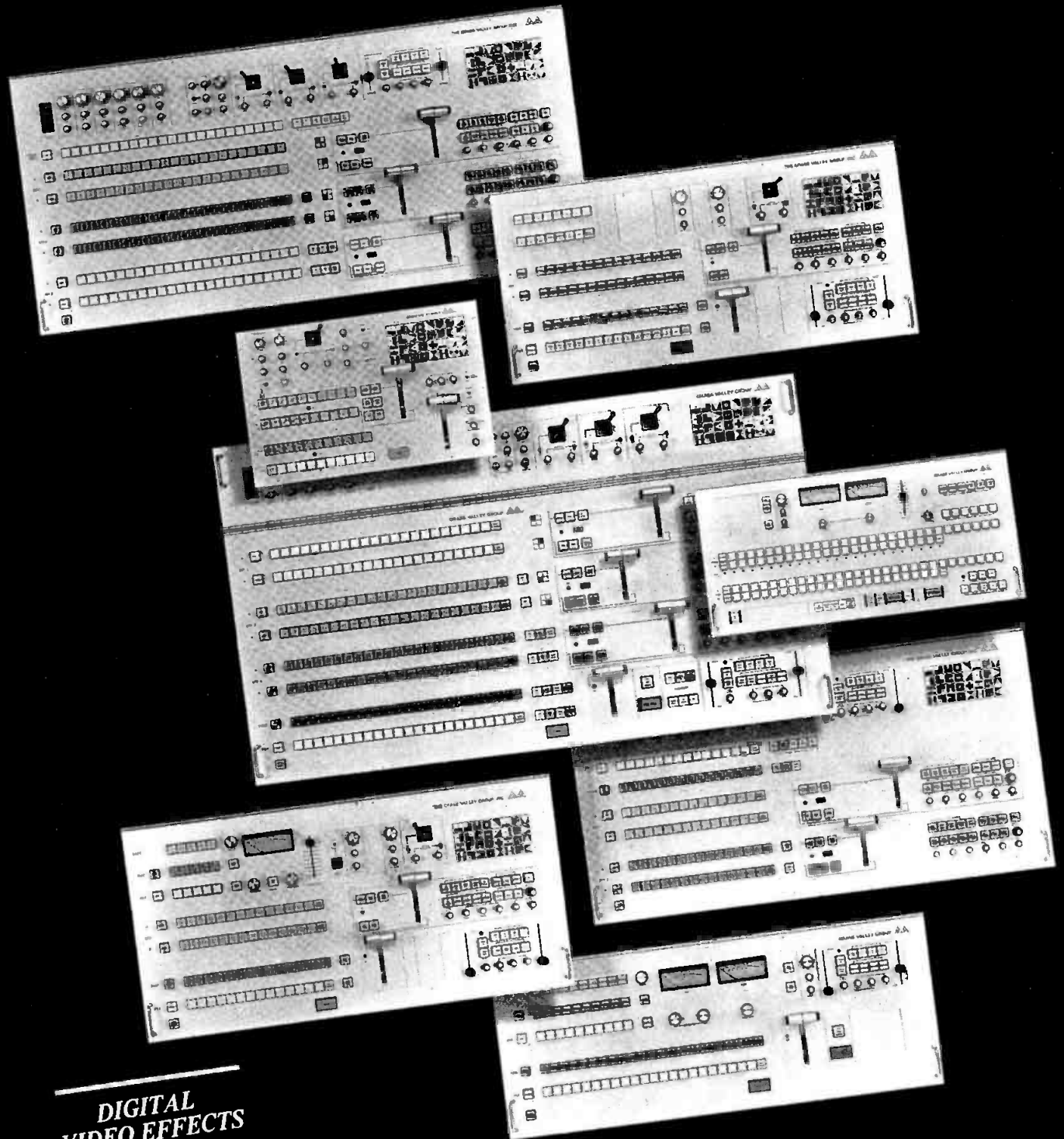
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The Week in Brief

LIGHTS, AND MORE, OUT □ New York electrical failure sends networks and stations scrambling. **PAGE 20.**

WILL IT WASH? □ ABC-TV officials go on closed circuit to reassure affiliates about the new season's most-talked-about show, *Soap*. **PAGE 20.**

SWEETENED □ Saccharin bill no longer contains outright ban on broadcast ads as it moves out of Senate Human Relations Committee, but Hollings unit still gets a crack at it. **PAGE 21.**

GETTING INTO THE ACT □ Van Deerlin's subcommittee plans nine days of hearings on the Communications Act review project with 46 broadcast-oriented witnesses participating in an initial information roundtable that starts the end of this month. **PAGE 23.**

CALL FOR UNITY □ NBC's Goodman decries outsider control that is now threatened from Washington. His particular targets are the now-deferred network inquiry and the review of the Communications Act. Networks and stations must stand together, he warns. **PAGE 23.**

MANKIEWICZ TO NPR □ The choice of the commentator-politician is hailed by those who sought to foster public radio's image with a national figure. **PAGE 24.**

COMFORTING WORDS □ The New York State Broadcasters Association is told by Van Deerlin that the Communications Act rework will be only to the degree needed to reflect the changing times. **PAGE 25.**

CALLED OFF □ Stalled within the FCC for more than nine months, the proposed sale of WHNT-TV Huntsville, Ala., is canceled by the seller. **PAGE 27.**

FTC'S SHORTCOMINGS. □ The House Government Operations Subcommittee releases an oversight report that claims the commission's resources and facilities are inadequate to deal with advertising abuses. **PAGE 28.**

BILLION-DOLLAR SPENDING □ Food and food products reached that magic figure in TV expenditures last year by putting \$520 million in network and \$482 million in spot. **PAGE 31.**

RETURN FIRE □ NAB's Tom Swafford sallies forth against some of television's critics, among them the AMA, the

PTA and George Gerbner, and wonders just what the medium would be like if they had their way. **PAGE 33.**

TELEVISION'S PROPER PLACE □ CBS-TV's Wussler says the medium should not lead society, but follow—though not too far behind. **PAGE 34.**

CBS'S TENNIS MATCHES □ The network's report to the FCC concedes some carelessness in promoting the event, but places most of the blame on an outside promoter. The commission is not satisfied. **PAGE 36.**

OLYMPIC BICKERING □ The European Broadcasting Union is irked by the Lake Placid committee's plans to cut costs and services. **PAGE 38.**

COX, WOMETCO WAIVERS □ The FCC gives dispensations from its crossownership rules to permit Cox Broadcasting to increase its ownership in Cox Cable, and to Wometco to assume control of WBTB-TV Newark, N.J. **PAGE 39.**

OBSCENITY ON CABLE TV □ The FCC wavers on its rule, asks the U.S. Court of Appeals to remand its "clairification" of policy so it can take a second look. **PAGE 40.**

HBO EXPANSION □ The largest of the pay-cable companies announces a series of promotions and new hirings. **PAGE 40.**

VTR AGREEMENT □ Sony and Ampex agreed to compatibility for their one-inch, helical scan, non-segmented video-tape recorders because potential users wouldn't have it any other way. That was the consensus reported from a SMPTE meeting. **PAGE 41.**

CBS GOING STRONG □ Sales and net income for the second quarter, as well as the first half of 1977, set new highs. **PAGE 43.**

RADIO FINANCIAL DATA □ The FCC says that the national networks lost money in 1975, but that the O&O's gains more than made up for the setback. **PAGE 43.**

AWRT'S AUDREY HUNT □ The new president of the association is looking forward to new goals, while looking back on her experiences in broadcasting that will make these objectives possible. **PAGE 65.**

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On the job in Grand Rapids.

WJFM in Grand Rapids regularly broadcasts "Job Talk," a listing of employment vacancies supplied by the Michigan Employment Security Commission (MESC).

Recently, MESC was contacted by a food processing engineer who, although he lived 60 miles away, needed a job in Grand Rapids. The engineer's daughter required frequent treatment in a Grand Rapids hospital for a congenital back ailment.

When WJFM learned of his problem, they encouraged MESC to include the engineer's story and job qualifications in a "Job Talk" broadcast. As a result, a Grand Rapids firm accelerated its long range expansion plans, hired the engineer and solved his problem.

Helping people help themselves is all part of the Fetzer tradition of total community involvement.



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	WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Closed Circuit[®]

Insider report: behind the scene, before the fact

Dark day

Despite loss of full business day in New York during last week's blackout (see page 20), first indications Friday—after city went back to work—were that national broadcast advertising sales would be lightly if at all affected. Hasty check of station reps, advertising agencies and networks found everybody who normally works Fridays on job. (It has become summer practice among some big agencies to release employes by midday Friday for long weekends.)

Blackout was another story, however, for New York television stations forced off air. They lost day's billings, some to be recouped through make-goods. No immediate estimate as to how big local losses might be.

Last stop

White House staff's final recommendations for two FCC appointments were understood to be on way to President Carter, if not in his hands, late last week. Among candidates believed to have survived screening process: Charles Ferris, special counsel to House Speaker Thomas P. (Tip) O'Neill; Henry Geller, one-time FCC general counsel; Tyrone Brown, former general counsel, Post-Newsweek Stations, now Washington lawyer; Howard White, now senior vice president and general counsel at ITT World Communications, formerly assistant chief of FCC's Common Carrier Bureau. Messrs. Brown and White are black.

Another black some observers weren't counting out last week was Lucius P. Gregg Jr., Chicago banker and member of board of Corporation for Public Broadcasting, who has support of former FCC Chairman Newton N. Minow. Among those on list, Mr. Ferris is still regarded as likeliest choice for chairman.

A suit on sex?

National Association of Broadcasters has received blunt reminder of delicacy of its mission to write stronger sex and violence guides into TV code. David Rintels, president of Writers Guild of America West, in July 5 letter to NAB President Vincent Wasilewski shortly after NAB TV board voted to strengthen code, said guild will take NAB to federal court if it follows through with TV board's decision to amend code (BROADCASTING, July 4). Mr. Rintels said more specific guides would be repudiation by NAB of Judge Warren Ferguson's decision last year against family-viewing code provision. Mr. Wasilewski has replied that association has

"no desire or intent to contravene" Los Angeles district court's decision.

Meantime, special committee of seven NAB board and TV code board members remains unnamed three weeks after TV board voted to create it. Report from one insider is that TV code board is balking at recommending its participants. Feeling is that all code board members, not just three, should be involved in code rewrite.

Reluctant sellers

Hitch may have developed in proposed \$57.5-million acquisition of Rust Craft Greeting Cards Inc. and its station group by Ziff-Davis Publishing Co. (BROADCASTING, July 4). Louis Berkman, chairman and chief executive of Rust Craft, accepted Ziff-Davis offer of \$25 per share for his 28% of company "on condition that the same offer were made to all other" shareholders. But his brothers, Jack (10%) and Allen (5%), had not been officially approached by Ziff-Davis, it's now learned. They're still "assessing" offer.

Jack Berkman said last week that properties are "substantially undervalued" at \$25 level. When asked whether he could sell his shares if other stockholders refuse offer, Louis Berkman said, "I'll have to cross that bridge when I come to it." Rust Craft owns six TV, six AM and five FM stations. Howard E. Stark, New York, is negotiator.

Dampener

White House-endorsed conflict-of-interest bill (S.1536) that Senate passed few weeks ago and now awaits action in House may cost FCC some of its brightest people. It's known that many lawyers and engineers intend to quit if House gives signs of passing Senate bill. They don't want to get caught by prohibition against using their expertise in private practice.

Bill would impose two-year moratorium on representation of private industry before FCC and other regulatory agencies after individual left government employ. It would apply to commissioners and staffers in civil service grades 15 and above. At FCC there are said to be about 190 in those categories. In addition to probable cost in present personnel, FCC officials see problems in future recruitment if bill is adopted. Only those seeking permanent careers in government are likely to be interested.

Raft of remedies

Report on TV violence, long in preparation by staff of House Communications Subcommittee will be

put to yes or no vote of subcommittee in meeting Thursday (July 21). Whether members will agree on set of recommendations in one sitting is difficult to predict.

After three rewrites, report was still being refined late last week. Options for action on TV violence in fourth incarnation of report range from requiring more lead time for network affiliates to preview programs to installing electronic alarms on TV sets to alert parents to programs with adult themes or switches to shut sets off automatically. There's also talk of fixing minimum quotas for children's programming.

Stakes goes south

Shortly to be announced by Walter J. Brown, president and principal owner of WSPA-AM-FM-TV Spartanburg, S.C., will be designation of Richard S. Stakes, one-time head of Washington Star broadcast properties, as executive vice president of Spartan Radiocasting Co., licensee. Mr. Stakes, 54, resigned as president of *Washington Star* newspaper last December after policy disagreements with Joe L. Allbritton, Texas businessman who acquired Star properties three years ago.

Mr. Stakes had joined company under original ownership in 1957, and moved from controller to head of newspaper's broadcast division prior to becoming president of newspaper seven months before his resignation last December. WSPA-TV is CBS-TV outlet for Spartanburg-Greenville-Asheville market. Other Brown-controlled stations in group under Mr. Stakes's direction will be WTHO-AM-FM Thomson, Ga., as well as WSPA-AM-FM.

Who's entitled?

FCC this week is to take up potentially controversial question of licensee qualifications for noncommercial educational FM stations, with number of options prepared by staff. Issue arose last month when FCC granted Moody Bible Institute construction permits for two reserved FM's (BROADCASTING, June 20).

Under present standards religious institutions do not qualify for noncommercial FM's unless they operate school in community where station is to be built. Staff's options are said to vary widely. One that is favored by some staffers would establish these criteria: broadly based organizations that can show communitywide support, full-time schools seeking co-located stations, statewide educational organizations. There'd be no specific mention of religion in this version.

Business Briefly

TV only

AT&T □ Company sponsors re-broadcast of NBC-TV's *Man In the Iron Mask* starring Richard Chamberlain, Tuesday,



Sept. 13 (9 to 11 p.m. NYT). Full sponsorship by AT&T will be handled through N. W. Ayer International, New York.

International Harvester □ Major farm equipment company renews sponsorship of nationally syndicated program, *U.S.*

Farm Report, for 26 weeks. Thirty minute digest of agribusiness is currently seen in 70 markets and produced by WGN Continental Productions Co., Chicago.

Pearl Brewing Co. □ Brewery will buy 12-week TV campaign for its Pearl beer starting in August. SFM Media, New York, is picking spots in 30 markets in fringe, sports and prime time. Target: men, 18-49.

Bob Evans □ Sausage company is placing seven-week TV drive starting in late September. Byers & Bowman, Columbus, Ohio, is buying spots in 28 markets during fringe, day and prime time. Target: women, 25-54.

Atlantic Richfield Co. □ Oil company features its Arco Graphite oil in six-week TV buy beginning this week. Needham, Harper & Steers, Los Angeles, is picking spots in eight markets during fringe and prime time. Target: men, 25-49.

Roto Rooter □ Sewer service schedules six-week TV push beginning in this week. Lessing-Flynn, Des Moines, Iowa, will select spots in seven East coast markets

during day and late fringe time. Target: adults, 25-54.

Huffman Manufacturing □ Manufacturer features its bicycles in six-week TV promotion starting in late October. Sive Associates, Cincinnati, is placing spots in 20 markets during early fringe and children's time. Target: adults, 18-34, children, 6-11, and teenagers.

K-Tel International □ Company features its *Stars* contemporary record album in five-to six-week TV campaign starting late this month. Commonwealth Advertising, Minnetonka, Minn., will handle spots in 131 markets during fringe and daytime. Target: adults, 18-34, and teenagers.

Superior Pet Products □ Company features its Cheweez, beefhide treats for dogs, in five-week TV promotion starting in late August. Harold Cabot & Co., Boston, is seeking spots in six markets during day and fringe time. Target: women, 25-54.

Pet Inc. □ Company features its Sego Diet Bar in four-week TV promotion beginning in early August. Haworth Group, Edina, Minn., is buying spots in 18-20 markets during fringe and daytime. Target: women, 25-54.

Wilson Foods Corp. □ Meat and grocery products firm launches two two-week TV flights beginning in early and mid-August for its frankfurters. Tracy-Locke Advertising, Dallas, is clearing spots in 18 to 20 markets during fringe and prime time. Target: women, 18-49.

Noxell □ Company will focus on its Lestoil cleaner in two two-to-three-week TV buys starting this week and in late August. Foote, Cone & Belding, New York, will select spots in 48 markets during day and early fringe time. Target: women, 18-49.

Fisher Price □ Toy company schedules four-week TV campaign for its Mandy doll beginning late this month. Waring & LaRosa, New York, is seeking spots in four markets during day, prime and late fringe time. Target: women, 18-49.

Frito-Lay □ Snack foods company focuses on its Doritos chips in four-week TV drive starting in mid-August. Tracy-Locke Advertising, Dallas, is handling spots in about 42 markets during fringe time. Target: 25-49.

Star Kist Foods □ Company placed three-week TV push for its Star-Kist tuna starting in mid-July. Leo Burnett, Chicago, is picking spots during fringe, day and

The Honeymooners

Thirty-nine half hours of classic comedy that established Gleason as the Great One and Carney as his perfect foil.

Audrey Meadows and Joyce Randolph co-star as their spouses.

This is the original! Often imitated but never equalled.

prime time. Target: women, 18-49.

Eckerd Drugs □ Photoprocessing division is scheduling four-week TV buy starting in August. Mike Sloan, Miami, will place spots in approximately 30 markets during all day parts. Target: adults, 18-49.

Pierre Cardin □ Men's fragrance gets four-week TV push beginning in September. SFM Media, New York, will select spots in about six markets in sports, prime and fringe time. Target: men, 25-49.

Max Factor □ Cosmetic company schedules three-week TV push for its various cosmetics starting in mid-August. Real Advertising, Los Angeles, is slotting spots in 19 markets during fringe time. Target: women, 18-49.

M.B. Walton □ Company features its Rollomatic self-wringing mop and waxer in two three-to-four-week TV flights starting in late July and early August. A. Eicoff & Co., Chicago, is placing spots in 45 markets during all day parts. Target: women, 18-49.

Tonka Corp. □ Tonka toys has planned three-week TV campaign beginning in mid-September. Campbell-Mithun, Minneapolis, is to buy spots in at least 12 markets during children's time. Target: children, 6-11.

Linen Curlers Inc. □ Company schedules three-week TV promotion for its linen curlers beginning in late July. A. Eicoff, Chicago, will seek spots in about 12 markets during all day parts. Target: women.

Ace Books □ Publishing company spotlights its "Savage Surrender" novel by Natasha Peters in two-week TV campaign beginning in mid-September. Winner Communications, New York, will place spots in at least 28 markets during day and news time. Target: adults.

Midnight Magazine □ Weekly tabloid publication has begun TV campaign with Blaine House, New York, placing spots in four to eight of the top-20 markets. Target: women, 20-40.

Radio only

Cooper Tire & Rubber Co. □ Tire manufacturer will place 52-week radio push beginning in late August. Eisaman, Johns & Law Advertising, Chicago, is handling spot in five markets including Cincinnati and St. Louis. Target: men, 25-49.

General Finance □ Loan company has launched 26-week radio flight. Post-Keyes-Gardner, Chicago, is placing spots in about 75 markets. Target: men, 25-49.

Beech-Nut Gum □ Division of Life Savers places 15-week radio push for its Beech-Nut gum beginning in early

August. BBDO, New York, is buying spots in 74 markets. Target: teen-agers.

Southern Airways □ Airline slates 14-week radio campaign beginning late this month. McDonald & Little, Atlanta, will place spots in about 15 markets including Miami and New Orleans. Target: men, 25-49.

Eaton Auto Repair □ Consumer services division of Eaton Corp. is placing eight-week radio flight beginning late this month. Geer DuBois, New York, will seek spots in Dallas and Houston. Target: men, 25-49.

Pride of Illinois Corn □ Division of Joan of Arc Co. is arranging three-week radio promotion for its corn products beginning in early August. Hult, Fritz and Heinrich, Peoria, Ill., is scheduling spots in Southern markets. Target: blacks, 18 and over.

Mrs. Smith's Pie Co. □ Company will launch two-week radio drive in early October. J.M. Korn & Son, Philadelphia, is scheduling spots in about 35 markets including Baltimore, Boston and Los Angeles. Target: women, 35-64.

Rodale Press □ Company features its *Prevention* magazine in three-week radio campaign beginning in early August. Jameson Advertising, New York, is scheduling spots in seven markets including Chicago and Atlanta. Target: women, 50 and over.

Park Sausage □ Company is planning seven-week radio promotion starting in September. Golnick Advertising, Fort Lauderdale, Fla., is placing spots in about nine markets, including New York. Target: women, 25-49.

Radio-TV

Prince Macaroni □ Company focuses on its pasta in four-to-eight-week radio and TV campaign starting in September. VEnet Advertising, New York, will place radio spots in about eight markets including Boston and New Haven, Conn., and TV spots in New York and Chicago during all day parts. Target: women, 18-49.

Steak N Shake □ Fast food chain is planning TV and radio flight starting late this month for nine weeks. Grey North, Chicago, is arranging TV spots in six markets during fringe and prime time and radio spots in seven markets. Target: adults, 18-49.

Armstrong Cork □ Firm will spotlight its floorings and carpeting in four-to-six week radio-TV campaign beginning in mid-September. Media Specialists, New York, will seek radio and TV spots in 45 markets during day and fringe time. Target: adults, 18-49.

Connecticut Bank & Trust Co. □ Bank plans four-week radio-TV campaign that will start late this month. Provandie & Chirug, Hartford, Conn., will handle TV spots in two markets and radio spots in four. Target: adults, 25 and over.

Zenith Corp. □ Radio and television set manufacturer launches four-week radio campaign beginning in late August. Meyers & Muldoon, San Francisco, is seeking spots in San Francisco and Sacramento, Calif. Target: men, 25-49.

Burger King □ Fast-food chain schedules two-week radio push beginning in mid-September. J. Walter Thompson, Chicago, is handling spots in 50-60 markets. Target: adults 18-34.

Fast pace quickens. Network TV billings in April amounted to \$302,335,900, up 25.8% from April 1976, bringing the total for the 1977's first four months to \$1,172,104,900, a gain of 24.2% over the 1976 period, according to figures compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. CBS-TV had the highest April billings, \$104.1 million, followed by ABC-TV with \$100.5 million and NBC-TV with \$97.7 million. For the first four months ABC-TV was ahead with \$398.0 million, with CBS-TV at \$391.2 million and NBC-TV at \$382.9 million. For April, Saturday-Sunday daytime billings climbed 48.7% to \$33.8 million, nighttime 24.2% to \$198.9 million, Monday-Friday daytime 21.0% to \$69.6 million.

	April			January-April		
	1976	1977	% chg.	1976	1977	% chg.
Daytime	\$ 80,254.7*	\$103,437.0	+28.9	\$333,093.8	\$ 413,187.5	+24.0
Mon.-Fri.	57,507.3	69,605.2	+21.0	223,777.0	270,748.9	+21.0
Sat.-Sun.	22,747.4	33,831.8	+48.7	109,316.8	142,438.6	+30.3
Nighttime	160,083.7	198,898.9	+24.2	610,303.5	758,917.4	+24.4
Total	\$240,338.4	\$302,335.9	+25.8	\$943,397.3	\$1,172,104.9	+24.2

	ABC	CBS	NBC	Total
January	\$ 94,200.5	\$ 91,887.2	\$ 99,965.2	\$ 286,052.9
February	94,540.6	90,311.1	87,540.6	272,392.3
March	108,733.5	104,889.0	97,701.3	311,323.8
April	100,529.2	104,147.0	97,659.7	302,335.9
Year to date	\$398,003.8	\$391,234.3	\$382,866.8	\$1,172,104.9

*add 000



Everything Ampex knows about quad: AVR-3.

Nobody in the world knows as much about quad videotape recording as the company that developed it. Ampex. And everything we know about quad is available now in the AVR-3.

The Choice Between High Band and SHBP.

You won't have to decide between High Band and Super High Band Pilot, because they're both built into the AVR-3. High Band for playing the material now in your library, and SHBP for going deeper into multi-generation productions than you've ever gone before. And whether you record at 7-1/2 ips or 15 ips, whether your tape is High Band or SHBP, AVR-3 always switches automatically to provide the correct playback.

Faster, Easier Editing. Forget about the wasted hours you used to spend laying down "crystal black" and time code for editing. Just turn on the AVR-3 and go to work. Internal "intelligence" produces magnificent sequential assemblies. The finished production is smooth and locked up all the way. Even if you have to re-edit, continuous time code and control track allow you to insert edit with total confidence.

Famous Ampex Tape Handling. The AVR-3 tape handling system acts as a constant guardian for your tapes. Using programmed acceleration/deceleration rates, the transport shuttles tape at up to 375 ips, yet stops at any precise point with no wasted motion or tape stress. Even when you use 16-inch reels.

A Long-Range Investment. Durability is just as important to Ampex as initial performance. Many of the very first quad VTRs Ampex ever delivered are still in operation, and examples of every successive model are humming away in studios throughout the world. AVR-3 continues the Ampex tradition of building tape machines that last.

An International Performer. AVR-3 is ready to work all over the world on any commercial television broadcasting standard, using any commercial power line voltage and frequency.

Versatility, Economy, Quality. The complete story is available in a free brochure that shows technical and performance specifications for the AVR-3. Read about the AVR-3, and you'll know what Ampex knows about quad.



AMPEX

Advertising's stake in the communications future

Responsibility for developing new electronic media forms should not rest only with the broadcasters. Although still in an infant stage, cable television has made significant strides in its development as a unique communications network. Feeding nearly 12 million homes, cable is providing its audience a wide range of programming with telecast quality not available through conventional broadcast systems. And it's constantly improving with new technological advances in the areas of fiber optics (light-wave transmissions) and satellite communications. But its future is now seriously threatened by the broadcast industry and depends upon the determined efforts and support of advertising agencies, their clients and the viewing public it serves.

In a recent inquiry conducted by the FCC, comments were invited with regard to a reassessment of cable television's exclusivity rules. We believe Warren, Muller, Dolobowsky was the only ad agency that filed comment with the commission in this proceeding.

In a general sense, the current ruling prohibits the carriage of syndicated programming by a cable system in the top-100 markets if that program is currently airing in the same market. Minor exceptions to this rule do exist. Simply stated, if a local station is not airing a syndicated program during prime time, the cable operator may choose to import the signal only if he does so in prime time. Although this provision may seem like an act of leniency on the part of the FCC, it does nothing to stimulate the growth of cable. The most important bread-and-butter time periods for cable systems fall outside of prime time and into the fringe areas where they have a fighting chance to increase their share of audience.

While the FCC's intent in establishing this rule was to protect the economic stability of local stations so that they may continue to serve in the public interest, the ruling actually created a stranglehold on the development of cable television as a support vehicle to broadcasting. Because of this attitude and broadcasting's tireless pleas to stifle cable television as a "parasite," the growth of this medium has been unfairly harnessed. Moreover, new cable systems are now burdened with the operation of no fewer than 20 channels, of which almost half are required to carry the signals of existing commercial and non-commercial television stations. Added to that is the requirement that cable systems with more than 3,500 subscribers provide equipment, studio facilities and personnel for the public-access channel.



Paul Benjou, associate media director for Warren, Muller, Dolobowsky, New York, has, among other duties, responsibility for working with and keeping close watch on new-media developments and their applications to advertising. Before joining WMD, he rose through media ranks at the New York offices of McCaffrey & McCall and Grey Advertising and at the Pittsburgh headquarters of Ketchum, MacLeod & Grove.

The FCC, however, is not wholly responsible for the regulations governing cable television. Congress has been lax in drafting legislation, as was noted in February 1976, when the House Communications Subcommittee issued its staff report on cable television. The report accused the FCC of formulating policy in the interests of broadcasters and not the viewing public, suggested an easing of the rules governing cable television and warned the FCC not to endorse any given medium as the "chosen instrument of national communications policy." This report also caused a head-to-head confrontation between the National Association of Broadcasters, the National Cable Television Association and the Community Antenna Television Association. The NAB, fearful of cables' potential, pressed for a continuation of current regulations to cover all television markets. The NCTA and CATA moved to relax the existing regulations.

The major issue now before the FCC on the formation of policy concerning cable operations has drawn considerable response from broadcasters and cable operators. The inexcusable turnout by agencies and advertisers underscores a sad lack of perception concerning media futures. Most agencies and advertisers are quick to scream bloody murder at rising media costs but do very little to effect positive change where it is most needed: at the grass roots level where policy is formed.

While broadcasters, cable companies,

syndicators, and major film producers contribute biased opinions, advertising agencies who for the most part can afford to make objective observations, seemed to have missed the mark in this important instance. If this lack of interest continues, the advertising community is forfeiting its right to lament the high cost of advertising. The potential afforded advertisers by cable television is almost limitless and goes far beyond the measures attempted by such "fourth-network" ventures as Operation Prime Time and Metronet.

Warren, Muller, Dolobowsky, for one, will not be taking a passive role in pursuing industry matters concerning government regulation of new media forms. We owe it to our industry and our clients to be up-to-date and active in these areas. We are now in a stage of exploration with regard to the formation of cable television networks and new electronic media.

Given the rising cost of existing media we believe an undertaking to establish another network, via cable, is now within the realm of economic feasibility. Although the bulk of cable revenue now comes from its subscribers, advertising revenues are slowly creeping into the bottom line. Those companies willing to take the first step in developing meaningful cable audience research will undoubtedly realize the investment potential in cable.

Beyond the expansion of commercial broadcast availability, cable will allow marketers access to a new world of consumer research via direct and immediate response. Two-way television communication systems that are now being tested by Warner Communications in Columbus, Ohio, can eventually lead to more efficient and cheaper measurement of consumer product acceptance, shopping at home, polling of political candidates and educational instruction. Looking further into the future, the interconnection of both satellite and cable transmission facilities may eventually give rise to an alternative to our postal system for distribution of printed materials—newspapers, magazines, etc. And within our own industry, the trafficking of commercial tapes to local stations becomes a simple task, eliminating postage and tape costs, by transmitting commercial copy to a number of stations' waiting tape terminals.

The FCC is now inviting comments on its inquiry on the economic relationship between broadcasting and cable television. The commission is requesting factual and documented information in order to shed light on the interaction between television audience size and station revenues and the ability of a station to perform a public service.

All interested agencies and clients, take one giant step forward.

THESE STATIONS HAVE

ROOTS

WABC-TV, New York
KABC-TV, Los Angeles
WLS-TV, Chicago
KGO-TV, San Francisco
WCVB-TV, Boston
WXYZ-TV, Detroit
WTOP-TV, Washington
WJKW-TV, Cleveland
WTAE-TV, Pittsburgh
KPRC-TV, Houston
WCCO-TV, Minneapolis-St. Paul
WPLG, Miami
WXIA-TV, Atlanta
KIRO-TV, Seattle-Tacoma
WTHR, Indianapolis
WBAL-TV, Baltimore
WITI-TV, Milwaukee
WFSB-TV, Hartford-New Haven
KCRA-TV, Sacramento-Stockton

KMBC-TV, Kansas City
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Wilkes-Barre, Pittston
WNEM-TV, Flint-Saginaw-Bay City
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Major meetings

Sept. 15-17—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 20-22; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

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. 9-12—National Radio Broadcasters Association convention. New Orleans Hilton, New Orleans.

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

Nov. 13-16—National Association of Educational Broadcasters convention. Sheraton Park hotel, Washington.

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

Oct. 16-19—Society of Motion Picture and Television Engineers 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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.

March 4-8, 1978—National Association of Television Program Executives conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

April 9-12, 1978—National Association of Broadcasters annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 12-14, 1978—National Association of Broadcasters radio program college. Las Vegas.

April 21-26, 1978—MIP-TV, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 30-May 3, 1978—Annual convention of the National Cable Television Association. New Orleans.

June 1-3, 1978—Associated Press Broadcasters annual meeting. Stouffer's Twin Towers, Cincinnati.

June 17-20, 1978—Broadcasters Promotion Association 23rd annual seminar. Radisson Downtown, Minneapolis; 1979 convention will be June 6-10, Nashville.

This week

July 16-19—Television Programing Conference, Hilton Inn, Shreveport, La. Information: Tay Voye, WTVJ(TV) Miami.

July 17-18—Community Antenna Television Association Seminar for cable operators. Fountain Head Lodge, near Eufaula, Okla.

July 17-19—California Broadcasters Association general membership meeting. Speakers will include FCC Commissioner Margita White and ABC Inc. President Elton Rule. Del Monte Hyatt House, Monterey.

July 17-23—National Association of Broadcasters sales management seminar. Harvard University Graduate School of Business Administration.

■ **July 20**—Meeting between Federal Trade Commission Chairman Michael Pertschuk and representatives of 14 national groups to discuss the proposed regulation of television advertising of candy to children. Hearing room 432, FTC, Washington.

July 20—Sales seminar on radio and newspaper, sponsored by the National Radio Broadcasters Association. O'Hare Hilton, Chicago.

July 21—Sales seminar on radio and newspaper, sponsored by the National Radio Broadcasters Association. Marriott at Kansas City Airport.

July 21-22—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Fairmont hotel, Dallas.

July 23—Region two and three workshop of Radio Television News Directors Association. Snow Bird Resort, Salt Lake City.

Also in July

July 25—Start of hearing before House Communications Subcommittee on broadcast chapter of options paper of Communications Act revision. Rayburn House Office building, Washington.

July 25-27—Cable Television Administration and Marketing Society conference on pay cable. Century Plaza hotel, Los Angeles.

July 26-28—Hearings before the Copyright Office of the Library of Congress on whether there should be copyright protection for record performers and manufacturers. Monaco suite, Beverly Hilton hotel, Beverly Hills, Calif.

July 28-31—Annual conference of the National Association of Black Journalists. FCC Commissioner Benjamin Hooks, who also is executive director-designate of the National Association for the Advancement of Colored People, will be keynote speaker. Baltimore Association of Black Media Workers will be host. Lord Baltimore hotel, Baltimore.

July 29-30—Annual MPL seminar of Motion Picture Laboratories, produced in conjunction with the Nashville section of Society of Motion Picture and Television Engineers and Memphis State University. Memphis. Information: MPL seminar, Box 1758, Memphis 38101; (901) 774-4944.

July 30—Deadline for entries in the 1977 Ondas Awards (12 for radio and five for TV in Spain, five for radio and five for television in other countries). Awards for programs, organizations and individuals for accomplishments in the year prior to March 1. Awards will be given in Barcelona Nov. 14. Information: Premios Ondas, Radio Barcelona, Barcelona, Spain.



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August

Aug. 1—House Communications Subcommittee hear-

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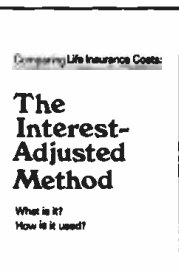
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ings on broadcasting in connection with Communications Act review continue this week. Rayburn House Office building, Washington.

Aug. 4-7—*Rocky Mountain Broadcasters Association* convention. Sun Valley Lodge, Sun Valley, Idaho.

Aug. 9—*American Bar Association* hearing on updating and revising ABA standards on fair trial and free press. Chicago. Information on testifying: Deborah van Peski, communications division, American Bar Association, 77 South Wacker Drive, Chicago 60606; (312) 947-4177.

Aug. 17-19—*Rocky Mountain Cable Television Association* summer meeting. Ramada Show King Inn, Jackson, Wyo.

Aug. 17-19—*Arkansas Broadcasters Association* summer convention. Speakers will include Harry Boyle, chairman, Canadian Radio-Television Commission; Julie Hoover, ABC-TV director of standards, and FCC Commissioner Benjamin Hooks. Indian Rock Resort, Fairfield Bay.

Aug. 18-21—*National Federation of Community Broadcasters* national conference. Augsburg College.

Aug. 21-23—*Southern Cable Television Association* 17th annual convention. Southeast chapter of *Society of Cable Television Engineers* will hold meeting and technical sessions during convention. SCTE contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

Aug. 22—*Association for Education in Journalism's* plenary session, "Freedom vs. Control: The U.S. and World News Flow." School of Journalism and Mass Communication, 5115 Vails Communication Hall, University of Wisconsin, Madison.

Aug. 22—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va., Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Sept. 22 (Docket 20418). FCC, Washington.

Aug. 22—FCC's new deadline for comments on proposal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could

not be controlled or owned with concurrently owned or acquired stations (Docket 20548). Replies are due Sept. 1 FCC, Washington.

Aug. 25-28—Second annual Chicano Film Festival, with *Centro Video of Oblate College* as host. San Antonio, Tex.

Aug. 25-28—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs.

Aug. 26-Sept. 4—*International Radio and TV Exhibition 1977 Berlin*. Berlin Exhibition Grounds, Berlin. Contact: Bodo H. Kettelhack, P.O. Box 19 17 40, D-1000, Berlin 19.

Aug. 27—*Radio Television News Director Association* region 11 conference. Sheraton-Waylaret, Bedford, N.H. Information: Roger Allan, WRKO(AM) Boston; (617) 742-9000.

September

Sept. 2-4—Congress Audiovision 1977 to deal with the use of audiovisual and related media in developing countries, particularly on the African continent. Congress, sponsored by *Commission of the European Communities*, is to run parallel to International Radio and TV Exhibition 1977 Berlin (see above). Berlin.

Sept. 7-9—"Business and Media: A National Symposium" on the relationship between free enterprise and free press, sponsored by the *Georgia State University Chair of Private Enterprise*. Georgia State University, Atlanta.

Sept. 10—Region 13 workshop of *Radio Television News Directors Association*. Washington.

Sept. 11-13—*Illinois Broadcasters Association* fall convention. Marriott Lincolnshire Resort, Chicago.

Sept. 11-14—*National Association of Broadcasters* seminar on "Managing the Nonunion Station." Wake Forest University, Winston-Salem, N.C.

Sept. 14-15—*Ohio Association of Broadcasters* fall convention. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will speak. Columbus Sheraton, Columbus.

Sept. 15-17—*Radio Television News Directors Association* international conference. Edwin Newman, NBC News correspondent will be keynote speaker Thursday. CBS Correspondent Eric Sevareid will be banquet speaker Saturday when he will receive Paul White Memorial Award. Hyatt Regency hotel, San Francisco.

Sept. 16-18—*Maine Association of Broadcasters* annual convention. Samoset-by-the-Sea, Rockland, Me.

Sept. 18-20—*Nebraska Broadcasters Association* convention. Speakers will include Sig Mickelson, Radio Free Europe/Radio Liberty; Hugh Mulligan, AP; Erwin Krasnow, NAB; Sam Stelk, FCC, and attorney-publisher Larry Perry. Scottsbluff.

Sept. 18-20—Annual convention of *National Religious Broadcasters Western chapter*. International Marriott hotel, Los Angeles.

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago.

Sept. 18-21—*Pacific Northwest Cable Television Association* meeting. Ridpath hotel and motor inn, Spokane, Wash.

Sept. 19-21—Western Electronic Show and Convention, organized and managed by nonprofit *Electrical and Electronics Exhibitions Inc.* Brooks Hall and San Francisco Civic Auditorium.

Sept. 21-23—Fall meeting of *Minnesota Association of Broadcasters*. Guest speakers will be National Association of Broadcasters President Vincent Wasilewski and program producer Earl Nightingale. Holiday Inn, Worthington.

Sept. 25-27—*Nevada Broadcasters Association* annual convention. Hyatt Lake Tahoe, Incline Village.

Sept. 26-28—*Eascon-'77* conference on electronics and aerospace systems. Sheraton National hotel, Arlington, Va. Information: Eascon-'77, suite 636 821 15th Street, N.W., Washington 20005.

Sept. 26-28—Seventh annual assembly of the *Council of Better Business Bureaus*. Bert Lance, director of the Office of Management and Budget, will be



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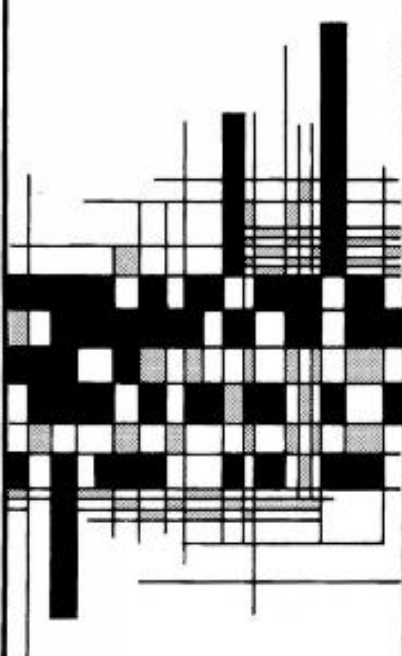


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Sept. 26-Oct. 1—"Electronica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein, Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

Sept. 30—Deadline for entries in *Atomic Industrial Forum* awards for contributions to public understanding of the peaceful uses of nuclear energy. Categories are electronic media and print, each with a \$1,000 prize. Information and entries: MaryEllen Warren, AIF, 7101 Wisconsin Avenue, Washington 20014; (301) 654-9260.

Sept. 30-Oct. 1—Fourth annual Advertising Conference of Wisconsin, sponsored by *University of Wisconsin Extension*. Speakers will include Dr. William D. Wells, Needham, Harper & Steers, and Carl Hixson, Leo Burnett Co. Wisconsin Center, Madison.

■ **Sept. 30**—Regional convention and equipment show of *Society of Broadcast Engineers, chapter 22*. Syracuse Hilton Inn, Syracuse, New York. Information: Charles Mulvey, WNYS-TV Syracuse.

October

Oct. 2-5—*Missouri Broadcasters Association* fall meeting. Holiday Inn, Hannibal.

Oct. 3-4—Southwestern regional convention of *National Religious Broadcasters*. Southwest Radio Church, Oklahoma City.

Oct. 4-6—Second conference on satellite communications for public service users, sponsored by the *Public Service Satellite Consortium*. Mayflower hotel, Washington.

Oct. 5-7—*Indiana Broadcasters Association* fall meeting. Marriott Inn, Fort Wayne.

Oct. 5-9—*Information Film Producers of America* national conference, trade show and awards festival. Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; (213) 874-2266.

Oct. 5-10—*Women in Communications Inc.* annual meeting. Sheraton-Waikiki hotel, Honolulu.

Oct. 9-11—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

Oct. 9-12—*National Radio Broadcasters Association* convention. New Orleans Hilton, New Orleans.

Oct. 10-13—*Electronic Industries Association 53d* annual convention. Fairmont hotel, San Francisco.

Oct. 13—*Religion in Media Association* awards program. Century Plaza hotel, Los Angeles.

Oct. 13-14—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency hotel, Chicago.

Oct. 14-16—Fall convention of *Illinois News Broadcasters Association*. Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

Oct. 16-19—*The Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Oct. 17-18—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Hyatt Regency Cambridge, Cambridge, Mass.

Oct. 17-19—*Advertising Research Foundation* 23d annual conference. Waldorf Astoria, New York.

■ **Oct. 17-19**—*National Bureau of Standards* seminar on time and frequency services including applications to network television and satellites. NBS, Boulder, Colo. Information: Sandra L. Howe, seminar coordinator, NBS, Boulder 80302; (303) 499-1000, extension 3212.

Oct. 18-20—Seventh annual conference of *Western Educational Society for Telecommunications (WEST)*. Harrah's hotel, Reno. Information: Wendell H. Dodds, WEST '77 chairman, University of Nevada, Reno 89557.

Oct. 19-21—*Tennessee Association of Broadcasters*

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annual convention and business meeting. Read House, Chattanooga.

Oct. 20-21—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Peachtree Plaza hotel, Atlanta.

Oct. 20-22—Mississippi Cable Television Association annual meeting. Broadwater Beach, Biloxi.

Oct. 21—Pittsburgh chapter, Society of Broadcast Engineers regional convention and equipment exhibit. Howard Johnson motor inn, Monroesville, Pa.

Oct. 23-24—North Dakota Broadcasters Association fall meeting. Holiday Inn, Fargo.

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

■ **Oct. 29**—Florida Association of Broadcasters fall conference. The Beach Club hotel, Naples.

November

Nov. 2-4—American Association of Advertising Agencies central region annual meeting. Ambassador hotel, Chicago.

Nov. 4-5—Fifth annual Midwest Seminar on Videotape and Film, sponsored by the Chicago Film Council, Chicago Television Guild, IFFA Film and Video Communicators and Society of Motion Picture and Television Engineers. Downtown Marriott hotel, Chicago.

Nov. 4-6—Eighth annual national radio conference of Loyola University of Chicago. Open to all college and high school station personnel. Downtown Lewis Towers campus, Chicago.

Nov. 4-7—American Advertising Federation western region conference. Broadmoor hotel, Colorado Springs.

Nov. 7-8—National Association of Broadcasters fall regional meetings for radio, TV and engineering executives. Marriott hotel, Denver.

Nov. 7-12—Western Cable Show, sponsored by the Arizona Cable Television Association, California Cable Television Association and Hawaii Cable Television Association. Town and Country hotel, San Diego.

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More on Montreux

EDITOR: I believe the author did an excellent job in catching the spirit of the [Montreux '77] convention and managed to ferret out a good deal of behind-the-scenes information that I am sure many of the participants missed. I am delighted to see that BROADCASTING continues to keep its high standards.—*Renville H. McMann Jr., president, Thomson-CSF Laboratories Inc., Stamford, Conn.*

EDITOR: I found the [Montreux] coverage was excellent and, in fact, it provided me with more insight than I was able to get firsthand since I could not attend some of the sessions. The results of this dedicated effort speak for themselves.—*Charles A. Steinberg, vice president, Ampex Corp., Redwood City, Calif.*

Standards for citizen groups

EDITOR: While you concede that the "public can't be private" (June 27 editorial), it is worth remembering that private individuals make up the general public. The recent National Association of Broadcasters proposal to set minimum standards for citizen groups is an attempt

to set the minimum standards for closed-door, big-budget maneuvers that would surely shut out the voices of ordinary consumers—*Jackie Jones, Washington.*

Information system

EDITOR: Our deep appreciation for the comprehensive and informative coverage of the business automation industry that appeared in the June 27 issue. Once again, BROADCASTING has proved itself to be the information magazine of the industry.—*Joseph D. Coons, president, Paperwork Systems Inc., Bellingham, Wash.*

WETA won

EDITOR: In your otherwise excellent round-up of awards (July 4), you omitted WETA-TV Washington's 1977 George Foster Peabody Award for *In Performance at Wolf Trap*, now in its fourth season on the Public Broadcasting Service. WETA-TV was cited as "a superb example of the use of television to expand exponentially the audience for great cultural events to all America."—*Ward B. Chamberlin Jr., president, WETA-TV.*

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Broadcasting Jul 18

Vol. 93 No. 3

Top of the Week

Show goes on in blackout

Massive power failure in New York puts radio-TV on emergency status

Radio and television networks and stations swung into emergency operations to maintain service and keep the public up to date on minute-by-minute developments after a massive power failure struck New York and its northern suburbs in the middle of prime time last Wednesday night (July 13).

Using standby generators, radio networks and New York radio stations were back on the air within minutes after the blackout hit at approximately 9:35 p.m., and the TV networks were in operation again a few minutes later. They stayed on the air through the rest of the broadcast day and in many cases throughout the night to provide detailed coverage until the last of the outages was cleared up late Thursday.

It was a field day—and night—for radio in particular. Quicker to recover, and with greater mobility, New York radio stations and the networks deployed their newsmen throughout the city.

TV networks suffered no program losses in their feeds to affiliates, although the programs ran late by the few minutes it took each network to switch to standby power. They also were able to continue feeding from New York; they were ready with backup feeds from the West Coast, but those were unneeded.

The major casualties were New York area independent TV stations, ABC-owned WABC-TV and several FM stations that, like the TV outlets, operate from Empire State building antenna sites. Independents WNEW-TV, WOR-TV, WPIX(TV), noncommercial WNET(TV) and WNYC-TV, and WNJU-TV Newark, N.J., and some FM's, like WABC-TV, lacked standby power at Empire State and were off-air until power was restored there late Thursday afternoon. WXTV(TV) Paterson, N.J., which operates from downtown Manhattan, also was off.

CBS's WCBS-TV had equipment powered by natural gas at the Empire State building and resumed operations after about 25 minutes down time. NBC-owned WNBC-TV had diesel-fueled equipment but apparently ran into snags and was off the air for about an hour and 28 minutes. Both

WNBC-TV and WCBS-TV stayed with blackout coverage through the night.

For ABC-TV, the blackout was a second strike, the first being that of members of the National Association of Broadcast Employees and Technicians which has been going on for two months. The network resumed operations after about 10 minutes but because of the NABET strike its coverage with minicams, which are under NABET jurisdiction, was limited to a few sequences shot by ABC executives. ABC stepped up its film coverage which is under the jurisdiction of the International Alliance of Theatrical Stage Employees, and augmented its feeds out of New York by shuttling films to Washington for distribution from there.

ABC also chartered a plane to take David Hartman, host of its *Good Morning, America* to Washington and originated the show there Thursday morning, with inserts from New York. The ABC-TV network meanwhile had remained on the air throughout the night to provide bulletins and special reports to affiliates.

The CBS-TV network was down for about six minutes but resumed at the point in programing where it had gone dark and completed its normal schedule, interrupting for bulletins and a three-minute special report on the blackout.

NBC-TV network service was interrupted for seven minutes, then resumed with regular programing and bulletins until sign-off. NBC's *Today* originated in makeshift studios in New York with its news and weather reports picked up directly from the newsroom.

The radio networks went into emergency operation and provided comprehensive coverage, but some of them, too, encountered temporary problems. The Mutual network, which originates in Washington, was unaffected.

CBS Radio lost emergency power from 3:15 to 4:20 a.m., forcing it to feed its 4

a.m. news from Washington. The UPI Audio Network had trouble cranking up its emergency generator but hooked into a pre-recorded announcement advising clients that the trouble was at UPI and, after missing its 10 and 11 o'clock newscasts, began feeding spot reports as the emergency generator built up power and by midnight was back on regular schedule with a staff of 16—four times the normal night shift complement.

Associated Press Radio, based in Washington, fed its first report on the power failure to its more than 450-member stations at 9:44 p.m., about 10 minutes after the outage started, using staffers in New Jersey, which was unaffected, and at points throughout New York. APR officials said they did not miss a feed but that their 5 kc service to New York and the West Coast was interrupted and replaced until early Thursday morning by 3 kc service and telephone connections.

Westinghouse's all-news WINS(AM) New York claimed not to have missed a moment of coverage. Officials said Jim Stephens, an engineer experienced in blackouts and brownouts, detected symptoms of an imminent breakdown and switched to an emergency generator before the blackout occurred.

CBS's all-news WCBS(AM) automatically switched to emergency power after only 15 seconds off the air when the blackout first hit, and on Thursday afternoon lost a few air minutes when one of its emergency generators failed to let another generator take over.

WMCA(AM) probably had the biggest staff in town on hand when darkness struck; it was holding a meeting with 32 staff members and on-air personalities. Unable to get to the standby generator at first, WMCA engineers jerry-rigged a telephone connection to the station's transmitter in New Jersey in about two and a half minutes and newsmen, personalities and executives broadcast for nine hours by telephone.

WOR(AM) was off the air about eight minutes, then resumed its regular format but also took calls from listeners and offered update reports on the blackout about every 10 minutes.

WHN(AM) was also off for a few minutes, then split its operations between the studio, which was on emergency power, and its transmitter site in New Jersey.

Busy as they were, newsmen seemed to retain their sense of humor. When things were beginning to get back toward normal, a CBS News producer summed up the problem this way: "The most serious thing is that it's pay day, the banks are closed, and we're all broke."

Golden lining. Chicago muscled into New York's power blackout act last week, and made money in the process. ABC-owned WLS-TV ended up with what General Manager Phil Boyer termed "the world's longest TV commercial" when the station filled the downtimes (a minute at 8:29 and 10 more beginning at 8:34) with standby—and sponsored—safety tips from Standard Oil of Indiana. Mr. Boyer had sold the package when it appeared that the NABET strike against ABC might result in unscheduled technical difficulties.

First saccharin battle won; war goes on

Human Relations subcommittee sends out bill that would impose any advertising restrictions on all media, not just broadcast; broadcasters and advertisers vow at Washington meeting, however, that they'll fight all strictures; Hollings now gets crack at it

If there are any restrictions on the broadcast advertising of saccharin products, they will be no worse than those imposed on print advertising, according to the bill reported out last week by the Senate Human Relations Subcommittee.

The action last Wednesday blunted broadcasters' complaints that they were being discriminated against under the broadcast ban in Senator Edward Kennedy's (D-Mass.) original bill. The bill leaves it to the secretary of health, education and welfare to determine the content and placement of cancer warnings, but directs that they be "appropriate to the medium of communication and length or size of the advertisement" and that they have "an equal impact" on readers, viewers or listeners.

In agreeing to the new language, which was proposed by Senator Richard Schweiker (R-Pa.), Senator Kennedy said broadcasters had "raised holy hell" about the broadcast ban voted by his Health Subcommittee two weeks ago (BROADCASTING, July 11).

And broadcasters let it be known later the same day they plan to raise more. National Association of Broadcasters President Vincent Wasilewski, speaking at an NAB-hosted meeting of 13 national broadcast and advertising association and four broadcast networks, said NAB will accept no "compromises" on the saccharin issue, which NAB has taken pains to link with Congress's vote several years ago to ban broadcast cigarette advertising. NAB immediately sent telegrams to its board members, state broadcast association officers and members of its legislative liaison committee, to try to persuade key congressman to oppose all advertising restrictions from the saccharin bill.

Miles David, president of the Radio Advertising Bureau, who was instrumental in initiating the meeting of industries at NAB (BROADCASTING, July 11), said RAB is also doing a lot of calling and writing. So is the National Radio Broadcasters Association, according to Abe Voron, NRBA executive for government relations.

Although no formal compacts were made at the NAB meeting Wednesday all of the organizations represented agreed that the hardest line against any government incursion into advertising is the best stance for both broadcasters and advertisers to take. On the advertising side, Sam Thurm, senior vice president of the Association of National Advertisers, said the Senate bill represents yet another development in what he sees as a continuing



Circling the wagons. It didn't lead to a formal alliance against those who would take away saccharin ads, but the mere fact that 13 broadcast and advertising associations and four networks got together in Washington last Wednesday was a message to Congress of the industry's concern about saccharin legislation, according to Radio Advertising Bureau President Miles David, who initiated the call for last week's summit. The participants left open the possibility of meeting again, but for now will go their own ways in fighting advertising legislation. Pictured above in the meeting at NAB (top clockwise from near side of table): M.S. Kellner and Adam Young, Station Representatives Association; Bill Bailey, Proprietary Association; Sam Thurm, Association of National Advertisers; Miles David (leaning forward) and Arthur Carlson, RAB; Jack Clements, Mutual Broadcasting System; Len Allen, Radio Television News Directors Association; J.L. Scharff, Association of Independent TV Stations; Bill Carlisle, Vincent Wasilewski (standing) and Donald Zeifang, NAB; Gene Cowen and Carl A. Ramey, ABC; Bill Leonard and Rae F. Evans, CBS; John L. Richer and Abe Voron, National Radio Broadcasters Association; Roger Rice,



Television Bureau of Advertising; Tom Frawley of Cox Broadcasting (representing RTNDA); Erwin Krasnow, NAB; Bob Hynes, NBC, and Karen Walker, American Association of Advertising Agencies. Pictured at bottom (l to r): Candy Greene, Brenda Fox and Marilyn O'Connor, NAB; Roy Danish, Television Information Office; Sally Forman, John Summers and George Gray, NAB. Present but out of the pictures are Tom Dougherty of Metromedia Broadcasting (representing the Maryland, D.C., Delaware Broadcasters Association); Paul Myer, ABC; J. Simon, Mutual; Jonah Gittlitz, American Advertising Federation; Roy Elson, Jim Hulbert and Charles Jones, NAB.

erosion of advertisers' First Amendment rights.

They are in agreement, but the participants in the NAB meeting will go their own ways in lobbying Congress on the saccharin issue. Their focus now is on the Senate Commerce Committee, which will conduct its own mark-up of the saccharin bill before it goes to the floor.

Mary Jo Manning, counsel to the subcommittee under Senator Ernest F. Hollings (D-S.C.), speculated last week that "we'd change it."

Whether some sort of advertising restriction will be retained she said she could not predict, but she questioned the current bill's granting the authority over advertising content to the HEW secretary. Such authority may better rest with the FCC or Federal Trade Commission, she said, but added that the subcommittee will first study the basic questions of whether

saccharin products should be advertised at all, and if so, whether health warnings should be required.

Senator Kennedy made a strong appeal for retaining the advertising provisions in the bill—a vote of the Human Resources Committee to remove them altogether for broadcasting and print ended in 4-4 tie—saying that without them, "I think we effectively gut the legislation. We would be denying the people the opportunity to make an informed judgment" about saccharin. The main purpose of the bill is to suspend for 18 months the Food and Drug Administration's proposed ban on the manufacture and sale of saccharin pending further government study.

The Commerce Committee will take action without hearings; instead it has collected written comments, which were due last Friday. The committee has until July 27 to act, when the bill will go before the full Senate.

Meantime, a similar bill, without advertising restrictions, has passed the House Health Subcommittee. That bill, by Subcommittee Chairman Paul Rogers (D-Fla.), would leave it to the HEW secretary to decide if advertising strictures are necessary.

Editor's note. A strike by pressmen in Washington has caused BROADCASTING to advance its deadlines slightly. The adjustments were made to protect on-time delivery at minimum loss of news.

ABC bends, won't break, over 'Soap'

Officials go on closed circuit to calm affiliate unease over taboo-breaking new series; pilots to be reshot; Silverman says any sinners will suffer

Fred Silverman, who has become famous for a number of qualities during his television career, displayed another last Friday: salesmanship. In a mid-morning appearance via closed circuit to the ABC-TV network, the president of ABC Entertainment went out of his way to reassure station managements across America that *Soap*—the prime-time sex comedy that has attracted tons of critical newsprint months in advance of its air debut—will not undo all the success achieved by ABC in the past two years.

The critics, he said, would have one believe "that the leadership [of ABC] had suddenly gone berserk," and that "we're

going to throw it all away in one gamble because we're so intent on debauching the morals of the American people." Not so, he said. "We firmly believe that we know what we are doing."

The ABC defense team—Mr. Silverman was introduced by TV network president James Duffy, and accompanied by standards and practices vice president Al Schneider—struck a determined stance, but not an unyielding one. Mr. Schneider reported that parts of the two pilot episodes would be reshot, including "the scene in the tennis pro's apartment." In the original, a woman goes to her tennis lesson only to end up in bed with the pro. Later, as she leaves his apartment by the back door, her daughter enters by the front door and greets the young pro with "Hi, let's go to bed."

(Concern over those two pilot episodes had caused Westinghouse Broadcasting to announce it was passing them by this fall, although it had not yet decided whether to deny clearance to the entire series, on its ABC-affiliated WJZ-TV Baltimore [BROADCASTING, July 11]. Another known affiliate defector is Gateway Communications, whose president, George Koehler, said last week that its WOWK-TV

Huntington, W.Va., had bought *Mary Tyler Moore* reruns instead. Mr. Koehler called *Soap* a "half-hour dirty joke.")

Mr. Silverman called the series "socially redeeming" in that "no character in *Soap* is ever rewarded for immoral behavior." He added that, "in the final analysis, there will always be retribution for such behavior," and said: "We're dealing with human foibles and imperfections in such an exaggerated and comedic way that the clear message is not 'do what they do' but 'laugh, enjoy, and learn what not to do.'"

Mr. Silverman ended on the high ground of "innovation and the risks that are always associated with it." He invoked such series as *All in the Family* and *Roots* as examples of shows that had created shock waves in advance of their debuts, but had gone on to acclaim. "To me," he said, "now that we're number one, more than ever we must maintain our spirit of innovation. It would be tragic to cave in to fear and uninformed criticism."

"Let the show go on," Mr. Silverman said in closing, and "let the public judge. When this long, hot summer is over and the cool of autumn is with us, I'm confident that we'll have a winner on our hands."

In Brief

Office of Telecommunications Policy faces extinction under Executive Office reorganization plan submitted to Congress Friday by President Carter. Most of its functions would be transferred to Department of Commerce, under new assistant secretary. Assignment of frequencies within government would remain with President, probably delegated to Office of Management and Budget. Other telecommunications matters requiring presidential attention will pass through White House staff. It's understood **Stuart Eizenstat**, assistant to President for domestic affairs and policy, will handle policy matters. **Barry Jagoda**, President's assistant for media and public affairs, will focus on First Amendment, consumer and social questions. President's plan cannot be amended by Congress, but may be vetoed by either house within 60 days—or, within 30 days, they may seek to persuade him to change it. Senator Ernest Hollings and Representative Lionel Van Deerlin, chairmen of communications subcommittees, might do just that; they sent letter to White House last week proposing **National Telecommunications Administration** (reporting to secretary of commerce through under secretary) that would discharge OTP responsibilities not retained in White House plus those in Commerce's existing Office of Telecommunications.

New company, **Teleco Inc.**, Detroit, has purchased ch. 4 **WTTV(TV) Indianapolis for \$26 million**, highest price ever for independent television station. Seller is **Sarkes Tarzian**, owner of **WTT(SAM)-WGTC(FM) Bloomington, WAT(AM) Indianapolis and WPTH-FM Fort Wayne**, all Indiana. Mr. Tarzian, pioneer TV equipment manufacturer, and family also own **Greencastle (Ind.) Banner Graphic**, daily newspaper. Buyer is owned by Harold Berry, Harvey Grace and W.B. Doner, all of Detroit area. Mr. Berry is managing director of commercial real estate firm, and Mr. Grace is former vice president and general manager of **WID(AM) Garden City, Mich.** Mr. Doner is chairman of W.B. Doner and Co., advertising agency. Broker: Ted Hepburn Co.

President Carter will make another **town meeting** appearance this week, this time in Yazoo City, Miss. Commercial network coverage will follow pattern of Clinton, Mass., appearance in March. ABC will tape 9-10:30 p.m. meeting on Thursday, for rebroadcast beginning at 11:30 p.m. (With commentary and commercials, program will run two hours.) Mississippi Authority for Educational Television, with financial backing of commercial stations in state, will provide coverage for public and commercial stations in state.

John H. Shenefield, 38-year-old former Richmond, Va., lawyer who is President Carter's choice to head **Justice Department's anti-trust division** (BROADCASTING, July 11), will move into that post with interest in and promise of activity in antitrust matters involving communications industries, including broadcasting and cable television. It will be "**full speed ahead**," he said, in answer to question as to whether division would maintain interest in broadcasting and related matters that it has pursued for last 10 years. That is area, he said, where "more competition would be helpful." Mr. Shenefield joined department in April as deputy assistant attorney general in antitrust division, was named acting assistant attorney general in May following resignation of Donald I. Baker as antitrust chief.

White House will provide forum Tuesday (July 19) for meeting on legislative proposals to aid **minority ownership** of electronic communications facilities. Martha Mitchell, special assistant to President, is in charge.

Corporation for Public Broadcasting board—at its first on-air public meeting, broadcast last week by noncommercial KCTS-TV Seattle—approved recommendations calling for new federal authorization ceilings totaling \$1.265 billion for fiscal years 1981-1985, based on two-to-one match of nonfederal to federal dollars (BROADCASTING, June 13). Plan, already approved by Public Broadcasting Service and National Association of Educational Broadcasters, would have following ceilings: 1981, \$210 million; 1982, \$230 million; 1983, \$250 million; 1984, \$275 million, and 1985, \$300 million. Current match operates on \$2.5 nonfederal/\$1 federal basis.

C. Robert Zelnick, most recently executive editor of David Frost series of Nixon interviews, joins ABC News as first correspondent on new investigative reporting team headed by Sander Vanocur (BROADCASTING, June 27). **Cassie Mackin**, 37, NBC News correspondent since 1971, joins ABC News Sept. 1 as correspondent in Washington.

William T. McClenaghan, former VP-general manager of Arbitron Radio, later VP-sales administration, Schulke Radio Productions, named director of research, ABC Radio Network.

Goodman decries outsider control now threatened from Washington

He says network-station system has proved to serve public; network inquiry, Act rewrite called invitations to 'mischief'

Networks and stations "must stand together" against efforts by government and others "to restrict further the networks' ability to provide the kind of program service the public wants," Julian Goodman, chairman of NBC, said last week.

He criticized particularly the FCC's now-deferred network inquiry and the current "review" or "rewrite" of the Communications Act.

Mr. Goodman, speaking Monday at a dinner of the South Carolina Broadcasters Association honoring Wilson Wearn of Multimedia Broadcasting, said that "the stake of the stations in the continuation of strong network operations is every bit as great as the stake of the networks in stable, strong and effective stations.

"Now and then we have found a few imperfections in that relationship. But the public interest will be better served if they are corrected from the inside, by broadcasters who have the tools of knowledge and experience, than from the outside by those who don't."

Mr. Goodman said "the Communications Act is a piece of legislation that has been forged through hundreds of court cases and FCC regulatory decisions. It serves the U.S. system of broadcasting as well as any document could, considering the number of battles it has seen. And it serves much better, in my opinion, than would a totally new document, which would require more man and woman hours of work than the country can afford for the limited objectives it might achieve.

"In addition, the mere existence of a network inquiry, and of a legislative review on the basic law regulating broadcasting, leaves the door wide open for mischief. It lets in a lot of people with no public-service obligations, and they inevitably seek to expand their control into more areas of television programming."

Mr. Goodman was especially critical of the Motion Picture Association of America and its charges that the networks are guilty of economic dominance and monopolistic practices in their dealings for network programs.

In attacking the networks, their "best customers," he said, the MPA member companies were seeking "to control not only the production of the program, which they do already, but to control the terms of distribution as well. The suppliers seek to increase their profit further in this way, not

through negotiations with their customers, but by even greater government regulation of broadcasters. Certainly, this would substitute private gain for public responsibility."

Mr. Goodman singled out Jack Valenti, MPA president:

"I must admit it does not make me sleep any better at night to know that Jack Valenti is there in Washington poised astride the motion picture industry's enormous war chest, using profits they made from us, to attack the few foundations of our business that remain to us—the right to operate the broadcast network itself.

"Neither does it aid my sleep to note that Jack has hired a lobbyist for those studios, who has registered his major activity as the rewrite of the broadcast section of the Communications Act. I would like to think that Jack's acknowledged powers of persuasion—honed to a fine point through his years with Lyndon Johnson—could be used for purposes other than to undermine the system of free American television."

The working relationships among stations, networks and advertisers, he said, "have been forged by years of successful operating experience." Out of this has come "a service that is widely enjoyed and endorsed by the public," he continued, "and the evidence is in the fantastic growth in television homes and the hours people spend watching television."

There are those, regulators and others, who claim TV has become too powerful, Mr. Goodman said, and "to remedy that,



Goodman

we will be examined, usually on grounds that are abstract and conceptual, on the things that are unproved, on the potential for misuse and the crusade of the moment."

Television's power, he said, "is the power to transmit ideas and experience—and it does that in a multitude of contrasting voices and views that reflect the world around us. That is the power we share, and the efforts to restructure broadcasting touch all of us, networks and stations alike. And we need each other's help in building our respective services."

He foresaw a future in which television will increase its strength and value to the public, "be responsive to change and to new opportunities" and "prevail over

newer forms of competition." The "small changes worked by periodic government intervention have not resulted in serious damage—yet," but neither have they produced any "positive effects," he said. "Yet the tinkering goes on."

Above all, he concluded, "this is a business of mutual dependency. It provides a great many affirmative public values that must be protected. The system works, and it will continue to work if broadcasters themselves are willing to protect and defend it."

A lot of talk for Van Deerlin subcommittee

Broadcast-oriented witnesses in review of Communications Act will appear in seven days of roundtable discussion, two days of conventional testimony

The House Communications Subcommittee has scheduled nine days of hearings on broadcasting's part in the Communications Act review project. The first seven days, during the weeks of July 25 and Aug. 1, are reserved for 46 witnesses who will participate in informal roundtable discussions, a format the committee has adopted for most of the hearings. The last two days, Aug. 4 and 5, will be in the more formal style and are set aside for people who asked to testify, but who were not fit into the roundtables.

Witnesses have been selected for the first seven days, and all have received questions they will be asked to address. Following is a breakdown of the witnesses and questions for each day:

■ July 25—Broadcasting overview. Witnesses are Erik Barnouw, author; David Adams, NBC; Marcus Cohn, Cohn & Marks; the Rev. Everett Parker, United Church of Christ; Ernest Jennes, Covington & Burling. Among the questions for them: Should broadcasters continue to be regarded as public trustees? Is regulation of broadcasting necessary at all? Should radio and TV be treated differently?

■ July 26—Broadcasting and the spectrum. Joseph M. Costello, KSMI-FM Donaldsville, La.; A. James Ebel, KOLN-TV Lincoln, Neb.; Robert Crandall, Council on Wage and Price Stability; Richard Block, Council for UHF Broadcasting; Lee Knauer, National Translator Association; Ray Livesay, WLBH-AM-FM Mattoon, Ill., Daytime Broadcasters Association; Charles Thornton Sr., WTRI(AM) Brunswick, Md.; Representative Paul Findley (R-Ill.). Questions for them include: Is the spectrum that is currently allocated to broadcasting adequate? Can it be used more efficiently by (1) requiring parity between UHF and VHF (2) moving all TV stations to UHF, (3) reducing areas of signal protection of existing stations. (4) adding new VHF assignments or (5)

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reassigning clear channels? Could broadcast frequency assignments be made more efficiently by auction or lottery? How can adequate service to rural areas be assured?

■ July 27—First Amendment. Ernest Schultz, KTVY(TV) Oklahoma City, Okla.; Radio Television News Directors Association; Bill Monroe, NBC News; Charles Firestone, Citizens Communications Center; Senator William Proxmire (D-Wis.); Robert Lewis Shayon, Annenberg School of Communications, University of Pennsylvania; Roscoe L. Barrow, Hastings College of Law, University of California. Questions for this panel include: Should broadcasting be treated differently under the First Amendment from print media? Should broadcast news receive greater protection than entertainment or advertising? What is the relation between the First Amendment and (1) the broadcasters' obligations to serve the needs of the community and to serve all significant groups in the community, (2) the fairness doctrine, personal attack and political broadcasting laws; (3) "harmful" programming, such as violence, children's advertising?

■ July 28—Industry structure and ownership. David Blank, CBS; Donald B. Curran, Kaiser Broadcasting; Ragan Henry, Broadcasting Enterprises Network (a station group); Ray Johnson, KTVL-TV Medford, Ore.; John Dimling, National Association of Broadcasters; Charles Tate, Booker T. Washington Foundation; Leland Johnson and William Lucas, Rand Corp. Questions for them: Is localism a desirable goal in broadcasting? If it is, what should Congress do to provide additional local outlets? Is diversity of information sources a valid goal of communications policy? Is diversity advanced or retarded by network ownership of local outlets or ... by co-located crossownership of local outlets?

■ Aug. 2—Programming. Jack Valenti, Motion Picture Association of America; Jack Schneider, CBS Broadcast Group; Joseph Floyd, KELO-TV Sioux Falls, S.D.; Ralph Baruch, Viacom International; Leavitt J. Pope, WPIX-FM-TV New York; Frederick Pierce, ABC-TV. Questions on programming: Which of the following options can best preserve localism: (1) maintaining the present licensing system with periodic evaluation of local programming type, quantity, quality and source (2) designing a system of public access, (3) allowing broadcasters to operate free of all programming regulation? Should there be more specific requirements, such as program percentages, for the FCC to measure a station's performance? Should ascertainment be required?

■ Aug. 3—Regulation vs. competition. James Gabbert, KIQI(AM)-KIOI(FM) San Francisco, National Radio Broadcasters Association; Collot Guerard, Media Access Project; Thomas Swafford, NAB; Henry Geller, Aspen Institute; Dennis Doelitzsch, WDDD(FM) Marion, Ill.; Paul MacAvoy, School of Organization and Management, Yale University; James C. Dowdle, WTOG(TV) St. Petersburg, Fla.; Stanley S. Hubbard, KSTP-TV St. Paul,

Minn.; Donald Thurston, WMIN-AM-FM North Adams, Mass., NAB joint board chairman. Questions: Should there be a new form of regulation, such as granting permanent broadcast licenses or long-term leases? Should the comparative license renewal process be altered? Should the three-year license be extended? Is industry self-regulation a viable alternative to government regulation?

■ Aug. 4—Broadcasting and new technologies. Crawford Rice, KSTW(TV) Tacoma, Wash.; Philip Rubin, Corporation for Public Broadcasting, Richard Marsten, School of Engineering, City University of New York; Clinton S. Hartman, Texas Instruments. Questions on technology: What impact will new distribution technologies (pay TV, broadband, video cassettes and disks, satellites) have on broadcasting? How can new technologies be used to expand program choices? Should broadcasters be restricted from owning new distribution systems?

Mankiewicz tapped for NPR presidency

Choice of commentator-politician hailed by those who sought to foster public radio's image with leader known nationally

Frank Mankiewicz, who served as press secretary to the late Robert Kennedy and Senator George McGovern, takes over as president of National Public Radio on Aug. 1.

His appointment, announced last Monday by the NPR board of directors, follows a two-month search and the screening of more than 375 applications for the \$65,000-a-year post.

The position became available last May after the merger of NPR and the Association of Public Radio Stations. Former NPR President Lee Frischknecht and former APRS President Matthew Coffey became executive vice presidents of the respective programming and representation divisions. Patrick Callihan, an NPR board member from East Lansing, Mich., has been acting president (BROADCASTING, May 9).

The Mankiewicz selection, characterized by many as the best guarded secret in years within public broadcasting, is seen as a victory for those NPR forces pushing for a figure recognized outside the service. NPR Board Chairman Edward Elson, in announcing the new president, said Mr. Mankiewicz reflects "the extraordinary momentum and visibility, too long neglected, but inspired by the unification of public radio."

Mr. Mankiewicz, 53, holds a masters degree in journalism from Columbia University and a law degree from University of California, Berkeley. Aside from acting as Senator McGovern's press secretary, he also managed his presidential campaign in 1968.

From 1968 to 1971, he teamed up with Tom Braden to write a syndicated column from Washington. They also co-anchored the 11 p.m. news for WTOP-TV there from



NPR chiefs. Frank Mankiewicz, new National Public Radio president, is welcomed aboard by Edward Elson, NPR board chairman.

1969 to 1970. In addition he has been a commentator for WTOP(AM) Washington, as well as for the BBC, Canadian Broadcasting Corp., and the European Broadcasting Union. He is the author of four books, among them "Remote Control—25 Years of Television in America."

More recently he was a columnist for *The Washington Post* and last year made an unsuccessful bid for the Democratic nomination to the House of Representatives from Maryland.

With the announcement, Mr. Mankiewicz said that "NPR stands on the threshold of a new era of service to the public." Among his tasks will be to guide the 201 NPR member stations through satellite interconnection, scheduled to be fully operational by 1979.

Van Deerlin says act rework will be only to degree needed to reflect the changing times

Wiley also appears at NYSBA, outlines changed attitudes at FCC

Broadcasters heard some comforting words on the House Communications Subcommittee's revision of the Communications Act by that subcommittee's chairman, Lionel Van Deerlin (D-Calif.).

At the annual New York State Broadcasters Association executive conference Mr. Van Deerlin stressed the need for some congressional action. "Whatever the intent of Congress was in 1934, technological change alone has been such that the intent cannot be expected to stand up during the last quarter of the 20th century and look on to the 21st," he declared, but "the reappraisal, revision or rewrite will be only that much that we feel is necessary."

In addition, he said, "in recent years, the courts have been making communications rules rather than the FCC or Congress. In the First Amendment area, it is the courts, not the commission that has taken the lead. And the courts very often decided that Congress could have made

certain things clear that it did not."

"All we have in mind," Mr. Van Deerlin stressed, regarding the review, is to try "to find a law that will work and will be a little more certain to deal with some of the challenges that come up under the law."

He said that he thought a large part of the present law is workable, "but there are some areas in which questions are going to be asked." He reassured the audience though, that "if we come up with a proposal and a bill that we can take to the floor some time in the second session which in any way could be perceived to be anti-broadcasting... there is no way such a bill will be passed."

Another measure he said he felt would not be approved by Congress was one setting up a consumer protection agency. "It's been seen by many as an extension of the bureaucracy that may not be needed. It may be an intrusion on the independence of other regulatory agencies."

As he has on other occasions, Mr. Van Deerlin said he wished he hadn't voted for the cigarette advertising ban. "I see it now," he said, "as a cop-out, the same way I see the proposals to ban saccharin ads." And he said he doesn't think a saccharin ad ban will be successful on the House side.

When questioned on the possibility of a repeal of the equal-time and fairness provisions, Mr. Van Deerlin said that while he didn't think a repeal would pass now, he hoped "that ultimately we will be able to persuade my colleagues" that broadcasting should share the same absolute First Amendment rights that the print media enjoy.

An opinion that probably did not sit well with the audience was that "when a license is offered for sale within three years of its purchase, perhaps that license should be terminated and offered as if it is a new license." He offered that idea when asked about FCC Commissioner Benjamin Hooks's proposal to require sellers of stations to give 45 days notice so that minority members could bid for it. Mr. Van Deerlin added he didn't think the Hooks proposal could be called "onerous."

NYSBA awards were presented for "excellence in broadcasting." Among the winners were: WAST(TV) Albany, for best public affairs program by a TV station outside New York City and best editorial by a TV station outside New York City; WGSM(AM) Huntington, for best editorial by a radio station outside New York City; WKBW(AM) Buffalo, for best public affairs program by a radio station outside New York City; WNEW-TV New York, for best public affairs program on TV in New York City; WPIX(TV) New York, for best editorial on TV in New York City; WRFM(FM) New York, for best editorial on radio in New York City, and WWRL(AM) New York, for best public affairs program on radio in New York City.

Outgoing FCC Chairman Richard Wiley, in a talk to the New York group, listed three attitudes at the FCC that he said changed during his tenure: (1) The

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UA SHOWCASE 10

concept that "more regulation is always in the public interest" no longer prevails. "In many cases," Mr. Wiley said, "the commission now believes that less regulation might prove to be in the best interest." (2) The idea is now accepted that government has to operate like a business and be efficient. (3) The attitude that broadcasters and the FCC have to be enemies is no longer as prevalent. There is more cooperation between individual broadcasters and the National Association of Broadcasters and the FCC.

Changing Hands

Announced

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

■ **KFOX(AM)** Long Beach, Calif.: Sold by Walton Communications Inc. to Family Stations Inc. for \$1,050,000, plus \$350,000 consulting agreement. Seller is principally owned by John B. Walton Jr., owner of **KIKX(AM)** Tucson, Ariz.; **KIDD(AM)** Monterey, Calif.; and **KDJW(AM)-KBUY-FM** Amarillo, Tex. He has recently sold **KELP(AM)** El Paso to Clear Channel Communications Inc. for \$650,000, subject to FCC approval (BROADCASTING, July 4). Buyer of **KFOX**, nonprofit corporation, is headed by Harold Camping and owns **KEAR(FM)** San Francisco; **KEBR(FM)** Sacramento and **KECR(FM)** El Cajon, both California; **WFSI(AM)** Annapolis, Md.; **WKDN-FM** Camden and

WFME(FM) Newark, both New Jersey, and **KYFR(AM)** Shenandoah, Iowa. **FSI** also owns international station, **wYFR** Scituate, Mass. **KFOX** is on 1280 khz with 1 kw full time.

■ **KSL-FM** Salt Lake City: Sold by Bonneville International Corp. to Simmons Family Inc. for \$852,518. Seller is group owner wholly owned by Corp. of the President of the Church of Jesus Christ of Latter-Day Saints. Bonneville group includes **KBRT(AM)** Avalon, Calif.; **KBIG(FM)** Los Angeles; **KOIT(FM)** San Francisco; **WCLR(FM)** Skokie, Ill. (Chicago); **KMBZ(AM)-KMBR(FM)** Kansas City, Mo.; **WRFM(FM)** New York; **KSL-AM-TV** Salt Lake City; **KIRO-AM-TV-KSEA(FM)** Seattle. Buyer is owned by Roy W. Simmons and members of his family. Mr. Simmons is president of Zion First National Bank in Salt Lake City and has various other commercial and business interests there. **KSL-FM** is on 100.3 mhz with 13 kw horizontal, 11.5 kw vertical and antenna 3,650 feet above average terrain.

■ **WBCK(AM)** Battle Creek, Mich.: Sold by Michigan Broadcasting Co. to Wolverine Broadcasting Co. for \$570,000, plus \$26,000 covenant not to compete. Seller is owned by David N. Holmes, who has no other broadcast interests. Buyer is owned principally by Nestor A. Sibbold (52%) and his son, David (8%). Five other stockholders, none with other broadcast interests, hold remaining shares. Mr. Sibbold is former station manager of **WWJ-AM-FM** Detroit. His son is partner in

Plymouth, Mich., fencing company. **WBCK** is on 930 khz with 5 kw day and 1 kw night.

■ **KLIC(AM)** Monroe, La.: Sold by **KLIC** Inc. to Dave McCormack and Bill Moran for \$403,750. Seller is owned by Marie Cerniglia and her family, who have no other broadcast interests. Mr. McCormack is former New Orleans Saints football player and is public relations officer with Tulsa, Okla., oil firm. Mr. Moran is president of Monroe oil exploration and production firm. **KLIC** is on 1230 khz with 1 kw day and 250 w night. Broker: John Mitchell & Associates.

■ **KIXL(AM)** Austin, Tex.: Sold by Advance Inc. to Austin Broadcasting Corp. for \$310,000. Seller is principally owned by R. M. Hicks, who is also 25% owner of **KIKN(AM)** Sinton, Tex.; **KJOE(AM)** Shreveport, La., and **KTRM(AM)** Beaumont, Tex. Buyer is equally owned by D. Kent Anderson, Richard E. Oppenheimer and Robert L. Clarke. Mr. Anderson has various investment interests in Texas. Mr. Oppenheimer is former vice president of Starr Broadcasting Group Inc. Mr. Clarke is Houston attorney. **KIXL** is 1 kw daytimer on 970 khz.

■ **KACI(AM)** The Dalles, Ore.: Sold by Radio **KACI** Inc. to Nugent Broadcasting Co. for \$285,000. Seller is wholly owned by Juniper Broadcasting Inc., principals of which are Gary and David Capps and their father, Gordon Capps, who also own **KGRL(AM)-KXIQ(FM)** Bend, **KGAL(AM)** Lebanon, **KTIX(AM)** Pendleton and **KSRV(AM)** Ontario, all Oregon, and **KEEP(AM)-KEZJ(FM)** Twin Falls, Idaho. Buyer is owned by Burns Q. Nugent, former executive vice president for station relations of National Association of Broadcasters. Mr. Nugent has no other broadcast interests. **KACI** is 1 kw daytimer on 1300 khz. Broker: William A. Exline Inc.

■ **WTRR(AM)** Sanford, Fla.: Sold by Comunico Broadcasting to Robert E. Smith for \$221,000. Seller is owned by Myron A. Reck and his son, William, who have no other broadcast interests. Mr. Smith, buyer, owns **WIXK-AM-FM** New Richmond and **WWIS(AM)** Black River, both Wisconsin. **WTRR** is on 1400 khz with 1 kw day and 250 w night. Broker: Reggie Martin.

■ Other station sales announced last week by the FCC include: **WQON(FM)** Grayling, Mich., and **WCLY(AM)** Columbia, Pa. (see page 49).

■ Announcement of sale of **WESO-AM-FM** Southbridge, Mass. ("Changing Hands," June 20), incorrectly identified Joseph R. Neuhoff as owner of buyer, Eastern Media Inc. Owner is John Neuhoff.

Approved

The following station sales were approved last week by the FCC:

■ **WUAB(TV)** Lorain, Ohio: Sold by United Artists Broadcasting Inc. (64%) and Kaiser Broadcasting Co. (36%) to Gaylord Broadcasting Co. for \$12.5 million. United Artists, subsidiary of publicly held Transamerica Corp., San Francisco,

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\$275,000

Daytimer with early sign-on and good signal covering densely populated, high-income area. Excellent physical set-up and valuable real estate included. Terms available to make this an excellent opportunity for an owner-operator.

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7/18

has sold WWSH(FM) Philadelphia to Cox Broadcasting for \$4.25 million, subject to FCC approval (BROADCASTING, Feb. 14), still owns WRIK-TV Ponce, P.R. WUAB is last broadcast interest of Kaiser, which recently received FCC approval of \$42,625,000-sale of its five other television-station interests to Field Communications Corp. (BROADCASTING, June 27). Kaiser also sold KBSC-TV Corona, Calif. (Los Angeles) last year to Oak Broadcasting Systems Inc. for \$1.2 million in move preceding liquidation of its parent, Kaiser Industries. Buyer, Gaylord, is wholly owned by Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman* and *Times*. It is owner of WTVT(TV) Tampa, Fla.; KRKE-AM-FM Albuquerque, N.M.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; WVTM(TV) Milwaukee, and has recently received FCC approval of its purchase of WVUE(TV) New Orleans for \$12.5 million from Screen Gems Stations Inc. (BROADCASTING, July 11). Edward L. Gaylord is chairman, and Eugene B. Dodson is president of GBC. WUAB is independent on ch. 43 with 1,239 kw visual, 248 kw aural and antenna 1,074 feet above average terrain.

■ WOCB-AM-FM West Yarmouth, Mass.; WDOS(AM)-WSRK(FM) Oneonta, N.Y., and WVPO-AM-FM Stroudsburg, Pa.: Sea-Mount Radio Corp., licensee, sold by Lyndon R. Boyd, Jonathan Brown, Ronald Drescher, Sayers A. Lutz and Chester S. Miller to Sconnix Group Broadcasting Inc. for \$1.8 million for stock. Sconnix spun off WVPO-AM-FM to Pocono Mountain Broadcasting Inc. for \$700,000. Sellers have no other broadcast interests, except for Mr. Drescher, who is principal of Pocono and general manager of WVPO-AM-FM. Principals in Sconnix are Scott R. McQueen, Randall T. Odeneal, Theodore E. Nixon, Alfred W. Hill and Frank P. Zezza. Sconnix now owns WLNH-AM-FM Laconia, N.H., and WCFR-AM-FM Springfield, Vt. WOCB operates on 1240 khz with 1 kw day and 250 w night. WOCB-FM operates on 94.9 mhz with 14 kw and antenna 245 feet above average terrain. WDOS is 1 kw daytimer on 730 khz. WSRK operates on 103.9 mhz with 850 w and antenna 520 feet above average terrain. WVPO is 250 w daytimer on 840 khz. WVPO-FM is on 93.5 mhz with 330 w and antenna 330 feet above average terrain.

■ KJII(AM) Phoenix: Sold by Dairyland Managers Inc. to ITC Communications of Arizona Inc. for \$1,550,000, including covenant not to compete. Seller is owned by Stuart Struck, who has no other broadcast interests. Buyer is wholly owned subsidiary of International Tapetronics Inc., Bloomington, Ill., manufacturer of audio cartridge and tape machines. Principals in International Tapetronics are Pat Nugent, former vice president and general manager of *Peoria* (Ill.) *Journal Star* broadcast division, Elmo Franklin, Jack Jenkins and Andrew Rector. Buyers, as Advance Communications, have bought for \$575,000 WRMF-AM-FM Titusville, Fla. (BROADCASTING, March 21). Mr. Franklin also owns one-third of WVOY(AM)

Charlevoix, Mich., and Mr. Rector owns 10% of WIHN(FM) Normal, Ill. KJII is on 910 khz with 5 kw full time.

■ KTHV(TV) Little Rock, Ark.: 16% of licensee, Arkansas Television Co., sold by estate of Clyde E. Lowry to Arkansas Democrat Co. for \$1,280,000. Transfer represents partial settling of estates of Mr. Lowry and of Karl A. Engel. Holdings in licensee before sale: estate of Mr. Lowry, 16%; Arkansas Democrat Co., 32%; Karl A. Engel trust, 10%, and Radio Broadcasting Inc., 42%. ADC is, in turn, owned principally (70%) by Engel trust. (Beneficiaries are Mr. Engel's three surviving sisters, and trustees are his nephews, C. Stanley Berry and Marcus B. George.) RBI is owned (80%) by Shreveport Times Publishing Co., Shreveport, La., which sold KWKH(AM)-KROK(FM) Shreveport to Wichita Great Empire Broadcasting Inc. for \$2,360,400 in deal related to intended acquisition of STPC by Gannett Newspapers (BROADCASTING, May 23). Arkansas Democrat Co. formerly published *Arkansas Democrat* (Little Rock), but sold paper to WEHCO Media in 1974. ADC intends to acquire RBI at later date. KTHV is CBS affiliate on channel 11 with 316 kw visual, 20 kw aural and antenna 1,780 feet above average terrain.

■ Other station sales approved last week by the FCC include: KCFM(FM) Santa Maria, Calif.; KAJN(AM)-KHIO(FM) Crowley, La., and WEWO(AM) Laurinburg, N.C. (see page 50).

Huntsville TV sale canceled by owners

Procedural delay involving buyer lets seller use option to keep U that is now said to be profitable

The proposed \$5,250,000 sale of WHNT-TV Huntsville, Ala. (BROADCASTING, Aug. 2, 1976), has been called off by the seller after the contract's nine-month deadline for FCC approval passed without commission action.

The sale from North Alabama Broadcasters Inc. to Gilmore Broadcasting Corp. was dismissed by the Broadcast Bureau June 29 after the bureau had failed to act on the transfer application of the channel 19 station.

Jack Blume, Washington attorney for the seller, said the sale contract set a nine-month deadline for FCC action, after which "either party could cancel." Mr. Blume said that when the deadline passed North Alabama "exercised its option" to void the agreement.

The application was reportedly held up by the bureau's complaints and compliance division after a former employe of Gilmore's KODE-TV Joplin, Mo., filed a confidential complaint with the commission that KODE-TV had overcharged political candidates in 1976 and that it was involved in fraudulent billing and price-fix-

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Here is a great AM DAYTIMER (with PSA) for sale and located among the rivers and lakes in the mid-south. The area is known for its strong agricultural and mineral mining economy with a growing manufacturing base.

The station facilities are ample and in good shape. The excellent contemporary format generates a sales volume that is currently tracking at approximately two times (2 x) the sale price — \$250,000 with negotiable terms. The present absentee-owner is disappointed with the results and is anxious to sell.

This station is available under the FCC three-year rule and presents a grand "turn-around" opportunity for an owner/operator.

Settle down by the riverside by getting the low down from Bob Magruder. (214) 233-4334



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ing practices.

KODE-TV officials said they were unaware that such charges had been made, but one Gilmore official said that the commission is looking into other Joplin-area stations about similar complaints.

Mr. Blume said that WHNT-TV in the last year has become "highly successful" and that it is now "definitely off the market."

Gilmore is a group owner based in Kalamazoo, Mich. North Alabama is part of the Grisham Group.

Media Briefs

Three days for INTV. Association of Independent Television Stations, which has been holding two-day conventions, will expand its 1978 meeting to three days, Jan. 30-Feb. 1, at Vacation Village in San Diego, Calif. INTV's fifth convention will be attended by executives of independent television stations, national representative firms, program distributors and related companies and organizations.

Compromise session. Federal Election Commission has voted to seek meeting with FCC to resolve several broadcast/candidate matters where two commissions apparently have parallel jurisdiction but have taken conflicting mandates. FEC urged joint resolution by two commissions of questions such as: Do stations that offer free time to political candidates violate law against corporate contributions to election campaigns? Is station coverage of live candidate debates, which is permissible under FCC ruling last year, also equivalent to same prohibited corporate contributions?

New broker. John Mitchell & Associates, media broker firm in Shreveport, La., which began operations recently, has announced its first sale, KLIC(AM) Monroe, La. (see "Changing Hands," page 26). Mr. Mitchell is former principal and general manager of KJOE(AM) Shreveport. Address: 120, 7800 Youree Drive, Shreveport 71105. (318) 865-8668.

Russell's request. President's Committee on Employment of the Handicapped has asked FCC to add organizations of handicapped persons to its list of community leaders broadcasters are to contact in ascertaining community needs. Harold Russell, chairman of committee, said in letter to FCC Chairman Richard E. Wiley that although committee has been successful in persuading stations to use its public service announcements, it feels

Ready to go. FCC Commissioner Benjamin L. Hooks, who is scheduled to assume the post of executive director of the National Association for the Advancement of Colored People on Aug. 1, has submitted his resignation, effective July 27. Commissioner Hooks, in a letter to President Carter, expressed his appreciation for the opportunity to serve in government and said he looked forward to "working with your administration and the Congress for the greater public interest in the future."

Food for thought. More than 150 members of the National Association of Farm Broadcasters went to Washington last week to listen to and learn from government officials and others in the fields of agriculture and business. The speakers included Secretary of Agriculture Robert Bergland and other new USDA executives, spokesmen from the Energy Research and Development Administration, the Federal Grain Inspection Service and the Statistical Reporting Service. While most of the talk was on farming, the business of economic reporting was covered by a panel that included Alan Schaertel, AP Radio; Mitchell Krauss and George Herman, CBS News. All said they have noticed growing interest by the public in economic news and said the economics reporter's main task is to "simplify, simplify, simplify" the facts and figures put out by the government so that they can be understood by the listeners or viewers.

more stations would learn of needs of handicapped if their organizations were included in community leader checklist and, therefore, would be "more willing to focus attention on those needs."

Salem plea fails. U.S. Court of Appeals in Washington affirmed FCC's 1976 assignment grant of KVDO-TV Salem, Ore., to Oregon Board of Higher Education. FCC's action was appealed by Intercontinental Ministries Inc., nonprofit religious corporation, on grounds that citizens should have "opportunity to be heard" on town's loss of its only commercial television station. OBHE will operate KVDO-TV as non-commercial station.

Grant to UCC. United Church of Christ Office of Communications has received grant of \$160,000 from Ford Foundation to continue program to "combat racial discrimination in broadcasting." Grant is ninth foundation has made to church agency since 1968, totaling \$999,000.

Pay way. Buford Television of Ohio has joined growing ranks of those receiving FCC authority to install subscription TV equipment. Permission came along with construction permit for channel 64 Cincinnati.

Essay Winner. National Association of Broadcasters awarded \$500 prize to Marilyn A. Lashner, PhD candidate in communications and theater at Temple University, for her essay on "The First Amendment and the Electronic Media." Results of NAB-sponsored competition, which drew 45 contestants, were announced by David Scribner, NAB radio board vice chairman and chairman of association's First Amendment committee. Honorable mentions went to Anthony F. Mastriani, University of Cincinnati; Rebecca Stickland, California State University; Jack Whitley, Drake University; Royal Forest Oakes, University of California Law School, and James F. Curran, Okaloosa-Walton Junior College (Niceville, Fla.).

Report in House critical of FTC advertising efforts

Too little money and manpower, ineffective rules, says study

The House Government Operations Subcommittee last week released an oversight report that says the Federal Trade Commission's resources and programs are inadequate to deal with advertising abuses.

The report singled out several areas in which it found the commission lacking.

In general, it said the FTC's rulemaking process is "characterized by extensions, postponements and inactivity." It recommended that the "wide discretion" presently allowed the commission to extend comment time and postpone hearing dates should be narrowed, and it suggested that commissioners must vote on a rulemaking proposal within 30 days of its submission by the staff. It also said that rulemaking investigations should be limited to one year from their inception.

Regarding the commission's regulation of advertising, the report said the FTC's "current advertising program is inadequate for the economically important purposes of requiring ad substantiation, correcting misinformation and increasing over-all information to consumers."

It noted that in 1973, four industries were asked to submit ad-substantiation data; in 1976, it said, only one industry got such a request. It was also noted that following issuance of a complaint, "final action often takes up to 18 months." The report recommended the commission "selectively increase ad substantiation requests" and reduce "the time it takes to issue a complaint based on unsubstantiated ads."

Also criticized was the agency's corrective-advertising efforts. Not since 1975, the report noted, has corrective advertising been sought by the FTC. "The standard for the issuance of corrective advertising is now so restrictive there is a danger that this important remedial tool may be available in only unique circumstances," said the report. It suggested that the FTC develop a policy that would "require the imposition of corrective advertising in specific cases where the commission has determined that a false claim has been made."

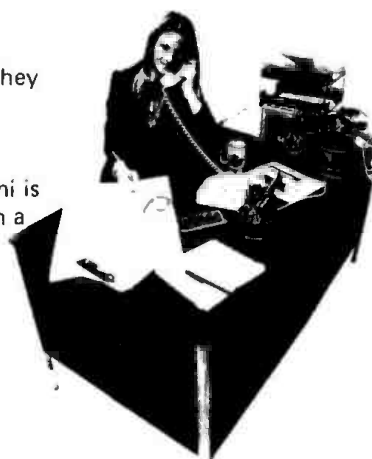
Besides the FTC, the report also criticized the ad industry's self-regulatory apparatus, the National Advertising Division of the Council of Better Business Bureaus. Only about 300 complaints to the group since its inception four years ago originated with individual consumers or consumer groups, said the report, while an increasing number of complaints are coming from competing advertisers. This suggests, the report says, that NAD has not been sufficiently publicized among the

**Meet a
smart buyer.
This media buyer
just bought WPLG to
reach Miami's
young adults 18-49.
She made a
great buy!**

It's a good habit to get into. Of course, all buyers are smart and they know ABC leads in young adult viewers, throughout the country.

That's true in Miami, also.

WPLG, the ABC station in Miami is way ahead of CBS and NBC, with a distribution of 53% of it's total audience, in adults 18-49.*



WPLG also outdistances all of the others in women 18-49 and men 18-49 per DMA household rating point.

We know buyers don't make mistakes. They know their ABC's. WPLG targets your schedule to the 18-49 adults, who buy your clients products.

WPLG: STILL THE 1 IN MIAMI.

A Post-Newsweek Station/Represented Nationally by TMT/An ABC Affiliate

*Source: Avg of NSI Nov '76, Feb/March '77, and May '77. Sun-Sat 7AM-1AM.



RAB's next salvo. A second wave of the Radio Advertising Bureau's "Radio: The Sound Alternative" campaign, using radio to sell radio's advertising values, will be launched on Labor Day (Sept. 5). Plans were drafted last week by RAB's advertising campaign task force committee (above), which also decided to organize an all-new campaign for 1978 in which radio would be supplemented by trade and business press advertising, direct mail, presentations in meetings, shows and other features.

For this fall's "Sound Alternative" drive, which will run well into the fourth quarter, RAB will provide new spots featuring advertisers in radio sales success stories and hopes to enlist the participation of even more than the estimated 3,000 stations that carried similar sell-radio messages earlier this year. Station reps will be asked to bring their unwired networks into participation along with the wired networks, and participants will be asked to commit themselves to carry a specific number of spots for a specific length of time (these goals have not yet been set). Sixty- and 30-second spots and perhaps shorter lengths will be made available, with provision for stations to add testimonials of

their own from local advertisers.

Members of the advertising campaign task force are shown above at last week's meeting, held Monday in New York. From left, standing: Richard Carr, Meredith Broadcasting, Atlanta; Robert H. Alter, RAB executive vice president; Miles David, RAB president; Cary Simpson, WTRN(AM) Tyrone, Pa.; Bernard Mann, WGLD(AM) High Point, N.C., and Harold Neal Jr., ABC Radio. Seated: Arthur Carlson, Susquehanna Broadcasting, York, Pa., RAB chairman; Richard Buckley, Buckley Radio Sales; David Croninger, WHDH(AM) Boston; Bernard Kvale, WLW(AM) Cincinnati; Ralph Guild, McGavren-Guild, and Victor C. Diehm, WAZL(AM) Hazleton, Pa. Messrs. Simpson and Neal are co-chairmen of the task force.

Task force members not present when the picture was made are John Bayliss, Combined Communications Corp., San Diego; Frank Boyle, Eastman Radio; Dick Janssen, Nationwide Communications, Columbus, Ohio; David Morris, KNUZ(AM) Houston; Don N. Nelson, Mid-America Radio, Indianapolis, and Fred E. Walker, Covenant Broadcasting Co., New Haven, Conn.

public, and it raises the question of whether competitor complaints "should be taking up so much of NAD's very limited resources."

The report also said that, based on the record, "the chances of an advertiser having to change advertising as a result of an NAD investigation is very slim." It also said the record indicates that the only advertising NAD would find misleading "is that which is unsubstantiated."

The report praised NAD for the prompt manner in which it resolved cases, however, and urged that the self-regulatory unit work more closely with the FTC.

default divorces." A legal clinic there, Jacoby & Meyers, also is considering a print and broadcast campaign, and the *Los Angeles Times* has carried pages of display ads for legal services.

Revisions to the ABA code are to be considered by the ABA house of delegates during the association's annual meeting in August in Chicago.

Everybody listens

RADAR study shows 96% tune in radio during the week; 75% listen to a network program

Approximately 96% of people 12 years and older listen to radio during the course of a week, according to the spring 1977 RADAR report released by Statistical Research Inc., Westfield, N.J.

The report pointed out that almost 75% are in the weekly audience of stations affiliated with the ABC, CBS, NBC or Mutual networks, estimated to be more than 125 million people. SRI said this translates to 165 million persons for all

radio. This information is based on a Monday-to-Sunday 18-hour day from the current RADAR study.

The study was conducted during two four week-periods, one in September 1976 and the other in March-April 1977, by SRI. The RADAR studies are sponsored by the ABC, CBS, Mutual and NBC radio networks. The reports and special tabulations based thereon are available on a subscription basis to advertisers and agencies.

Other RADAR audience estimates, reflecting station clearances of programs and commercials for subscribing networks, will be released in July.

Now what to do

In light of the Supreme Court decision striking down outright bans on advertising by lawyers (BROADCASTING, July 4), The American Bar Association is soliciting comment on revisions to its Code of Professional Responsibility which forbids such advertising.

The call for public opinion comes as at least one attorney, John Ambrose, has already had two 30-second spots on KFI(AM) Los Angeles, advertising "uncontested

Further moves at Blair

As part of an ongoing expansion program, the Blair rep firm's market division, which now consists of American and National sales units, will be realigned into three network sales teams, each headed by a sales manager.

Each sales manager will report to Arthur C. Stringer, vice president and New York sales manager of the division, which handles stations outside the larger markets. National team manager James Bloom has

been named to head the new ABC team; American team manager, John Bray, will direct the CBS team and New York account executive Pier Mapes has been appointed manager of the NBC team. The three team managers also will carry agency assignments. A similar restructuring has been made in the company's station division, responsible for major market outlets (BROADCASTING, June 27).

Re-do of CBS FM Sales

New offices have been opened in Detroit and San Francisco by CBS FM National Sales as part of an expansion and restructuring of the organization.

Formerly known as CBS FM Sales, the unit has promoted Roy Weinstein, account executive in New York, to Eastern sales manager; has advanced Linda Snelham, an account executive in Chicago, to manager in Detroit and has named John W. Fitzpatrick, an account executive with CBS Television Stations National Sales, New York, to be manager of the new San Francisco office. CBS/FM National Sales also has offices in New York, Chicago and Los Angeles.

ARF project offers proof of ad pudding

\$1.5-million undertaking to profile brand movement in stores

A plan for comparing consumer purchasing data with advertising expenditures for individual products has been outlined by the Advertising Research Foundation.

Called Project Payout, the study will gather continuing information on how advertised brands are selling, brand-by-brand, store-by-store, day-by-day. This information will be recorded via the use of computerized supermarket checkout registers capable of scanning the universal product code. This new data resource will be used to measure the productivity of brand marketing and advertising.

Project Payout will be conducted under the auspices of the ARF as a cooperatively financed, large-scale industry activity over an 18-month period, starting in early 1978. It will cover six stores in St. Louis and Kansas City at an estimated cost of \$1.5 million. Initially, in order to improve the research design, a four-week trial phase will be held in Indianapolis in late July and in August at a cost of \$60,000.

The proposal for the project was made by the ARF's advertising payout committee. Members of the committee include John S. Coulson, chairman, Leo Burnett, U.S.A.; Dr. Thomas E. Coffin, NBC; Theodore C. Giletti, CBS Publications; Phillip Luttinger, CBS/Broadcast Groups; Paul Moroz, Compton Advertising, and Robert J. Coen, McCann-Erickson.

Participating in the trial phase of the project are 15 companies, including NBC, CBS, Bristol-Myers, Leo Burnett, Procter & Gamble, Lever Bros., Lipton Soup and McCann-Erickson.

Wise succeeds Shurick as chairman of BDB

Veteran broadcaster-rep executive to retire; Corper becomes president of affiliated H-R Television

Harry H. Wise Jr., president of H-R Television, has been named chairman of the parent company, Broadcast Data Base Inc., New York, replacing Edward P. Shurick, who has retired after a 45-year career in television and radio.

Replacing Mr. Wise as president of H-R Television is Philip L. Corper, who has been executive vice president and general



Wise



Shurick



Corper



White

sales manager of H-R Television. Edgar E. White Jr. continues as president and chief executive officer of BDB.

Mr. Shurick, 64, continues as a board member of BDB. He is dividing his retirement time between homes in Earlysville, Va., and Key West, Fla. He began his career as a sports announcer 45 years ago with WJGY(AM) Minneapolis and later became a top executive with such representative firms as Free & Peters and John Blair & Co. before joining H-R Television as president 15 years ago.

Food ads top billion-dollar mark in 1976

By-category compilations for TVB show jumps in ad investments

Food and food products became television's first billion-dollar advertiser category in 1976, reaching \$1,002,535,300 on investments of \$520,169,800 in network TV and \$482,365,500 in spot, according to figures compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

Biggest TV users within the category were cereals at \$139.8 million, bakery

FREE—FREE



Notre Dame
"The Fighting Irish"

From

THE WORLD'S NO. 1 RADIO SPORTS NETWORK

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Dame
Football**

**Plus 3 Major NCAA
Wildcard Games**

1977 SCHEDULE INCLUDES:

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Winner of the 1977 Rose Bowl
- Pittsburgh
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- Michigan State
Big Ten Powerhouse
- Eight Other Exciting
Notre Dame Games

This exceptional money making offer is available on a "first come—first served" basis with Mutual affiliates always having the right of first refusal.

The only cost to non-affiliated stations is their telephone connection charge to the nearest point of Mutual Network Service.

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TO SECURE THE FREE BROADCAST
RIGHTS FOR YOUR MARKET
(703) 685-2050**



mutual broadcasting system

Local/retail TV spending by product classification

AUTOMOTIVE	5112,363,800	RETAIL SERVICES, MISCELLANEOUS	22,201,400
Auto repair and service stations	11,360,300	Auctioneers and auction houses	154,200
Auto supply and accessory stores	12,552,400	Aviation and services	326,600
Auto and truck dealers	77,710,100	Dry cleaners and laundries	3,689,500
Mobile home and camper dealers	7,190,800	Funeral homes and services	1,225,100
Motorcycle and recreational vehicle dealers	924,600	Rental services—auto and truck	444,600
Automotive miscellaneous	2,825,600	Rental services—other	3,399,000
		Schools and colleges	11,772,400
APPAREL STORES	41,459,000	MISCELLANEOUS	54,288,100
Clothing stores	28,116,800	Industrial and manufacturing—local	414,300
Fur salons	2,880,300	Political advertisements	51,729,700
Shoe stores	8,494,900	Miscellaneous	2,144,300
Apparel stores, miscellaneous	1,966,900		
BUSINESS AND FINANCIAL SERVICES	133,144,500	TOTAL	51,313,157,000
Banks, savings and loan associations	111,102,500		
Employment agencies	613,700		
Insurance agencies	1,729,600		
Investment brokers	3,290,400		
Loan and mortgage companies	13,926,700		
Office equipment and supply stores	969,600		
Business and financial miscellaneous	1,513,000		
DEPARTMENT, DISCOUNT AND VARIETY STORES	205,919,100		
Department stores	129,408,500		
Discount department stores	57,389,500		
Mail order and catalogue showrooms	5,352,800		
Shopping centers and associations	8,781,700		
Variety stores	4,986,600		
DRUG AND FOOD STORES	130,901,700		
Bake shops	610,100		
Beverage distributors and liquor stores	1,187,000		
Dairy stores	4,116,300		
Drug stores	14,669,400		
Food stores and supermarkets	108,152,300		
Meat store and freezer plans	630,600		
Drug and food dealers, miscellaneous	1,536,000		
HOUSEHOLD SERVICES	58,142,300		
Builders and real estate	21,853,000		
Exterminators	5,210,700		
Home building contractors and building supplies	19,324,800		
Moving and storage companies	853,800		
Nurseries and lawn care suppliers and services	2,227,500		
Plumbing, heating and air conditioner contractors	2,642,200		
Pool contractors, suppliers and services	2,904,600		
Upholsterers and reupholsterers	2,741,000		
Household services, miscellaneous	384,700		
HOUSEHOLD STORES	13,349,900		
Appliance stores and repair	20,677,800		
Carpet and floor covering stores	15,339,900		
Drapery and interior decorating services	1,443,400		
Fabric and sewing machine stores	2,953,800		
Furniture stores	61,679,100		
Hardware stores	9,003,700		
Household stores, miscellaneous	2,252,200		
LEISURE TIME STORES AND SERVICES	363,652,700		
Amusement and entertainment	34,505,000		
Hotels and resorts, U.S.	12,966,200		
Marine supplies and services	1,265,100		
Movies	33,171,300		
Restaurants and drive-ins	174,853,000		
Sport, hobby and toy stores	14,683,600		
Travel and tour agencies	2,773,200		
Leisure time stores and services, miscellaneous	25,635,300		
LOCAL MEDIA	37,839,000		
Magazines and other local publications	827,700		
Newspapers	9,339,900		
Radio and TV stations	26,731,100		
Local media and advertising services, miscellaneous	720,300		
PERSONAL SERVICES	21,112,900		
Beauty shops and wig salons	1,971,100		
Convalescent and retirement homes	457,000		
Data match services	625,500		
Health clubs and reducing salons	9,716,400		
Medical and dental services	2,768,400		
Optical services and suppliers	5,059,100		
Photographers and photo studios	223,700		
Personal services, miscellaneous	291,700		
PUBLIC UTILITIES AND FUEL DEALERS	16,228,400		
Fuel supply dealers	346,900		
Gas, electric and water companies	13,451,800		
Transit systems	2,429,700		
RETAIL AND LOCAL STORES, OTHER	23,354,200		
Agriculture stores and services	1,172,600		
Florists	718,100		
Gift and book stores	1,430,000		
Jewelry stores	9,566,900		
Luggage and leather shops	295,000		
Music stores	5,914,100		
Pets and pet supply stores	395,300		
Retail and local stores, miscellaneous	3,841,200		

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports (BAR) figures.

Advertising Briefs

Talking about candy. Federal Trade Commission Chairman Michael Pertschuk has scheduled July 20 public meeting with representatives of Action for Children's Television and 14 other national groups to discuss ACT proposal to ban candy commercials on programs in which children are dominant audience. Groups scheduled to be represented at meeting range from National Congress of Parent-Teacher Associations to American Academy of Pediatrics.

Precautions pinpointed. Broadcast Rating Council has revised its "Minimum Standards for Broadcast Rating Research," adding provisions detailing responsibilities of rating services to eliminate fraudulent data when attempts to rig ratings have been detected. Another new section deals with responsibilities in computer processing of data, and several existing provisions have been rewritten to sharpen and clarify their meanings. Adherence to "Minimum Standards," first adopted in 1964, is condition for accreditation of rating services by council. Copies are available on request to H.M. Beville Jr., executive director, Broadcast Rating Council, 420 Lexington Avenue, New York 10017.

Change of command. Kathryn Lenard, vice president and general manager of RKO Radio Representatives, New York, for past two years, has resigned and has been replaced by Tom Burchill, vice president and partner in Bolton/Burchill International Inc. Neither RKO Radio nor Ms. Lenard would comment on development.

ACT objects. Action for Children's Television has filed complaint with Federal Trade Commission urging that Ralston Purina Co. be prohibited from broadcasting 30-second TV spot for its Jack-in-the-Box fast-food restaurants. Ad offers California children under 10 opportunity to enter sweepstakes, with winner appearing on commercial with child actor Rodney Allen Rippey. Complaint charges that average child cannot fully understand implications of promotion.

Moved. Station representative Marv Roslin Inc. has new address: 307 North Michigan Avenue, Chicago 60601, (312) 726-5451.

Programming

Return volley from Swafford to TV's critics

NAB public-affairs VP asks what would happen to the medium if the complainers got the upper hand

Thomas Swafford, senior vice president for public affairs at the National Association of Broadcasters, launched a defense of broadcasters last week against a host of the industry's major critics.

Speaking to the Colorado Broadcasters Association in Steamboat Springs Friday, Mr. Swafford took on first the National Parent Teachers Association, a leading critic of violence on TV, which has, in its words, "put the industry on notice" to clean up offensive programming. It is not clear, Mr. Swafford said, who the PTA would have decide how much violence is too much—"unless, of course, it will be the PTA." He added, "what is clear is that in discovering the issue of television violence, the National Parent-Teachers Association has also discovered a new life for itself."

Next, Mr. Swafford took on the American Medical Association, which has also been in the forefront with TV-violence criticism. "If one were cynical," he said, "one couldn't help speculating that the AMA is delighted to keep the spotlight of controversy somewhere—anywhere—else rather than on some of the problems within the medical profession." He listed the "skyrocketing costs of medical care," and addictive medicines which are "casually prescribed."

"Someone whose views were totally



Swafford

Wussler: bring TV to heel with society

CBS-TV president says medium should not lead, but follow —although not too far behind

Television should not try to lead society but should stay "about a half or three-quarters of a step behind where society is," in the opinion of Robert Wussler, president of CBS-TV.

He made the statement at a news conference in answer to a question about sex and permissiveness on television, but he said last week that he felt it applied to most areas of society as well. There might be an occasional area or issue on which television might properly take a stand or lead the way, he said, but as a rule he thought television should reflect society rather than get ahead of it—or too far behind it.

"I think when television begins to lead," he said in the news conference, "we are going to be going in the wrong direction. At the same time, I think that it is very dangerous when television gets two, three or four steps behind. I think that much of the programing of the '60's was



Wussler

totally out of tune with what was going on during that decade.

"I think that the programing for the bulk of the '70's has been in tune with America, with a half, about a half a step or three-quarters of a step behind where the society actually was. I think we have to be

very cautious that we don't get out in front of them because that can be a very dangerous situation and one that I want to keep this company away from."

The subject was raised by a question as to how much television had contributed to youth's knowledgeability about sex and the more permissive attitude apparent in society today.

"I think probably television has contributed a lot to it," he replied. "I also think that our society has contributed a great deal to it."

Earlier, he said that "people in the U.S. basically shy away from talking about sex and permissiveness. And yet they don't mind sitting down and watching a little bit of it." He said he wasn't suggesting that there is a great desire or demand "for X-rated movies or blue movies or anything of that nature," but that "a little bit of titillation I think is probably what they really want but never want to say it.

"I think that we have to be very cautious as an industry that we [do not] pander—it would be very easy to pander to their tastes in this area. And I think that we have to be very cautious."

jaded might even ask if the AMA's concern for crime and violence ends at the door to the operating room," he said "In a recent year, according to a congressional investigation, two million unnecessary surgical procedures were performed, resulting in 12,000 deaths."

Mr. Swafford also took jabs at other prominent critics of TV violence:

In taking issue with Dr. George Gerbner of the University of Pennsylvania Annenberg School of Communications, whose annual indices of TV violence have shown TV violence to be increasing, Mr. Swafford said figures show major crimes, on the other hand, to be down in this country. "Dr. Gerbner told the Congress that there is more violence on television this year," he said. "If that's so, and if there is a relationship, why isn't the crime rate up?"

Regarding the United Church of Christ's vote two weeks ago (BROADCASTING July 11) to censure TV for gratuitous violence and exploitative use of sex, Mr. Swafford said, "This, I think it is a classic example of one portion of the total public demanding that television conform to its

own idea of what the world—at least the world of television—should be like."

He had similar criticism for the U.S. Catholic Conference, which recommended the establishment of regional or local broadcasting councils and election of broadcast licensees as methods of insuring direct involvement of the public in broadcast practices. Said Mr. Swafford, "When the U.S. Catholic Conference expresses concern for 'direct involvement of the public,' what it really means is direct involvement of the U.S. Catholic Conference."

In face of the complaints about violence, the networks have taken positive steps toward change, Mr. Swafford said, not only in reducing violence, but in avoiding the juxtaposition of "action" programs in the same time periods on opposing networks.

Even still, he said, the level of violence in the streets will not change without attention to other problems, such as "overwhelming" case loads in courts and poor parental discipline. "Only a foolish—and irresponsible—critic would insist that if only we change broadcasting, our troubles would disappear, and we would return to times of peace and domestic tranquility."

Mr. Swafford said he sees broadcasting threatened from other quarters—from the Congress, which is considering legislation to curtail radio and TV advertising of saccharin products, and from the chairman of the Federal Trade Commission, Michael Pertschuk, who has said that cleaning up children's television is one of his priorities.

Mr. Swafford said broadcasting's critics should consider what radio and TV would look like if they got what they wanted. "Television drama expunged of

violence," he said. "Radio stations not playing contemporary songs. Stations and networks required to produce and broadcast programs designed for specific and differing age groups of children. Without advertiser support. Schedules devoid of commercials for diet drinks, some chewing gums, some toothpastes and mouthwashes—anything containing saccharin. Radio and television station broadcasting all day and night, bereft of Bayer and Bisodol; denuded of Datriil, and shorn of Schlitz."

"Who in his right mind," Mr. Swafford said, "would seek to lease a license under these conditions?"

Pre-emptive strike

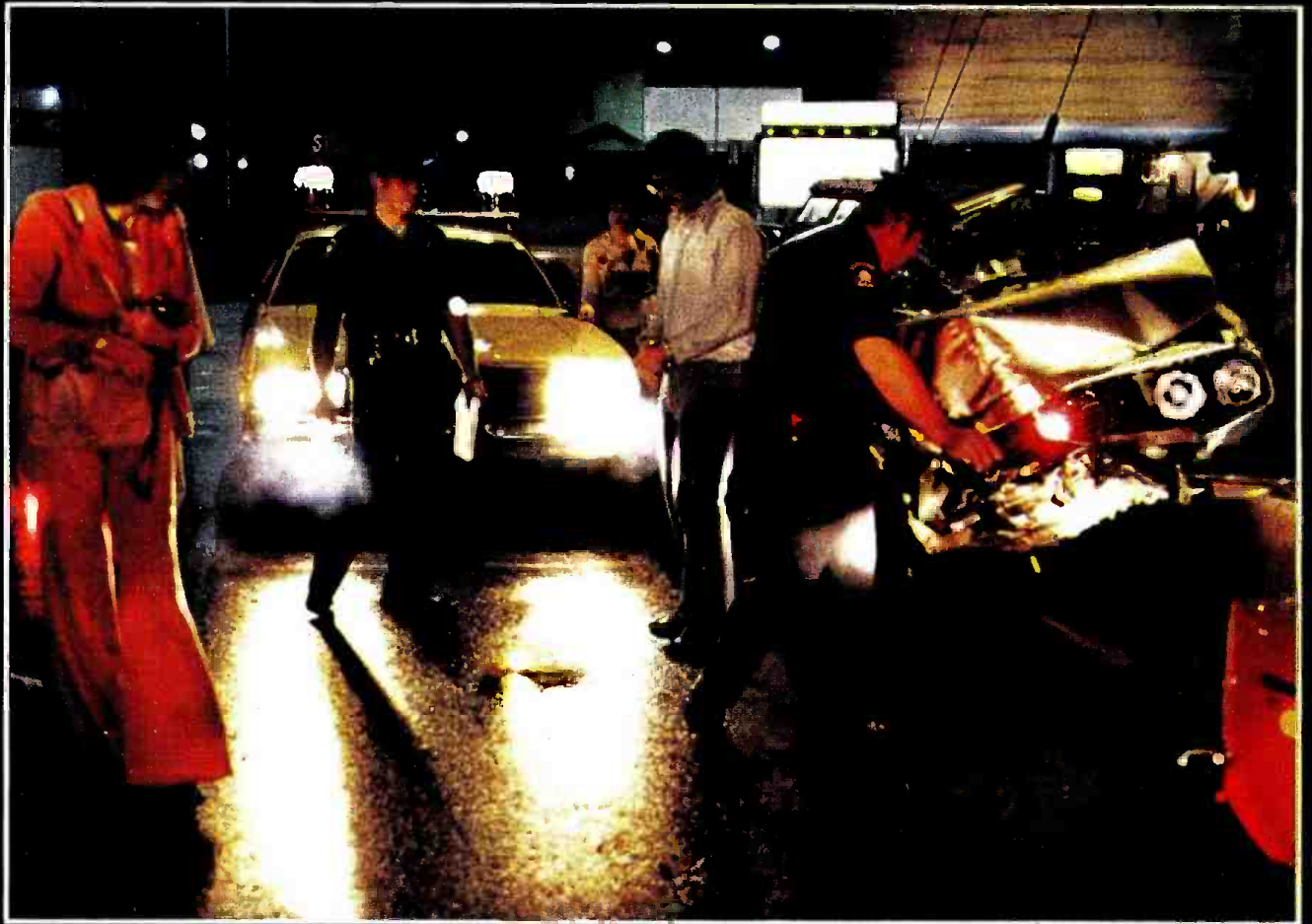
ABC plans special on 'Star Wars,' will make some time-slot switches ahead of premiere week, schedules 'Roots'-type treatment for 'Behind Closed Doors' in ballyhooed build-up to new season

ABC-TV added another gun last week to the arsenal it's building for the opening of its 1977-78 prime-time season.

Trading on the runaway box-office success of the theatrical movie, "Star Wars," it scheduled a one-hour special, *The Making of "Star Wars,"* Friday, Sept. 16 (8-9 p.m. NYT).

"'Star Wars' is the most explosively popular film since 'Jaws,' ABC Entertainment President Fred Silverman said. "Our special will offer glimpses of the film itself while taking the viewer behind the scenes—in footage shot while 'Star Wars' was in production—to experience the

Self examination. The Television Information Office is producing a 30-minute discussion program on TV violence to be offered at no cost to television stations. If it is well received, it may be the first of a series by TIO on issues of importance to the public and broadcasters. It is being formatted with three commercial minutes and is being produced by Howard Enders, formerly of ABC-TV. A panel for the program is currently being selected. The production budget could exceed \$40,000.



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magic of some of the most incredible special effects in the history of the movie industry."

The special is being produced by the television division of 20th Century-Fox, the movie's producing studio. It is one element in a three-phase season-opening strategy designed, in the words of ABC officials, to get "the most competitive season in the history of prime-time network television" off to "a roaring start" for ABC. ABC-TV affiliates were told about the strategy in a July 7 closed-circuit presentation.

James E. Duffy, president of the ABC-TV network, and Fred Silverman, president of ABC Entertainment, who made the presentation, said phase one, starting Aug. 10, will consist of moving repeats and in some cases new episodes of returning series into the new time periods they will occupy in 1977-78; phase two will be built around the pre-premiere week scheduling of two-hour segments of *Washington: Behind Closed Doors* on six consecutive nights starting Sept. 6 (BROADCASTING, July 4) and phase three will introduce the new schedule's regular line-up, plus specials, between Sept. 12 and Sept. 29.

Original episodes of *Eight Is Enough* and *Fish* and "specially selected encore episodes" of *Charlie's Angels*, *Baretta*, *Three's Company* and *Donnie and Marie* will move into their 1977-78 places during the four days starting Wednesday, Aug. 10. This period will also include a new situation comedy, *Sugar*, to run in the Saturday 8:30-9 new spot until the new season starts and *Operation Petticoat* takes over.

Other pre-season tactics include five consecutive weeks of the Sunday-evening *Hardy Boys* to take advantage of "the astounding success" of star Shaun Cassidy, and, beginning Sept. 1, repeats of three episodes of *Welcome Back Kotter* dealing with Julie Kotter's pregnancy, leading up to the Sept. 22 premier, in which she gives birth to twins.

Among departures in the week of *Washington: Behind Closed Doors* will be *The Magic of ABC*, a one-hour preview of the entire fall line-up, at 8-9 p.m. NYT Wednesday, Sept. 7 (sponsored by Pillsbury), and a one-hour preview of ABC's 1977-78 Saturday-morning line-up on Friday, Sept. 9, at 8-9 p.m. The Saturday, Sept. 10, 8-9 p.m. period will be released to stations because a college football game has been booked at 4-7:30 on that date.

Premieres of *Hardy Boys/Nancy Drew* and *Six Million Dollar Man* are set for Sunday, Sept. 11, each as the first part of a two-part episode.

Ten premieres are set for the week of Sept. 12 including *Three's Company*, *Soap* and *Family* on Tuesday (Sept. 13), *Eight Is Enough* and a two-hour *Charlie's Angels* on Wednesday, *Barney Miller*, *Carter Country* and *Redd Foxx* on Thursday, *ABC Friday Movie* with the two-hour "Operation Petticoat" on Friday, a one-hour version of the *Operation Petticoat* series and a two-hour *Starsky and Hutch* episode on Saturday and one undisclosed

"blockbuster movie" to launch *Sunday Night Movie*. A one-hour original *Lucan* is set for Monday, Sept. 12, at 8-9 p.m. against NBC-TV's first *Laugh-In* special, and "a spectacular entertainment special" will precede the "Operation Petticoat" movie on Friday, Sept. 16.

Premieres for the week of Sept. 19 include *San Pedro Beach Bums* (in an episode entitled "A Date With Charlie's Angels"), *Happy Days*, *Baretta*, *Welcome Back Kotter*, *Donnie and Marie*, *Fish* and *Love Boat*, with "Return of the Pink Panther" as the *Friday Night Movie* on Sept. 23. *Laverne and Shirley* will have its premiere on Tuesday, Sept. 27, and *What's Happening* on Thursday, Sept. 29.

Mr. Duffy assured the affiliates that with their help both ABC and the stations "can have the best season we've ever had." But their help is "critical," he said, calling for cooperation, clearances and a very substantial promotion effort.

CBS's mea culpa on tennis matches

Report to FCC says direct blame for 'winner-take-all' promotions rests with outsider Riordan, but it admits internal carelessness; commission not completely satisfied

CBS's own investigation of the prize-money descriptions used in the promotion of four Heavyweight Championship of Tennis matches covered by the network revealed no pattern of deliberate deception on the part of CBS personnel but, rather, general carelessness.

What's more, the report makes clear, the "winner-take-all" tag that has become the most celebrated of the inaccurate terms associated with the four matches—all won by Jimmy Connors—was not the only misstatement for which CBS must bear some responsibility. (None of the matches was winner-take-all; the losers were paid substantial sums of money.) There were others, concerning the amount of prize money involved in some of the matches and, indeed, whether there was actually a "winner's" purse—in some, the amount each player received was determined in advance.

The report places the main burden of responsibility for the information given the public on the promoter of the matches, William Riordan, former manager of Mr. Connors. But it admits the misinformation "could and should have been avoided through greater vigilance and tighter procedures within CBS." Either network officials failed to determine the correct facts or, when they were familiar with them, failed to pass them on to those line individuals who needed to know, according to the report.

The report is the work of two outside attorneys, Arthur S. Lane, of Princeton, N.J., and Timothy S. Black, of Wilmer, Cutler & Pickering, of Washington, which

represents CBS in communications matters.

It was commissioned by CBS in response to a request by the FCC to check into press allegations that the public had been misled by some of the material used to promote the matches. The network submitted the report to the commission on July 1, and made it public last week. Copies have been filed with the House Communications Subcommittee, which is conducting its own investigation of television's coverage of sports, and the Senate Communications Subcommittee.

The 61-page report, backed up by several hundred pages of documents, discusses the financial arrangements for the four matches—of the Connors-Rod Laver, Connors-John Newcombe, Connors-Manuel Orantes (all at Caesar's Palace, in Las Vegas) and Connors-Ilie Nastase, at the Cerromar in Puerto Rico—and CBS's knowledge of those arrangements.

But the report has not satisfied the commission. Officials say that it leaves unanswered a number of questions that commission investigators will pursue. The commission representatives began their inquiry last week.

The report, however, does not spare Robert Wussler, current president of CBS-TV who was head of CBS Sports during the first three of the four matches. He is among those the report suggests could have been more vigorous in assuring the accuracy of the information given the public.

The authors note, for instance, that Mr. Wussler and others were aware that the total compensation to be paid the players in the second and third matches—Connors-Newcombe and Connors-Orantes—would receive a total of well over \$250,000; they had urged Mr. Riordan to limit prize money to that amount, fearing the public would consider any higher amount to be excessive.

"We believe it was error to allow pre-match publicity and on-air statements" to create the impression that the players were competing for a \$250,000 prize, "without in some manner making clear that the prize money was in addition to 'appearance money' or minimum guarantees to both players," the authors write. According to information developed by the authors, Mr. Connors received \$450,000 for the Newcombe match and another \$500,000 for the Orantes match, while Mr. Newcombe was paid \$280,000 and Mr. Orantes, \$250,000.

However, the report adds that the error "was mitigated to some extent" by statements during the broadcast of the matches that the winner of the Newcombe match would receive "upwards of \$400,000" and that the loser of the Orantes match "is not going home penniless." This was said to be consistent with CBS officials' knowledge of the facts.

Not only was the pre-match publicity misleading as to the prize money involved; it was misleading also in creating the impression that the prize money would go to the winner. In each of the last three matches—Connors-Newcombe, Connors-

Orantes and Connors-Nastase—the financial compensation was largely predetermined in arrangements between the players and Mr. Riordan, according to the report. The only exception was in the case of Mr. Orantes; if he had won, he would have earned \$300,000.

The CBS officials responsible for the second and third matches—and Mr. Wussler was among them—told the authors they were unaware of those aspects of the financial arrangements. And “their lack of knowledge,” the report says, “is confirmed by Mr. Riordan.” But, the report adds that, in view of the emphasis on prize money in the publicity and coverage of the matches, “a greater effort should have been made to elicit the correct facts from the promoter.”

And a clue that Mr. Connors was to be paid a fixed amount for the Orantes match regardless of whether he won or lost was in CBS’s hands before the match, but it did not trigger any inquiries. The clue was a copy of a proposed agreement Mr. Connor’s lawyers at the time had sent to Mr. Riordan. It indicated that Mr. Connor’s payment was to be \$500,000. The proposed agreement (which was never executed) and an accompanying letter was referred to CBS sports department attorneys. But, the report says, no one focused on the correspondence in terms of the pre-match publicity concerning the Orantes or other matches. If anyone had, Mr. Wussler told the authors, “it should have caused questions to be raised.”

If CBS officials were unaware of the financial arrangements of some of the matches, that was not the case with the Nastase contest. (Mr. Connors is believed to have received \$500,000 and Mr. Nastase \$150,000, the report says.) The report is particularly critical of CBS in connection with the Nastase match, because of the knowledge it had.

Communications from representatives of the players seeking direct payment from CBS—the players were less than confident Mr. Riordan would meet his obligations—indicated the nature of the arrangements. (Mr. Connors’s arrangements with Mr. Riordan were also indicated almost a year before the Nastase match, in the proposed agreement drawn by Mr. Connors’s lawyers before the Orantes match.) In addition, the players’ representatives discussed these matters with Barry Frank, who became head of CBS Sports in 1976.

But this information apparently was not disseminated—not to those responsible for publicity or to the producer, director and announcers for the match. And that caused problems.

When some publicity releases indicated the winner was to receive \$250,000 in prize money, Mr. Frank notified those responsible that the information was not correct. But publicity kits sent to affiliated stations without being cleared by the sports department referred to “a winner’s purse of \$250,000.”

What’s more, Pat Summerall, one of the announcers of the match, made three on-air references to \$250,000 prize money, twice using the phrase “winner-take-all.”

More than tennis. The CBS report on descriptions of the prize money used to promote the *Heavyweight Championship of Tennis* matches it covered is not the only one concerning network sports coverage the FCC expects to receive. ABC’s report on its investigation of the ill-starred U.S. Boxing Championships is another. The commission expects to learn the results of the investigation of the same event now being conducted by the U.S. attorney for Baltimore.

He abandoned the reference after being notified by the producer, Frank Chirkinian, that the information was incorrect. Mr. Chirkinian received that word by telephone from Mr. Frank, who was watching the program in Texas. But the earlier statements were not corrected.

Questions regarding the “winner-take-all” aspect of the publicity surrounding the matches were not fully answered in the report. Mr. Riordan told the investigators he and a partner originated the winner-take-all concept in connection with the first match. And the Connors-Laver contest—in which \$100,000 was the prize—was regularly referred to in the press as a “winner-take-all” affair.

But the report says, “It is not known where the press obtained this impression.” The report says CBS publicity referred to the \$100,000 price but did not use the phrase “winner-take-all.” The same is true of one press release issued by

Caesar’s Palace. (But the report says the authors have not yet had access to all of the publicity the hotel issued in connection with the matches played there.) And the report notes that following a news conference two days before the Feb. 2, 1975, match, many press accounts referred to a loser’s share. Mr. Laver is understood to have been paid \$60,000.

CBS used the phrase “winner-take-all” in publicity material in connection with only one match, that involving Mr. Newcombe. The report says three advertisements incorporated the term, but it does not explain the circumstances—why the phrase was used or who approved it.

Besides Mr. Summerall’s use of the term during the Nastase match, it was heard on the air during the Laver and Newcombe matches; it was used either by announcers or Caesar’s Palace representatives. But in those cases, the report says, the announcers made clear that the losers would not go away empty-handed.

To avoid a recurrence of the errors of omission CBS is said to have committed, the report suggests a number of steps. It says CBS should monitor and coordinate sports publicity and make sure on-air performers are provided with “correct information on all significant matters. It also says that CBS should establish mechanisms to guard against deceptions on the part of promoters of events the network covers. And where prize money is to play a part in stimulating public interest, the re-

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port adds, CBS should consider demanding full disclosure of all relevant financial information, securing warranties as to the accuracy of the information and obtaining rights to review for accuracy promotional material released in connection with the event.

Metromedia tries 'Tabloid' as strip

Series title says it all about show that runs as experiment for a week on group's stations

Acupuncture cures, a dungeon for the practice of sadomasochism, a combination restaurant-gymnasium for people who don't want to gain weight, the modus operandi of a porno-movie producer—these are among the taped stories in a new, offbeat, magazine-type strip series from Metromedia called *Tabloid*.

All six Metromedia TV stations are running the five pilot episodes this week (11:30 p.m.-12 midnight in most markets, 10:30-11 in some) as a tryout to see if the concept has enough mass-audience appeal to warrant full-scale production.

"Except for in-studio comments to bridge the segments, the series was done entirely on location," said Richard Woollen, the programming vice president for the Metromedia stations. "We'll deal with uncommon subjects and with people on the fringe, but we won't be totally sexually oriented." Some of the general areas to be covered, according to a company spokesman, include "the occult, health, sex, diet, beauty, forecasts and predictions."

The series was taped in Los Angeles by Mary Ann Hooper, a West Coast producer, in association with Metromedia Producers Corp. The three host-reporters, all West Coast personalities, are Carl Gottlieb, Miranda Dunne and Jason Laskay.

Lake Placid's frugal attitude on '80 Olympics irks European group

Broadcasters contend \$10-million fee is too high in view of limited facilities that are to be available; counter offer of \$1 million made

The Lake Placid Olympic committee is taking a down-home approach to the 1980 winter Olympic games, and the European Broadcasting Union doesn't like it.

Lake Placid is a town in northern New York, near the Canadian border, with a population of 2,750. The organizing committee for the 1980 games is staffed mostly by volunteer residents. It is headed by Lake Placid's 75-year-old former postmaster and has as its financial manager "the tightest guy in town," according to a committee spokesman.

The committee's goal is to spend no

more than \$100 million on the Olympics, almost all of which will come from outside sources, as opposed to the \$400 million spent by Innsbruck, Austria, for the last winter games. Accordingly, the Olympic village is being financed by the Justice Department which will turn it into a minimum security prison when the games are over, and the new broadcasting center will become a downtown parking garage, to name but two of the economy measures planned.

What the Europeans are unhappy about is that Lake Placid is refusing to provide broadcast facilities such as video and sound circuits to connect the various competition sites to the broadcast center, and from there to the rest of the world. Television organizations will also have to rent both space in the broadcast center and telephone lines. The EBU says that the \$10-million fee the organizing committee has asked for European broadcast rights is out of line considering the facilities that are to be provided. Member countries in the EBU have threatened to forgo coverage of the games, and they have agreed to negotiate jointly instead of individually to insure that arrangements more suitable to their needs are made.

Lake Placid's committee spokesman readily acknowledged that the Europeans are unhappy with the do-it-yourself approach—"and I don't blame them," he said. "But we made a commitment that we would bring the games back into perspective. The whole history of the Olympics is losing money," he said (including the last time the games were held in Lake Placid, in 1932), "and we simply do not have any way to absorb a loss."

He, however, considers the \$10-million figure as merely a negotiations opener, and he said the EBU has yet to come back with a "serious" counteroffer. The EBU has offered \$1 million, according to the spokesman, but more negotiating sessions are scheduled.

ABC-TV, which already has American rights to the games, has agreed with the committee to set up most of the broadcast facilities for the games, the spokesman said, and the network is even providing advice to the committee during its negotiations with other countries. He added that ABC has said it will spend \$25 million in administrative and set-up costs besides the \$15.5 million fee for the rights themselves. "ABC," the spokesman said, "is our guiding light."

Emmy reconciliation

Hollywood organization will have jurisdiction over nighttime awards; New York academy will administer daytime, sports, news, local honors

The tentative agreement to end the dispute between the two television academies (BROADCASTING, July 4) has been ratified, calling for two separate organizations and two sets of Emmy awards.

The Hollywood group will be known as the Academy of Television Arts and

Sciences, with headquarters in Los Angeles, and will have exclusive control over the nighttime Emmys and local Hollywood awards. As a result the Emmy program for evening shows will be telecast over NBC-TV on Sept. 11.

The National Academy of Television Arts and Sciences, with headquarters in New York, will control the Emmy awards for daytime, sports and news programs, and local awards outside of Hollywood.

The settlement ends all lawsuits between the organizations. Under the agreement the Hollywood academy (ATAS) will administer the Academy Foundation Library and Archives at the University of California at Los Angeles, while NATAS will continue to publish *TV Quarterly* and operate the academy's international council.

NBC O&O's have a go at magazine-type series

Tryout in Cleveland and New York will determine future of 'Coast to Coast' prime-access show

NBC's owned-TV-stations division has put together the pilot for a proposed weekly prime-access magazine series.

Called *Coast to Coast*, the half-hour program, which includes film or tape features from the five cities where NBC owns TV stations, was given two 7:30 p.m. air tests: WKYC-TV Cleveland on June 18 and WNBC-TV New York on July 13. The results of these tests, which involve both gross rating numbers and follow-up research, will determine whether NBC decides to do more episodes of *Coast to Coast*.

The pilot contains features on everything from a visit to a \$180-a-day diet farm to a scripted satirical sketch featuring a group of new comics called the "Coast to Coast Players." Co-hosts of the pilot are Pia Lindstrom, a reporter for WNBC-TV New York, and Paul Moyer, an anchorman with NBC's KNBC(TV) Los Angeles.

Judge finds no fault with NBC in libel suit

A \$6-million libel suit against NBC for its network showing of made-for-TV-movie, "Judge Horton and the Scottsboro Boys," was dismissed by a federal judge in Tennessee last week.

The plaintiff, Victoria Price Street, one of two women allegedly raped by the "Scottsboro boys" in 1931 and the main witness at their trials, said she would appeal. Her suit contended that the film, based on one of the trials, defamed her by suggesting she had lied.

U.S. District Judge Charles Neese ruled last week in Winchester, Tenn., however, that NBC had merely bought the movie and that "there is no evidence of any fault against NBC."

NBC-TV showed the movie in April 1976 and again last January. It was produced by Tomorrow Entertainment.

Unitel in Teletronics

Two New York firms involved in leasing of television video taping facilities and services, Teletronics International Inc. and Unitel Production Services, have agreed in principle to merge Unitel into Teletronics. The proposal calls for Unitel to retain its name and identity and for Herbert Bass and Alex Geisler to continue as president and vice president and to serve as vice presidents of Teletronics. George K. Gould is chairman and chief executive officer of Teletronics.

Program Briefs

MBS in Charlotte. WSOC(AM) Charlotte, N.C., and Mutual Broadcasting System have announced partial affiliation until Sept. 18 when tie-in will become full time. Station also continues as NBC Radio primary outlet.

Now with ABC. ABC-TV has signed actress Cloris Leachman to "multifaceted long-range" agreement, which will begin with starring role in two-and-a-half-hour, made-for-TV movie called "It Happened One Christmas." She'll also do at least one pilot as vehicle for possible weekly series, according to ABC. Miss Leachman's sitcom, *Phyllis*, was canceled three months ago by CBS.

Radio Q and A. Altman Productions, Washington, producer of long-running *It's Academic* TV show, is now marketing four 90-second radio offerings: *Letter of the Law*, explanation of recent legal cases; *American Quiz*, unusual history facts; *The Birds and the Beasts*, animal features, and *Protect Yourself*, crime prevention information. Shows are available from Altman Productions, 3401 Macomb Street, N.W., Washington 20016; telephone (202) 362-3088.

To CBS Radio. Six stations have joined CBS network as affiliates: KPRO(AM) Riverside, Calif.; WRUF(FM) Gainesville, Fla.; KOH(AM) Reno, Nev.; WSAR(AM) Fall River, Mass.; KWRO(AM) Coquille, Ore., and KYXI(AM) Oregon City, Ore.

Churchills' new service. Mike and Tom Churchill, brothers who founded and formerly managed KRFM(FM) Phoenix, have established Churchill Productions, 1130 East Missouri Avenue, Phoenix; telephone (602) 264-3331. New beautiful music service offers basic library of 150 hours of music, daily tape rotation schedules, suggested ID themes and assistance in advertising, promotion, sales and engineering. Charles Spencer, formerly with Collins Radio, is technical director. Since Churchills sold KRFM two years ago, Tom Churchill has been handling station's programming. New company will continue to program KRFM.

Rock barter series. Weekly rock entertainment radio program modeled after *Crawdaddy* magazine is being offered on barter basis, according to Len Dugow,

associate publisher. Pilot program, *The Crawdaddy Rock Revue*, is available from producer/syndicator, Cinema Sound Ltd., New York. Host is Pete Fornatale, WNEW-FM New York personality, with show offering mix of music, interviews with rock stars, comedy, reviews and nonsense news. It is for use as daily show or to be used in tandem for weekly broadcast. Two minutes are for national advertising and six minutes for local availabilities with 52 minutes of entertainment.

'Muppet' sales spurt. ITC Entertainment's *The Muppet Show* has been sold in 151 markets, including all of top 50 and 91 of top 100, according to ITC. Exclusive of top 50, new sales have been made to stations including KARK-TV Little Rock, Ark.; WDAY-TV Fargo, N.D.; KLAS-TV Las Vegas and KOB-TV Albuquerque, N.M.



A star is born. Representative Barbara Jordan (D-Tex.) is host of monthly, half-hour program on KHOU-TV Houston called *Barbara Jordan's America*. Shown above with station's vice president general manager, James King, Miss Jordan and guests discuss topics that include energy, ecology, business and review of Congress. She also answers letters from viewers on air.

Cablecasting®

Cox, Wometco get waivers on cable crossownership

Former, however, must divest of Atlanta-area systems in two years; latter must sell Newark operations

The FCC twice waived its cable-television crossownership rule last week. It did it first to permit Cox Broadcasting Corp. to increase its 56% ownership in Cox Cable Communications Corp. to 100%. It did it again to permit Wometco Enterprises Inc., which has a controlling interest in four cable-television systems in the Newark, N.J., area, to acquire WBTB-TV, a pay television stations there. But in both cases, conditions were imposed requiring divestiture of the cable systems involved within two years.

Cox, which required the waiver because of Cox Cable systems located within the service area of its WSB-TV Atlanta, had offered to dispose of the system within five years. However, the Cable Television Bureau suggested the two-year period in view of the precedent established in earlier cases ("Closed Circuit," July 11).

Six commissioners present—Commissioner Benjamin L. Hooks was absent—approved the waiver by a 6-to-0 vote. But three commissioners—James Quello,

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Joseph Fogarty and Margita White concurred. Commissioner White felt that, since Cox Broadcasting already owned 56% of the subsidiary, a waiver was not needed, a feeling Commissioner Fogarty indicated he shared.

Cable Television Bureau Chief James Hobson said that the bureau reads the crossownership rule as applying to acquisition of "a new interest," as in the Cox proposal. However, he also said the bureau is reviewing that point, and may have a proposed revision of the rule ready for commission consideration in the fall.

The Wometco case, in which a new crossownership situation would be created, sparked a debate between the Cable Television and Broadcast Bureaus. The former opposed the waiver request; the latter supported it, but suggested a requirement for divestiture of the cable systems within three years.

The Broadcast Bureau's concern was with the financial health of the station, now owned by Blonder-Tongue Corp. Martin Levy, deputy chief of the Broadcast Bureau, said the station "is limping along" and he urged grant of the waiver as a means of assuring pay-television service in the area. Wometco now offers pay service on its cable systems.

Mr. Hobson, who was concerned about the creation of a crossownership situation in the face of the rule, noted that the financial hardship argument had not been documented.

The commission approved the waiver on a vote of 4-to-2, with Chairman Richard E. Wiley and Commissioner Fogarty dissenting; they supported the Cable Television Bureau's position. The commissioners in the majority—Robert E. Lee, Mr. Quello, Abbott Washburn and Mrs. White—shaved the three-year grace period proposed by the Broadcast Bureau to two.

HBO growth shows in staff moves

New people brought on, others promoted as pay-cable firm optimistically expands

A series of promotions and new hirings last week pointed up the expansion of Home Box Office, the largest of the pay-cable companies.

For example, Gerald M. Levin, the chairman and chief executive officer of HBO, said that the promotion of Michael Fuchs to the post of vice president and director of programing for sports and specials was "a prime recognition of the strength and significance of our non-movie programing." Mr. Levin referred specifically to HBO's *On Location* series, which features the uncensored taping of the night-club acts of comedians like Robert Klein and George Carlin, and to HBO's *Standing Room Only* series, which focuses on the performances of entertainers like Sammy Davis Jr., Raquel Welch and Paul Anka.

But Mr. Levin said that feature films



Fuchs



Cox



Huberman



McCarthy

would be given a renewed emphasis as a result of the recent U.S. Court of Appeals for D.C. ruling that tossed out all restrictions on the showing of movies by pay-cable companies. Signaling this emphasis, HBO has hired Arnold Huberman, the director of feature films and late-night programing for ABC-TV, to fill the new post of vice president and director of programing for films.

HBO has also beefed up its affiliate-relations staff to 37 people (from 25 less than a year ago), Mr. Levin said, and, in recognition of that increase, last week promoted Tony Cox from the post of director of affiliate services to the job of vice president for affiliate relations. Approaching its fifth birthday, HBO has signed 350 cable affiliates, which reach a total of 700,000 subscribers spread out among 45 states.

HBO has refined its research to get a better indication of what pay-cable subscribers want to see and when they want to see it, according to Mr. Levin. Lee DeBoer, the research director of Telerep Inc., has joined HBO as research director.

In two other related personnel announcements last week, HBO gave Sean McCarthy, its treasurer, vice-president stripes and appointed James English, manager of film operations and assistant to the programing director for WJLA-TV Washington, to the post of scheduling director.

Cable Briefs

New predictions, same carriage. FCC rules, effective Aug. 26, will include new method of predicting signal strength, said to be more accurate, and will allow UHF station carriage throughout grade B service areas. Changes, formalized by commission two weeks ago, but approved last May (BROADCASTING, May 9), will rescind stay now in effect on cable's use of certain propagation curves to predict certain television field strength contours, will grandfather signals now carried or autho-

rized although they may be inconsistent with new rules and will permit cable systems within grade B contour of any UHF to carry station as local signal.

HBO goes to San Diego. Home Box Office announced agreement to provide pay programing to Southwestern Cable in San Diego beginning in fall. Southwestern, owned by American Television & Communications, serves more than 30,000 subscribers.

FCC wavering on obscenity rule for cable television

Commission asks court to remand 'clarification' of policy so it can take a second look

The effort the FCC began a couple of years ago to police the distribution of obscenity and indecency appears to have gone into reverse. The latest indication is a pleading the commission filed with the U.S. Court of Appeals in Washington that reflects uncertainty over the constitutionality of the commission's "clarification" last year of cable television rules designed to bar transmission of obscene or indecent material over access channels.

The pleading was a request for remand of a case in which the American Civil Liberties Union is appealing the commission's "clarification." In that action, the commission said that cable operators not only must adopt rules barring the transmission of obscene and indecent material on access channels but also must take steps to keep it off the system (BROADCASTING, June 7, 1976).

The ACLU contends the rule violates the First Amendment guarantee against prior restraint. And the commission, in its motion, said that if the matter were remanded, "it might institute a rulemaking looking to the repeal of this portion of its rules."

Commission lawyers say that does not mean the commission necessarily "will" initiate such a rulemaking, but that the commission simply wants to consider that possibility. However, one lawyer also says that the review of the rule in light of ACLU's appeal indicates it is a close question as to whether the commission's rule would pass "constitutional muster."

The "clarification" was adopted at the same time the commission approved for submission to Congress a draft bill designed to update existing legislation that prohibits the broadcast of obscene or indecent language. Where that statute was written with radio only in mind, the commission's proposal would have dealt also with television and cable television.

However, that bill died with the last Congress. And although officials believe the commission wanted to submit the proposal to the new Congress, there was no indication last week as to when that would happen.

Chancellor stays put

New three-year-plus pact with NBC-TV douses report that he was sought by CBS as Severeid replacement

NBC-TV has signed a new contract with John Chancellor which an NBC spokesman said, would keep Mr. Chancellor at the network for "more than three years."

Details of the agreement were not disclosed, but an NBC announcement said that Mr. Chancellor would continue as co-anchor with David Brinkley on the *NBC Nightly News*. Mr. Chancellor, who is on vacation until Aug. 1, was unavailable for comment.

The signing dispelled reports that Mr. Chancellor was being wooed by CBS as a possible replacement for CBS News commentator Eric Severeid, who reaches the mandatory retirement age of 65 in November, the same month Mr. Chancellor's current five-year contract with NBC expires. CBS News President Richard Salant, while denying that his network had negotiated with Mr. Chancellor (formal negotiations with another network are prohibited by Mr. Chancellor's contract with NBC), made no secret of his admiration for Mr. Chancellor and said that several years ago he had told the NBC newsman that "we'd love to have you" at CBS.

A CBS spokesman said there are no plans at the moment for a replacement for Mr. Severeid, although a lot of conjecturing has gone on "both inside and outside CBS" about the post. There are no plans to change the role of Rod Macleish, commentator on CBS's weekend news editions, according to Mr. Salant.

ABC News reported Mr. Chancellor's signing, and the rumored pursuit by CBS, on its July 11 evening newscast; CBS News and NBC News did not.

His salary in the past has been estimated to be between \$350,000 and \$400,000 a year, and the new contract would presumably be somewhat higher.

Journalism Briefs

Mobil's stand. Herbert Schmertz, vice president, public affairs, Mobil Oil Corp., New York, again criticized network news in talk before New York chapter of National Academy of Television Arts and Sciences. He repeated his view that "headline" service of network news militates against adequate presentation of important corporate developments and he criticized network policy against "issue" advertising. In reply to question, he said Mobil intends to continue its policy of not sponsoring special programs on TV networks but will concentrate on public TV and syndication because of cost and programming considerations.

Occupational hazards. CBS-TV reporter

and cameraman were jostled by Russian crowd while filming near Moscow beer garden, then held by police. Bernard Redmont and cameraman Kurt Hoeffle were filming story on Soviet beer production when man from crowd grabbed camera and tried to smash it. Mr. Hoeffle was also kicked but not injured. They were then detained by police for almost one hour. Mr. Redmont said both were released after he asked to call U.S. embassy.

Metrication. Some 100 weathercasters, thermometer manufacturers, utility company representatives and others gathered in Washington June 30 for public meeting on National Oceanic and Atmospheric Administration/National Weather Services (NWS) "National Weather Service Metrication Plan" (BROADCASTING, June 6). Voluntary NWS proposal calls for metric conversion beginning in June 1978 and completed July 1, 1979. Among subjects addressed at meeting was appropriate metric terms; public input from meetings as well as comments to American National Metric Council, Washington, will be incorporated into revised NWS proposal, to be issued at later date.

New assignment for Siegenthaler at ABC

He'll be VP in charge of 'instant news specials' now that Westin has moved into his old evening show post

Robert Siegenthaler, recently replaced by Av Westin as executive producer of the *ABC Evening News* (BROADCASTING, July 4), has been named vice president in charge of "instant news specials" for ABC News.

The new post will put Mr. Siegenthaler in charge of developing coverage of crisis situations, both for use in regular news programs and for pre-empting entertainment programming. The plan appears to be a partial implementation of the goals stated this spring by Frederick S. Pierce, president of ABC-TV, and Roone Arledge, president of news since June 1, to the effect that they wanted to "create a greater presence for our news operations throughout the day." Mr. Siegenthaler also is to produce other special segments for the evening news.

Mr. Westin, meanwhile, called together his troops for a pep talk on his first day back on the job July 11.

There, too, the earlier words of Mr. Arledge seemed to be reflected. According to some of the approximately 40 writers, producers and correspondents who heard Mr. Westin's brief remarks, delivered in ABC's newsroom in New York, the emphasis was on brevity of stories and a faster pace throughout the newscast. Overall, a principle of utility of information was urged. "The point is that every time you put something on the air you are giving people information that they can use," he said.

Players forced dealers' hands in VTR agreement

High interest exhibited by users of video-tape equipment convinced Sony and Ampex that compatibility was way to go with one-inch format

Sony and Ampex agreed to compatibility standards for their one-inch, helical scan, nonsegmented video-tape recorders because they were convinced that potential users wouldn't have it any other way.

That was the consensus reported last week by several participants in the Society of Motion Picture and Television Engineers committee that adopted the preliminary standards agreement July 7 (BROADCASTING, July 11). The committee has been working since last February to come up with an agreement between the two rivals, but even the most optimistic of observers didn't expect a settlement until this fall and some sources had said a week before the July 7 meeting that they doubted a standard would ever be reached.

However, the unusually high attendance at the last meeting—33 manufacturers and potential users, as opposed to an average of about 20 in the previous four meetings—indicated that perhaps a compromise was in the air. Representatives from ABC, CBS, NBC and PBS were there, plus representatives of the BBC the Canadian Broadcasting Corp. and of several group station owners industrial and production companies.

"The users had done their homework," said Fred Remley of the University of Michigan, chairman of the SMPTE committee. "There were differences in emphasis [within the standards proposed by different users], but very little difference in substance." Joseph Flaherty, general manager of engineering and development for CBS-TV, agreed. "There was a shocking unity of thought on the part of the users, really amazing," he said. That unity extended, he added, to the users' determination that compatibility be achieved before they made a full commitment to one-inch recorders.

Much credit was also given by the participants to the diplomacy displayed by Sony and Ampex, both of which agreed to compromises in their existing formats. And it is hoped that the diplomacy will continue so that the blanks in their preliminary agreement can be filled in at the committee's next meeting, scheduled for Sept. 8 in San Francisco.

In deference to the delicacy of the negotiations, members of the committee refused comment on the agreement last week, noting that SMPTE had required that a written pledge of silence be signed before each meeting. Compromise on mat-

ters such as these, some said, involves not only money, but reputations and egos as well, and nobody wants a blow-up now.

Alex Alden, staff engineer for SMPTE, said the agreement thus far entails "the basic geometry of the printer that will establish how the fingers hit the tape—at what angle and so on." It is known that Sony agreed to adapt Ampex's specifications for the video-head drum structure, for example, and that Ampex agreed to Sony's audio specifications. What remains for discussion between the two are the actual numbers through which the standard layout can be realized. "We're 80% of the way there," Mr. Flaherty said, "all that remains is to get the electrical details ironed out."

Exactly when those details will be ironed out, and when a standard-format recorder will hit the market, are still unknowns at this point. Committee members hope Ampex and Sony will come to the September meeting with the specifications resolved, but the complexity of the task is such that haggling could go on indefinitely. "There's a hell of a long way to go yet," said one committee member. "It's like saying, 'Let's take a walk.' We've decided on the direction; now we have to figure out how we're going to get there."

An Ampex spokesman said his company would continue selling its existing machines until a settlement is reached, then go back and adapt its models in the field to the new standard (Ampex has delivered



Doubling its strength. To the applause of WETA-TV Washington President and General Manager Ward B. Chamberlin, Washington Mayor Walter E. Washington on July 10 hit the switch that increased the noncommercial station's power from 1,100 to 2,300 kw. About \$1.1 million was spent to improve the WETA-TV signal, with funds from the Department of Health, Education and Welfare, the Corporation for Public Broadcasting, Exxon Corp. and the station.

75 of its VPR-1 model recorders, the spokesman said, and has orders for roughly 100 more). Sony could not be reached for comment, but CBS's Mr. Flaherty said he had received no indication as yet from the company on when it will either replace or adapt the units it has sold to CBS.

Again, however, the anxiousness of the potential customers to buy (and of the sellers to sell) is seen as a strong motivation for an early settlement. The participation in the SMPTE meetings of Bosch-Fernseh, the major manufacturer of segmented one-inch recorders, of Nippon Electric Co., which markets a nonsegmented model in Japan, and several licensees of Sony, Ampex and Bosch-Fernseh, indicates that the market will get more, not less, vocal. A number of participants agreed that the "logical" target date for settlement would be next year's National Association of Broadcasters convention, but no one was willing to predict a settlement will be achieved in time to gear up for it. But confidence in the desire to reach a settlement, at least, is unanimous. As Mr. Flaherty said, "You get a standard pretty quickly when you need one."

IVC hangs on under new management; talks go on with Bosch

Bankrupt International Video Corp. resumed operations last week under new management, while talks continued between IVC and Robert Bosch GmbH of West Germany over the possibility of the latter acquiring the Sunnyvale, Calif., equipment producer.

Ronald Fried, president of IVC, resigned two weeks ago (July 8), and he has been replaced by Roy Woodman. The new IVC president and executive vice president, Jack L. Watts, hold the same

positions with another Sunnyvale equipment producer, Video Logic Corp.

Mr. Watts said he could not discuss whether his and Mr. Woodman's new positions with IVC indicated that it was being taken over by Video Logic, but he did say they assumed their new positions "as part of the reorganization." Mr. Watts also said that Bosch "has several employees in Sunnyvale" and that the new IVC management "will be talking with them."

Video Logic is a producer of video-processing equipment and high-speed videotape systems. IVC primarily produces television cameras and video-tape recorders.

IVC filed for protection under chapter 11 of the Bankruptcy Act on June 30 after its two principal creditors, Bank of America and Citibank, refused to extend it any more credit and called in its loans (BROADCASTING, July 11).

IVC resumed shipments of equipment last Monday, according to Mr. Watts, under terms of a reorganization plan worked out between it and the banks. Neither Mr. Watts nor Bank of America officials would disclose what the terms of the arrangement are. Mr. Watts did say, however, that IVC's debt stands at about \$4.9 million.

Mediation fails for NABET and ABC

As strike enters its third month, company continues operations

A strike by the National Association of Broadcast Employees and Technicians against ABC, which started on May 16 (BROADCASTING, May 23), continued last week with no apparent settlement in sight.

An official of the Federal Mediation and Conciliation Service in Washington met with both groups last Tuesday and reviewed the proposals made by the union and management. At the conclusion of the session, the federal mediator said that "no useful purpose would be served by further mediation at this time." No date was set for another meeting.

ABC has continued on-air operation of its television and radio networks and stations through the use of supervisory and other nonunion personnel.

Points in dispute are said to include working conditions, wages and fringe benefits. NABET said it plans to hold membership meetings of its various locals at which officials will explain the proposals made by ABC and the union's position on these items.

Technical Briefs

To the Islands. RCA Broadcast Systems, Camden, N.J., has sold \$2.5 million worth of television equipment to the Broadcasting Corp. of the Bahamas, which is establishing first national television system in country. Included in order will be an RCA-

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equipped broadcast TV van which contains two TKP-45 portable color cameras, TR-600 video-tape recorder and associated equipment. Order also calls for studio and portable color cameras, television films and video-tape systems and transmitters.

Busy signals. FCC has instituted inquiry into use of subcarrier frequencies in aural baseband of TV transmitters. Action is response to petition by WCVB-TV Boston, which has been experimenting with subcarriers to cue and coordinate electronic news-gathering crews in field. NBC, ABC and National Association of Broadcasters supported petition. Commission inquiry also looks to use of subcarriers for stereo television sound broadcasting, foreign language translation and augmented audio for blind. Comments are due Aug. 18; replies Aug. 29.

Fuji price hike. Fuji Photo Films U.S.A., New York, will raise prices for all its video tape products, effective Aug. 1. Increases will range from 2% to 7%, depending on volume of purchase, and were made to meet rising costs of materials and labor, company said.

Recorders for Kaiser. RCA Broadcast Systems, Camden, N.J., reports it is installing RCA TRC-100 video tape cartridge recorders, valued at about \$1 million, at five stations belonging to Kaiser Broadcasting Co. Stations are WKBD-TV Detroit; WKBS-TV Burlington, N.J.-Philadelphia; WLVI-TV Cambridge-Boston; WFLD-TV Chicago and KBHK-TV San Francisco.

RCA Americom feels it's a going concern

RCA American Communications Inc. has realigned its organization, forming three business groups responsible for services to industry, the media and government.

Andrew F. Inglis, president of RCA's domestic communications satellite carrier, said under the restructuring the engineering and operations groups are being integrated into a single supporting organization. He said the new organization reflects "the transition of RCA Americom from its early phase of building facilities and start-up into its present phase as an established operating company providing the best possible communications services."

John Bonning, director of government services, RCA Americom, has been named vice president, government communications services; Harold W. Rice, vice president of operations of the company, has been appointed vice president of video and audio services (TV networks, cable TV systems, program packagers) and Jack F. Underwood, vice president, communications services, has been designated vice president, commercial communications services. John Christopher, director of space systems and program management, has been named vice president of technical operations for Americom which is in Piscataway, N.J.

CBS sales, profits in second quarter, half year set highs

All four of company's groups credited with amassing net income of \$87.9 million in first six months

CBS Inc. registered record sales and net income for the second quarter and first half of 1977.

William S. Paley, chairman, and John D. Backe, president, last week announced that estimated net income for the first half amounted to \$87.9 million (\$3.11 per share) on estimated sales of \$1.29 billion, compared with net income in the first half of 1976 of \$75.3 million (\$2.64 per share) or net sales of \$1.05 billion.

Estimated 1977 second-quarter net income was placed at \$54.9 million (\$1.95 per share) on estimated net sales of \$653.7 million, as against 1976 second-quarter net income of \$47.5 million (\$1.67 per share) on estimated net sales of \$529.4 million.

"Sales for all four of the company's operating groups advanced in the second quarter," Messrs. Paley and Backe said,

"with the earnings growth in the second quarter led by the CBS Television Network, the CBS/Records Group and the CBS/Columbia Group. The CBS television Network Division and the CBS Radio Division set the pace in the CBS/Broadcast Group, which registered a 14% sales gain in the second quarter, as compared with the same period of 1976."

They said the CBS/Records Group's second-quarter sales increased 24% over the comparable 1976 quarter, with both domestic and international divisions contributing to the advance.

Another good one for Taft

Taft Broadcasting Co. is headed for its eighth consecutive quarter of record earnings, Chairman Charles S. Mechem Jr. told the annual stockholders meeting last week. He said earnings per share for the first fiscal quarter, which ended June 30, would be approximately \$1.03, up 26% from \$0.82 in the same period last year, and that the final figures for the quarter would also show that all operating groups contributed to the increase. Reviewing the fiscal year ended March 31, he said the one-third increase in per-share earnings, of \$3.79 from \$2.85 the year before, derived largely from "an exceptional year" for the Taft broadcast stations.

Radio networks lose, but O&O's gain

Network radio revenues totaled \$166,133,000 for 1976, up 24.1% from 1975, according to figures released by the FCC last week. Pre-tax profits for CBS Radio, NBC Radio, Mutual Broadcasting System and the four ABC Radio networks were up 42.7% to \$8,855,000.

The networks, not including the 34 owned-and-operated stations, showed a loss last year of almost \$2.5 million on net

broadcast revenues of \$64.3 million. In 1975 corporate losses totaled \$2.5 million on revenues of more than \$52 million.

The network losses were offset, however, by a 57.9% jump in the profits of the O&O's to \$13.8 million. O&O's had revenues of \$101.8 million compared to \$84.3 million in 1975.

Amounts in the chart below are given in thousands of dollars (add 000).

	Total		Networks ^a		34 O&O's ^b	
	Amount*	% change from 1975**	Amount	% change from 1975	Amount	% change from 1975
Network advertising revenues			89,047	25.6		
Deductions:						
Paid to owned-and-operated stations			1,335	17.5		
Paid to affiliated stations			12,848	6.5		
Total participation by stations			14,183	7.5		
Retentions from network advertising revenues	76,200	29.5	74,864	29.7	1,335	17.5
Nonnetwork time sales	121,833	22.5	—		121,833	22.5**
Other broadcast revenues	3,101	(20.7)	2,495	10.4	607	(63.2)**
Total broadcast revenues	201,134	24.0	77,359	29.0	123,775	21.2
Deduct commissions to agencies and representatives and cash discounts	35,001	23.3	13,069	24.8	21,931	22.4
Net broadcast revenues	166,133	24.1	64,289	29.9	101,844	20.8
Broadcast expenses	157,278	23.2	69,247	33.0	88,031	16.5
Broadcast income (before tax)	8,855	42.7	(4,957)	c	13,813	57.9

^aCBS, MBS, NBC and ABC's three AM networks and one FM network.

^bNote: These columns include both AM and FM stations owned by the networks. The FCC's 1975 figures listed AM's only.

^cThis compares to a loss of \$2,542,000 in 1975.

*Last digits of figures may not add because of rounding.

**Percent change based on corrected 1975 figures for the networks and all of their owned-and-operated stations, both AM and FM.

The Broadcasting Playlist™ Jul 18

Contemporary

Last This week	This week	Title □ Artist	Label
1	1	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
2	2	<i>I'm in You</i> □ Peter Frampton	A&M
3	3	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
4	4	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
12	5	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
5	6	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
18	7	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
7	8	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
8	9	<i>Lonely Boy</i> □ Andrew Gold	Asylum
9	10	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
10	11	<i>Margaritaville</i> □ Jimmy Buffett	ABC
15	12	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
17	13	<i>Higher and Higher</i> □ Rita Coolidge	A&M
14	14	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
11	15	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
16	16	<i>Best of My Love</i> □ Emotions	Columbia
26	17	<i>Easy</i> □ Commodores	Motown
6	18	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
19	19	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
20	20	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
13	21	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
25	22	<i>You and Me</i> □ Alice Cooper	Warner Bros.
22	23	<i>Barracuda</i> □ Heart	Portrait/CBS
31	24	<i>Christine Sixteen</i> □ Kiss	Casablanca
34	25	<i>Handy Man</i> □ James Taylor	Columbia
21	26	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
22	27	<i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l
27	28	<i>Sad to Belong</i> □ England Dan/John Coley	Big Tree/Atlantic
48	29	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
39	30	<i>Black Betty</i> □ Ram Jam	Epic
23	31	<i>Life in the Fast Lane</i> □ Eagles	Elektra
32	32	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
29	33	<i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
-	34	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
36	35	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
37	36	<i>Ariel</i> □ Dean Friedman	Lifesong
35	37	<i>You're My World</i> □ Helen Reddy	Capitol
28	38	<i>High School Dance</i> □ Sylvers	Capitol
33	39	<i>Couldn't Get It Right</i> □ Climax Blues Band	ABC
-	40	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
30	41	<i>Peace of Mind</i> □ Boston	Epic
41	42	<i>Lucille</i> □ Kenny Rogers	United Artists
43	43	<i>Give a Little Bit</i> □ Supertramp	A&M
38	44	<i>Telephone Man</i> □ Meri Wilson	GRT
44	45	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
-	46	<i>Love's Grown Deep</i> □ Kenny Nolan	20th Century
-	47	<i>Smoke From a Distant Fire</i> □ S. Townsend	Warner Bros.
47	48	<i>Float On</i> □ Floaters	ABC
-	49	<i>Way Down</i> □ Elvis Presley	RCA
46	50	<i>Ain't Gonna Bump No More</i> □ Joe Tex	Epic

Playback

Endless hits. Fleetwood Mac puts another one on "Playlist" this week, as *Don't Stop* (Warner Bros.) takes a giant step to 34. This is the third release from *Rumours*, a gold album from which *Dreams* (still in "Playlist's" top 10) and *Go Your Own Way* (which peaked at 12 March 7) were drawn. Among those adding *Don't Stop* is KLWW(AM) Cedar Rapids, Iowa, where Tom Wakefield is "hoping for it. It's very nice FM music too." Also adding: WCAO(AM) Baltimore and WDRO(FM) Detroit. **Endless Elvis.** *Way Down* (RCA) is the latest single from Elvis Presley (flipside: *Pledging My Love*) and it's gaining airplay on top-40 stations, especially in the South. So says Ron Brandon of WORD(AM) Spartanburg, S.C., where Elvis's tune is in the top five. "A lot of people just won't play him. I don't know why. If they would, he'd do well in other places too," attests Mr. Brandon. Clay Gish of KRBE(FM) Houston says, "For an Elvis record, it's pretty good." **Taylor-made.** *Handy Man*, a ballad by James Taylor, bolts to 25 this week on "Playlist," as it proves a hit for him, just as it was for Jimmy Jones and Del Shannon in the sixties. The tune, Mr. Taylor's first on Columbia "finally came through after all this time," at WORD, says Mr. Brandon, where it entered that chart at 13. "It's nice, easy and laid-back," he says. Jack Forsythe of WMJX(FM) Miami added *Handy Man* because "We were reaching out of bounds for more female oriented songs." **Watch this space.** Clay Gish names the Brothers Johnson's *Strawberry Letter 23* (A&M) as his "personal favorite. It's great. I mean I love it. It feels disco, an excellent production." And Mr. Gish says *Star Wars* (Millenium/Casablanca) by Meo is his "left field pick of the month. Mark my words, it'll be a hit. *This* one [as opposed, he says, to the London Symphony Orchestra version on 20th Century] sounds like a rock station."

Country

Last This week	This week	Title □ Artist	Label
1	1	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
6	2	<i>I'll Be Leaving Alone</i> □ Charley Pride	RCA
18	3	<i>Rollin' With the Flow</i> □ Charlie Rich	Epic
2	4	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
4	5	<i>That Was Yesterday</i> □ Donna Fargo	Warner Bros.
7	6	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
14	7	<i>Margaritaville</i> □ Jimmy Buffett	ABC
12	8	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.
16	9	<i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia
5	10	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
8	11	<i>If You Want Me</i> □ Billie Jo Spears	United Artists
19	12	<i>Fool</i> □ John Wesley Ryles	ABC/Dot
-	13	<i>Honky Tonk Memories</i> □ Mickey Gilley	Playboy
17	14	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
10	15	<i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
11	16	<i>Head to Toe</i> □ Bill Anderson	MCA
20	17	<i>Cheap Perfume</i> □ Bobby Borchers	Playboy
-	18	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
-	19	<i>Country Party</i> □ Johnny Lee	GRT
9	20	<i>Don't Go City on Me</i> □ Tommy Overstreet	ABC
13	21	<i>I Can't Help Myself</i> □ Eddie Rabbitt	Elektra
3	22	<i>Married But Not to Each Other</i> □ B. Mandrell	ABC/Dot
-	23	<i>Play Born to Lose Again</i> □ Dottie	RCA
15	24	<i>Your Man Loves You, Honey</i> □ Tom T. Hall	Mercury
-	25	<i>Make My Brown Eyes Blue</i> □ Crystal Gayle	United Artists

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A ■ indicates an upward movement of five or more chart positions between this week and last.

Fates & Fortunes

Media

Mark Cohen, senior VP, finance and planning, for ABC-TV, given expanded responsibilities for coordinating all operating, financial and planning activities for all divisions of ABC Television and new title, senior VP of ABC Television. His enlarged jurisdiction covers coordination of operating aspects of ABC News broadcast operations and engineering, along with those of ABC Television Network, ABC Entertainment, ABC Sports and the ABC Owned Television Stations Division. Frederick S. Pierce, president of ABC Television, said operating heads of all divisions and staff executives will continue to report to him. **William E. Pierson**, assistant controller, ABC Inc., Hollywood, named controller, with headquarters in New York, replacing **Robert Strite**, who has resigned. Succeeding Mr. Pierson is **Mabel Rappaport**, who has been director of general accounting, corporate controller's office, West Coast.



Cohen



Harwood

Michael S. Harwood, retired lieutenant colonel, U.S. Army, currently with Washington accounting firm of Coopers & Lybrand, named secretary-treasurer, National Association of Broadcasters. Beginning Aug. 22, he fills vacancy left by John G. (Jerry) Kinzer, who resigned last April (BROADCASTING, May 2).



Monderer

Howard Monderer, general attorney, NBC Washington, promoted to VP, law.

Jack Rosenthal, executive VP, Harriscope Broadcasting Corp., Los Angeles, named president of newly created Harriscope Broadcasting Division. He continues as executive VP and director of parent, and will continue

to supervise day-to-day operation of Harriscope's radio and TV properties.

Bert S. West, president of radio division, Golden West Broadcasters, Los Angeles, resigns. In further realignment of GWB organization: **John T. Reynolds**, general manager, GWB's KTLA(TV) Los Angeles and president of GWB television division, appointed GWB executive VP/chief operating officer, broadcast division, succeeded as KTLA VP/station manager by **Anthony B. Cassara**, general sales manager; **Don Patton**, manager of Golden



West



Reynolds

West videotape division, promoted to VP/general manager of that division, and **Edward H. Herlihy**, director of engineering, GWB, named VP, engineering.

Garry Jarrett, general manager, WCSL(AM) Cherryville, N.C., named VP, group operations for parent, Mark Media Group Stations, Burnsville, N.C. **Wayne Koonts**, general manager, Mark Media's WKHI(AM) Holly Hill S.C., named VP of Mark Media. **Hal Owens**, WCSL assistant manager, promoted to station manager.

Robert Taft Jr., former U.S. senator, now attorney with Taft, Stettinius & Hollister, Cincinnati, elected to board of directors, Taft Broadcasting there.

Rita Scarfone, manager, sales administration, ABC Owned Television Stations, New York, appointed assistant to president of division, Richard A. O'Leary.

Richard B. Wheeler, president, Radio Spokane, licensee of KSPO(AM) Spokane, Wash., assumes duties of general manager, replacing **Ken Canada**, resigned.

Jerry G. Bridges, chief financial officer, Taft Broadcasting Corp. of Houston, licensee of KODA-AM-FM there, appointed executive VP.

Rod Brosig, sales manager, KENR(AM) Houston, named general manager, co-owned WQYK-FM St. Petersburg, Fla.

Richard Barron, executive VP/general manager, WSJS(AM) Winston-Salem, N.C., elected chairman of executive committee, NBC Radio Affiliates. **Thomas Jones** and **Kenneth MacDonald**, president/general managers of KBON(AM) San Bernardino, Calif., and WSAM(AM) Saginaw, Mich., respectively, elected to executive committee, and **Edward Newsome**, KSD(AM) St. Louis, elected secretary/treasurer.

Charles Kappes, news producer, WCIX-TV Miami, joins WINZ(AM) there as operations manager.

Tony Simon, with WGIG(AM) Brunswick, Ga., named operations manager, co-owned WBSI-FM there.

Dan Hunter, director of programing, WFDF(AM) Flint, Mich., named director of community relations.

Clark Smidt, manager of program services and promotion, WEZE(AM) Boston, joins WEEL-FM

there as director of programing and promotion.

Newly elected officers, Florida Association of Broadcasters: **Doug Duperrault**, WFLA-TV Tampa, president; **Herbert Levin**, WQBA(AM) Miami, president-elect; **E.J. (Ted) Ewing**, WENG(AM) Englewood, radio VP; **Gert Schmidt**, WTLV(TV) Jacksonville, re-elected television VP, and **Norman O. Protsman**, WNER(AM) Live Oak, secretary/treasurer.

Will Mebane, promotion manager, WTVD(TV) Durham, N.C., joins co-owned WKBW-TV Buffalo, N.Y., in same position.

Stuart F. Sucherman, VP and director of planning for public station WNET(TV) Newark, N.J.-New York, named VP/director of corporate affairs.

Pat Perini, public information director, Public Communication Foundation for North Texas, owner/operator of noncommercial KERA-FM-TV Dallas, named VP/broadcasting.

Grace J. Waters, director of instruction, Hampton Roads Educational Telecommunications Association, (noncommercial WHRO-TV), Hampton-Norfolk, Va., retires after 20 years in post.



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*The Wall Street Journal, 1977

Broadcast Advertising

Gerard F. Golden, executive VP, Arnold & Co. advertising, Boston, elected president/chief operating officer, succeeding **Arnold Z. Rosoff**, named chairman, chief executive officer.

Eugene S. Mahany, senior VP, Needham, Harper & Steers, Chicago, promoted to corporate director of merchandising services and elected to board of directors.

James K. Agnew, manager, Los Angeles office, and **G. Robert Holmen**, management representative, New York office, McCann-Erickson, named executive VP's.

Bourne Morris, VP and management supervisor, Ogilvy & Mather, New York, appointed VP and director of client services, Los Angeles office.

John C. Mead, VP, creative group, Dancer-Fitzgerald-Sample, New York, appointed senior VP/creative director.

Named VP's at J. Walter Thompson, New York: **Richard Dillale** and **James Maltese**, associate creative supervisors; **Arnold Ostrower**, associate copy supervisor; **John H.P. Davis**, supervisor, Eastern programing operations; **Joyce La Terre**, associate media supervisor, and **George J. Rosenkranc**, media supervisor.

William E. Simon, Secretary of treasury in both Nixon and Ford administrations, and chairman of Economic Policy Board under President Ford, elected to board of directors, Interpublic Group of Companies, New York. Mr. Simon is senior advisor to Booz, Allen & Hamilton, New York.

Kenneth C. Johnson, founding principal of Kenrick Advertising, St. Louis, joins Batz-Hodgson-Neuwoehner there as VP/general manager.

Jeff Manoff, manager of national broadcast/media research, Carl Ally, New York, joins FC&B there as director of broadcast.



Goodbye gift. Wilson Wearn of Multimedia Inc., Greenville, S.C., passes to his wife, Millie, a crystal bowl he received on his retirement as National Association of Broadcasters joint board chairman. The presentation, June 29 at NAB board's meeting in Williamsburg, Va. (BROADCASTING, July 4), marked end of two years for Mr. Wearn as joint board chairman, six years altogether as voting NAB board member (including one year as chairman of TV board). He remains on NAB executive committee and board as immediate past chairman, but without vote.

Added to creative department, Tatham-Laird & Kudner, Chicago: **Charles M. Bauer**, senior art director from Leo Burnett, and **Wally C. Smith Jr.**, producer/production business manager/photographer from Burnett, appointed producers; **Werner Wolff**, VP/business manager from Proctor & Gardner, named manager of business affairs for broadcast production; **Allan R. Kurtzman**, creative director from Burnett, named associate creative director; **Randi J. Simon**, copywriter from Arthur Meyerhoff, joins TLK in same post, and **Mary Christine Vandervosch**, production administrator from Draper Daniels, named production coordinator. **Robert S. Witkay**, assistant account executive, TLK, Chicago, promoted to account executive. **Larry Simon**, staff assistant, promoted to assistant account executive.

Promoted in media department, Foote, Cone & Belding, New York: **Hilda Gonzales** and **Ruby Cochren**, media buyers, to media planners; **Lois Schoenfeld**, assistant buyer, to spot buyer; **Joanne Bodow**, spot buyer, to senior spot buyer; **Karen Mudlick**, senior spot buyer, to spot buying supervisor, and **Tom DeFrancesco**, media planner, to media supervisor.

Chuck Mumah, from McCann-Erickson, Atlanta, and **Harold Jay Shields**, from Alan Wolsky and Friends, New York, join Austin Kelley Advertising, Atlanta, as art directors.

Edward M. Coosaa, media buyer, Campbell-Ewald, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as associate media director.

Donald E. Norris, promotion/public service manager, WTEV(TV) New Bedford, Mass., named manager of affiliate station advertising, ABC-TV, New York.

Roy Weinstein, and **Linda H. Snelham**, account executives, CBS/FM National Sales, New York, named Eastern manager and manager of Detroit office, respectively. **John W. Fitzpatrick**, account executive, CBS Television Stations National Sales, New York, named manager, San Francisco office, for CBS/FM.

Vance Harrison, account executive, Blair Represented Network, Chicago, named VP, Midwest representative. **Prudence B. Hay**, sales assistant, Blair Radio, Boston, named account executive.

Rosina E. Trosley and **Charles Lizzo**, account executives, WGN Continental Sales, San Francisco and Detroit, respectively, named managers of those respective offices.

Billy Charles Vaughn, VP/account executive, Shell Advertising, Monroe, La., joins Herbert S. Benjamin Associates advertising, Baton Rouge, as manager of new office at 2209 Justice Street in Monroe. **Jackie Vickers**, from Brick Muller & Swearingin advertising, Memphis, named media buyer, Herbert S. Benjamin Associates advertising, Baton Rouge.

Larry Witter, associate media director, Hofer, Dieterich & Brown, San Francisco, named to same position, Erwin Wasey, Los Angeles.

Jim Monahan, research analyst, Peters Griffin Woodward, New York, joins Metro TV Sales there as senior research analyst.

Diana Brannon, on Frito-Lay account, Tracy-Locke, Dallas, promoted to media supervisor.

Jim Johnston, senior VP/creative director, Young & Rubicam, New York, has formed Johnston Films there, which will become part



Installed in Washington. Belle O'Brien, chief of FCC consumer assistance office (I), and newly elected president of Washington chapter of American Women in Radio and Television, stands with Penny Cummings, immediate past president of that chapter at installation of chapter's new officers. Party was held at east pool of Watergate apartment complex. Other Washington chapter officers are: Susan Breakefield Fulton, WASH(FM), VP; Janis Langley, WMAL(AM), recording secretary; Mary Boyette, Association of American University Women, corresponding secretary, and Alma Viator, Ford's Theater, treasurer.

of commercials division of Columbia Pictures Industries.

Larry Gunsberg, from sales department, WLRC(AM)-WLRQ(FM), Whitehall, Mich., joins Eastman Radio, Detroit, as account executive. **Jim Harder**, senior planner, Foote, Cone & Belding, Chicago, joins Eastman Radio, Chicago, as account executive.

Michael C. Grisham, national sales manager, WHNT-TV Huntsville, Ala., joins WITN-TV Washington, N.C., in same capacity.

John Jankowski, account executive, WCSL(AM) Cherryville, N.C., promoted to sales manager.

Jim Shields, account executive, WOW(AM) Omaha, appointed local sales manager.

Milt Ledet, from WRET-TV Charlotte, N.C., joins WINK-TV Fort Myers, Fla., as local sales manager.

Will McManus, account executive, WHEC-TV Rochester, N.Y., and **Barbara Billups**, formerly with WKBW(AM) Buffalo, N.Y., named account executives, WKBW-TV Buffalo.

Jean Tait, sales assistant, WHC-TV Pittsburgh, and **Joseph Baller**, account executive, WCBF-TV New York, named account executives, WPGH-TV Pittsburgh.

Thomas R. Brennaman, sales promotion manager for all Tidewater, Va., area Leggett stores, joins WTAR-TV Norfolk, Va., as account executive.

B. Thomas Koon Jr., general sales manager, KDNL-TV St. Louis, named to same post, WRTH(AM) there.

Kay Hubbell Thomas, district advertising manager, Household Finance Corp., Chicago, joins KIRO(AM) Seattle as account executive.

Janine La Perch, manager of radio research, KLOS(FM) Los Angeles, named account executive. **Marie Arellano**, secretary to KLOS general



Capital send-off. Corporate executives and Washington bureau staff of Storer Broadcasting gave luncheon party at Madison hotel in Washington June 30 for Fay Gillis Wells, Storer's White House correspondent for past 20 years who retired that day (BROADCASTING, July 4). Attending were (l to r): Tom Spaight, cameraman, Washington bureau; Peter Storer, president; Carol Chaikin, secretary, legal office; Warren Zwicky, VP, Washington counsel; Kathie Lemke, secretary, legal office; Terry Lee, executive vice president; Judy Mitnick, Washington staff attorney; Norm Wagy, Washington bureau chief and Neil Carmean, news director, Storer's WSPD(AM) Toledo, Ohio. Seated (l to r) are Mrs. Wells and Shelia Kelly, secretary in Washington office.

sales manager, promoted to manager of sales research.

Dana Hall, account executive, KPIK(AM) Colorado Springs, named to same post, KIOE(AM) Honolulu.

Sam Malloy, field service engineer, Perkin Elmer Corp., New Haven, Conn., joins WELI(AM) New Haven sales staff.

Newly elected officers, Radio/TV Research Council, New York: **Richard J. Montesano**, Radio Advertising Bureau, president; **Bernard Lipsky**, Foote, Cone & Belding, president-elect, and **Kathryn Lenard**, RKO Radio Representatives, secretary/treasurer.

Programing



Scott

Louis J. Scott, account manager for Branham Newspaper Sales, named director of creative services, Viacom Enterprises, New York. He formerly was promotion manager of *Ladies Home Journal* and merchandising manager of *Playboy* magazine and also was with Conover-Mast Publications. He succeeds **Mort Slakoff**, now VP, creative service, Metromedia Television, New York (BROADCASTING, May 30).

Roger Hudson, VP, sales and marketing, Marvin Sugarman Inc., New York, joins Columbia Pictures Television there as VP, special marketing. **Charles Goldstein**, CPT director of post production, Burbank, Calif., promoted to VP, post production. **Allan Manings**, executive producer of CBS-TV series, *Good Times*, and co-creator of *One Day at a Time* on CBS-TV, has signed exclusive contract with CPT to write and produce television programs and theatrical films under his own company, Allwhit Inc.

Joan M. Oury, NBC Sports executive, pro-

moted to administrator, program services, NBC Sports.

Inez Almee Gensheimer, sales director, NFL Films, New York, named VP, sales.

Andrea Kirby, sports reporter for WJZ-TV Baltimore, has signed multiyear contract with ABC Sports to serve as all-purpose reporter.

Oliver Peters, staff TV editor, Ted Johnson

Productions, commercial film/tape/media production house, Jacksonville, Fla., promoted to operations manager.

David DiManna, from KBTv(TV) Denver, joins Television Production Center, Pittsburgh, as staff director. **Rege Becker**, freelance cameraman, joins TPC as associate director. **Douglas R. Kennedy**, sports reporter, WKPA(AM)-WYDD(FM) Kensington-Pittsburgh, joins TPC Sports as production assistant.

Robert A. Burnett, executive producer/manager of productions, noncommercial WHA-TV Madison, Wis., joins Southwest Producer's Service, video-tape production and post-production service, Dallas, as general manager.

Jeffrey R. Miller, production director/air personality, WPCH(FM) Atlanta, joins TM Programming, Dallas, as beautiful music producer.

Walt Elder, news producer, WSB-TV Atlanta, named community affairs director.

Al Casey, operations director, KCMO(AM) Kansas City, Mo., named program director, WHB(AM) there.

Mike Prelee, correspondent for NBC's discontinued News and Information Service, New York, opens Mike Prelee Productions, producing radio commercials, news features, package programs and sound tracks for audio-visual presentations. 44 Church Lane, Westport, Conn. 06880.

Joe Wade, air personality, WFDF(AM) Flint, Mich., named program manager.

Mike Minor, announcer, WGIG(AM) Brunswick,

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Ga., appointed program director.

Bill Kirk, news director, WCSL(AM) Cherryville, N.C., assumes additional duties as program director.

Broadcast Journalism

George T. Phillips, news manager, American Information Radio Network, ABC News, New York, named manager, news programming, ABC Radio Networks, and is succeeded by **Carole Clancy Baldine**, news writer and acting editor, ABC Radio News, New York.

Betsy Aaron, reporter, CBS News, Atlanta, named CBS correspondent, Paris bureau.

Bob Davis, producer of special reports and features for WABC-TV New York's *Eyewitness News*, named executive producer, succeeding **Don Dunphy Jr.**, who has been appointed executive producer of special projects for program.

Dave Cooke, writer/newscaster, American FM Radio Network, ABC Radio, New York, named news director, KHJ(AM) Los Angeles.

Carol Pozefsky, reporter/anchor, WABY(AM) Albany, N.Y., named news director, WWOM(FM) there.

Dan Perumean, reporter/newscaster, KDES-AM-FM Palm Springs, Calif., promoted to news director. **Mary Blaber**, reporter/announcer, WAAC(AM) Terre Haute, Ind., joins KDES-AM-FM as newscaster/reporter.

Don Miles, broadcast instructor, University of Florida, Gainesville, assumes additional responsibility as news director of university's commercial WRUF-AM-FM there. **Jlm Finch**,

news director, named chief assignment editor.

John Dobel Jr., reporter, WPHM(AM) Port Huron, Mich., appointed assistant news director.

Davis deMontluzin, and **Herb Williams**, graduates, Loyola University, New Orleans, join WALA-TV Mobile, Ala., as weekend anchorman/reporter/cameraman and reporter/cameraman, respectively. Mr. deMontluzin interned at WVUE-TV New Orleans while in college.

Callie Crossley, reporter, WREG-TV Memphis, joins WTHR(TV) Indianapolis in same post.

Michael Cavender, graduate, Medill School of Journalism, Northwestern University, Evanston, Ill., joins news staff, WREX-TV Rockford, Ill.

Ray Murray, news director, KBLF(AM) Red Bluff, Calif., joins KTVN(TV) Reno as reporter/anchor. **Jan D'Atri**, KTVN intern, named reporter.

Ellen Kingsley, speechwriter for John Sawhill, president of New York University, joins WJZ-TV Baltimore as consumer affairs reporter.

Mike Levine, newsman/talk show host, WEEP(AM) Pittsburgh, joins WINZ(AM) Miami as reporter.

Cable

Donald Z. Dworkin, manager of engineering, Manhattan Cable Corp., New York, joins Warner Cable there as manager of cable TV engineering.

James F. Shanley, manager, physical distribution headquarters, Jerrold Electronics, Hatboro, Pa., promoted to account executive, covering CATV assigned accounts in Minnesota, Wisconsin, Michigan, Indiana and Illinois.

Charles W. Gentry, chief technician, Communication Properties Inc.'s Orange Cablevision system, Orlando, Fla., named New England regional engineer. **Steve Kerstetter**, construction manager, Cape Cod (Mass.) Cable joins CPI as project coordinator, New England region.

R.E. Fensterbush, chief technician, Texarkana (Tex.) TV Cable, transferred to First Illinois Cable TV, Springfield, Ill., in same post. **Carl Pannel**, chief technician, Tall City TV Cable, Midland, Tex., succeeds Mr. Fensterbush and **R.B. Kennedy**, formerly with American Television and Communications and United Cable

TV, re-enters field, succeeding Mr. Kennedy. All systems are owned by Communications Properties Inc.

Equipment & Engineering

James K. DeVoe, senior vice president, N.W. Ayer ABW International, named vice president, advertising, RCA Sales Corp., New York. **Lloyd S. Bashkin**, manager of consumer services sales, RCA Service Co., Manhattan office, appointed manager of entertainment and industrial sales, Cherry Hill, N.J.

A. H. Bott, in engineering and production management positions with broadcast products division, Harris Corp., Quincy, Ill., joins Broadcast Electronics, Silver Spring, Md., as VP, engineering.

Theodore J. Cutler, general manager, audio division, Memorex Corp., Santa Clara, Calif., named VP, consumer and business media group, succeeded by **Howard F. Earhart**, general manager, Comdata division, Irvine, Calif.

Thomas R. Meyer, product manager/applications engineer, Telemation, Salt Lake City, named product manager, Dynair Electronics, San Diego.

Robert W. Cochran, director of marketing, CBS Laboratories, joins Time and Frequency Technology, Santa Clara, Calif., as director of communication product sales.

Allied Fields

Anne Everitt, and **Mike O'Sullivan**, client service account executives, A.C. Nielsen, New York, named VP's.

Armella Selsor, VP and media director of McCann-Erickson, Chicago, named director of sales, Chicago, for Association of Independent Television Stations Inc. (INTV), New York, marking organization's expansion into Midwest.

Jose Martinez-Villarejo, head of Space Sector Division, National Telecommunication Co. of Spain, elected chairman, International Telecommunications Satellite Organization (Intelsat). **Marcel Perras**, VP, international affairs, Teleglobe Canada, elected Intelsat vice chairman.

George Crouchet Jr., senior VP, Lafayette Broadcasting, owner/operator, KPFL(AM)-KDTY(AM) Lafayette, La., named Broadcaster of Year by Louisiana Association of Broadcasters.

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Teamwork. Ten engineers at RCA Broadcast Systems, Camden, N.J., received the company's David Sarnoff award from Edgar H. Griffiths (far left), RCA president, and Dr. James Hillier (second left), executive VP/senior scientist, "for team effort leading to the highly successful TK-76 electronic news gathering camera." The engineers are (from third left): Harry G. Wright, John J. Clarke, Dennis M. Schneider, Lucas J. Bazin, Donald C. Herrmann, Mark P. Nelson, Anthony H. Lind, Alexis G. Shukalski, Cydney A. Johnson, and Sidney L. Bendell.

Deaths

Dr. Raymond A. Bauer, 60, social psychologist and professor at Harvard School of Business Administration, who was also known for pioneering research in advertising, died July 9 at his home at Cambridge, Mass. With Stephen Groyser he was author of 1968 book "Advertising in America: The Consumer's View," based on study, underwritten by American Association of Advertising Agencies, which found that contrary to many critics, more Americans liked advertising than disliked it, and that they believed it helped raise standard of living and was thus essential part of American life. Survivors include his wife and one daughter.

Alvin Zakin, 53, founder and president of Zakin Company Advertising, New York, died of cancer July 11 in New York hospital. Agency handled broadcast accounts including Broadcast Music Inc., WPix Inc., Arbitron and Capital Cities Broadcasting. He is survived by his wife, Joy Golden, two children, Susan and Adam, and two stepdaughters, Suzanne and Lisbeth Golden.

Frank B. Ridgeway, 66, director of engineering, Courier Cable Co., Buffalo, N.Y., died of cancer there June 24. Before joining Courier in 1966 he had been Washington engineering consultant, director of engineering for WEBR(AM) Buffalo, and chief engineer for WTOL(AM) Toledo, Ohio. He is survived by his wife, Ardeth.

Gordon Bracher, 55, graphic arts director, KTTV(TV) Los Angeles, died July 5 at Temple hospital there after long illness. Before joining KTTV, he worked as scenic artist for several studios including Paramount Pictures and Walt Disney Productions. Survivors include his wife, Sybil, and son, Russell.

Thomas Brice McLean, 29, productions manager, WGLO(FM) Fort Lauderdale, Fla., died of kidney failure at Holy Cross hospital there June 28. Before joining WGLO he had been with WLW(AM) Cincinnati and WPEN(AM) Philadelphia.

Robert Butterfield, 51, manager, news archival services, NBC, died July 2 in Red Bank, N.J., following massive coronary. Mr. Butterfield, with NBC for more than 25 years, is

survived by his wife, Adeline, and son, Robert.

Norman Paris, 51, arranger, composer and conductor for TV programs and series, including *Omnibus*, *Philco Playhouse* and *Hallmark Hall of Fame*, died July 10 in New York, after hospitalization for diabetes and heart ailment. He is survived by his wife, actress Dorothy Loudon, now on Broadway in "Annie."

Scott D. Palmer Jr., 35, sales executive/announcer, KGB-AM-FM San Diego, died of brain tumor there June 30. He had been with stations eight years, joining from KCQB(AM) there. He is survived by his wife, Barbara, two sons and one daughter.

James Burton Bishop, 65, retired local sales manager, KCEN-TV Temple, Tex., died of apparent heart attack at his home there June 23. He had been with KCEN-TV parent, Mayborn Enterprises, 46 years, last 24 with KCEN-TV. He retired May 31. Survivors include his wife, Loyce, and two daughters.

William Edward Compton, 31, program director, KDKB(AM) Mesa (Phoenix), Ariz., died in automobile accident there June 21.

For the Record

As compiled by BROADCASTING for the period July 5 through July 8 and based on filings, 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

AM applications

■ **Deer Lodge, Mont.**—McPartlin Broadcasting seeks 1400 khz, 1 kw-D, 250 w-N. P.O. address: 1008 Milwaukee Avenue, Deer Lodge 59722. Estimated construction cost \$25,800; first-year operating cost \$34,842; revenue \$78,000. Format: C&W, standard pops. Principals: John Jeffery McPartlin and his brother, Gregory Michael (50% each). John McPartlin is general manager of KDRG(AM) Deer Lodge. His brother is partner in Coronado, Calif., real estate firm. Ann. July 7.

■ **Aberdeen, N.C.**—Aberdeen Broadcasters Inc. seeks 1350 khz, 2.5 kw-D. P.O. address: 836 Dunn Road, Fayetteville, N.C. 28301. Estimated construction cost \$121,000; first-year operating cost \$70,000; revenue \$100,000. Format: variety. Principals: William E. Tart (70%) and Gene Sheffield Wells (30%). Mr. Tart is principal of WFLB(AM) Fayetteville. Mr. Wells owns electronics firm there. Ann. July 7.

AM action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KRWT-Winters, Tex. (BMP-14,414), Oct. 19.

AM starts

■ **WJTH Calhoun, Ga.**—Authorized program operation on 900 khz, 1 kw-D. Action June 15.

■ **WZZI Madisonville, Tenn.**—Authorized program operation on 1250 khz, 500 w-D. Action June 23.

FM applications

■ **Hornell, N.Y.**—Patricus Enterprises Inc. seeks 92.1 mhz, 3 kw, HAAT—40 ft. P.O. address: Glenwood Hill Drive, Hornell 14843. Estimated construction cost \$15,499; first-year operating cost \$5,350; revenue not given. Format: beautiful music. Principal: Kevin A. Doran, owner of WLEA(AM) Hornell. Ann. July 7.

■ **Corpus Christi, Tex.**—Big "C" Broadcasting Corp. seeks 99.1 mhz, 100 kw, HAAT 932 ft. P.O. address: 702 McBride Lane, Corpus Christi 78411. Estimated construction cost \$454,580; first-year operating cost \$100,000; revenue \$150,000. Format: C&W. Principal: wholly owned by Sigmor Corp., San Antonio, Tex. Stock is voted by Tom E. Turner, 38.38% owner. There are more than 50 stockholders in all in Sigmor. Sigmor also owns KBUC-AM-FM San Antonio, KTON-AM-FM Bolton, KRYS(AM) Corpus Christi, and KXOL(AM) Fort Worth, all Texas. Ann. July 7.

FM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: WHGC Bennington, Vt. (BMPH-15,165), Nov. 22; WKVT-FM Brattleboro, Vt. (BMPH-15,147), Dec. 4.

■ **Shafter, Calif.**, Brandon-Dorsey Communications—Chief, Broadcast Bureau, granted application for 97.7 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o Anthony Brandon, 3300 Bessemer-Brighton Pike, Bessemer, Ala. 35020. Estimated construction cost \$87,000; first-year operating cost \$42,000; revenue \$84,000. Format: MOR, rock. Principal: Anthony S. Brandon (90%) and Terry L. Dorsey (10%). Mr. Brandon has 35% interests in WYAM(AM) Bessemer, Ala. and KERN(AM) Bakersfield, Calif. Mr. Dorsey is general manager of KERN, and 5% shareholder in KEST(AM) San Francisco (BPH-9542, 9766). Action June 27.

■ **Edmond, Okla.**, Oklahoma Foundation for Research and Development Utilization—Broadcast Bureau granted 90.9 mhz, 10 w. P.O. address: Box 1328 Edmond, Okla. 73034. Estimated construction cost \$5,400; first-year operating cost \$6,000. Format: variety. Principals: Nonprofit, state-supported research organization (BPED-2343). Action June 10.

■ **Centreville, Miss.**, Western Mississippi Broadcasters—Broadcast Bureau granted 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 109 Channel Lane, Madison, Miss. 39110. Estimated construction cost \$28,525; first-year operating cost \$7,000; revenue \$30,000. Format: C&W, rock and Black. Principals: Carrol F. Jackson and Rayvon M. Smith (50% each).

Mr. Jackson owns 20% of WKXI(FM) Jackson, Miss. Mr. Smith has grocery, realty and advertising interests (BPH-10,026). Action June 30.

■ **Lancaster, Pa.**, Lancaster Bible College—Broadcast Bureau granted 90.3 mhz, 1.05 kw, HAAT 88 ft. P.O. address: 901 Eden Rd., Lancaster 17601. Estimated construction cost \$20,050; first-year operating cost \$12,000. Format: variety. Principal: Applicant is Christian institution of higher learning (BPED-2276). Action June 30.

FM starts

■ **KDEL-FM Arkadelphia, Ark.**—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 96 ft. Action June 10.

■ **WMGX Portland, Me.**—Authorized program operation on 93.1 mhz, ERP 50 kw, HAAT 220 ft. Action June 3.

■ **KNDR Mandan, N.D.**—Authorized program operation on 104.9 mhz, ERP 3 kw, HAAT 285 ft. Action June 20.

■ **KRRO Ardmore, Okla.**—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 210 ft. Action June 23.

■ **WRIX Honea Path, S.C.**—Authorized program operation on 103.1 mhz, ERP 3 kw, HAAT 300 ft. Action June 9.

■ **KWCB Floresville, Tex.**—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 99 ft. Action June 14.

■ **WNCS Montpelier, Vt.**—Authorized program operation on 96.7 mhz, ERP 400 w, HAAT 700 ft. Action June 3.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: WMUM(FM) Marathon, Fla. (BLH-7276), July 1; WCLD(FM) Cleveland, Miss. (BLH-7320), July 1.

Ownership changes

Applications

■ **WBCK(AM) Battle Creek, Mich.** (930 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Michigan Broadcasting Co. to Wolverine Broadcasting Co. for

\$596,000, including \$26,000 covenant not to compete. Seller is David N. Holmes, who has no other broadcast interests. Buyer is owned principally by Nestor A. Sibbold (52%) and his son David (8%). Five other stockholders, none with other broadcast interests, hold remaining shares. Elder Mr. Sibbold is former station manager of WWJ-AM-FM Detroit. His son is partner in Plymouth, Mich., fencing company. Ann. July 7.

■ **WQON(FM)** Grayling, Mich. (100.1 mhz, 3 kw)—Seeks assignment of CP from Grayling Broadcasting Co. to Grayling Broadcasters for \$5,721.64. Seller: James E. Sylvester, owner of WGRY(AM) Grayling. Buyers are Wayne Hindmarsh, C.R. Van Steenhuse, William Scheer and Ernest F. Dawson Jr. (25% each). Mr. Hindmarsh is sales manager of WGRY. Mr. Scheer owns automobile dealership there, and Mr. Dawson owns antique store. Dr. Van Steenhuse is Midland, Mich., dentist. Ann. July 7.

■ **KBEQ(FM)** Kansas City, Mo. (104.3 mhz, 50 kw)—Seeks assignment of license from KBEQ inc. to Mariner Communications Co. for \$5.1 million. Sellers: Mark and Connie Wodlinger, who have no other broadcast interests. Buyer is owned equally by L. Joe Scallan, Elmer L. Ward Jr. and N-ReN Corp. Mr. Scallan owns Cincinnati management consultant firm and is partner of River Bend Corp., business broker there. Mr. Ward is officer Palm Beach Co., apparel manufacturer. N-ReN Corp. is Cincinnati fertilizer business, Herbert Hamilton, president. Ann. July 7.

■ **WCLY(AM)** Columbia, Pa. (1580 khz, 500 w-D)—Seeks assignment of license from Hex County Radio Inc. to WCLY Radio for \$1.00. Station is off air and proposed assignment is contingent on FCC's favorable consideration of petition for reconsideration and for reinstatement of license. Sellers are Kenneth E. Patrick (50%), John D. Poole and Robert E. Collins (25%). They have no other broadcast interests. Buyers are Robert L. Purcell (66 2/3%) and Dr. Collins (33 1/2%). Mr. Purcell is Washington consulting engineer and 50% owner of WACM(FM) Freeland, WBZY(AM) New Castle, both Pennsylvania, and WFGM(FM) Fairmont, W.Va. Dr. Collins is Washington physician. Ann. July 7.

■ **WEEP-AM-FM** Pittsburgh (AM: 1080 khz, 50 kw-D, 25 kw-CH; FM: 107.9 mhz, 36 kw)—Seeks assignment of license from Golden Triangle Broadcasting Inc. to Radio 1080 Corp. for \$925,000. Seller is Myron Jones, group owner of WHOT(AM) Campbell-WHOT-FM Youngstown, both Ohio, and WJET-AM-FM-TV Erie and WTIV(AM) Titusville, both Pennsylvania. Buyer is owned by Entertainment Communications Inc. (100%). ECI owns WAYL(FM) Minneapolis-St. Paul, KBRG(FM) San Francisco, KLEF(FM) Houston, KTAC(AM)-KBRD(FM) Tacoma, Wash., and WAYL(AM) Richfield, Minn. Joseph M. Field, president. Ann. July 7.

■ **KIXL(AM)** Austin, Tex. (970 khz, 1 kw-D)—Seeks assignment of license from Advance Inc. to Austin Broadcasting Corp. for \$310,000. Seller is principally owned by R.M. Hicks, owner of 25% of KIKN(AM) Sinton, Tex., KJOE(AM) Shreveport, La., and KTRM(AM) Beaumont, Tex. Buyer is owned equally by D. Kent Anderson, Richard E. Oppenheimer and Robert L. Clarke. Mr. Anderson has various business and investment interests in Texas. Mr. Oppenheimer is former vice president of Starr Broadcasting Co. Mr. Clarke is Houston attorney. Ann. July 7.

■ **KCAN(AM)** Canyon, Tex. (1550 khz, 1 kw-D)—Seeks assignment of license from Palo Duro Broadcasting Co. to Canyon Broadcasting Co. for \$160,000. Seller: Ernest Coker Jr., who has no other broadcast interests. Buyer is owned by Jack L. Aldridge and his wife, Mary Beth. Mr. Aldridge is general manager of KITE(AM)-KEXL(FM) San Antonio, Tex. Ann. July 7.

■ **KNOK-AM-FM** Fort Worth (AM: 970 khz, 1 kw-D; FM: 107.5 mhz, 100 kw)—Seeks assignment of license from KNOK Broadcasting Co. to EGG Dallas Broadcasting Inc. for \$1,218,000, plus \$300,000 covenant not to compete. Seller is owned by Chatham Corp., Chicago, Garry Brainin is president. Buyer is Earl G. Graves, publisher of *Black Enterprises* magazine. He has no other broadcast interests. Ann. July 7.

■ **KSL-FM** Salt Lake City (100.3 mhz, 13 kw)—Seeks assignment of license from Bonneville International Corp. to Simmons Family Inc. for \$852,518. Seller is wholly owned by Church of Jesus Christ of Latter-Day Saints, group owner of four AM's, six other FM's and two TV's. Buyer is owned by Roy W. Simmons and his family. Family has various business and investment interests in Salt Lake City. Ann. July 7.

■ **WLVA(AM)** Lynchburg, Va. (590 khz, 1 kw-U)—Seeks assignment of license from WLVA Inc. to WLVA of Lynchburg Inc. for \$660,000. Seller is owned by Washington Star Communications Inc., group owner of WLVA-TV Lynchburg, WJLA-TV Washington and WCIV(TV) Charleston, S.C. Joe L. Albritton is owner. Buyer is owned by Shenandoah Broadcasting Co. which is owned by Brice A. Miller (52.94%) and eight others (none with more than 6%). Shenandoah owns WKDW(AM)-WSGM(FM) Staunton, Va. Mr. Miller owns 10% of WCOK(AM) Sparta, N.C. No other Shenandoah principal has other broadcast interests. Ann. June 28.

Actions

■ **KTHV(TV)** Little Rock, Ark. (ch 11)—Broadcast Bureau granted transfer of control of 16% of licensee, Arkansas Television Co., from estate of Clyde E. Lowry to Arkansas Democrat Co. for \$1,280,000. Transfer represents partial settling of estates of Mr. Lowry and of Karl A. Engel. Holdings in licensee at present: estate of Mr. Lowry, 16%, Arkansas Democrat Co., 32%; Karl A. Engel trust, 10%, and Radio Broadcasting Inc., 42%. ADC is, in turn, owned principally (70%) by Engel trust. (Beneficiaries are Mr. Engel's three surviving sisters, and trustees are his nephews, C. Stanley Berry and Marcus B. George.) RBI is owned (80%) by Shreveport Times Publishing Co., Shreveport, La., which sold KWKH(AM)-KROK(FM) Shreveport to Wichita Great Empire Broadcasting Inc. for \$2,360,400 in deal related to intended acquisition of STPC by Gannett Newspapers (BROADCASTING, May 23). Arkansas Democrat Co. formerly published *Arkansas Democrat* (Little Rock), but sold paper to WEHCO Media in 1974. ADC intends to acquire RBI at later date (BTC-8323). Action June 30.

■ **KJJI(AM)** Phoenix (910 khz, 5 kw)—Broadcast Bureau granted assignment of license from Dairyland Managers Inc. to ITC Communications of Arizona Inc. for \$1,550,000, including covenant not to compete. Seller is owned by Stuart Struck, who has no other broadcast interests. Buyer is wholly owned subsidiary of International Tapetronics Inc., Bloomington, Ill.,

manufacturer of audio cartridge and tape machines. Principals in International Tapetronics are Pat Nugent, former vice president and general manager of *Peoria* (Ill.) *Journal Star* broadcast division, Elmo Franklin, Jack Jenkins and Andrew Rector. Buyers, as Advance Communications have also announced \$575,000 purchase, subject to FCC approval, of WRMG-AM-FM Titusville, Fla. (BROADCASTING, Dec. 20, 1976). Mr. Franklin also owns one-third of WVOY(AM) Charlevoix, Mich., and Mr. Rector owns 10% of WIHN(FM) Normal, Ill. (BAL-8976). Action June 30.

■ **KCFM(FM)** Santa Maria, Calif. (99.1 mhz, 1.8 kw)—Broadcast Bureau granted assignment of license from California Broadcast Media Inc. to Tepusquet Rolling Rock Co. for cancellation of indebtedness of \$122,000 and assumption of debts equaling about \$75,000. Seller is Leonard N. Kesselman, who has also sold KZON(AM) Santa Maria. Mr. Kesselman also owns 90% of KZEN(AM) Seaside Calif. Buyers are Paul W. Hallock (51%), his father George V. (44%) and Joe Herbst (5%). Mr. Paul Hallock is director of station, but he has no ownership interest. His father is retired businessman. Mr. Herbst is salesman with station (BALH-2450). Action June 30.

■ **KAJN(AM)-KHIO(FM)** Crowley, La. (AM: 1560 khz, 1 kw-D; FM: 102.9 mhz, 100 kw)—Broadcast Bureau granted transfer of control of Rice Capital Broadcasting Co. from Barton W. Freeland (100% before; none after) to Agape Broadcasters Inc. (none before; 100% after). Consideration: \$300,000. Principals: Mr. Freeland has no other broadcast interest. Buyer is owned by Barry D. Thompson (66.7%), R.S. King (13.3%) and three others. Mr. Thompson owns 40% of KSMB(AM) Lafayette, La. Reverend King is Lafayette pastor with no other broadcast interests (BTC-8312). Action June 30.

■ **WVUE(TV)** New Orleans (ch. 8)—Commission granted assignment of license from Screen Gem Stations to Gaylord Broadcasting Co. for \$12.5 million. Seller: Columbia Pictures Industries, parent company of Screen Gems, owns WNJU-TV Linden, N.J.; WOLE-TV Aguadilla, P.R.; WYDE(AM) Birmingham, Ala.; KCPX-AM-FM Salt Lake City, and WVA-AM-FM Wheeling, W.Va. Buyer: Gaylord owns WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; WVTV(TV) Milwaukee; KRKE(AM) Albuquerque, N.M., and WKY(AM) Oklahoma City. Action June 30.

■ **WUAB(TV)** Lorain, Ohio—Broadcast Bureau granted assignment of license from United Artists Broadcasting Inc. (64%) and Kaiser Broadcasting Co. (36%) to Gaylord Broadcasting Co. for \$12.5 million. Gaylord's purchases of WUAB and WVUE(TV) New Orleans (see above) give it full portfolio of seven TV's. Gaylord, subsidiary of Oklahoma Publishing Co., Oklahoma City, owns WTVT(TV) Tampa, Fla.; KTVT(TV) Fort Worth; KHTV(TV) Houston; KSTW(TV) Tacoma, Wash.; WVTV(TV) Milwaukee, and two AM stations. Kaiser is liquidating its stations. United Artists retains WRIK-TV Ponce, P.R. (BTC-8179). Action June 30.

■ **WEWO(AM)** Laurinburg, N.C. (1080 khz, 5 kw-D)—Broadcast Bureau granted 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. (BTC-8304-5). Action June 30.

Summary of broadcasting

FCC tabulations as of May 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,471	6	23	4,500	43	4,543
Commercial FM	2,853	1	70	2,924	151	3,075
Educational FM	872	0	26	898	78	976
Total Radio	8,196	7	119	8,322	272	8,594
Commercial TV	722	1	3	726	44	770
VHF	514	1	0	515	8	523
UHF	208	0	3	211	36	247
Educational TV	243	3	13	259	6	265
VHF	93	1	7	101	2	103
UHF	150	2	6	158	4	162
Total TV	965	4	16	985	50	1,035

*Special temporary authorization

**Includes off-air licenses

Facilities changes

AM actions

■ **WINI** Murphysboro, Ill.—Broadcast Bureau granted CP to add nighttime power with 500 w. DA-N, change hours of operation to unlimited; trans. location 2 miles north of Carbondale, Ill.; conditions (BP-20,231). Action June 28.

■ **KKLS** Rapid City, S.D.—Broadcast Bureau granted CP to increase power to 5 kw DA; redesign ant. trans. location to Sedivy Lane 1.3 km (0.8 mile) S.E. of city limits of Rapid City; conditions (BP-20,241). Action June 28.

AM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown:

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KCGS Marshall, Ark., May 27; WINZ Miami, May 27; WKCB Hindman, Ky., June 13; WAGY Forrest City, N.C. May 27; WRGC Sylva, N.C., June 16; WCIN Cincinnati, June 2; KADS Elk City, Okla., May 27; KWJJ Portland, Ore., June 17.

FM action

■ WKPT-FM Kingsport, Tenn.—Broadcast Bureau granted request to identify as Kingsport-Johnson City-Bristol, Tenn. Action June 30.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: WLFQ Crawfordsville, Ind., June 23; WYPC Gallipolis, Ohio, June 23; KKNG Oklahoma City, June 17; KBMF-FM Spearman, Tex., June 21; WLRG Roanoke, Va., June 21; WCMS-FM Norfolk, Va., June 23; KBBC Phoenix, June 7; KXGO Arcata, Calif., June 16; WCTY Norwich, Conn., June 15; WWTR Bethany Beach, Del., June 3; WSAC-FM Fort Knox, Ky., June 13; KSLI Alexandria, La., June 20; WGRD Grand Rapids, Mich., June 3; WEDA Grove City, Pa., June 20; WKPT-FM Kingsport, Tenn., June 17; KLLL Lubbock, Tex., June 16.

In contest

Designated for hearing

■ Seminole, Okla., **FM proceeding**: KXOJ Inc., Ron and Karen Ricord and Frank Lilly competing for 105.5 mhz (Docs. 21,269-70)—Chief, Broadcast Bureau, designated for hearing to determine whether Seminole Broadcasting Co. (Mr. Lilly) is financially qualified and which of proposals would better serve public interest. Action June 27.

Procedural rulings

■ Cicero, Ill., **AM proceeding**: Radio Cicero Inc., Migala Enterprises Inc., Cicero Radio Corp., University of Ill., Metropolitan Broadcasting Co., Nationwide Broadcasting Co. and Midway Broadcasting Corp., competing for 1450 khz (Docs. 21,247-53)—ALJ Daniel M. Head canceled hearing scheduled for Sept. 15. Action June 30.

■ Brownsville, Tex. **FM proceeding**: El Rio Broadcasting, Bagdad Broadcasting Corp. and Brownsville Radio Corp., competing for 99.5 mhz, (Docs. 21,029-31)—ALJ Thomas B. Fitzpatrick continued hearing scheduled for July 6 without date. Action June 29.

Joint agreement

■ Pottsville, Pa., **cable TV proceeding**: Wire Tele View Corp. (Doc. 21,209)—ALJ Daniel M. Head granted joint request for consent order; accepted agreement executed by parties; vacated order to show cause, and terminated proceeding. Action July 6.

Fines

■ WWTR-FM Bethany Beach, Del.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$350 for failing to terminate remote control operation when there is lack of proper control at remote

control point. Action June 29.

■ KMRS(AM) Morris, Minn.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$250 for failing to make application of its return to direct method of determining antenna power. Action June 29.

■ KTGO(AM) Tioga, N.D.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$500 for allowing unlicensed operator to be in charge of transmitter on various dates. Action June 28.

Allocations

Petition

■ Fayetteville, Ark.—Broadcast Bureau substituted ch. 29 for ch. 33. Action was response to petition by Noark Investment Co. Effective Aug. 10. Action June 24.

■ Soperton, Ga.—Center Broadcasting Co., licensee of WYOK(AM), requests assignment of FM ch. 269A (RM-2918). Ann. July 5.

Actions

■ Adel, Ga.—Broadcast Bureau assigned ch. 221A as community's first FM. Action was response to petition by Timberland Communications Inc. Effective Aug. 15. Action June 29.

■ Macomb, Ill.—Broadcast Bureau assigned ch. 276A as community's second FM. Action was response to petition by Ralph Trieger. Effective Aug. 15. Action June 29.

■ Pinckneyville, Ill.—Broadcast Bureau deleted ch. 208A due to erroneous assignment. Action was response to petition by Du Quoin Broadcasting Co., Du Quoin, Ill. Effective Aug. 15. Action June 29.

■ Wellington, Kan.—Broadcast Bureau assigned ch. 228A as community's first FM assignment. Action was response to petition by Sumner Broadcasting Co. Effective Aug. 15. Action June 29.

■ Tawas City, Mich.—Broadcast Bureau assigned ch. 280A as community's second FM. Action resulted from petition by Carroll Enterprises. Effective Aug. 10. Action June 24.

■ Windsor, N.C.—Broadcast Bureau assigned ch. 249A as community's first FM. Action was response to petition by Bermey E. Stevens. Effective Aug. 15. Action June 29.

■ Zanesville, Ohio—Broadcast Bureau assigned ch. 224A as community's second FM. Effective Aug. 15. Action June 29.

Translators

Actions

■ K06JD Bullhead City, K041Y, Lake Havasu City, both Arizona—Broadcast Bureau granted CPs for new VHF translator stations to rebroadcast KVVU-TV Henderson, Nev. (BPTTV-5719-20). Action June 8.

■ K60AX Kingman, K58AP Topock, Gas City and Mohave Valley, Ariz., and Needles, Calif.—Broadcast Bureau granted CPs for new UHF translator stations to

rebroadcast KVVU-TV Henderson Nev. (BPTT-3131, BPTT-3130). Action June 8.

■ K55BH, K57AR, Baudette, Minn.—Broadcast Bureau granted CP for new UHF translator stations to rebroadcast programs of (1)KTHI Fargo-Grand Forks, N.D., (2) WDAZ Devils Lake, N.D. (BPTT-3134, BPTT-3160). Action June 8.

■ K57AS, K59AX Grygla, Minn.—Broadcast Bureau granted CPs for new UHF translator stations to rebroadcast programs of (1)WDAZ Devils Lake, N.D., (2)KTHI Fargo-Grand Forks, N.D. (BPTT-3135-6). Action June 8.

■ K69BK Norris Camp, Minn.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KTHI Fargo-Grand Forks, N.D. (BPTT-3140). Action June 8.

■ K67BC Norris Camp, Minn.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of WDAZ Devils Lake, N.D. (BPTT-3139). Action June 8.

■ K63AS Williams, Minn.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KTHI Fargo-Grand Forks, N.D. (BPTT-3138). Action June 8.

■ K61AR Williams, Minn.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of WDAZ Devils Lake, N.D. (BPTT-3137). Action June 8.

■ W63AH Maplewood area, Ohio—Broadcast Bureau granted CP for new UHF translator station to rebroadcast WOET-TV Kettering, Ohio (BPTT-3028). June 16.

■ W60AH Stroudsburg, Pa.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast WDAU-TV Scranton, Pa.; conditions (BPTT-3147). Action June 8.

■ W59AG Northern and southern parts of Valley Village of Wintergreen, Va.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast WVIR Charlottesville, Va. (BPTT-3150). Action June 17.

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Central New York Cable TV, for Westmoreland, N.Y. (CAC-06068); Central New York Cable TV, for Oriskany, N.Y. (CAC-06069); Central New York Cable TV, for Frankfort, N.Y. (CAC-06074); Warner Cable of Babbitt, for Babbitt, Minn. (CAC-07471); Florida Cablevision, for Fort Pierce, Vero Beach, St. Lucie Village, Indian River, St. Lucie, all Florida (CAC-07754-9); Warner Cable of Massachusetts Inc., for Melrose, Mass. (CAC-07841); Cable Antenna Systems, for Mountain Home AFB, Idaho (CAC-07885); Crestview Cable TV, for Prineville, Ore. (CAC-07961); Big Spring Cable TV Inc., for Big Spring, Tex. (CAC-07973); Columbia Cablevision, for Tenafly, N.J. (CAC-08007); Rollins Cablevision, for Newark, Del. (CAC-08057); Video Link Ltd., for Point Marion, Pa., (CAC-08089); Alert Cable TV of North Carolina Inc., for Cary, N.C. (CAC-08246); Vicksburg Video Inc., for Vicksburg, Miss. (CAC-08257); Amvideo of Virginia Inc., for Quantico, Va. (CAC-08271); Cablevision of New Jersey Inc., for Tenafly, N.J. (CAC-08272); Pioneer Cablevision Corp., for Owego, N.Y. (CAC-08277); Pioneer Cablevision Corp., for Vestal, N.Y. (CAC-08278); Monticello Video Corp., for Monticello, N.Y. (CAC-08300); Greater Algona Cable TV Inc., for Algona, Iowa (CAC-08380); Velve Cable TV Inc., for Velve, N.D. (CAC-08399); Atchison Cablevision Co., for Atchison, Kan. (CAC-08401); WSML Inc., for Lewisburg, Tenn. (CAC-08423); Cencom Inc., for Lexington, S.C. (CAC-08431); Coldwater Cablevision Inc., for Coldwater, Mich. (CAC-08443); Warrensburg Cable Inc., for Warrensburg, Mo. (CAC-08450); Midwest Cable Television Inc., for Otis, Colo. (CAC-08466); Midwest Cable Television Inc., for Holyoke, Colo. (CAC-08467); Kankakee TV Cable Co., for Kankakee, Ill. (CAC-08493); Kankakee TV Cable Co., for Bradley, Ill. (CAC-08494); Kankakee TV Cable Co., for Bourbonnais, Aroma Park, Kankakee, Bourbonnais, Aroma, Limestone, Otto, all Illinois (CAC-08495-501); Cox Cable TV of Pensacola, for Escambia, Fla. (CAC-08545); Cox Cable TV of Pensacola, for Pensacola, Fla. (CAC-08546).

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RADIO

HELP WANTED MANAGEMENT

Farm Director. Clear Channel station located in fifth richest dairy county in U.S., probably world! Must have ag knowledge, strong voice and sales ability. Person will broadcast ag programming and then travel to agency centers of country to sell stations farm programming. Good base and world! Must have ag knowledge, strong voice and sales ability. Person will broadcast ag programming and then travel to agency centers of country to sell stations farm programming. Good base and commission. Call Jim Coursole at 414-324-4441.

Ownership Without any cash investment offered to person selected as GM of Northeast AM station who is aggressive street salesperson. Box H-161.

General Manager for new 20kw public radio station in major Northeastern city. Approximately 15 person staff. Equal Opportunity/Affirmative Action Employer. Send resume detailing experience and salary history to Box H-159.

Assistant General Manager: A local radio station is in need of an assistant general manager to supervise and direct day to day operations, working with personnel in news, public affairs and music programming along with announcing duties. This position requires a Bachelor's degree in music, communications, or a related field with a strong knowledge of classical music. Two to three years experience in broadcasting including production. 3rd Class FCC license. Please send resume with audition tape to: University of Missouri-St. Louis, 8001 Natural Bridge Road, St. Louis, MO 63121. An equal opportunity employer M/F.

Sales-oriented GMs needed for small market stations in NE Indiana and Northern Kentucky. \$6,300 investment opportunity. 219-583-4551.

Community Club Awards (CCA) Radio/TV/News-paper Promotion. Require 3 resident sales managers (Texas/South-East/West-Coast). Full-time travel (Monday through Friday). Salary, commission, incentives provide unlimited earnings opportunity. Availability, background, references, first letter. No phone calls. Box No. 151, Westport, CT 06880.

University of Oklahoma Norman Campus, Director of KGOU. Professional, full-time director of KGOU. Opportunity to work with students, faculty, administrators and community in development of high quality commercial University FM station. Complete supervision of budget, professional and student staff personnel, planning and development. BA required, MA or higher preferred, and minimum of five years professional experience. \$14,300 per year minimum. Persons interested in and qualified for the above position should submit a letter of application, resume, salary history and salary requirements by August 1, 1977 to: Personnel Services, 905 Asp Avenue, Norman, OK 73019. An Affirmative Equal Opportunity Employer.

New 100,000 Watt Regional Public Radio facility seeks experienced professional staff: Ass't Mgr/Operations; Mgr. News/Public Affairs; Mgr. Music and Arts; Mgr. Promotion/Development; three Producer/Announcers with classical music/arts expertise. Salary commensurate with experience. Hiring dependant on final funding. Application deadline July 25, 1977. Audition tapes required for announcers and news manager. Forward application and resume to P.B. Greedy, Director of Personnel, Western Iowa Tech Community College, P.O. Box 265, Sioux City, IA 51106. An Equal Opportunity Employer.

HELP WANTED SALES

Creative Radio Salesperson for growing Northern Illinois AM/FM. Take over existing account list with good billings. E.O.E. Resume to Tom Kopin, WCSJ, Box 270, Morris, IL 60450.

Experienced salesperson for modern country AM in the Rio Grande Valley of Texas write KSOX. 345 South 7th Street, Raymondville, TX 78580.

Learn To Sell at a professional Midwest radio station. Box H-107.

West Texas Metro Market station is looking for 2 sales people for newly acquired station. Need hard working individuals who would like to make good money. Rich oil area of about 150,000. Send resume to Johnny Knight, General Manager, 2641 W. Butler A-8, Phoenix, AZ 85021.

Progressive Station in major Eastern market seeks experienced sales person looking to move into growing situation. Good list to start. Station shows consistently in metro reports. Send resume to Box H-148.

Florida Opening for young aggressive salesperson who demands (1) ground floor opportunity with expansion organization (2) position leading to management (3) potential profit sharing and eventual part ownership (4) a growth market (5) an exciting yet beautiful unspoiled place to live live live!! (6) chance to learn from a veteran broadcasting pro and work with other young pro's ... EOE Box H-145.

South Florida \$18,000 potential first year commission for an experienced successful and proven salesperson. Good list with growing company. Definite management opportunity guaranteed. Draw up to 6 months plus car expense. We are an Equal Opportunity Employer. Box H-164.

Great opportunity for salesperson with creative touch. Get in on ground floor with Midwestern FM going from small market to 50,000 watts. The growth is exciting, but it takes ambition and your foot in the door now. Chance for quiet small market community living with major market earning potential. Assuming established list. Contact General Manager, WBYG, Kankakee, IL 60901.

Sales Manager for first class small market operation. Salary \$10 to \$15 K depending on ability. Opportunity for growth with chain. Contact Don Curtis 919-276-2911.

WKYD-WQHQ. 2 fulltime leading stations will hire two experienced salespersons in two weeks. Base + Commission + Expence. Call 205-222-1144, or write P.O. Box 8 Andalusia, AL EOE.

Broadcast Professional with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000 + with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Bill McGee, President, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

HELP WANTED ANNOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director. KPOW, Box 968, Powell, WY 82435.

Minimum two years experience in Country and Rock. Upper Midwest. Box G-39.

First ticket to assume engineering responsibilities of AM directional and FM stereo equipment. Prefer announcing interest also. Call 517-224-7911 for Bob Dittmer II or send resume to WRBJ, P.O. Box 320, St. Johns, MI 48879.

Adult Contemporary Morning Man, bright, humorous. Rush tapes and resume to Steve Mechling, PD, WKST, 219 Savannah-Gardner Rd., New Castle, PA 16101, 412-654-5501. E.O.E.

Top 100 Market looking for relaxed, conversational, adult communicator. 517-372-3333.

Midwest Station seeks production pro to handle air shift and work in creative department. Five years experience required. Excellent benefits. Five-Day Week. \$12,000 start. E-O-E. Send resume, production samples, and air check to Bob Stewart, Broadcast Associates, Box 1462, Peoria, IL 61655.

Very energetic morning man needed in Southwestern Montana town of 25,000. Should be nearly crazy, dependable, good references. Reply Box H-185.

Small market, Virginia, contemporary needs, dj-announcer, hard work, low pay. Equal opportunity employer. Send resume to Box H-181.

Florida MOR Station has opening for personality announcer. Must have at least two years of radio announcing experience with solid work record, have a good voice and good on air personality as well as have a Third Class FCC license. Salary \$13,000 to \$15,000 per year. Coastal growth market with stable economy. We are an Equal Opportunity Employer. Box H-162.

Wanted: Announcer for small market on Ohio River. Sales Helpful. Box H-155.

Experienced mature announcer with good production ability. Adult contemporary, 3rd endorsed. Excellent salary, benefits, working conditions. EOE. Tapes, resumes to PD, WERA, 120 W. 7th St. Plainfield, NJ 07060.

WSOY, Decatur, IL, hasn't heard from the right person with good sounding adult approach to MOR/Contemporary format. Good benefits. EOE. Send tape and complete resume to Program Director, Box 2250, Decatur, IL 62526.

Snappy, Happy, Humorous morning man wanted in medium market. Good pay. Send tape to Garry McNulty, WINR, Box 27, Binghamton, NY 13904.

Christian-Gospel announcers and Program Director needed for growing Christian group. Contact Don Curtis 919-276-2911.

KYND is conducting a nationwide search for the country's best beautiful music communicator. This is our first major opening in three years. Rush tape and resume to Jim Sharon, KYND, 1001 East Southmore, Pasadena, TX 77502. E.O.E.

Opening immediately announcer with first class ticket, needed immediately. Contact Don Curtis 919-276-2911.

Disc Jockey needed immediately. International Program of English-speaking radio station in Tehran, Iran needs experienced disc-jockey. Excellent pay and benefits. Experienced jocks need only apply. Send resume with personal background and cassette air check to: Iran National Radio and Television, 2600 Virginia Avenue N.W., Suite 206, Washington, DC 20037.

Sports Director able to gather, write, air local sports. PBP. Good salary and benefits. EOE. Tape, resume to Rick Hansen, WNLK, Norwalk, CT 06852.

WLKW-AM-FM seeks tapes and resumes from experienced Beautiful Music announcers. Friendly, interested one to one approach with moderate to heavy voice. Send tape and resume to Tony Rizzini: Prog. Mgr. WLKW, 1185 North Main St. Providence, RI 02904. An E.O.E.

KFRC San Francisco is searching for a swing air-personality capable of performing in all slots. Tapes and resumes only to Les Garland, Program Director, KFRC, 415 Bush Street, San Francisco, CA 94108. E.O.E. M/F.

Are you a Self Starter that has what it takes to be a Sports Director? Do you make an effort to go after the story? Can you do play by play? Can you do a DJ show? If so, send a sample of your play by play and your board show to Jim Wilkinson, KLMR, Box 890, Lamar, CO 81052.

HELP WANTED ANNOUNCERS CONTINUED

Drive-time opening for a warm, intelligent and talented entertainer. MOR personality station. Good salary & benefits, a great place to work. We're looking for creativity, voice, and experience. EOE. Tape, resume to Phil Cutting, WNLK, Norwalk, CT 06852.

Dynamic PD for Class C Adult Contemporary. Aggressive successful w/new facilities. Must be experienced, stable, & strong production. Contact Dan Weir, KJCK-FM 913—762-3165.

WTAC—looking for very polished professional to fill rare opening at Flint and the Tri-Cities's Number One Rocker. Good pipes—enthusiasm—and slight insanity a Must, plus third phone endorsed. Send resume and tape to Fred Brian, P.D., WTAC, Box 600, Flint, MI 48501. Equal opportunity employer.

Immediate Opening for experienced MOR personality. Send resume, tape to Jerry Collins, WASK, Box 880, Lafayette, IN 47902.

WEZI, Memphis' Beautiful Music Station, has opening for a full-time announcer. Send tape and resume to Tom Moran, Operations Manager, c/o WEZI, 5900 Poplar, Memphis, TN 38138. WEZI is an Equal Opportunity Employer.

Non-automated Beautiful Music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Additional skills with copy, production and news helpful. Top facilities. Stability. Equal Opportunity Employer. Tape & resume to WRSR, Box 961, West Side Station, Worcester, MA 01602.

Immediate opening for announcer with play by play football & basketball experience at Texas station. Send resume to Box H-199.

Do it your way. Experienced self-starter needed for Morning Drive. Adult station, great market, stable staff. Salary generous, commensurate with skill. Equal Opportunity Employer. WBLG, Box 1300, Lexington, KY 40501.

Alaska—Announcer—good voice—smooth. Heavy on prod-copy. Salary open. KSRM(AM) MOR. KQOK(FM) Country. Send tape and resume to KSRM, Inc., Box 852, Soldotna, AK 99669. Experienced only.

Talk in the Sunshine. WFTL, Ft. Lauderdale has a rare opening for a nighttime talk show host. Excellent Salary, good people and a great place to work and live. See our display ad for more info.

HELP WANTED TECHNICAL

Experienced Chief Engineer: Class Four AM, semi-automated FM in single studio-transmitter location. Beautiful, safe college town. Decent wages, fringe benefits. Resume to GM, W M O A, Box 708, Marietta, OH 45750. Equal Opportunity Employer, Male-Female.

First ticket to assume engineering responsibilities of AM directional and FM stereo equipment. Prefer announcing interest also. Call 517—224-7911 for Bob Dittmer II or send resume to WRBJ, P.O. Box 320, St. Johns, MI 48879.

Full-time Chief Engineer; requirements include First Class Radiotelephone License and experience in the areas of directional antenna operation, solid state devices, remote control systems, VHF, microwave and radar equipment. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume to: Chester Grubbs, Director of Engineering, KTOK Radio, Box 1000, Oklahoma City, OK 73101.

Sunny Florida Calling—Immediate opening for a well-qualified engineering assistant. Must be familiar with all phases of AM and FM. 2 years minimum hands-on experience with a positive attitude required. Plenty of challenging work with a future. Send full resume and references to Box H-127.

Midwest AM/FM needs full charge Chief Engineer. FCC rules, and experience in transmitters, microwave, automation, remote control, FM stereo, audio processing. Good pay and benefits with a growing organization. EOE. Resume to Ed Huot WTRC/WYEZ Box 699, Elkhart IN 46514. 219—293-5611.

Chief Engineer Upstate New York, Top 50 mkt, AM & FM, automation, great sound, ratings. Cable TV on premises—Videotape/TV helpful. EEO. Full time—no air—fully professional. Resume, salary requirements to Box H-153.

Southwest fulltime AM with 100,000 Watt FM seeking Engineer with strong service capability. Automation experience required. EOE. Send resume Box H-195.

Chief for 5,000 Watt directional in Upper Midwest. Must be creative transmitter and studio engineer for demanding, contemporary audio chain and production department. Salary open, forward resume to Box 2983, Fargo, ND 58102.

One of the best small market radio stations in the Southwest has opening for Chief Engineer. New FM equipment now being installed and all equipment in good condition. Some announcing preferred but our main concern is a dedicated and conscientious person to maintain equipment. Contact Clint Formby, Owner, 806—364-1860, Drawer 1757, Hereford, TX 79045.

Expanding San Francisco Company seeking experienced sales/marketing persons familiar with AM/FM broadcast and/or professional audio processing products. Send resume or informative letter to: Frank Santucci, Orban Associates, 459 Bryant, San Francisco, CA 94107.

Chief engineer for class IV AM in the Rio Grande Valley of Texas. Popular retirement area near beach. Perfect if you want to be semi-retired. Write KSOX, 345 South 7th Street, Raymondville, TX 78580.

Engineer that can double as announcer or salesperson. Will assume duties as chief in near future. AM-FM non-directional fully automated. Small staff—small town. 5-day week. Hospitalization. Sick leave. Paid vacation. Salary based on experience and qualifications. Contact T.R. Silverman, WSVS, 800 Melody Lane, Crewe, VA 23930.

HELP WANTED NEWS

Pittsburgh Radio Station is looking for a full-time news person with considerable on-air top 40 news experience. Shift will be 4:30 a.m. to 12 noon Monday through Saturday. Salary, union scale. EEO/M.F. Send resumes to news person, Box H-193.

South Florida Coastal leading station seeks go getter. Hard working experienced News Director must be able to gather, edit, write and air local news in professional manner. Must type and have car. Great place to live. Opportunity for advancement with small public chain. We are An Equal Opportunity Employer. Box H-163.

News Director. I'm looking for a news director who can put some zing in our news operation. Our station has a fine reputation, good programming, a long list of satisfied advertisers. But frankly, our news department is in the doldrums. We need somebody who can set and meet high standards for spot news coverage, enterprise reporting and public affairs. Our staff is small, but we're dedicated to the highest ideals of broadcast journalism. If you have an authoritative delivery and can report, write and anchor our major drivetime news block, there may be an outstanding opportunity for you with our station. We offer good pay, fringe benefits and working conditions in one of America's most desirable communities. Send your resume in confidence. An equal opportunity employer. Broadcasting. Box H-90.

News Director. BA plus two years broadcast news experience. Be able to generate numerous actualities. Smaller community within Binghamton Metro. Tape and resume to WEBO, Owego, NY 13827.

Talk in the Sunshine. WFTL, Ft. Lauderdale has a rare opening for a nighttime talk show host. Excellent Salary, good people and a great place to work and live. See our display ad for more info.

At last, for those who've been waiting, there's finally an opening in the KOY News Department for a top notch, experienced person to write, edit, produce and anchor hourly newscasts. Some street experience preferable, but not mandatory. Send tape and resume to Paul McGonigle, News Director, KOY, 840 North Central, Phoenix, AZ 85004. An affirmative action, equal opportunity employer.

One outstanding professional director challenged by opportunity to break new ground in local news coverage and presentation at National Award-winning station. All details to Bert Levine, WROV, Roanoke, VA 24015. EEO.

New Monterey Bay Daytimer seeking seasoned, hard working News Director. Interview and delivery skills must be compatible with upbeat, exciting MOR format. 9-11 M. Tape and resume to KKAP, Box 483, Aptos, CA 95003.

WOBB Radio, Toms River, New Jersey needs an experienced news person who can write, edit and deliver local newscasts. We're serious about news—6 person fulltime staff. Call Paul Most at 201—269-0927. Equal opportunity employer.

Morning newsperson needed with good delivery. You don't need lots of experience if you sound good. Send tape and resume to WBYG, Box 183, Kankakee, IL 60901.

The Imagination Station is looking for a News Director that will compliment our creative broadcasting approach. Experience, mature voice, production skills helpful—Call 815—332-3436.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Programming Coordinator and Production Director position at WRNL, Richmond, Virginia. Please send resume and tapes to Bruce Houston, WRNL, 7100 Bethlehem Road, Richmond, VA 23228. Equal Opportunity Employer.

Exceptional Opportunity for a genuine talent whose track record may be short on experience but is long on imagination, intelligence, ambition, production and AOR music for personality showcasing at National award winner. Details to Burt Levine, WROV, Roanoke, VA 24015.

New Suburban Peoria station needs Production Director. No deejay work. Send tape, references, salary etc. to WTAZ, P.O. Box 3498, Peoria, IL 61614.

RADIO—Assistant Director of University Information, prepare radio programs and features to interpret University to the public, bachelor's degree minimum in broadcast journalism, minimum of 5 years experience in commercial radio, must relate well with campus community/general public, minimum of \$12,000 per year, insurance-retirement plans. Send application and audio examples by August 1, 1977 to: Dr. Richard L. Fleming, Director, Office of University Information, 312 Admin, University of Nebraska, Lincoln, 68588. An Affirmative Action/Equal Opportunity Employer.

New Monterey Bay Daytimer seeking two copy/production pros capable of authoritative, vibrant news delivery. Male or female, creativity and experience is key to 8-11 M position. Tape and resume to KKAP, Box 483, Aptos, CA 95003.

SITUATIONS WANTED MANAGEMENT

GM—Currently Midwest success. Desires move to Florida with opportunity to buy-in. Small-medium markets. Family man. Box H-102.

Assistant to President/Communications or publishing—Top government experience. Former White House staff member. For last five years, assistant to nationally known labor mediator. Reply Box H-119.

General Manager/Sales Manager. 9 years experience with incredible talk record. Available immediately. Major markets only. 301—441-2727.

General Manager of medium market group seeks general management in major market. Came up through programming and sales. Have strong administrative and financial skills, BBA in marketing. Am in mid-30's, over 15 years in radio, over 10 with current employer. Believe in dual objective of profit and serving public interest. Wife accustomed to cold lasagna, daughter does not play football. Box H-167.

Sales-oriented, profit conscious General Manager looking for new opportunities and challenges. 20 years of experience in all phases of radio operation including FCC regulations. 35 years old, family man, community involved. Box H-137.

SITUATIONS WANTED MANAGEMENT CONTINUED

30 year old, with 13 years experience in all phases of radio, seeking manager or sales manager position. BS in RTV. 1st phone, excellent track record. Box H-152.

Relax! You've found your GM. Make your station our station and we'll both make more money than ever. Complete confidence. FM preferred. Box H-147.

Christian general manager with outstanding track record looking for a permanent home. Formerly manager of very successful metro christian station. Multitalented with heavy experience in handling people, sales, operation, programming and engineering. In other words, I can do it all and I thrive on hard work. Sterling references. Write Man Alive, Box 27, Dexter, NM 88230.

GM Available Now! Any market where I can make big bucks for you and me. Previous owner, good street sales, know programing, F.C.C. Have a First. 805-498-1423.

SITUATIONS WANTED SALES

Experienced Sales, good announcer, production etc. Investment or Management desired, family, age 36, medium to major markets. Call Bob, 704-487-9608.

Bright, Aggressive, self-starter with sales and network management experience seeks a sales position at a radio station—future goal—Station Management. Box H-81.

10 years experienced bank teller supervisor, black, and a First Phone. You need me in accounting, payroll or servicing accounts in sales. Production, run light board transmitter watch etc. I have take-charge supervising ability and get totally involved. New England or anywhere! Family location not important financial location is! Box H-131.

SITUATIONS WANTED ANNOUNCERS

Good pipes, seeking medium market Top 40-Contemporary gig. 1st ticket. Very hard working, dedicated, and energetic. Martin 615-374-2029 mornings and evenings.

College Man—3rd phone—excellent news—production—sports. Call D. Robert Hull, 312-446-5603.

3rd phone, announcer, 22, seeking first employment. Tight board, news, commercials, interviews and tape editing. Tapes and resumes available. Tom Sisti, 201-943-5816.

For Sale: Experienced Announcer/DJ: Features include third phone, good pipes, tight board, good news & production, plus PD/MD experience. Will relocate for full-time air shift in small or medium market MOR, AOR, CW in West or S.W. Call or write Frank Cordell, 714-658-1094, 26353 Columbia Street, Hemet, CA 92343.

Announcer Experienced in News and Music looking for position in small to medium market. BA degree, five years experience. Box H-189.

Southeast, especially NC: top 50 market veteran morning entertainer wants to come home. Box H-182.

Want to improve your ratings? I can help you. College grad with third endorsed, beginning fourth year in radio. Experience with all shifts, strong on production, interest in programming. Creative, extremely ambitious, willing to learn anything. Single, 22, responsible, ready to relocate and give my best for you! Prefer progressive, hard or soft rock. Tapes available. Box H-175.

Expd Anncr/DJ, Mid 30's 3rd, Aftra, good voice, news, commls seeks week-end in NY Suburbs. Box H-154.

Three years experience—professional news and commercial delivery. Medium or Major Market only. Box H-142.

5 years experienced Country Jock, 2 years office, sales, MD, PD creative production. I do a show not a shift. No Paranoia Mills, Handicap Havens, Hassel Halls apply. Finished 2 yr. Electronics haven't taken tests. Box H-138.

Bob Peacock is looking! 9 years exp., 1st phone, 38 years old and single. 3 yrs. major (Top 10) market exp. Call 312-834-6355.

1st Phone Announcer/Engineer looking to double as Chief. 8 years experience. 26. BA. Prefer college town in Midwest-West. 213-387-1485.

20 Year PD, major college/pro sports and talk announcer seeks rural radio. Presently relations specialist for large-city Mayor. Taylor. 617-672-3108 nights.

Young Broadcaster, 21, currently in Television, misses the Radio thing. Disc Jockey experience is peanuts, but talent and potential is great. Desiring Top 40/Contemporary format. Want to grow and develop in medium market anywhere. Call Rick collect, 302-764-4530. Comes equipped with first ticket.

Experienced Sportscaster—five years BPP, solid writing and reporting ability. Strong DJ, news also. 3rd endorsed, BA Journalism, relocate anywhere. Available immediately 212-663-0503, Gary Sparber.

Talented and Experienced female, 3rd phone, good production looking for AOR, Progressive or Contemporary DJ work. Will relocate. Debie Kahn 1870 Beacon St. Brookline, MA 02146. 617-277-8055.

Lets get together. Family man looking for air shift and or sales. Big business background. Dedicated. Great voice with personality. Willing to work hard. 3rd. Any format. Prefer MOR, country. Southwest only. Contact Barry Stevens. 212-338-3316, 2116 Ave. M. B'klyn, NY 11210.

Hello, I'm Jim Maney and I'm looking for small or medium market C&W. Full time night or graveyard. Broadcast School graduate with 3rd ticket endorsed. Also some excellent night time programming in mind. For tape and resume call or write: Jim Maney, 6067 Dry Creek Road, Napa, CA 94558. 707-944-2379.

Humorous, First Phone, air personality, desires Top 40 or Adult Contemporary small market nite gig. S.H. Green 213-387-7175.

Jock wants top 40 position in small/medium market. Tight board, knows how to make music flow. Experienced, able to locate anywhere. Call James Groat at 515-792-6449. Ready to go now.

DJ, 24, College graduate. Have 3rd endorsement. Good commercials, tight board. Trained in NYC. Paul Riccio, 212-591-0807 or write 67-29 Kissena Blvd., Flushing, NY 11367.

Hard-working, personality DJ seeks advancement, currently employed, 1st phone, 3 years experience, relocate anywhere. 304-255-0822.

Jim Keating is now ready to entertain your audience. Professionally trained, prefer Northeast or Mid-Atlantic States. My resume and tape speak for themselves. 91 E. 2nd St., Clifton, NJ 07011.

SITUATIONS WANTED TECHNICAL

I can help you. First phone. Willing to work and learn. Board and production experience. Box H-160.

Let me clean your air sound up. AM/FM and jock or sell too! Engineer, 27, experienced major market Chief. Prefer Southeast. Box H-150.

SITUATIONS WANTED NEWS

Sports, all facets, all it's events covered comprehensively, thoroughly, intelligently. All PBP, interview, production, and reporting ability. Eleven years professional, hard working experience ready to work for you. Let's both take another step forward. Box H-46.

Morning Local News editor, writer, caster. Desires position in serious local news operation, preferably Northeast. Young, mature, highly experienced. BA, 3rd endorsed. Box H-117.

News, Public Affairs, Talk. Experienced newsmen desires challenging opportunity. Positive attitude. Box H-187.

28 Years in news—14 as News Director in 2 major stations, Midwest and currently Florida. Call 813-521-1781 before 10 or after 5 or write Box H-180.

Sixteen Years international broadcasting exp in Asia. Want to move from management back to news desk. Help establish Asian/International desk on all-news format or ... Box H-170.

All-News Anchor in top 20 seeking new challenge. Major National and state writing awards. BA, RTV Journ. Impeccable references. Experienced anchor, editor, field reporter. Major markets only, West preferred. Box H-136.

B.S. Journalism. Three years commercial radio. Love to write, good delivery, aggressive—Want to grow in Midwest market. Tape and resume ready to mail. Box H-150.

Sportscaster/Newsperson, rookie, some experience, degree P.S.U., east of Mississippi, Tom 412-226-0095, immediate.

Looking for white male professional? Still a minority ... 4 1/2 yrs. in all talk, all news. Director, reporter, series producer, professional sports mgmt. I give my best. 29, married. Living in S.F. Bay area, but you can entice me to move. Call Mark Murray, 415-938-5925 or 1162 Lincoln Ave. No. 119, Walnut Creek, CA 94596.

Sportscaster/Newscaster 4 yrs major market radio experience. Looking for major market big league/major college play by play of football/basketball. Paul Oiden 701 S. Crenshaw Blvd., Apt. 2, Los Angeles, CA 90005. 213-936-8608. 213-461-1195.

Sportscaster—lively, free form style lots of sound. 9 years Radio-TV, sports-news. Still competing athlete. Sports Image. Medium/Large markets. Good references. Write Sportscaster, 1 Pawnee Avenue, Manitou, CO 80829. 303-685-9953.

Black Major—College Grad. Personable reporter, writer. Great voice. Will relocate anywhere! Frederick Smith. 313-341-6010, 18447 Appoline, Detroit, MI 48235.

News-Public Affairs. Minimal air work. Strong writing. BS in Communications. 3rd Phone. One year experience. 812-346-6685.

Experienced anchor/reporter/newswriter seeks medium market spot. Female, 30. Will relocate. Penny Davenport 804-482-3542.

Knowledgeable Sportscaster with major college play-by-play experience. Reporting, writing, all sports. Available now. Dan Faber, 2245 East Monterosa, Phoenix. 602-266-6515.

Conversational news writer/journalist with two years experience seeks opportunity with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

Woman Sportscaster 3rd. 4 years sports experience, M.A. Relocate anywhere. Rachel Shuster, 301-649-3160.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Sixteen Years Experience. Major market Jock/Production Director. Looking for P.D. slot. Box H-169.

Production Pro ... good pipes, creative and experienced. Also good jock. Prefer Top 50 but will consider all. Box H-174.

"Magic-Music" Director—My ear, voice, experience, character, education, air-ability is stunning! Box H-179.

Young Contemporary, Soul/Disco programmer with proven record. Seeking secure Program Directorship in medium or large market. Excellent references, tape available. Box H-42.

Program Director FM Drake-Chenault station. Extensive air experience, newsmen background. DJ. Good production ability. Reliable, hard-working, good character. 16 years experience, First Phone. college. Box H-196.

Help! Save Me from smog! Mature, creative, experienced production oriented personality seeks position with production company or station in Gods Country. Over fifty voices. Call 714-822-7202.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

They Were Called the Golden Years of Radio, but only because the networks were in control. The purchase of talent with imagination and creativity was on a national level. Today station management must operate on the local level. It is up to the local manager to serve local needs, and there are so many of them in today's complex society. Should the local manager invest in more than just an engineer, who can talk, I am sure that the Golden Years of Radio will know no boundaries. George E. King, Phone. 702-642-7802, 867 No. 18th Street, Las Vegas, NV 89101. Continuity, sales, ideas, news, sports, specials, and ventriloquist.

Eight Year Veteran. Mature soul programmer with contemporary sound, good ratings, looking for Top Forty position in primary market. Box H-41.

Major Market Programmer strong in all areas of programming management looking for better situation in major or medium market. Good people manager. Strong systems person. Good researcher. Hard worker. Experienced in a variety of formats. Detail conscious. Profit conscious. Box H-91.

I'm a Professional radio person, with eleven years experience in Country Music programming. I want to work for someone who needs my talents and abilities. You name it, I've done it. I'm available. Prefer West Coast, all inquiries invited. 205-881-4546.

TELEVISION

HELP WANTED MANAGEMENT

Traffic Manager. A major Midwest market television station is seeking an experienced Traffic Manager. Computer knowledge very helpful (Bias preferred). A real opportunity for a good manager of people and computer systems. Equal Opportunity Employer M/F. Box H-116.

Budget Manager—Budget planning, for TV productions, analysis & systems control. 5 years experience in finance administration & reporting, E.D.P., cost accounting, control systems. Send resumes to: Personnel, KOED, 500 8th St., San Francisco, CA 94103. An E.O.E.

Director of Research Broadcast media organization based in Washington, D.C. seeks a Director of Research with a strong working knowledge of research, research data techniques, six to eight years of related experience with at least five years in research, preferably program research. The successful candidate will be a good communicator who is flexible, analytical, organized, and able to think and write clearly. Good salary and benefit program. Send resume and salary requirement to Box H-156.

Station Manager—Southeast U.S., VHF, Public, Top 40 market. Responsible for station operations—Report to station president. Equal Opportunity Employer. Box H-157.

HELP WANTED SALES

Television Syndication salespeople. New York based national distributor of syndicated television properties, requires (4) experienced full time syndication salespeople or regional agents. West Coast, Central, South West, New York, Draw commission, expenses. Reply in confidence. This is a new company—must be available not later than July. Resumes only. Reply Box H-59.

Local Sales—Midwest top 100 network affiliate with rating dominance needs experienced hard worker, eager to make money. An equal opportunity employer. Send resume. Box H-149.

Wanted—Sales Person with knowledge of television production to sell one of America's finest production facilities. Contact Nelson Flanagan, UAB Productions, 8443 Day Drive, Cleveland, OH 44129, 216-845-6043. An Equal Opportunity Employer.

Executive Sales. Chapman Associates, station brokers, needs an additional associate in the booming Southwest, based in Dallas. Requires ethical professional. Straight commission with maximum potential. Contact Paul Chapman, Suite 206, Verre Centre, Atlanta, GA 30341.

HELP WANTED TECHNICAL

Transmitter Supervisor wanted at VHF ABC affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An Equal Opportunity Employer. Box H-8.

Assistant Chief Engineer for TV station. Requires first phone, good maintenance background and supervisory experience. An Equal Opportunity Employer. Send resume including salary history to: General Manager, KOLO-TV, PO Box 2610, Reno, NV 89505.

Chief Engineer. Channel 12 satellite in Sheridan, Wyoming. Construction starting in July. Require maintenance oriented person with at least 3 years transmitter experience. New Harris 35 KW transmitter to be operated remote from City of License. Resume to Director of Engineering, Duhamel Broadcasting Enterprises, PO Box 1760, Rapid City, SD 57709.

Chief engineer for AM-FM-TV operation, part of seven station group. Broad experience in studio, transmitter and microwave desirable. Potential for management position. Affirmative Action Employer. Send resume to Box H-83.

Northwest Station looking for qualified-engineering personnel, heavy emphasis on maintenance, equal opportunity employer. Qualified women and minority applicants encouraged. Box H-122.

The Rex Humbard Ministry has immediate openings for experienced video operator/engineer, technical supervisor, unit manager, and maintenance engineer. Some national and international travel required. Send resume to D. Ginaven, 2690 State Road, Cuyahoga Falls, OH 44223.

Beautiful East Tennessee Network-affiliated TV station seeks experienced studio engineer. Must be well qualified in maintenance and repair of quad and helical video tape, studio cameras, microwave and transmitter. Good pay for the right person to move to this scenic area of lakes and mountains. Company paid medical insurance and retirement. An equal opportunity employer! Contact Broadcasting Box H-172.

Wanted, Video Operators for South Texas TV station. Must have 1st class license and experience in operation of camera controls, vtr's, and cart machine. E.O.E. Send resume to Box H-140.

Transmitter Engineer Full responsibility for maintaining a UHF XMTR, VHF two-way antenna. Some operation switching helpful. Requirements: First class FCC license, experience in the above. Call 309-694-4351 or write: WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. We are an Equal Opportunity Employer.

Studio Technician First Class FCC License. Studio operations and maintenance. Send resume to WRDW-TV, Drawer 1212, Augusta, GA 30903 or contact Don Smith, C/E, 803-278-1212. An Equal Opportunity Employer.

Chief Engineer—Television Services. Duties: Responsible for the technical operation and maintenance of all the equipment contained in the television facility. Assists other Library Communications Center departments with equipment operation and maintenance. Qualifications: A thorough knowledge of TV receiving/transmitting, circuitry, solid state electronics, and video tape servo systems is required. Must hold a minimum of a current first class F.C.C. license. Starting Date: September 1, 1977 or as soon as possible thereafter. Salary: Negotiable based upon experience and qualifications. Application deadline: August 31, 1977. Send resume to: Mr. Robert C. Archer, Director of Television Services, Southeastern Massachusetts University No Dartmouth, MA 02747. SMU is an Affirmative Action/Equal Opportunity Employer. Applications from women and members of minority groups are particularly encouraged.

Wanted, Maintenance Engineer for South Texas TV station. Must have 1st class license and experience in maintenance of studio broadcast equipment and small format videotape equipment. E.O.E. Send resume to Box H-141.

Television Engineer with electronic editing experience. 1st Class FCC license required. Computer training desirable. Ampex quads. Salary negotiable. Contact: Jim Masten, Net TV, Inc., 2715 Packard Rd., Ann Arbor, MI 48104.

HELP WANTED NEWS

Top 75 Southeast market seeks young energetic communicator who knows weather and has style. Box H-114.

Broadcasting/TV News. Sports Director/Top Ten Eastern Market ... seeking 24 hour-a-day, seven day a week sports person, heavy TV sports experience a must. Must know film, must know how to acquire outside sports material. Those who merely read scores need not apply. Equal Opportunity Employer. M/F. Send resume to Broadcasting Box H-118.

Anchor-reporter. A solid working journalist with strong on-the-air presence to co-anchor our early evening newscast and also work as street reporter. We are a group-owned station in an 80's market with a strong commitment to news. We are an Equal Opportunity Employer. If you've got the drive to help keep us number one, send your resume to Box H-128.

Anchor person wanted at KTVV, Austin, Texas, to work with a modified Eyewitness News format, as co-anchor. Must have solid experience as a reporter, and on-camera, in-studio news delivery. Your personality must come through to the audience. Our co-anchors are responsible for producing the six and ten o'clock news. We are an Equal Employment Opportunity station. Send resume and tape to Aldy Swanson, News Director, KTVV, 908 W. MLK Jr. Blvd, Austin, TX 78705.

Experienced weekend anchor/reporter needed for strong news operation. Call Eric Rabe, News Director, WTAJ-TV, Altoona, PA 814-944-2031. An Equal Opportunity Employer.

Anchor/Reporter. Medium market, Southwest group station. Previous anchor experience a must. Would anchor noon newscasts Monday through Friday, with possible expansion to early evening anchor. EOE. Send resume, and salary requirements to Box H-197.

Assistant News Manager—Weekend anchor; aggressive, medium market in Southwest looking for strong number "two" man. Must be up on current production trends and must handle personnel well. Strong experience necessary. Progressive, young broadcast group. Send resume to Box H-186.

Producer/Talent—Weekly prime-time "news" feature magazine. Heavy film production, writing and organizational skills a must. Major market network affiliate. An Equal Opportunity Employer. Box H-184.

August opening for Top 75-Midwestern mkt-News Director. If you prefer talking head newscasts don't answer this ad. We want creative ideas and solid administrative skills. We are not yet "number one" but we fully intend to be! Ready for a challenge? Let us hear from you! Box H-168.

Washington DC Correspondent for major and medium market stations. Hard work, low wages for maximum exposure, challenge, responsibility. Experienced newspeople only. Box H-146.

News Reporter/Producer. Applicants must have experience in on-air presentation, be able to produce news and public affairs programs, supervise TV crew, be familiar with film, VTR, documentary, remote telecasts and associated equipment. Responsibilities and duties range from telephone work to on camera. Position available late summer. Interested applicants send resume with salary history to Reporter/Producer Position, P.O. Box 61001, Miami, 333161.

South Florida TV station seeking aggressive news producer with 3 years minimum experience, ENG knowledge, strong on journalism and production values. Full resume and desired salary first letter. Equal opportunity employer. Gene Strul, News Director, WCKT-TV, P.O. Box 381118, Miami, FL 33138.

Asst. Sports Director for innovative Top 50 sports department. Job entails weekend anchor, part-time weekday reporting, and production assistance for half-hour weekly sports program. Write or call Brad Face, 110 Third Street, Norfolk, VA 23510, 804-625-3636.

**HELP WANTED NEWS
CONTINUED**

Experienced News Film editor needed immediately. Contact Rick Brown at 414-462-6161. Or write WITI-TV, 5445 North 27th Street, Milwaukee, WI 53209.

News Director, thorough knowledge all aspects of news operation including ENG and film with successful track record in news directing position, anchoring not important. Excellent position. KIII-TV, dominant news station for past 8 years. ABC affiliate. Contact Bob White, P.O. Box 6669, Corpus Christi, TX 78411. Equal Opportunity Employer.

Sports Director for tenth market affiliate. Aggressive and intelligent on-air. Experienced in the field. An Equal Opportunity Employer. Send resume and tapes to News Director, Box 45134, Dallas, TX 75245.

Investigative Reporter—Mature broadcast journalist, who can combine aggressiveness with the responsibility and caution we need. We'll back you with a Sun Belt station that offers a large film and ENG staff to back your efforts, along with a rewarding salary and one of the best benefit packages in the industry. Include film or tape sample and salary requirements with your reply to: Dick Benedict, News Director, KCBD-TV, P.O. Box 2190, Lubbock, TX 79408. Equal Opportunity Employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Operations Manager—WHA-TV, University of Wisconsin-Extension, Madison, Wisconsin. Responsibility for managing the Operations Department including Film, Graphic and Scenic Design, Studio and Remote Production, Traffic, facilities scheduling, quality control, and production billing. Bachelor's degree preferred. Minimum of 3 years of successful work experience as a production or operations manager in public or commercial television, plus a strong background in two of the following: directing, film, lighting, graphic and scenic design or traffic. Must have ability to lead creative people and like administrative detail work. Salary \$18,000 minimum. For application contact Richard Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. Deadline: July 25, 1977. An Equal Opportunity Employer.

Graduate Assistantship: Opportunity for student seeking masters degree who will serve as laboratory assistant in television labs for undergraduate courses. Must have completed undergraduate degree in broadcasting. Experience helpful. Persons seriously interested in graduate degree are encouraged to apply. Send resume and references to: Dr. David Eshelman, Head, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093.

Cinematographer/Editor for one year contract at WHA-TV, University of Wisconsin-Extension, Madison, Wisconsin. Primarily responsible for film making for public TV production in the areas of cultural and public affairs and instructional programs. Position available September 1, 1977 and terminates August 31, 1978. Bachelor's degree preferred. One year successful work experience as cinematographer/editor required. Broadcast TV experience preferred. Deadline, July 27, 1977. For application form and further details, write Richard Hiner, Station Manager, WHA-TV 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

The Rex Humbard Ministry has immediate openings for experienced video operator/engineer, technical supervisor, unit manager, and maintenance engineer. Some national and international travel required. Send resume to D. Ginaven, 2690 State Road, Cuyahoga Falls, OH 44223.

Program Director—Southeast U.S., VHF, Public, Top 40 market. Equal Opportunity Employer. Box H-158.

Producer/Director—Heavy emphasis on public affairs and news production. Major market network affiliate. An Equal Opportunity Employer. Box H-183.

Producer/Talent—Weekly prime-time "news" feature magazine. Heavy film production, writing and organizational skills a must. Major market network affiliate. An Equal Opportunity Employer. Box H-198.

Executive Producer wanted for expanding PTV station. Seeking experienced producer with strong production management background. Will supervise producers in local program development and maintain high quality production standards. Position will be for the duration of one year with the possibility of additional employment depending upon organizational needs and achievement of station programming objectives. BA in related field with minimum five years professional experience including extensive budgeting and executive producing. Send applications before July 25, 1977 to: Staff Employment Office, University of Washington, 1415 N.E. 45th Street, Seattle, WA 98195. An Equal Opportunity/Affirmative Action Employer.

Wanted—Sales Person with knowledge of Television production to sell one of America's finest production facilities. Contact Nelson Flanagan, UAB Productions, 8443 Day Drive, Cleveland, OH 44129, 216-845-6043. An Equal Opportunity Employer.

SITUATIONS WANTED SALES

I am 25, B.A., M.S., with some retail sales experience, currently involved in television commercial production in an East Coast small market as a production technician. I seek to combine my sales experience, production knowledge and familiarity with Arbitron & NSI to sell for your station. I'm a good, hardworking man, staking my future on a good opportunity. Box H-139.

SITUATIONS WANTED ANNOUNCERS

Looking for first TV position. Approx. three years experience in a number 1, ARB rated radio station. Box H-143.

SITUATIONS WANTED TECHNICAL

First Phone, B.A., light control room exp. Relocate Anywhere. Saul 212-547-6043.

First phone, BSEE. Desires work as TV Operations/Maintenance Engineer. Eager to learn. Will relocate. M. Hite, 4550 Lynnwood Ln., Columbus, OH 43228. 614-274-7279.

Operations and Control room engineer looking for a switch. First phone, good references, available immediately. Call collect 302-762-6129.

SITUATIONS WANTED NEWS

Sportscaster for all seasons. 7 years major market Radio/TV experience. Broadcast Journalism grad, PBP pro. Box H-38.

Looking for a young (25), aggressive, innovative sportscaster, sports reporter, and/or pbp broadcaster? Call Tom Van Hoy 1-316-231-6875. 2 years Kansas Sports Network. 2 years commercial experience. Recent college grad M.S.-Communications. Strong pbp football, basketball, baseball.

Employed Experienced Newscaster in Top 50. Aiming for fresh move this fall. Box H-130.

Seasoned Reporter seeking TV start. Nine years as radio ND. 31 and settled, with anchor goal. Immediate objective: Opportunity with challenge. Delivery and interviews among perfected talents. Appearance a plus. Looking for a university town anywhere. Box H-192.

Weatherman. Professional image. Longtime market leader. NAFAX and digital radar. A.M.S. member. Box H-151.

News Photographer: Fast aggressive 8 yrs. experience, cassettes available, 504-925-2010 or 713-774-4955 Michael Sioss, 1701 Lobdell, Apt. 36, Baton Rouge, LA 70806.

Reporter: Two documentaries, ENG, 16mm. Intern six months, July graduate, will relocate. Paulette 405-364-7642.

Sports/News, Journalism degree P.S.U., reporter, writer, production, some experience, rookie, Tom, 412-226-0095.

Good on-air presence, 24, B.S. PBS-TV anchor experience. Seeking anchor/reporter position in small or medium market. Aggressive, hard-working. Linda 703-971-7579.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Children's TV-Films script writer-producer-host, experienced. Professional. Masters, relocatable. Frank 203-655-0486.

Broadcast Experience: 4 years. Switcher, audio, camera, lighting. College grad, creative, bright. Bill Frankel, 216-464-2480, after 4:40 pm ET.

Wanted Production Position: with T.V., ad-agency, or production house. Young, bright, ready! B.A. R/TV Film. Experience in commercial, Public and University broadcasting. Box H-135.

Creative documentary—magazine format producer-writer: 5 yrs experience News/Production, ENG/Film; MS Journalism-Broadcasting, awards, published, seeks position in news or public affairs. Box H-191.

Versatile Producer-Director, Proven 7 year track record handling all kinds of productions. I specialize in tackling your toughest assignments. GLB. 215-664-3346.

Commercial Artist Available August 10th. Portfolio and resume on request. Michael Cox, 816 North 105th Street, Seattle, WA 98133. 206-782-3002.

College graduate, Telecommunications. Seeking production/programming position in California. Third phone, experienced, hard worker. Russell Tomlin, 317-862-5289.

CABLE

HELP WANTED MANAGEMENT

Wanted: Cable TV System Manager. Located Northeast. Established system with possible expansion and additional franchises. Must be familiar with all phases of Cable TV including local origination. MSO with promotion possibilities. Please write and give full details in first letter. Box H-100.

WANTED TO BUY EQUIPMENT

Paul Schafer wants to buy used 1, 5, 10 kw AM xmtrs. 1 kw FM xmtr. Collins 900C monitor, Schafer 800 automation system. Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037. Tel 714-454-1154.

Video Equipment in good condition for expanding video facility. Need videocassette and quad recorders, film to tape transfer machine, color monitors (Conrac, Sony, etc.), test gear (waveform monitor, signal generator, vectorscope, etc.), character generators, SMPTE time code generators, switchers, TBC's, routing switchers, DA's, audio, lighting and power equipment. Will pay cash. One Pass Video, 900 Third St., San Francisco, CA 94107. 415-777-5777.

Used Automation system, preferably SMC for new FM-around \$12,000. Call Stan Hagan, KVOB, Bastron, LA 318-261-1383.

CBS Loudness Meter wanted. Must be in top condition. State price, condition, availability in first contact. Noel M. Moss, KEZK, 1780 S. Brentwood Blvd., St. Louis, MO 63144. 314-968-5550.

Need 100 or 500 CH, 13 color type accepted Television Transmitter soonest. Call anytime 907-747-6626.

FOR SALE EQUIPMENT

3" Air Hellax Coaxial cable new all copper, 50 ohms—4 reels, 470 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

5" Air Hellax copper—New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL. 312-266-2600.

RCA Model TK 42 Color Television Camera. Contact Carlund, Inc. 816-842-6098.

New Automation, one Carousel, two reel to reels, one cart machine and network join, \$9,000. Contact Broadcast Specialties, 206-577-1681.

FOR SALE EQUIPMENT CONTINUED

Schafer 800T stereo control unit, mint condition \$2500, TTD-3, TTD-4, TM-8, other accessories available. Paul Schafer, Schafer International, 5801 Soledad Mtn. Rd., La Jolla, CA 92037. Tel 714-454-1154.

AM transmitters. 5 KW, 1 KW, and 250 Watt used AM transmitters available. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

1. Gates Automation, 3 Sculley Decks. 2. Gates 55 \$3,800. 3. QRK 12C Turntables. 4. Electro Sound 505S Reel to Reel. 5. Tapecaster 800-P. 6. CBS Volumemax. \$395. 7. CBS FM Steo Volumemax and AGC \$595. (a pr.) 8. McMartin 4500A-3 yrs. old. 9. Stereo Modulation Monitor. Call 404-876-7123.

2-G.E. Klystrons-GL-6239—Channel 34 thru Channel 44 Low Hours—Little Use—Make offer—Call 209-299-9753.

Complete ENG Outfit: State-of-the-art Ampex BCC-4 portable color camera, Ampex VPR-4400 3/4 cassette machine, plus lights, mikes, etc. Only 6 months old. Cost \$32,000 new. Sacrifice for \$27,500. Call 602-252-7606.

FM Transmitter Bauer 610 with 660 exciter, now in use. Must sell to make room for new transmitter. Best offer. KSRN, Reno. 702-826-7200.

Transmitter, currently in use, available immediately, GE TT-32B 50 Kw, filterplexer on Channel 12, Wilkerson solid state rectifier in entire power section, notch diplexer, heat exchangers, spare parts and power tubes. \$25,000. Call Bill Moore, KBMT-TV 713-833-7512.

For Sale . . . FM Transmitter—Gates 250 B excellent condition. Contact Jack Baker, WTTC Radio, Towanda, PA 717-265-2165.

IGM 750 Automation System, computer controlled with 16K memory, plus 2 Teletypes, Tape-drive and CRT Terminal for Data Entry. 17 Audio sources includes 7 Carousels, 3 Instacarts, 2 Time Announcers, Temperature Announcer, Dual Voice Track Units, Relay Control, Remote and Emergency Channels. Also included, 3 Cartridge Recorder/Encoders, equipment for Voice Track Production and spare Audio and Control Boards. System stores 7 days of information and has full program logging and error logging. Call 312-626-1030.

Audio Console, 10 channel stereo/mono Autogram. New. Original carton Price negotiable. Must sell. WYRE. Annapolis, MD 301-263-9211.

Television Production Equipment, priced for immediate sale. Ampex HS-200/100 disc record/playback system with Amtec, Colortec, Processing Amplifier. Norelco PCP-90 Hand-Held camera with Base Station. Norelco PCP-70 camera with 6-to-7 Angénieux lens. Simplex 35mm projector, 2-3 television, pulldown. Sony Videotape Editor for use with Model 2850 UMatics. Contact Blair Benson, Teletronics, 212-355-1600.

Hitachi FP1000P studio camera with I & Q encoding, phase shifter, sync generator, plumbicon and vidicon tubes, and 150 ft. cable. No lens. \$9000. 314-822-0258. InnerVision Productions, 2208 Mason Lane, Manchester, MO 63011.

Closing Production Studio. Everything for sale including new IVC 7000P Color Camera, IVC 500A, 21VC 870 VTR's. Ampex 440B and much more. Also, good inventory of photographic equipment. For information or copy of inventory, call 318-439-3624, or write Louisiana Marketing, 901 Lakeshore Drive, Lake Charles, LA 70601.

Nems Clarke Field Strength Meter. 15 yrs old last calibrated 1 yr. ago. For details, contact Radio Lufkin, Inc., Lufkin TX, P.O. Box 1866. 713-634-7773. Mr. R. Ridinger.

Automation system by SMC. 3 years young with 1 year use, complete solid state with encoding and decoding for auto program logging, 4 reel to reel, 4 carousels, 2 cart playbacks, time announcer and associated equipment. Call Ross Charles, WDCL. 813-784-1480.

330 ft. tower—self-supporting Truss-Con. Only \$4500. in place. Illinois location. Breiner Equipment Co., P.O. Box 11496, St. Louis, MO 63105. 314-721-2311.

Two Ikegami TK-355 Studio/Remote color cameras. Studio grade tubes with extended red; Canon PV 10x15 auto iris lenses; 100 foot mini-cables; remote control panels with 50 ft. cables. Halftrack C.C.U.'s with waveform and monitor switchers. Internal sync generators and auto pedestal units available. Currently in studio operation and available for inspection. \$24,000 each. For further information call Paul Roston or Steve Detch at Roscor 312-539-7700.

Tektronix 535 oscilloscope, Hycor 4291 equalizer, Fairchild 661TL, 111 db gain set, Opamp 360, and two 425 amplifiers. Meissner, 4630 N.W. Woodside Ter, Portland, OR.

Schafer 800 series Automation system. Complete system, consisting of 800 series memory, two carousels with random access chassis, two Ampex 440-A tape machines with one spotter, two cart machines, and racks. Grabel, Inc., Radio Enterprises, P.O. Box 5946, Tucson AZ 85703. 602-624-2431.

Gates 250 watt transmitter. In use through March, 1977. \$750. firm, Brian Tolby, New Smyrna Beach, FL 904-427-3492.

FM transmitters. 25 KW, 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, and 250 Watt used FM transmitters. Communication Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

FRUITBOWL is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept "C," Box 382, Fair Oaks, CA 95628.

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., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Beautiful music library wanted. Primary interest in domestic and European cut-outs. Must be stereo and good condition. Box H-177.

Tired of cutting up your audition tape? Want a professional to do it? Send for Free literature to Denver Edit, P.O. Box 12452, Denver CO 80212.

Stations—Don't buy on oldies library. Juke Box USA is coming. For details, write to Connolly Productions, Box 99, Boston, MA 02101.

700 Jobs—\$12. See our display ad under "Employment Services." We're "Hot Tips!"

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 20, August 1. 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.

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.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

1st class FCC, 6 wks. \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Our 40th Year! Get your First to get there First! Don Martin School of Communications! Since 1937, training Broadcasters for Broadcasting! 1st Phone. Latest methods. Completely equipped Transmitter studio. 2 month and 4 month classes available. For details and start dates, Don Martin School, 7080 Hollywood Blvd., 5th floor, Hollywood, CA 90028. Call 213-462-3281.

Free booklets on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

Save time; save money. Get your First Class License in exciting Music City, U.S.A. Four weeks \$395. Veterans approved. Tennessee Institute of Broadcasting, Nashville. 615-297-5396.

RADIO

Help Wanted Management

Capital Cities Communications, Inc.

Program Director
WPRO-AM
Providence, Rhode Island

Minimum 3 years experience as Program Director of Contemporary, M.O.R., or Top 40 medium to large market station. Background in public service oriented—community involvement promotions desirable. Developed business management skills important. Send resumes to Dick Rakovan, WPRO, 1502 Wampanoag Trail, East Providence, Rhode Island 02915.

An Equal Opportunity Employer.

Help Wanted Announcers

TALK IN THE SUNSHINE!!

WFTL, Ft. Lauderdale has a rare opening for an evening telephone talk show personality. We're looking for someone who's experienced, dedicated, knowledgeable, articulate and energetic who would like to work in Florida . . . not retire here. We offer good compensation, excellent people, and a great place to live. If interested, please send complete presentation, including tape, resume and in-depth letter concerning your philosophies and thoughts on a talk show to Michael O'Shea, Operations Manager, WFTL, Ft. Lauderdale, FL 33310. EOE.

Help Wanted Sales

RADIO SALES MANAGER CALIFORNIA

Number two station in medium size market requires sales manager with ambitions to be General Manager. Station is new acquisition of new and ambitious group broadcaster, located in lovely California Coastal area. Perfect spot for star salesperson ready for management. Please send resume and earnings requirements in first letter. All replies will be answered.

BOX NO. H-194, BROADCASTING

Help Wanted Technical

CHIEF ENGINEER

Group owned Texas AM-FM in major market. Position requires experienced professional to maintain top rated stations. Job record and references.

Jim Speck Co.
1105 High Vista
Richardson, Texas 75080
E.O.E.

Situations Wanted Management

Communications Executive Radio and CATV, former chief operating officer communications division of major international company looking for group or growing company. Broad experience in sales, finance, and general business practices. References available. Send to PAB, 420 Maple Bluff Road, Stevens Point, WI 54481.

HERE'S WHAT I HAVE TO OFFER

1. Shirt sleeve executive who is a street fighter who sells like a S.O.B. to local and agency accounts.
2. A GM who trains and motivates his sales force and takes the words NO and HE WON'T BUY from their vocabulary
3. A GM who knows programming and promotions and what it takes to make a station No. 1.
4. A GM who can take a loser and make it a winner or take a winner and keep it a winner with increased sales.
5. A GM who has a degree in accounting and three years of law school.
6. A GM who gets totally involved with the community
7. A GM who knows the FCC and their rules and regs.
8. A GM whose profit minded and knows that the complete success of the station is the bottom line. It took ten years of experience and hard knocks to acquire my knowledge and I can back all I say with a track record and references that are unimpeachable. My best references would probably be my competitors.

WHAT DO YOU HAVE TO OFFER?

If its right ... I will, at my own expense, meet you eyeball to eyeball to discuss a mutual relationship. Box G-156.

Situations Wanted Management Continued

MONEY MAKER

One of the great salesman in this business wants out of N.Y.C. Offer quarterback leadership, all market experience, and skills and seasoning of a free-thinking man who finds more answers with original ideas and applied intelligence than in picking someone elses brains. A complete-charge professional who will put together, train, guide, direct and motivate a team of money makers. Restless to have love affair with a challenge and searching for atmosphere where integrity and honesty are "in" and politics "out." Radio or TV. Box H-176.

Situations Wanted Production

Situation Wanted:

Sports play-by-play/producer seeks a full time position. Most recently with Fairbanks Broadcasting in Indy involved with the NBA, WHA, USAC, and NHRA. I would like to assemble an entertainment/information sports package for you. Bob Richards (317) 299-9073.

TELEVISION

Help Wanted Announcers

TALK SHOW PERSONALITY

Terrific major market station needs flexible personality with talk show experience to host live morning show with studio audience. Must like and identify with homemakers. Send cassettes and resumes to P.O. Box 7705, San Francisco, CA 94120. Equal Opportunity Employer M/F

Help Wanted Management

Dallas 10th Market Network Affiliate Established List

LOCAL ACCOUNT EXECUTIVE WANTED

Must be experienced.
Send resume
and one presentation to:

Sales Manager
Box 45134
Dallas, Texas 75245

an equal opportunity employer

BROADCAST PRODUCTS DIVISION

INTERNATIONAL RADIO FIELD SERVICE TRANSMITTER ENGINEERS

We are a steadily growing division of Harris, a corporation with a remarkably consistent record of expansion in many aspects of communications, and sales now over the half-billion mark. Broadcast Products Division is a world leader in television, radio and long range equipment.

This position involves international travel and offers excellent professional potential, plus exceptional financial opportunities when extended periods abroad are called for.

Requirements include technical strength in AM and FM broadcast, 3-5 years or more of directly related overseas experience and at least 2 year Associate's degree in Electronics (BSEE preferred). Ability to work with minimum supervision is essential.

Advantages include salary fully consistent with your qualifications, plus overseas incentives and compensations for international field expense assistance. Please send resume with salary data in confidence to: Mr. Lawrence R. Carlstone, Professional Employment Supervisor, HARRIS CORPORATION, BROADCAST PRODUCTS DIVISION, Quincy, Illinois 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

An Equal Opportunity Employer M/F

Help Wanted Technical

DIRECTOR OF ENGINEERING

T.V. Broadcast Equipment Pro Needed for Independent Network New York Metro Area

We're a pioneer in our field with an interesting and challenging opportunity for a "pro" with state-of-the-art know-how.

To qualify, you should possess 7-15 years management experience including current analog and digital expertise, and the ability to specify, purchase, and maintain capital equipment for TV broadcasting—especially studio video tape devices. In addition, we require the ability to establish budgets, supervise both directly and by delegation, some labor relations background, knowledge of FCC regulations, and the ability to effectively evaluate and train personnel.

In return, you'll enjoy an excellent salary attuned to your experience and actual responsibilities, outstanding company benefits, and the satisfaction derived from a professional results-oriented working environment.

For further information or consideration, please send your confidential resume to:

Box H-173

Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others Continued

TV PROMOTION MANAGER

Group-Owned Station
In a Top-20 Market

We're searching for a smart, aggressive promotion pro to develop fresh, exciting campaigns for this Midwest Network affiliate.

If you can show that you have strong conceptual and writing talents, on-air expertise, a flair for production in all media, and the leadership and drive to get things done—you'll find this a challenging and rewarding position.

Send your resume now. We'll contact you for samples of your work.

Box H-202 BROADCASTING
An Equal Opportunity Employer

Cable Help Wanted Programming, Production, Others

Exciting future in Pay-TV for Production, Technical, and Operations oriented person. Seeking experienced creative self-starter with initiative, mature judgment, cool head in emergencies, able to cope with pressures of daily air operation. Full details in first letter ... Resume, Salary References.

Reply in confidence to Box H-166.

Help Wanted News Continued

TECHNICAL

TV STUDIO CHIEF ENGINEER AND MAINTENANCE MAN

At least 3 years experience required on professional RCA 2" video tape and TK44 cameras. Maintain and repair all related Audio Visual equipment in major New York Advertising Agency.

Submit resume indicating experience and salary requirement to Box H-201.

AN EQUAL OPPORTUNITY EMPLOYER

Co-Ancor

We are seeking a co-ancher for our 6pm and 11pm newscasts. Our station is a top 10 market. Please do not bother us if you do not have a proven track record. Your reply will be held in strictest confidence. Equal Opportunity Employer. Box H-144.

Help Wanted Programing, Production, Others

READY TO BREAK OUT?

Tired of the ordinary on-air news-interview-talk assignments?

Want to do something special as a TV personality?

Major group is looking for fresh TV talent for various non-news assignments.

Please send resume in full confidence. You will be contacted for tape.

Box H-171
An Equal Opportunity Employer

Miscellaneous

ALL DISC JOCKEYS

never be without income again especially between jobs. I will send you notes about my experiences while building a successful "Personal Appearance" disc jockey business. mail: Donovan-Box 122-Ardsley, N.Y. 10502.

Help Wanted News

WEATHER

Knowledgeable weather person or meteorologist capable of helping make station number one ... Midwest location with lots of weather action ... send resume, references, and desired salary to Box H-134.

SPORTS DIRECTOR

Young, aggressive sports director for medium midwest market ... near major colleges and major league sports ... must be interested in covering the local sports scene ... send resume, references, and salary requirements to Box H-133.

HI ... HIRE ME! MR. PUBLIC RELATIONS



Showpeople. Businesses.
Models. Products.
Travel. Events.
Hotels. New Ideas.
Apply this week 1-6 PM.

MR. PUBLIC RELATIONS

225 W. 57th St. (Suite 404)
New York, NY 10019
(212) 246-3274

Consultants

RADIO SALES/MANAGEMENT

PROBLEMS? Let me help you. I'm a successful owner-manager and author of best selling 320 page book HOW TO SELL RADIO ADVERTISING. Si Willing. 318-387-4016.

Business Opportunity

Broadcast systems and technical service business. Profitable, well established. Excellent opportunity for technically and financially qualified engineer/s. Priced below current annual six figure gross. Box H-165, Broadcasting.

Radio Programing

THE BIG BANDS ARE BACK!

★ GOODMAN ★ DORSEY
★ HERMAN ★ MILLER

★ and many others

One 55 minute program weekly.

PROGRAM DISTRIBUTORS

1001 SPRING STREET • LITTLE ROCK ARKANSAS 72202
(501) 376-9292



COACH ART TURF SHOW

FOOTBALL SATIRE SERIES

Hilarious spoof of the athletic scene
A proven audience grabber and holder

Free Demo **CALL (901) 458-1624**

Earmark, Inc., Box 4275, Memphis, 38104

Employment Service

700 JOBS—\$12

That's about how many new jock, news and radio programing openings we'll be printing in the next 13 weekly issues of the "Hot Tips" jobsheet. Exclusive listings. WE'RE GUARANTEED! Box 1115, Daytona Beach, FL 32019.

STATIONS! YOUR LISTINGS ARE FREE!

904-761-6920

Buy-Sell-Trade

NO CASH

CHARGE-A-TRADE

Top 50 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)**

3061 E. Commercial Blvd., Ft. Lauderdale, FL 33308 (305) 491-2700

Equipment For Sale

The State of Montana Communications Division will accept sealed bids through 10 a.m. Oct. 28, 1977 for the following equipment:

Television Transmitter: Harris-Intertype Gates Division, model BT-50H; channel 7/offset minus; visual frequency - 175,240 mhz; aural frequency - 179,740 mhz; 50 kw visual power; 10 kw aural power; 220 VAC 3 phase 60hz supply voltage; TD-40H notch diplexer and equalizer; automatic power control; plus all other required inside RF equipment, cabinets and accessories for complete installation.

Television Antenna: Gates model TAH-10HM Helical antenna for operation on channel 7 minus; main lobe power gain 9.0 x 9.54 db; horizontal gain 8.8 x 9.44 db; 50 kw power rating; antenna is designed to support a flange mounted 6-bay channel 4 batwing antenna. Transmission line and accessories included.

Both transmitter and antenna were built in early 1975 but have never been uncrated or used. Both have been kept in conditioned storage since delivery. For a complete list of the items being offered and the required terms of sale, contact: Curt Wheeling, Administrator, Communications Division, Department of Administration, Sam W. Mitchell Bldg., Helena, MT 59601. (406) 449-2586.

Ikegami - TK-355 Camera.

Used as demonstrator only. Complete with 500' cable. Firm price \$24,500. Call 713-622-1724—Ed Milling.

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two. \$30 per day until December 14 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental WE FEATURE FORDS

Write or call

VILLA LAGO APARTMENTS

3910 Crystal Lake Drive
Pompano Beach, Fla. 33064 (305) 782-3400
SORRY, NO PETS

Wanted To Buy Stations

Public Company interested in acquisitions and/or mergers. T.V.—Radio. Profitability not a factor.

Reply Box E-69.

DETERMINED AND LOOKING

To Buy *AM

*AM/FM

*Turn Around OK

Cash or Terms. Sunbelt Preferred. Write Principal: Bayard M. Grant, 127 W. 10th Street, K.C. MO 64105.

For Sale Stations

AM-FM	AM Day	AM Full	AM Day	AM-FM
Small	Small	Metro	Small	Medium
S. Texas	Georgia	S. East	Miss.	W. Texas
420 K	225 K	1.5 M	125 K	450 K

All available on terms

John Mitchell and Associates

318-865-8668

318-221-5464

Box 1065 Shreveport, Louisiana 71165

For Sale Stations Continued

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

- No down payment. Billed \$12,000+ in June. All real estate and super complete automation system included. Chattanooga area. Payments \$3,965 per month.
 - Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
 - Daytimer within 40 miles of Memphis. \$70,000.
 - Fulltimer North Central California. Single station market. Potential for FM now on file. \$480,000. Terms.
 - Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
 - Class "A" stereo with two translator outlets. Small town near Springfield, MO. \$95,000. Terms.
 - Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
 - AM/FM within 25 miles of Meridian, Miss. \$225,000. \$15,000 down.
 - AM/FM within 40 miles of Dothan Alabama. \$180,000 for total. Buy 49% now with option. Terms.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS



Brokers & Consultants
to the
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MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



For Sale Stations Continued

WV	small	Class IV	\$217K	terms
Gulf	medium	AM/FM	350K	29%
West	metro	FM	950K	\$323
Fia	sub	fulltime	1,600K	terms
NE	major	AM/FM	2,050K	29%

Atlanta, Boston, Chicago, Dallas, Los Angeles



1835 Savoy Dr., NE Atlanta, Georgia

EXCELLENT RADIO INVESTMENTS

Mid-Atlantic Fulltime AM... \$400,000 terms
 Eastern AM-FM... 850,000 terms
 Rocky Mountain Daytimer... 450,000 terms

For details, contact:
 William L. Walker
 LARSON/WALKER & COMPANY
 Suite 508

1725 DeSales Street, N.W.
 Washington, D.C. 20036
 202/223-1553

RADIO STATIONS FOR SALE

Fulltime AM and Class C FM in top 20 market have just become available. Stations programmed for effective combo selling with good audience acceptance. Modern equipment, stable staffs, excellent physical plant. Principals only write Box H-2.

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 _____

For Sale Stations Continued

California
 AM \$400,000
 Mid West
 AM FM \$800,000
 South
 AM \$1,200,000
 W. John Grandy
 Broadcasting Broker
 773 Foothill Boulevard
 San Luis Obispo, California 93401
 805-541-1900

UHF STATION

24-year old UHF station. 55 KW. Network affiliation. Tornado destroyed tower and buildings. Rich farm market. Tornado sale price. Principals Only. Box H-200.

FOR SALE: AM AND FM

WITH SEPARATE FORMATS.
 LOCATED IN CENTRAL GEORGIA.
 UNDER \$250,000. PRICE
 NEGOTIABLE.
 29% DOWN.
 REPLY TO BOX H-188.

WEST-SOUTH CENTRAL

5 KW AM/D—Class A FM in progressive 25,000 population city—Twice 1976 billing of \$350,000—Property available—Excellent terms—Principals only—Broadcasting Box H-178.

NEBRASKA Profitable low-dial daytimer in excellent agricultural area. FM allocation. \$380,000. Terms.

KANSAS Kilowatt daytimer with PSA. Growing small market. Minimal competition. Good real estate. \$225,000. 29% down.

ALSO—Minnesota, South Dakota, Wyoming

MOUNTAIN STATES MEDIA BROKERS
 Box 99
 Broomfield, Colorado 80020
 (303) 466-3851

Cecil L. Richards, inc.
 media brokers

[703] 821-2552
 Suite 408
 7500 Leeburg Pike
 Falls Church, Va. 22041

EAST COAST—5 kw fulltime AM in large market. Priced at approx. 8 X cash flow—\$1,500,000.

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.

Rates, classified listings ads:
 —Help Wanted 70c per word—\$10.00 weekly minimum.
 (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 40c per word—5.00 weekly minimum.

—All other classifications, 80c 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, Business Opportunities, and Public Notice 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.

Name (Print) _____ Signature _____

Address _____ Phone _____

City _____ State _____ Zip _____

Insert _____ time(s). Starting date _____ Box No. _____

Display _____ (number of inches).

Indicate desired category: _____

Copy: _____

Stock Index

Stock Symbol	Exch.	Closing Wed. July 13	Closing Wed. July 6	Net change in week	% change in week	1977 High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	N	45 1/2	43 3/4	+ 1 3/4	+ 4.00	45 1/4	37	10	18,058	821,639	
CAPITAL CITIES	CCB	N	50 5/8	50 3/4	- 1/8	- .24	57	44 3/4	10	7,484	378,877
CBS	N	59 3/4	58 7/8	+ 7/8	+ 1.48	60 3/8	55	10	28,395	1,696,601	
COX	N	28 3/4	29	- 1/4	- .86	33 5/8	27	8	5,872	168,820	
GROSS TELECASTING	GGG	A	15 1/2	15 3/8	+ 1/8	+ .81	15 1/2	13 5/8	8	800	12,400
KINGSTIP COMMUN.	KTVV	O	4 1/2	4 1/2		.00	4 5/8	3 7/8	8	461	2,074
LIN	LNB	O	20 3/8	18 5/8	+ 1 3/4	+ 9.39	20 3/8	16 1/2	8	2,725	55,521
MOONEY	MOON	O	2 5/8	2 5/8		.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	O	17 1/2	17 1/4	+ 1/4	+ 1.44	18 1/2	8 5/8	21	1,281	22,417
SCRIPPS-HOWARD	SCRIP	O	37	37		.00	37	31 1/2	8	2,589	95,793
STARR**	SBG	M	5 7/8	5 5/8	+ 1/4	+ 4.44	7	3 1/2	5	1,418	8,330
STORER	SBK	N	23 1/8	23 5/8	- 1/2	- 2.11	26 7/8	21 3/8	5	4,876	112,757
TAFT	TFB	N	29 1/4	29 3/4	- 1/2	- 1.68	33 7/8	27	8	4,070	119,047
									TOTAL	78,454	3,495,391

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 3/4	5 7/8	- 1/8	- 2.12	5 7/8	3 3/4	8	1,234	7,095
AVCO	AV	N	17 1/8	16 3/4	+ 3/8	+ 2.23	17 3/4	13 3/8	3	11,656	199,609
JOHN BLAIR	BJ	N	16 3/4	16 7/8	- 1/8	- .74	17 1/2	11 1/8	6	2,414	40,434
CHRIS-CRAFT	CCN	N	6 1/8	5 3/4	+ 3/8	+ 6.52	7 3/8	4 1/2	6	4,396	26,925
COMBINED COMM.	CCA	N	21 3/4	22	- 1/4	- 1.13	23	19	8	6,493	141,222
COWLES	CWL	N	15 3/8	15 3/8		.00	15 5/8	12 1/2	19	3,969	61,023
OUN & BRADSTREET	DNB	N	29	28 5/8	+ 3/8	+ 1.31	30 1/2	26 1/4	16	26,447	766,963
FAIRCHILD IND.	FEN	N	14 3/4	14 3/4		.00	14 3/4	9 1/2	13	5,708	84,193
FUOQA	FDA	N	10 1/4	9 5/8	+ 5/8	+ 6.49	13	9	7	8,987	92,116
GANNETT CO.	GCI	N	36 5/8	37 1/4	- 5/8	- 1.67	40 3/4	32 3/4	16	22,430	821,498
GENERAL TIRE	GY	N	27 3/4	28 3/8	- 5/8	- 2.20	29 1/4	24 3/4	6	22,239	617,132
GLOBE BROADCASTING	GLBTA	O	4	4		.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	12 3/4	11	+ 1 3/4	+ 15.90	12 3/4	8	6	6	475	6,056
HARTE-HANKS	HHN	N	28 5/8	28 5/8		.00	29 3/8	26	11	4,470	127,953
JEFFERSON-PILOT	JP	N	29 7/8	30	- 1/8	- .41	32 3/8	26 5/8	11	24,128	720,824
KAISER INDUSTRIES	KI	A	5 1/8	5	+ 1/8	+ 2.50	18 5/8	4 5/8	3	28,119	144,109
KANSAS STATE NET.	KSN	O	6 3/8	6 3/8		.00	6 3/8	4 3/4	9	1,716	10,939
LEE ENTERPRISES	LNT	A	24	24 1/2	- 1/2	- 2.04	28 1/8	22 1/4	11	5,010	120,240
LIBERTY	LC	N	22 1/8	22 1/4	- 1/8	- .56	22 1/4	18	7	6,762	149,609
MCGRAW-HILL	MHP	N	18 1/4	19 1/8	- 7/8	- 4.57	19 1/8	15 5/8	10	24,655	449,953
MEDIA GENERAL	MEG	A	16 5/8	17 1/4	- 5/8	- 3.62	20	16 3/8	8	7,272	120,897
MEREDITH	MOP	N	20 1/2	20 1/2		.00	20 5/8	17 3/8	5	3,067	62,873
METROMEDIA	MET	N	29 1/2	28 7/8	+ 5/8	+ 2.16	31 1/8	25 3/4	6	6,771	199,744
MULTIMEDIA	MMED	O	24 1/2	24 1/2		.00	25 1/2	21 1/2	10	4,391	107,579
NEW YORK TIMES CO.	NYKA	A	18 3/4	19 1/2	- 3/4	- 3.84	19 1/2	15 3/4	9	11,207	210,131
OUTLET CO.	OTU	N	20	20 1/4	- 1/4	- 1.23	24 1/4	16 5/8	9	2,140	42,800
POST CORP.	POST	O	19 1/2	19 1/4	+ 1/4	+ 1.29	19 1/2	16 1/4	7	869	16,945
REEVES TELECOM	RBT	A	2 1/2	2 1/2		.00	3	1 3/4	16	2,380	5,950
ROLLINS	ROL	N	20 5/8	20 1/4	+ 3/8	+ 1.85	24 1/4	17 1/8	12	13,404	276,457
RUST CRAFT	RUS	A	22 3/4	23 1/2	- 3/4	- 3.19	23 1/2	8 1/2	16	2,291	52,120
SAN JUAN RACING	SJR	N	9 3/4	10 1/8	- 3/8	- 3.70	10 3/8	7 5/8	9	2,509	24,462
SCHERING-PLOUGH	SGP	N	36 5/8	36	+ 5/8	+ 1.73	44 3/4	32 7/8	12	54,084	1,980,826
SONDERLING	SDB	A	12	11	+ 1	+ 9.09	12	8 3/8	5	1,103	13,236
TECH OPERATIONS**	TO	A	3	3		.00	3 3/8	2 3/8	5	1,344	4,032
TIMES MIRROR CO.	TMC	N	24 3/4	24 1/2	+ 1/4	+ 1.02	24 3/4	20 3/4	11	33,927	839,693
WASHINGTON POST CO.	WPO	A	25 5/8	25 1/8	+ 1/2	+ 1.99	25 5/8	21 3/4	9	8,876	227,447
WONETCO	WDM	N	11 1/2	11 1/2		.00	12 3/4	10 7/8	8	9,437	108,525
									TOTAL	379,163	8,892,742

Cablecasting

ACTON CORP.	ATN	A	6	6		.00	6	3 1/8	13	2,757	16,542
AMECO**	ACD	O	1 1/8	1 1/8		.00	1 1/2	1/8	1	1,200	150
AMERICAN TV & COMM.	AMTV	O	27	26	+ 1	+ 3.84	27	19 3/4	18	3,374	91,098
ATHENA COMM.** *	O	3/8	3/8		.00	3/8	1/8			2,125	796
BURNUP & SIMS	BSIM	O	4 1/8	4 1/4	- 1/8	- 2.94	4 1/4	3 1/8	28	8,325	34,340
CABLE INFO.	O	3/4	3/4		.00	7/8	1/2	4		663	497
COMCAST	O	5	5		.00	5	3 3/4	9		1,662	8,310
COMMUN. PROPERTIES	COMU	O	6 1/4	6 3/8	- 1/8	- 1.96	6 3/8	3 5/8	19	4,761	29,756
COX CABLE	CXC	A	23 1/2	23 3/8	+ 1/8	+ .53	23 1/2	16 1/2	21	3,566	83,801
ENTRON*	ENT	O	1	1		.00	2	7/8	1	979	
GENERAL INSTRUMENT	GRL	N	21 1/2	20 5/8	+ 7/8	+ 4.24	21 3/4	18 1/8	11	7,332	157,638
GENEVE CORP.	GENV	O	7 3/4	8	- 1/4	- 3.12	9 1/4	7 1/2	52	1,121	8,687
TELE-COMMUNICATION**	TCOM	O	5 3/8	5 1/2	- 1/8	- 2.27	5 1/2	2 7/8	77	5,281	28,385
TELEPROMPTER	TP	N	8 1/4	8 1/4		.00	9 3/8	6 3/4	275	16,793	138,542
TEXSCAN	TEXS	O	1 5/8	1 1/2	+ 1/8	+ 8.33	2	1 1/4	10	786	1,277
TIME INC.	TL	N	36	36 3/4	- 3/4	- 2.04	38 1/4	33	10	20,306	731,016
TOCOM	TOCM	O	3 1/4	3 1/4		.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CABLE	UACC	O	21 1/4	17 3/4	+ 3 1/2	+ 19.71	21 1/4	15 1/2	16	1,679	35,678
UNITED CABLE TV**	UCTV	O	4 1/8	4 1/8		.00	4 5/8	3 7/8	8	1,879	7,750
VIACOM	VIA	N	14 3/4	14 1/4	+ 1/2	+ 3.50	15 5/8	9 1/2	13	3,736	55,106
									TOTAL	88,942	1,432,353

Stock symbol	Exch.	Closing Wed. July 13	Closing Wed. July 6	Net change in week	% change in week	High 1977	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming												
COLUMBIA PICTURES	CPS	N	14 1/8	14	+ 1/8	+	.89	14 3/8	7 3/8	5	6,748	95,315
DISNEY	DIS	N	35 7/8	36	- 1/8	-	.34	47 5/8	32 1/2	15	31,908	1,144,699
FILMWAYS	FWY	A	9 1/2	9	+ 1/2	+	5.55	9 7/8	6 7/8	8	2,397	22,771
FOUR STAR*			1	1			.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 3/8	13 3/8			.00	18 3/8	13 1/8	3	48,239	645,196
MCA	MCA	N	41	42 1/4	- 1 1/4	-	2.95	42 3/4	36 3/8	8	18,024	738,984
MGM	MGM	N	23 1/4	23 1/4			.00	24 1/8	16	10	13,102	304,621
TELETRONICS INTL.	O		4	4 1/4	- 1/4	-	5.88	6 1/2	4	6	1,018	4,072
TRANSAMERICA	TA	N	16	16			.00	16	13 5/8	9	67,238	1,075,808
20TH CENTURY-FOX	TF	N	21 1/2	20	+ 1 1/2	+	7.50	22 7/8	10	11	7,631	164,066
WARNER	WCI	N	29	30	- 1	-	3.33	32 1/2	26 1/4	7	14,436	418,644
WRATHER	WCO	A	7 1/4	6 5/8	+ 5/8	+	9.43	7 1/4	4 1/2	12	2,243	16,261
TOTAL									213,651	4,631,104		

Service

88DO INC.	88DO	O	29 3/4	29	+ 3/4	+	2.58	29 3/4	22 1/2	9	2,513	74,761
COMSAT	CO	N	34 1/8	34 3/8	- 1/4	-	.72	36 3/4	29 3/8	9	10,000	341,250
DOYLE DANE BERNBACH	DOYL	O	22	21 3/4	+ 1/4	+	1.14	22	16 3/4	7	1,866	41,052
FOOTE CONE & BELDING	FCR	N	17 3/8	17 1/8	+ 1/4	+	1.45	17 1/2	14 3/4	9	2,304	40,032
GREY ADVERTISING	GREY	O	27	26 3/4	+ 1/4	+	.93	27	16 1/2	7	821	22,167
INTERPUBLIC GROUP	IPG	N	36 3/4	35 3/8	+ 1 3/8	+	3.88	36 3/4	28 1/8	8	2,387	87,722
MARVIN JOSEPHSON	MRVN	O	16 1/4	17 1/4	- 1	-	5.79	17 1/4	10 1/4	7	1,896	30,810
MCI COMMUNICATIONS**	MCIC	O	2	2			.00	2 1/2	7/8		19,985	39,970
MOVIELAB	MOV	A	1 3/8	1 1/2	- 1/8	-	8.33	2	1 1/4	8	1,410	1,938
MPO VIDEOTRONICS	MPO	A	5 3/4	6	- 1/4	-	4.16	9	4	7	520	2,990
NEEDHAM, HARPER	NDHMA	D	13 1/4	13	+ 1/4	+	1.92	13 1/4	11 1/8	6	823	10,904
A. C. NIELSEN	NIELB	D	21 3/8	21 1/2	- 1/8	-	.58	22 1/8	18 7/8	13	10,762	230,037
DGILVY & MATHER	OGIL	O	36 3/4	34 1/4	+ 2 1/2	+	7.29	36 3/4	31	9	1,805	66,333
J. WALTER THOMPSON	JWT	N	18 3/8	17 7/8	+ 1/2	+	2.79	18 1/2	15 1/8	8	2,649	48,675
TOTAL									59,741	1,038,641		

Electronics/Manufacturing

AEL INDUSTRIES**	AELBA	O	5 5/8	6	- 3/8	-	6.25	6	2 3/8	26	1,672	9,405
AMPEX	APX	N	10 7/8	10 1/4	+ 5/8	+	6.09	10 7/8	7 3/8	15	10,885	118,374
ARVIN INDUSTRIES	ARV	N	17	16 5/8	+ 3/8	+	2.25	19 1/4	15	4	5,959	101,303
CCA ELECTRONICS*	CCA	O	5/8	5/8			.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 7/8	3 1/4	- 3/8	-	11.53	3 1/4	1 3/4	12	441	1,267
COHU, INC.	COH	A	3 1/4	3	+ 1/4	+	8.33	3 1/4	2 1/8	15	1,779	5,781
CONRAC	CAX	N	23 3/4	23 1/8	+ 5/8	+	2.70	27 1/4	23	6	1,433	34,033
EASTMAN KODAK	EASKD	N	58 1/4	58 1/2	- 1/4	-	.42	86 3/4	58	15	161,371	9,399,860
FARINON ELECTRIC	FARN	O	8 3/4	8 1/2	+ 1/4	+	2.94	12	8	11	4,267	37,336
GENERAL ELECTRIC	GE	N	55	55 7/8	- 7/8	-	1.56	56 5/8	49 1/4	13	184,581	10,151,955
HARRIS CORP.	HRS	N	36 7/8	37 1/4	- 3/8	-	1.00	39	28	13	12,261	452,124
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8			.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	1 3/4	1/4	+ 1 1/2	+	600.00	2 3/8	1/4		2,701	4,726
MICROWAVE ASSOC. INC	MAI	N	25 1/4	23 1/4	+ 2	+	8.60	25 1/4	20 1/4	11	1,320	33,330
3M	MMM	N	48 1/2	48 1/2			.00	57	48 3/8	16	115,265	5,590,352
MOTOROLA	MOT	N	40	40			.00	56 7/8	37 3/4	12	28,544	1,141,760
N. AMERICAN PHILIPS	NPH	N	32 1/2	32 3/8	+ 1/8	+	.38	36	31 1/2	7	12,033	391,072
OAK INDUSTRIES	OAK	N	16 5/8	17	- 3/8	-	2.20	17 7/8	9 5/8	12	1,639	27,248
RCA	RCA	N	30 1/2	30 3/4	- 1/4	-	.81	31 3/4	25 3/8	12	74,807	2,281,613
ROCKWELL INTL.	ROK	N	31 3/4	31 5/8	+ 1/8	+	.39	36 3/4	30 7/8	8	32,400	1,028,700
RSC INDUSTRIES	RSC	A	2 1/8	2 1/4	- 1/8	-	5.55	2 1/4	1 5/8	7	2,690	5,716
SCIENTIFIC-ATLANTA	SFA	A	20 1/2	19 7/8	+ 5/8	+	3.14	21 1/8	16 3/4	13	1,668	34,194
SONY CORP.	SNE	N	8 3/4	9	- 1/4	-	2.77	10 3/8	8 1/8	16	172,500	1,509,375
TEKTRONIX	TEK	N	34 1/8	35 3/4	- 1 5/8	-	4.54	68 1/2	28 1/4	16	17,342	591,795
TELEMATION	TIMT	O	3/4	3/4			.00	3/4	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N	18 7/8	19	- 1/8	-	.65	21	14 3/4	13	6,838	129,067
WESTINGHOUSE	WX	N	20 7/8	21 1/2	- 5/8	-	2.90	22	16 1/4	8	87,492	1,826,395
ZENITH	ZE	N	21 3/4	21 7/8	- 1/8	-	.57	28	20 7/8	11	18,818	409,291
TOTAL									963,133	35,318,919		
GRAND TOTAL									1,783,084	54,809,150		

Standard & Poor's Industrial Average

109.4 109.5 -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.

AWRT's Audrey Hunt: She's still in sales

It's been a while since Audrey Hunt ended her 16-year run as WIS-AM-TV spokeswoman for Haltiwanger's clothing store in Columbia, S.C.

Mrs. Hunt went behind the scenes in 1973 after some 30 years as an on-air personality and reporter. It was then that her old boss at WIS-AM-TV Columbia was president of the *State-Record's* new State Telecasting group, and, bent on management, she "grabbed onto his coattails."

"I pounded on Frank Harden's door so hard and so long that he couldn't get rid of me," says the now-assistant to the president and coordinator of special projects for State Telecasting. "I was the one who did all the selling and he was smart enough to buy."

Audrey Hunt's still selling—now mostly for American Women in Radio and Television. Her product is females in broadcasting and its allied arts. And for her, being AWRT president probably isn't that different from running an employment-counseling service.

"Let's start with the FCC and what it requires of broadcasters in the areas of equal employment," said Mrs. Hunt. "Broadcasters are having to hire women not only into the office and clerical ranks, but also into important jobs—production, sales, on-air, news. Where are they going to get them? AWRT gives our members an opportunity to better themselves through education. And we are preparing our people for these jobs." About 47% of AWRT's 2,500 members are employed directly in broadcasting, with account executive the most common job.

Since assuming the AWRT presidency during the organization's annual meeting last May in Minneapolis, and before, Audrey Hunt has been pushing for equal employment opportunity—by "taking a positive approach, by being assertive instead of aggressive." She says that the women's EEO "picture is changing rapidly," but adds that "I don't think it's where it has to be or where it will be."

During her inaugural speech she also set other goals for the organization, declaring her tenure "a year of communications within this communications organization. Two-way communications." And she hopes to answer the calls she's heard for "stronger national leadership" in areas ranging from chapter financial structure to AWRT public relations.

But knowing that there's sexism out there and having personally experienced it are two different matters for Mrs. Hunt. She claims not to have encountered the problem "because I was doing what I



Audrey June Geitz Hunt—president, American Women in Radio and Television, and assistant to the president and coordinator of special projects, State Telecasting Co., Columbia, S.C.; b. May 6, 1925, Topeka, Kan.; on-air personality, reporter, writer WAIM(AM) Anderson, S.C., 1946-47; WESC(AM) Greenville, S.C., 1947-49; WMRC(AM) Greenville, 1951-52; WIS-AM-TV Columbia, 1954-73; present post, 1973; m. Samuel A. Hunt Jr., May 24, 1947; children: David, 27; Andrew, 25; Steven, 21.

wanted to do and I was given every opportunity. I'm sure that if I had put priority on my career as opposed to my family, I would have felt that I was discriminated against."

She says she never had to choose between career and family, but "if I had had to make that decision it would have been family. Absolutely . . . I think that if I had been a man, or single, or even married, if my priorities were different, I think I would have been right at the top of the heap in national radio or television. When necessary, I have the drive."

Although Mrs. Hunt's entry into broadcasting began early, it wasn't her long-range career goal. After graduating from high school in her hometown of San Jose, Calif., she was admitted to San Jose State College but postponed her education to take time out for travel. A few years of various office jobs "just to get some money so I could go some place" followed until she ended up in Anderson, S.C., in 1946. Her plans to return to California and become an English teacher faded as she met her future husband, a South Carolinian and became an air personality at WAIM(AM) there.

Then, as now, she says, finding a job

"on my own terms" was easy for her. She continued to work full time next at WESC(AM) Greenville, S.C., and in 1951 after the first of her three sons was born, part time with a daily half-hour radio show over now-defunct WMRC(AM) in the same city.

In 1954 Mrs. Hunt joined WIS-AM-TV, first doing commercials and special features for WIS-TV and shortly thereafter adding on the role of WIS(AM)'s *Gal on the Go* ("I know that term is really going to get some guffaws now," she says). In her 18 years as *Gal on the Go*, she had free rein over subject matter. Finding material, she recalls, was no hardship since Columbia is the seat of state government, a university town (University of South Carolina), the home of the Army's Fort Jackson, and a cultural center of the state. Throughout her time with WIS-AM-TV, she also handled special TV features and commercials as well as doing freelance consulting and writing for a local advertising agency. An additional job as WIS continuity director lasted only one year, in 1958, proving too "strenuous" in light of her other responsibilities.

Mrs. Hunt's present position carries no precise job description, and was her own invention, she says. Putting "a tag" on her responsibilities is difficult, she says, but basically it seems to be keeping a close administrative eye on State Telecasting's three TV's: WCBD-TV Charleston, S.C.; KCBD-TV Lubbock, Tex., and KSWs-TV Roswell, N.M. Among the directions she's guided the stations in are community ascertainment and affirmative action. Of the latter, she says her experience through AWRT was a strong factor in how she developed the company's program.

Mrs. Hunt still manages some air work "just for the fun of it"—an occasional documentary and some commercials. But in Columbia and across the state, her name also comes up in more than one nonbroadcast context.

She's served on a governor's citizens council on judicial reform and has been an active campaigner for the local United Way. Her work on stage brought her the title of "Actress of the Year" by the Columbia Town Theater, and Mrs. Hunt was an organizer and is a charter member of the Media Club of Columbia, and belongs to the National Trust for Historic Preservation.

And outside of broadcasting, her promotional work also has been recognized. For encouraging industrial development within the state, she earned a special citation from former Governor John C. West as well as acclaim from the Greater Columbia Chamber of Commerce as "Outstanding Community Saleswoman."

The way it should be

Since it was first shown to affiliates at their annual conference two months ago, ABC-TV's *Soap*, to be introduced in the prime-time schedule next September, has caused more talk than any other new network show. It must be expected that the tune-in, at least in opening weeks, will be enormous—assuming station clearances provide a national sampling.

Although there are no signs of wholesale defections from the line-up, Donald H. McGannon, chairman-president of Westinghouse Broadcasting, has announced that Westinghouse's one ABC-TV affiliate, WJZ-TV Baltimore, will not clear the first two episodes of *Soap* (BROADCASTING, July 11) and some others have expressed reservations. Presumably the clearance problem is considered serious enough for ABC-TV to have scheduled a closed-circuit presentation on the subject.

There is in this, it seems to us, a demonstration of the healthy tension that is fundamental in network-affiliate relations. ABC-TV has bought a show that it recognizes to be outrageous but containing the promise of a hit. Its decision is that the show is in good enough taste to broadcast. Some affiliates disagree. It is their right to reject the program, as it is ABC-TV's right to offer it.

Some broadcasters would head off *Soap* by broadening the exhortations against sex in the National Association of Broadcasters television code. That strikes us as excessive centralization of editing authority.

The ultimate decision about *Soap* will be made by the American public. Surely the network and its affiliates that clear the show will be especially alert to audience responses in the first weeks of exposure. It should take little time to learn whether Fred Silverman or Don McGannon is closer to the people.

Skipper wanted

The World Administrative Radio Conference of 1979 is not a title that quickens the pulse of the average broadcaster. To all but the technically minded, it sounds dull and far away. In truth, WARC '79 could profoundly change the businesses of radio and television long before the depreciation runs out on present installations. It is not too soon to wonder whether the affected parties and the government itself are adequately preparing to protect their own and U.S. interests.

As has been reported here from time to time, the FCC is conducting an extended inquiry into the position that the U.S. should take when the world's nations meet to carve up the international spectrum. At the moment comments are in preparation for the FCC's fifth notice of inquiry on the subject. This inquiry involves, among other things, the continued reservation of UHF spectrum space for television in this country and the significant expansion of AM frequencies to accommodate more radio stations here and around the world.

Neither of these proposals is assured of ultimate adoption.

The FCC vote to recommend retention of television as the priority service in the UHF space it now occupies was 4 to 3. The forthcoming changes in commission membership could easily alter that alignment. Rival claimants to UHF space have given no signs of abandoning their quests. A very influential coalition of disparate forces assumes that the future of television distribution is to be found in a satellite-linked grid of cables or fiber optics and that the spectrum space that television broadcasters now occupy can be reassigned to other uses, which are proliferating.

The expansion of the AM band is a prospect unlikely to be welcomed by either AM or FM broadcasters, most of whom, if

polled, would unquestionably say that present competition in radio is, to say the least, adequate. Still, the concept of enlarging technical opportunities for new stations is difficult to oppose if the principle of free enterprise is to be credibly embraced in other regulatory matters. It will be interesting to read the comments that radio people submit in the fifth inquiry.

Beyond all these considerations are others that will claim intense attention at WARC '79. One that comes to mind is the reservation of frequencies in North and South America for direct-to-home, satellite-delivered television, which is of more persuasive need in underdeveloped countries than in the U.S. On issues such as that, the U.S. delegation will have to walk a fine line indeed.

All of this suggests the need for the appointment soon of a directing head to oversee the preparation and lead the presentation of the U.S. position at WARC '79. The qualifications include a demonstrated knowledge of communications and experience in international negotiations. It is a job that must carry ambassadorial rank to command respect from the State Department which will of course be the governmental body in charge of the U.S. delegation to Geneva.

WARC '79 is too important to be assigned as an added duty to persons now in the State Department with more immediate problems on their minds. The conference may be nearly two years off. The concentrated planning of U.S. strategy and tactics ought to begin in earnest now.

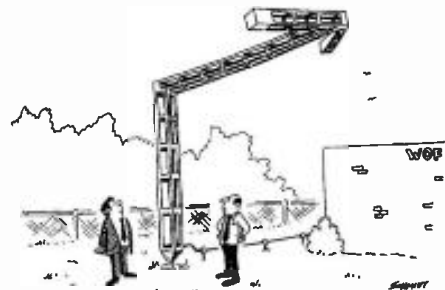
Peace at last

The treaty settling the dispute between the Hollywood Academy of Television Arts and Sciences and the National Academy of Television Arts and Sciences seems as good a resolution as we are apt to get.

As tentatively agreed upon two weeks ago (BROADCASTING, July 4) and now ratified, the plan gives the Hollywood group, to be known as the Academy of Television Arts and Sciences, exclusive jurisdiction over the prime-time Emmy awards and the National Academy, composed of the New York and other chapters except Hollywood, exclusive jurisdiction over the Emmys for daytime, news and sports programs.

Since Hollywood is the center of prime-time programs and New York the home base for the others, each group will be judging the kinds of work it knows best. That makes sense. So does the elimination of the danger that both groups would issue awards for both daytime and prime-time programming, which would have reduced them all to nothingness.

Now if they can just find some way to get more snap into the awards telecasts . . .



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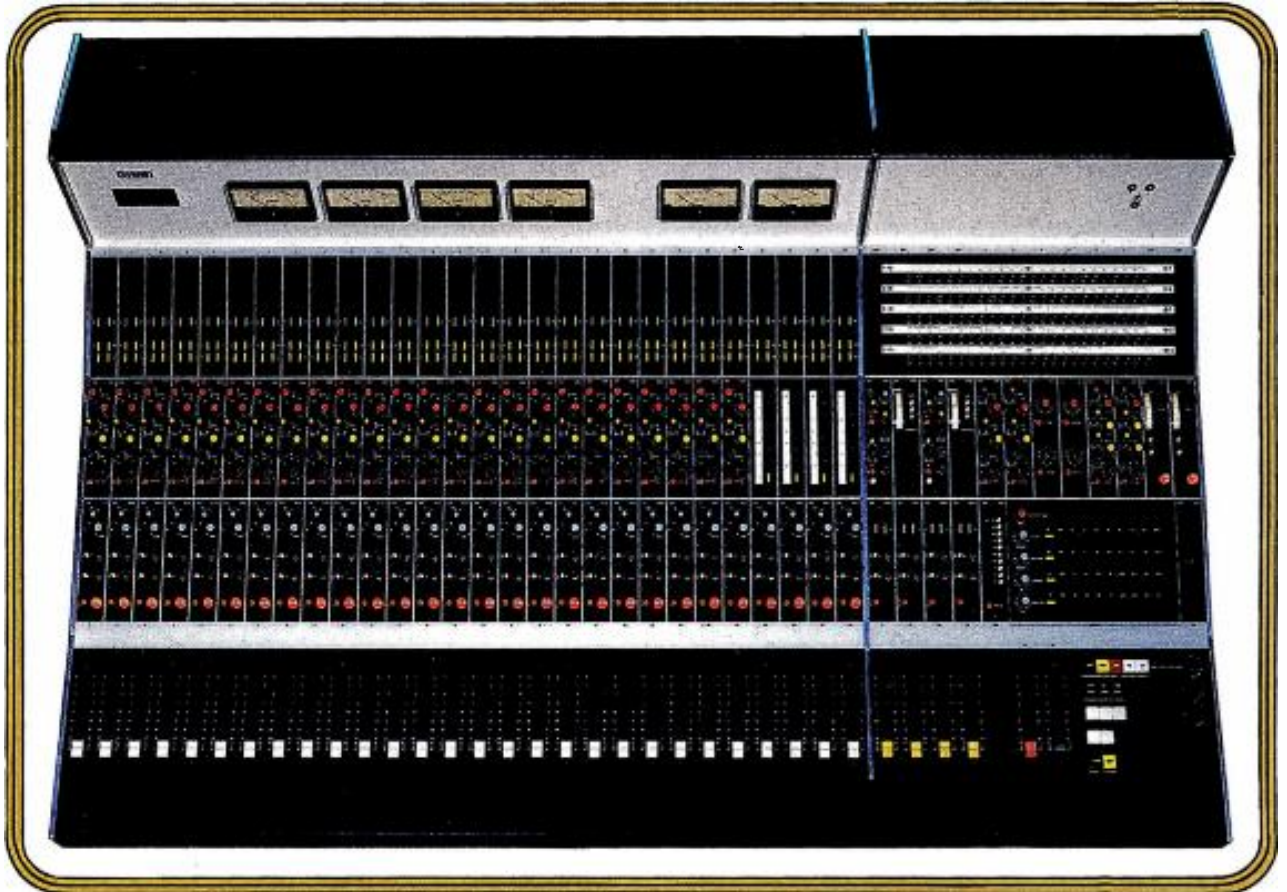
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