

Special report:  
Coming up to speed on Radio '77

# Broadcasting Jul 25

The newsweekly of broadcasting and allied arts

Our 46th Year 1977

NEWSPAPER

## MORNING COUNTRY DAY!

A bright new show for the rural audience and a unique new television network.

"Country Day" is a fresh new television show produced, directed and syndicated by KSTP-TV for, and about, the good folks who live on farms and in the small towns of the upper midwest. It's also a unique new advertising vehicle for reaching rural families, featuring daily on-location visits with farmers in our 5-state area, guest experts in various aspects of rural living and special weather forecasts, crop moisture data, etc. All said, it's an enjoyable look at the human side of country living—6:30-7 a.m., Monday-Friday—and another leadership step by KSTP-TV to provide community service programming.



**KSTP-TV 5**  
Division of Hubbard Broadcasting, Inc.



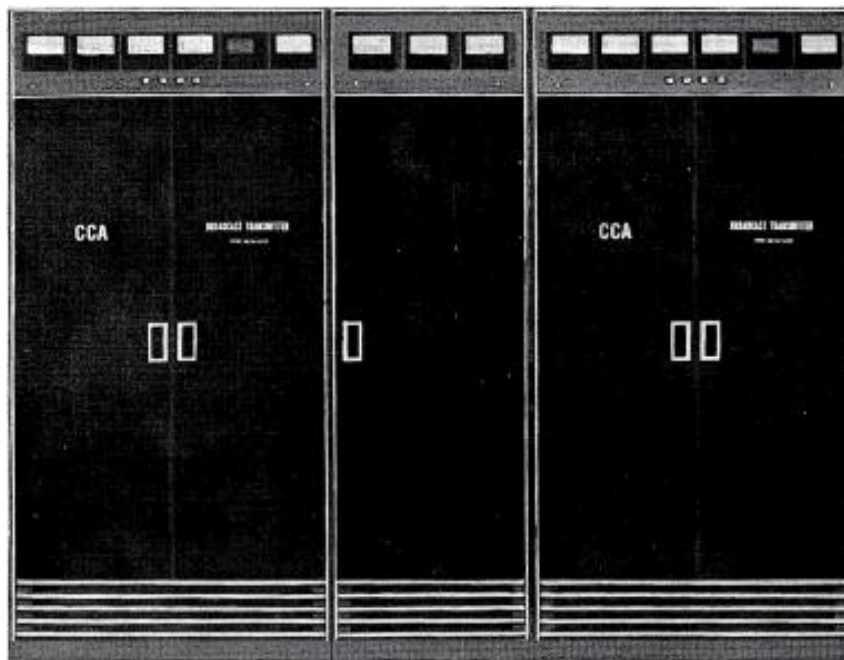
**COUNTRY DAY**

"Country Day" Network: **KSTP-TV 5** Minneapolis/St. Paul, Minn.; **WDIO-TV 10** Duluth, Minn./Superior, Wis.; **WIRT-TV 13** Hibbing, Minn.; **KCMT-TV 7** Alexandria, Minn.; **KNMT-TV 12** Walker, Minn.; **KTTC-TV 10** Rochester, Minn.; **WDAY-TV 6** Fargo, N.D./Moorhead, Minn.; **DAZ-TV 8** Devil's Lake/Grand Forks, N.D.; **WEAU-TV 13** Eau Claire, Wis.; **KSFY-TV 13** Sioux Falls, S.D.; **KPRY-TV 4** Pierre, S.D.; **KABY-TV 9** Aberdeen, S.D.

For more information call KSTP-TV's Jim Blake, General Sales Manager, David Garvin, National Sales Manager, at 612/645-2724, or your nearest Petry office.

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The CCA FM55000EP system utilizes an all solid-state direct FM 100-watt exciter and combined high power amplifiers for inherent system reliability. Independent interlocks and separate AC feeds allow one amplifier to be worked on in complete safety even when the other is on the air. And the new CCA 55kw FM transmitter is available with Dual-Reliable automatic-switching of exciters and final amplifiers to by-pass the combiner no matter what happens. You may never go off the air again.

CCA has it. Nobody offers more. Call our toll-free number for all of the details on the new CCA FM55000EP FM transmitter.

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In Canada call toll-free: 800-261-4088, or (416) 438-6230

# Hot weather reading with cold facts about conserving energy.



These booklets, from the nation's electric companies, tell you all about how to save energy (and money) on your air conditioning.

In the past few years, the electric companies have published millions of pieces on the subject... enough for every man, woman, and child in the U.S.

If everyone would act on their suggestions, it could make a significant contribution to the total conservation effort. And it would also go a long way toward easing the strain on electric power during summer's hottest days.

The electric companies, in addition to making available millions of useful booklets for their customers, are devoted to conserving scarce resources.

For instance, almost all electric companies are now building or planning power plants that will use more abundant domestic fuels—coal and uranium—instead of oil and natural gas.

That way, they won't be burning the raw materials that are used for drugs, fertilizers, textiles, and many other products.

Working together, we can all do a lot to help. If you'd like information on how to conserve energy on your air conditioning, contact your local electric company. Or write the Edison Electric Institute at this address.

**Edison Electric Institute  
for the electric companies**

90 Park Avenue New York, N.Y. 10016





# IT WAS A LONG DAY'S NIGHT.

Wednesday, July 13, at 9:34 PM the lights went out, and our staff went on the job. For 25 straight hours they covered and reported to a metropolis in crisis.

We would like to thank all of them:

Lou Adler	Paul Ducroiset	Jerry Nachman
Art Athens	Marty Duskin	Patsie Padula
Dave Atherton	Bill Fahan	Pat Parson
Greg Baker	Ben Farnsworth	Daryl Preminger
Fred Barbieri	Steve Flanders	Tina Press
Peter Bekker	Robert Foxworth	Steve Reed
Peter Bianco	Tom Franklin	Max Reznik
Jack Bilby	Lou Freizer	Rica Rinzler
Alfreida Bond	Don Frier	Richard Roos
Allegra Branson	Candy Gordon	George Seelinger
Leo Brown	Mel Granick	Liz Shanov
Lynn Bryan	Agnes Green	Barry Siegfried
Rich Buckley	Bob Harris	Richard Stahlberger
Neal Busch	Harvey Hauptman	Wendy Stock
Joseph Cabibbo	Dave Holmlund	Rob Sunde
Mike Callaghan	Ralph Howard	Don Swaim
Eugene Campbell	Ed Ingles	Bryna Taubman
Cynthia Carter	Jane Tillman Irving	Mary Gay Taylor
Joseph Cooper	John Lack	Reggie Thompson
Irene Cornell	Dave Levin	Lou Timolat
Craig Dellimore	Robert Maickel	Arthur Voldstad
Carol Dobson	Ernest McDaniel	Walt Wheeler
Ed Dombert	Julius McLaughlin	Marvin Zeichner
Jim Donnelly	Jim Morris	

And our thanks go, as well, to the more than 20,000 listeners who called in with so much vital information. Who in effect joined our staff!

## WCBS NEWSRADIO 88

The big number for news in New York. Day and night (lights or not).

# The Week in Brief

**CLIMBING COSTS** □ Threatened rate increases by Arbitron have broadcasters sounding alarms. **PAGE 19.**

**SPREADING THE BLAME** □ House Communications Subcommittee's report on violence comes down hard on networks, but also on parents; urges FCC to start up program-related rulemakings. **PAGE 19.**

**HOOKS HERITAGE** □ A departing FCC commissioner, "who just happened to be black," leaves a mark made on merit, not just on race. He's credited with "sensitizing" both the FCC and the industry. **PAGE 24.**

**CBS BROADCAST GROUP CHANGES** □ Schneider takes on more responsibilities and Jankowski moves up to the number-two spot. **PAGE 25.**

**NO REIMBURSEMENT** □ A court of appeals rules that Congress has not empowered the FCC and other agencies to pay expenses for the intervention of public groups. **PAGE 26.**

**TOUGH CHALLENGE** □ A special committee is selected to tighten the NAB TV code restrictions against indecent programming, but the complexity of the task is raising all kinds of questions. **PAGE 26.**

**RADIO: RARE MEDIUM WELL DONE** □ This special report opens with an overview of the medium by the makers and shakers in radio. They feel that there's very little that isn't likely to happen next, from AM stereo to kiddie rock. **PAGE 32.** A canvass of buyers and sellers shows that, despite a summer lull in radio business, total billings for year should run 10%-12% above 1976. **PAGE 50.** Stations are not stepping in bold directions in radio formats; rather they're fighting for the audience with the formats they have, refining with intensive research, and boosting it with community involvement. **PAGE 61.** Here are the top 10 radio stations in each of the top 50 markets, showing their Arbitron Radio rankings and their formats. **PAGE 64.** Radio's growth also means that a seller's market reigns in the buying and selling of stations with FM's becoming the glamour issues. **PAGE 70.** Automated programmers have become the mainstay of an increasing number of radio broadcasters, who go to the pros for the right sound. **PAGE 74.**

**FCC'S '79 BUDGET** □ The commission approves a request to the Office of Management and Budget for more than \$70 million in the next fiscal year. **PAGE 77.**

**MINORITY OWNERSHIPS** □ The White House calls for a two-day conference to discuss ways to expand such holdings in radio, TV and cable. **PAGE 77.**

**WHAT'S NONCOMMERCIAL?** □ In comments to the FCC, public stations say they need the money they get through means short of actually selling time. Commercial broadcasters claim it's competition for business. **PAGE 79.**

**KENNEDY BILL DENOUNCED** □ Broadcasters fire away at proposed restrictions on saccharin advertising as a violation of freedom of speech. They also contend the provisions would be too unwieldy to administer. **PAGE 81.**

**PRETTY, PLEASE?** □ FTC Chairman Pertschuk meets with health and interest groups that seek curbs on child-directed advertising for candy and sugared products. He promises some recommendations by fall. **PAGE 82.**

**PTA BOOT CAMPS** □ A series of training sessions are being held to familiarize its members with broadcast procedures and the techniques that should be used to combat unsuitable programming. **PAGE 83.**

**WHITE PRODS BROADCASTERS** □ FCC commissioner questions seriousness of attempts at self-regulation on sex and violence and urges more responsiveness to local needs. **PAGE 83.**

**HOPES BUOYED** □ In comments filed on option papers for the Communications Act review, the NCTA supports the stance that would lift cable program regulation. **PAGE 84.**

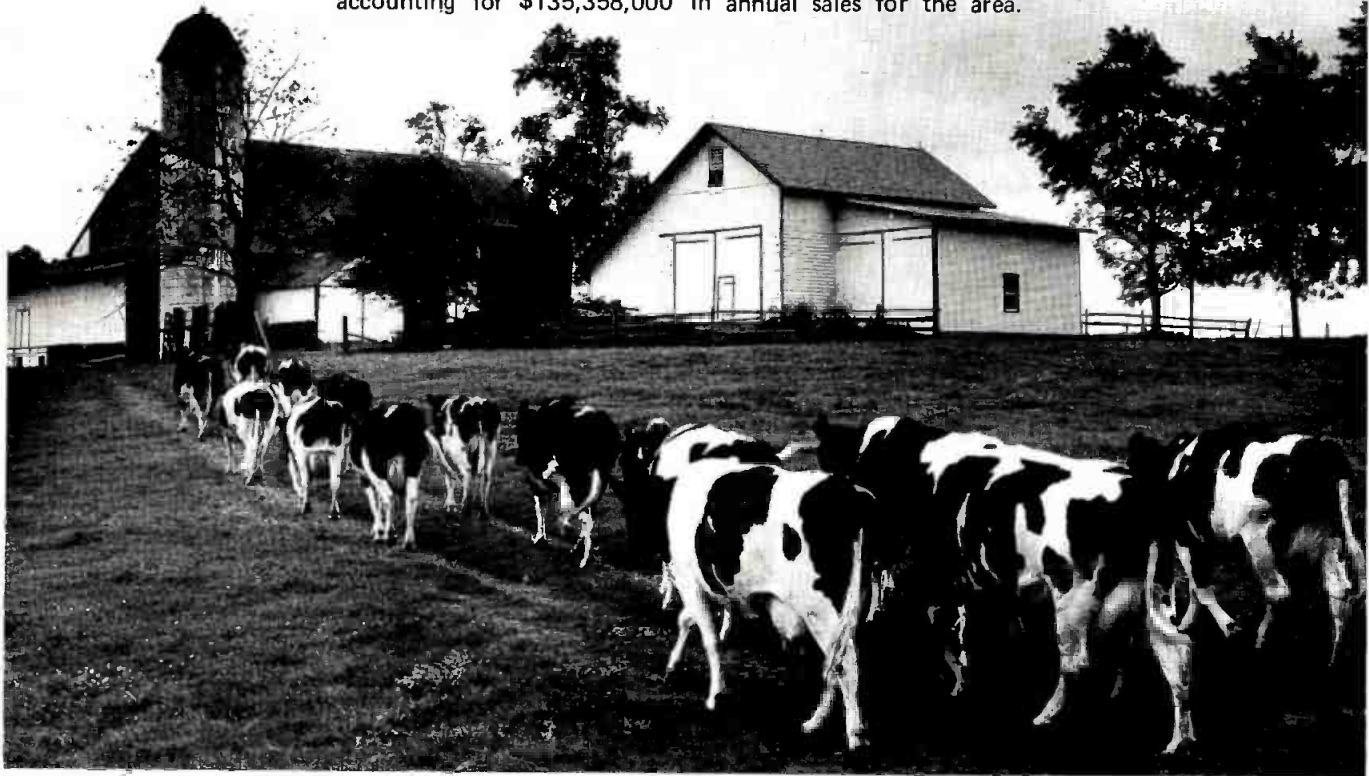
**ABC PICKS ABC** □ Fred Silverman predicts prime-time honors next season will again go to his network. James Duffy estimates it's already 80% sold out. **PAGE 84.**

**AMST CITES PARALLEL** □ The association claims that an FCC denial in an FM case last month indirectly supports the case against VHF drop-ins. **PAGE 85.**

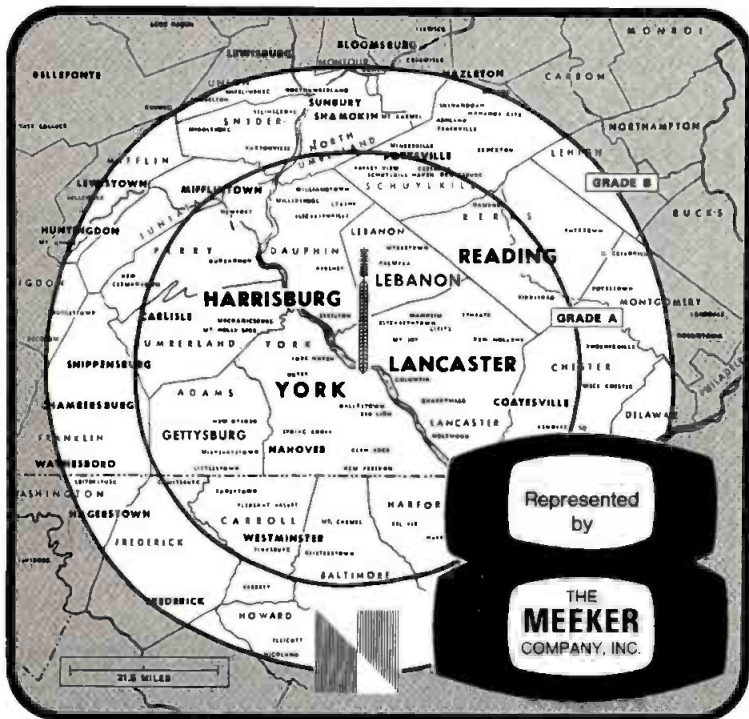
**THE EXECUTIVE TOUCH** □ "Pick good people, delegate responsibility and let them do it" says Bruce Sundlun. It's that type of no-nonsense approach that has enabled the president and chief executive officer of the Outlet Co. to build one of broadcasting's larger group owners. **PAGE 105.**

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Within the broad and booming agricultural-livestock industry in the WGAL-TV ADI, the production of dairy products ranks first among nine important income-producing categories, accounting for \$135,358,000 in annual sales for the area.



## multi millions in agri sales assure more buying power in WGAL-TV market



This pioneer TV station effectively covers the entire Lancaster - Harrisburg - York - Lebanon ADI, one of the country's fastest growing areas. This prosperous market is nationally recognized for its business diversity and economic stability. For example, sales of agricultural products alone amount to almost a half billion dollars annually, a substantial contribution to the effective buying income of \$6,878,735,000\*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

# WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

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

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

**STEINMAN TELEVISION STATIONS**

# Closed Circuit®

insider report: behind the scene, before the fact

## FM's rising prices

Robert W. Sudbrink and wife, Margareta, who have recently sold three of their FM stations for total of \$8.9 million, are negotiating for sale of another. It's WPCH(FM) Atlanta, and negotiations are with Meredith Broadcasting group, at price said unofficially to be about \$5.2 million. Mr. Sudbrink says he hasn't decided whether to sell other stations in group: WLYF(FM) Miami, WFUN(AM) South Miami, WIIN(AM) Atlanta and WLAK(FM) Chicago.

In earlier sales WWEZ(FM) Cincinnati went to Truth Publishing Co. for \$2 million and, still subject to FCC approval, WLIF(FM) Baltimore to Cox Broadcasting for \$3.9 million and WEZW(FM) Wauwatosa, Wis. (Milwaukee), to Multimedia Inc. for about \$3 million (BROADCASTING, March 7, May 30, July 4).

## Top dog at WARC

Word was passed along last week that White House and State Department appreciate importance of World Administrative Radio Conference of 1979 (see editorial, BROADCASTING, July 18) and that intense consideration is being given to selection of qualified person to oversee preparations for Geneva conference. It was said that profiles of some 30 top-level executives, with backgrounds in diplomacy as well as communications, had been studied, with list trimmed to nine in initial sweep. Recommendations are to be made to White House by Aug. 15.

Being sought is internationally known person with negotiating experience and conversant with broadcasting or other communications technologies. Excluded would be incumbents at either State Department or FCC.

## Staying in line

Word from insiders is that because so many television affiliates are redefining their relationships to ABC, CBS and NBC, particularly in light of ABC's aggressive attempts to wean its competitors' stations away, there'll be fewer pre-emptions of prime-time network programs than at any time in past few years. Result is that no network prime-time series is likely to be done in by poor clearances this fall, as, for example, CBS's *Spencer's Pilots* was last September (when it managed clearance rate of 82-83% compared to 98-99% average).

Some stations are still expected to jettison network weaklings in favor of locally bought product, with following series likely to suffer most, according to

various sources: *The San Pedro Bums* (Monday, 8-9 p.m., NYT) and *The Red Fox Show* (Thursday, 10-11 p.m.) on ABC; *Young Dan'l Boone* (Monday, 8-9 p.m.) and *The Fitzpatricks* (Tuesday, 8-9 p.m.) on CBS; and *CHiPs* (Thursday, 8-9 p.m.) and *What Happened to the Class of '65* (Thursday, 10-11 p.m.) on NBC. ABC's *Soap* (Tuesday, 9:30-10 p.m.), of course, may have clearance problems among affiliates who think it too sex-laden.

## Money minded

One goal of new National Association of Broadcasters Chairman Don Thurston (WMNB-AM-FM North Adams, Mass.) is to plot budget surplus for association next year. Balance budget proposed for last NAB fiscal year (1976-77) ended up showing deficit of \$372,580. Among reasons: TV dues were \$50,000 less than projected and family-viewing suit drove TV code expenses \$100,000 over budget. Projection this year is for deficit of \$65,000 on \$5-million budget.

Mr. Thurston reasons that if association carried surplus annually it would have cushion every year for special projects and unanticipated expenditures such as family-viewing litigation. He wants to begin work soon on next year's budget, perhaps as early as this week's NAB executive committee meeting—his first as joint board chairman—in Washington.

## New network challenges?

Are networks to become enlarged targets of minority groups in quest of TV exposure? That question was raised anew last week in Washington when Clarence Mitchell, chief lobbyist of National Association for Advancement of Colored People, attacked CBS for "racist attitudes." CBS-TV crew had packed its gear when George Meany, AFL-CIO president, for health reasons canceled appearance at rally of Coalition for a Fair Minimum Wage at House Rayburn building. CBS Washington news bureau felt there wasn't sufficient news value to justify coverage without Meany speech. Mr. Mitchell charged that "a black chairman [himself] wasn't important enough." ABC-TV also was present, but didn't use story. NBC-TV didn't show.

Mitchell attack was coupled with recent remark at NAACP convention in St. Louis by FCC Commissioner Ben Hooks, on his assumption of executive directorship of organization, that no network cameras or even radio microphones were in evidence. Commissioner Hooks at time paid glowing tribute to Mr. Mitchell as formidable leader on Washington legislative front.

## Long bench

Record number of series are waiting in wings to replace early failures on television networks' prime-time schedules next fall. ABC and NBC have seven series each. CBS has 10. Of these 24 titles 18 were previously announced, but six are new.

ABC's new entry is *Tabitha*, fantasy sitcom from Columbia Pictures Television in mold of old Elizabeth Montgomery *Bewitched* series. CBS has three new standbys: *Sam*, half-hour police drama from Jack Webb's Mark VII Productions; *Sparrow*, Herbert B. Leonard's 60-minute drama about 20-year-old private investigator; and *Spiderman*, fantasy-action hour from Charles Fries/Stonehenge Productions based on Stan Lee's comic-book character. NBC's new ones are *Car Wash*, based on hit movie, half-hour sitcom that NBC and Universal Pictures Television are still negotiating over, and *Mulligan's Stew*, 60-minute family comedy from Paramount Pictures Television.

## Going it alone

FCC will ask U.S. Supreme Court to review WBAI(FM) New York case, in which commission's effort to establish standards for broadcast obscenity were overturned by U.S. Court of Appeals in Washington. But commission will be lonely petitioner. U.S. solicitor general's office, which normally represents commission in high court, has decided to pass. It doesn't think case is good one. And it may say as much in pleading with Supreme Court to explain its absence. What's more, commission's general counsel's office recommended against appeal.

But commission, with Commissioner Robert E. Lee in lead, decided to override those considerations. Basic argument in closed meeting on subject last week appeared to be that commission should seek final, and clear-cut, judicial decision. Appeals court's rejection of commission's petition for rehearing by narrow 5-to-4 vote, some commissioners feel, left judicial decision clouded.

## Rate rigging?

All three television stations in Joplin, Mo.-Pittsburg, Kan., market are reportedly under antitrust investigation for alleged price fixing. Documents are said to have been subpoenaed for presentation to federal grand jury in Kansas City, Mo. Attorneys at Department of Justice won't discuss case; neither will broadcasters said to be involved. Stations are KODE-TV and KTVJ(TV) Joplin and KOAM-TV Pittsburg.



# Business Briefly

TV only

**Flemington Furs** □ Fur stores launch five-month TV campaign beginning next month featuring Zsa Zsa Gabor as spokesperson. Winner Communications, New York, will place spots in New York and Philadelphia during news and prime access time. Target: women, 35 and over.

**Norelco** □ Division of North American Phillips arranges 18-week TV promotion starting in mid-August. McCaffrey and McCall, New York, is placing spots in about five markets during day and fringe time. Target: men, 18-49, and adults, 25-54.

**Contac** □ Division of Menley & James is planning 16-week TV push for its Contac capsules for colds and hay fever beginning in September. SFM Media, New York, will select spots during fringe time in major markets. Target: adults.

**Walton Clothes** □ Manufacturer will feature its men's suits in three-month TV promotion starting in mid-September.

Walton Advertising (in-house agency), Atlanta, will buy spots in four markets during fringe and prime time. Target: men, 25-49.

**General Cigar & Tobacco Co.** □ Company launches three-month TV drive for its White Owl brand cigars starting in early September. Young & Rubicam, New York, is placing spots in 15 top markets during sports time. Target: men, 18 and over.

**Fort Howard Paper Co.** □ Company plans two eight-to-ten-week TV flights beginning this week and early October. Griswold-Eshleman, Cleveland, is selecting spots during fringe and prime time. Target: women, 25-49.

**International Harvester Co.** □ Farm equipment company puts spotlight on its light trucks in 12-week TV campaign beginning in mid-August. Ketchum, MacLeod & Grove, Pittsburgh, is slotting spots in about 50 markets during prime time. Target: men, 25-54.

**National Enquirer** □ Weekly newspaper is planning six-week TV campaign beginning in early August. Schulze

Flanagan, New York, will slot spots in six markets during fringe, day and prime time. Target: men and women.

**Kal Kan Foods** □ Dog and cat food company arranges six-week TV campaign beginning in late August. Honig-Cooper & Harrington, Los Angeles, is placing spots during early fringe and prime time. Target: women, 25-49.

**A & W Distributing Co.** □ A & W Root Beer launches four-week TV promotion next week. Humphrey, Browning MacDougall, Boston, is seeking spots in 66 markets during day and fringe time. Target: women, 18-49, and teenagers.

**Gino's** □ Fast-food chain features its Kentucky Fried Chicken in four-week TV flight beginning in mid-August. Weightman, Philadelphia, will pick spots during fringe and prime time. Target: women, 18-49.

**Remco Enterprises** □ TV and stereo rental service will feature its Action TV Rental in one-month TV buy starting next month. Goodwin, Dannenbaum, Littman & Wingfield, Houston, will handle spots in 18 markets during early and late fringe time. Target: men and women, 18-49.

**Hormel** □ Food products company focuses on its Hormel Chili in four-week TV push beginning in early September. BBDO, Minneapolis, is seeking spots in eight markets during day and fringe time. Target: women, 18-49.

**Ayds** □ Diet candy takes two TV flights in mid-August and early October running three-to-four-weeks. Hoefler, Dietrich & Brown, San Francisco, is arranging spots in approximately 23 markets during day and late fringe time. Target: women, 18-49.

**Gillette** □ Consumer goods company features its Soft & Dri deodorant in four-week TV campaign starting this week. Grey-North, Chicago, is placing spots in 40 top markets during early fringe time. Target: women, 15-49.

**Magnavox** □ Consumer electronics company is planning four-week TV campaign beginning in mid-August. Quinn & Johnson, Boston, will place spots in 18 markets during early and late fringe time. Target: men, 25-49.

**AMF Inc.** □ Wheel Goods division is scheduling four-week TV campaign beginning next week. Benton & Bowles, New York, will place spots during early fringe time in about 30 markets. Target: children, 6-11.

**FMC Corp.** □ Consumer products division features its Bolens mulching

## The Twilight Zone



Rod Serling's triple Emmy winner showcases Cliff Robertson, Peter Falk, Carol Burnett, Jack Klugman, Elizabeth Montgomery, Agnes

Moorehead and more stars in ingenious dramas of suspense and fantasy. A masterful series for the young adults in your market.





# ABC RADIO SPOT SALES PROUDLY WELCOMES

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Contemporary Music Station...

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"Super Q Plays Favorites"



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(312) 372-2267 □ Dallas, 3626 North Hall Street, Suite 711, Dallas, Texas 75219 (214) 528-8760 □ Detroit, 3000 Town Center, Suite 2002, Southfield,  
Michigan 48075 (313) 353-8283 □ Los Angeles, 3321 So. LaCienega Blvd., Los Angeles, California 90016 (213) 663-3311  
San Francisco, 1177 Polk Street, San Francisco, California 94109 (415) 673-7100

mower in three-week TV promotion starting in early September. Cramer-Krasselt, Milwaukee, is handling spots in 18-20 markets during fringe time. Target: men 35 and over.

**World Savings & Loan Association** □ Association is planning two-week TV push beginning next week. Golden Group, San Francisco, is seeking spots in four West Coast markets during fringe and prime time. Target: adults, 35 and over.

**Ridell & Associates** □ Company is planning two-week TV promotion for its film "Dogs" beginning in mid-August. RNF Media, Los Angeles, is placing TV spots in about seven markets during fringe, day and prime time. Target: adults.

**Time-Life Books** □ Division of Time Inc. plans two-week TV drive for its World War II library collection beginning this week. A. Eicoff & Co., Chicago, is placing spots in about 37 markets during all day parts. Target: total men.

**Litton Diamonaire** □ Division of Litton Industries schedules one-week TV promotion for its synthetic diamond jewelry in early September. Marschalk Co., New York, will slate spots in 45 markets during fringe time. Target: women, 18-49.

### Radio only

**Motors Insurance Corp.** □ Division of General Motors schedules 10-week radio drive starting in late July, for its automobile insurance. Dancer-Fitzgerald-Sample, New York, will place spots in about seven markets including Indianapolis and Milwaukee. Target: adults, 25-64.

**Michigan Blue Cross/Blue Shield** □ Medical insurer takes another radio flight in early August for eight weeks. Ross Roy, Detroit, will buy spots in

### Rep appointments

- WRGB(TV) Schenectady (Albany), N.Y.: Katz American Television, and KMIR-TV Palm Springs, Calif.: Katz Television Continental, New York.
- KXO-AM-FM El Centro, Calif., and WVOL(AM) Nashville: Bernard Howard & Co. New York.
- WEBS(AM) Calhoun, Ga., and WTAL-AM-FM Melbourne, Fla.: Jack Bolton Associates, Atlanta.



**On the dotted line.** Signing the contract for national sales representation for WRGB(TV) Schenectady (Albany), N.Y., with Katz American Television, New York, are (seated, l to r): James L. Greenwald, president, The Katz Agency and James L. Delmonico, vice president/general manager, WRGB. Standing, l to r are: David S. Allen, president, Katz American Television and Gordon H. Hastings, vice president, director, Katz new business development.

approximately 40 markets. Target: adults, 25-49.

**Qantas Airlines** □ Australian airlines

slates eight-week radio buy starting in late July. Cunningham & Walsh, San Francisco, will slot spots in 10 markets including New York, Los Angeles and Chicago. Target: men, 35-64.

**Colgate-Palmolive** □ Company features its Dynamo detergent in six-week radio promotion starting in early September. D'Arcy-MacManus & Masius, New York, will schedule spots in seven or eight markets including Memphis and New Orleans. Target: women 18-49.

**Volvo of America** □ Subsidiary of Swedish car manufacturer arranges six-week radio flight starting late this month. Scali, McCabe, Sloves, New York, will select spots in approximately 11 markets including Boston and Philadelphia. Target: men, 25-54.

**Prince Spaghetti Sauce** □ Spaghetti sauce gets six-week radio drive starting in late August. Provandie Chirurg, Boston, is seeking spots in six New England markets. Target: women, 18-49.

**S.C. Johnson** □ Company features its Johnson's wax in five-week radio buy beginning next week. Ogilvy & Mather, New York, will handle spots in at least 10 markets including Dallas and Los Angeles. Target: men, 18-34.

**Bonanza International** □ Bonanza steak pits will launch four-to-six-week radio flight in late August. Marschalk, New York, will schedule spots in 10-15 markets. Target: adults, 18-49.

**American Dairy Association** □ ADA slates five-week spot-radio push for milk starting this week. D'Arcy, MacManus & Masius is agency. Target: women 18 and over.

**Uniroyal** □ Company places five-week radio promotion for its Vitavak farm product beginning this week. Campbell-Mithun, Minneapolis, will handle spots in about 19 markets. Target: farmers.

**Pan Am** □ Airlines company schedules five-week radio push starting next week. Carl Ally, New York, will pick spots in about 13 markets including Houston, Miami and Los Angeles. Target: adults, 25-49.

**Mobil Oil** □ Company is planning four-week radio campaign for its farm lubricants beginning Aug. 15. Creamer/FSR, Chicago, is buying spots in 33 markets during morning and noon farm programming. Target: Midwestern and California farmers.

**County Seat Inc.** □ County Seat stores arrange four-week radio promotion starting this week. Campbell-Mithun, Minneapolis, will schedule spots in about 50 markets. Target: adults, 18-24.

**Kinney Shoe Corp.** □ Chain plans one-week "back-to-school" radio promotion beginning in late August. Sawdon & Bess, New York, will purchase spots in about 11 markets including Detroit and Chicago. Target: adults, 18-34.

### BAR reports television-network sales as of July 3

ABC \$591,714,300 (33.5%) □ CBS \$586,443,400 (33.3%) □ NBC \$586,061,500 (33.2%)

Day parts	Total minutes week ended July 3	Total dollars week ended July 3	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	115	\$ 720,100	3,865	\$ 24,526,100	\$ 18,708,500	+31.1
Monday-Friday 10 a.m.-6 p.m.	973	13,643,900	25,927	386,938,400	316,646,700	+22.2
Saturday-Sunday Sign-on-6 p.m.	251	4,449,800	8,452	199,637,200	158,793,200	+25.7
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,590,700	2,668	100,111,700	78,869,300	+30.2
Sunday 6 p.m.-7:30 p.m.	19	769,700	570	28,849,900	23,687,900	+21.8
Monday-Sunday 7:30 p.m.-11 p.m.	414	30,273,600	11,050	907,513,100	731,404,300	+24.1
Monday-Sunday 11 p.m.-Sign-off	203	4,245,700	5,345	118,642,800	98,750,400	+20.1
<b>Total</b>	<b>2,075</b>	<b>\$57,693,500</b>	<b>57,877</b>	<b>\$1,766,219,200</b>	<b>\$1,424,860,300</b>	<b>+24.0</b>

Sparkling talk and action make sparkling weekends—all through the CBS Radio Network year. And especially through nine CBS Radio Special Weekends. They're made special with lively reports—"The Movies 1977"... "A Capital Trip: One Correspondent's Washington"... "The Wonderful World of Baseball"... "American Know-How"...and other colorful subjects. From 17 to 40 separate broadcasts on a single theme, spaced through a weekend.

Along with the nation's leading on-air news service, the most varied features, the biggest sports events from the World Series to the Super Bowl—these Special Weekend reports bring a new sound to radio listening. To weekend fun and games they add entertaining substance. They're scrupulously researched, brightly written, and attuned to weekend living—at home or on the road. They provide the company of familiar CBS personalities—Walter Cronkite, Charles Kuralt, Dan Rather, Charles Osgood, Win Elliot.

The next Special Weekend is September 24-25. Dan Rather of CBS News will explore the suddenly changed world of "The American Man," now that women have challenged traditional male dominance in business, in the family, in sex—in virtually every sphere. But before that—on Sunday, September 18—the Network will present a three-hour special of exceptional interest, "CBS Radio at 50: An Autobiography in Sound." Walter Cronkite will anchor this exciting recapturing of things past—and of radio's dynamic role as reporter and entertainer through five decades of American life.

Through Special Weekends on the CBS Radio Network, you're told a lot—by reporters with an array of sparkling things to tell about how America works and plays and governs itself.

# HOW TO BE SURE OF SPARKLING WEEKENDS IN ALL KINDS OF WEATHER



Walter Cronkite



Charles Kuralt



Dan Rather



Charles Osgood



Win Elliot

## THE CBS RADIO NETWORK



# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Donald S. Kleckner, vice president, marketing services, Cotton Inc., New York

## Cotton catches on with television

Cotton Inc., the fiber company of American cotton producers, was begun in 1971, and immediately faced up to the problem of how to develop as quickly as possible a recognizable consumer and trade brand franchise. The result: the creation of the cotton seal, a design effort from Walter Landor Associates, that has become an integral part of our national advertising.

At the time, we were anxious to establish a strong brand franchise that would halt further market erosion of existing cotton products. Concurrently, we were pressed with the need to revitalize trade and consumer interest in cotton goods. Once established, the seal would serve as an over-all communications umbrella for existing product lines and as a vehicle to launch new developments, such as our Natural Blend fabric (60% or more cotton plus durable-press properties), Fire Stop treated cotton, and 100% no-iron cotton products.

Network TV, we determined, would be the primary vehicle for carrying the cotton message. Chief among our reasons was this medium's ability to generate the greatest number of potential consumers at one point in time. It also has great merchandising impact, from our point of view, in terms of excitement and the ability to attract mills, manufacturers and retailers to the launching of new cotton products. Network TV provides a prestigious showcase and most important, it delivers mass audiences at a greater efficiency than other media.

In the 1975-76 period, more cotton advertising messages were delivered to the American public than in the entire history of cotton. It is estimated that during that time through August 1976, close to 2.5 billion consumer impressions were recorded in support of cotton products and the cotton seal.

Keyed to peak retail selling periods, sponsorship of TV major programs established cotton as America's most comfortable fiber. Cotton truly became number one.

Nineteen seventy-six stands out as cotton's year of the Olympics. As a major co-sponsor in both the Innsbruck winter games and the summer events from Montreal, Cotton Inc., was involved in two of the greatest sports spectacles ever telecast. These international events provided enormous audience exposure for cotton messages and became the merchandising catalyst for the highly successful introduction of such products as Natural Blend Manhattan shirts, Catalina Sportswear Natural Blend double knits, Sanfor-SET 100% cotton denim by



Donald S. Kleckner, vice president, marketing services, Cotton Inc., New York, has been in fibers marketing since 1953. He joined the fiber company of America's cotton producers in February 1971, one month after it was established, as director, textile mills and women's apparel. He was appointed vice president, marketing services, in 1973 with responsibility for advertising, public relations, fashion marketing and market research. Mr. Kleckner later created a merchandising department to represent cotton with retailers. He directs these functions, dovetailing them with sales and marketing objectives to support new products and to communicate cotton's story to many audiences—textile mills, manufacturers, retailers, and consumers.

Wrangler Sportswear, and Lee Set 100% brushed cotton suits by the Lee Co.

The Olympics advertising delivered close to a billion consumer impressions over the course of the two events. They were delivered at a cost efficiency nearly 50% lower than comparable media buys at any time during the year. While our athletes were winning gold medals, the Olympics helped cotton achieve its biggest fashion news impact ever.

Sponsorship of the winter Olympics in February 1976 gave cotton tremendous impetus just before the important Easter spring retail selling season. Our commercials blanketed the nation. More than a billion adult impressions were delivered for these commercials with more than half going to women.

As a sponsor of the summer Olympics, cotton enjoyed even better results. During the two-week period from July 17 to Aug. 2, more than a billion impressions were delivered at the remarkably favorable cost-per-thousand of \$1.58 in comparison to other specials and prime-time shows that average \$3.85. Over 91% of all TV homes viewed cotton messages. In addition, because of our determination to maximize the efficiency of every dollar committed we were able to gain additional consumer impact by selectively placing commercials

into prime-time periods. Cotton advertising appeared nightly during the desirable 9 p.m. time slot. This selective positioning delivered a bonus of 25 million viewer impressions—equivalent to one free commercial.

In addition to its massive network TV Olympics specials, Cotton Inc. has continued its ongoing sponsorship of NBC's *Today Show*. Our commercials appeared approximately 250 times during the 1975-1976 fiscal period, making cotton the show's largest advertiser. This year, we have added *Good Morning, America* on ABC-TV to report the news and help sell new cotton products.

The results? Every November, we conduct a survey among a national sample of 2,000 men and women to monitor public awareness of the cotton seal. Consumer attitudes evaluated from the latest study (1976):

- The seal continues to increase in proved national awareness: 18% in 1973; 30% in 1974; 35% in 1975; and 46% in 1976.

- Seal identification continues to penetrate all demographic groups. Recognition is relatively equal among men and women, by age and income, and by geographic region.

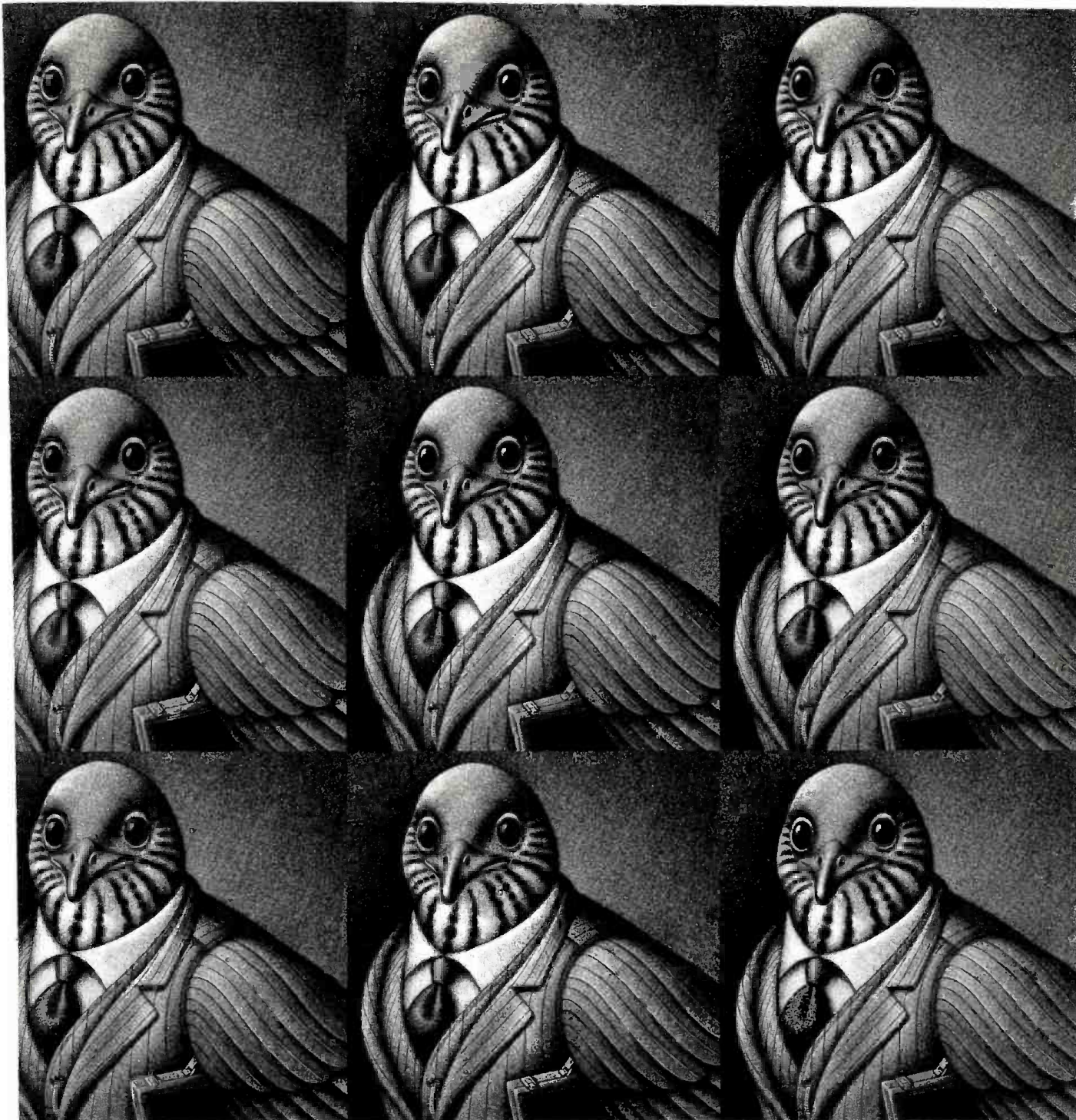
- The seal projects a quality image for cotton. Consumers who are aware of it have more favorable attitudes towards products made of cotton than those who are unfamiliar with it.

These surveys confirm our belief that a long-range advertising campaign to make the cotton seal a fiber trademark has been extremely effective. In terms of consumer identification, it has been clearly documented that the seal is one of the most identifiable brands in the textile industry, and compares favorably with many other national trademarks that have existed for a much longer period.

Because of its appearance on network TV, we feel, and studies confirm, that the seal is a positive, persuasive selling element when featured on hang tags, packages and point-of-purchase displays. When making purchases, consumers favor items that feature the seal over items without it. A further indication of acceptance is the response of manufacturers and retailers; the cotton seal can now be found at every marketing level and in every product area on retail counters across the country.

The introduction of the seal was a major step in repositioning cotton's posture. It also represented one of the first offensive actions taken to alert the textile industry that cotton interests were unified and willing and ready to fight for prominence in the marketplace. We're gaining ground, and we owe a large debt to television.





# Join the flock of early birds.

Early birds all over the country are flying to make buys for the 1978 season on ABC's four demographic radio networks: Contemporary, Information, Entertainment, FM.

They're taking advantage of our

wider choice of availabilities and lower up-front CPM's.

So talk to your ABC Radio Network salesperson right away. To buy the best schedule at the best price.

The Four Demographic Radio Networks.



Divisions of ABC Radio Network

**RADIO** abc

## This week

**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 television in Spanish America, 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.

## August

**Aug. 1**—*House Communications Subcommittee* hear-

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

■ **Aug. 4**—Public hearing on lawyer advertising in order to formulate recommendations for the implementation of the June 27 U.S. Supreme Court ruling, sponsored by the *American Bar Association task force on lawyer advertising*. Palmer House hotel, Chicago.

■ **Aug. 4-5**—Symposium on social research and broadcasting centering on report of Dr. Elihu Katz, director of the Communications Institute of Hebrew University of Jerusalem, prepared for the BBC and dealing with projects relevant to society and to broadcasters. *University of Southern California's Annenberg School of Communications*, Los Angeles.

**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. 11-12**—*New Jersey CATV Association* annual meeting. Howard Johnson Regency hotel, Atlantic City.

**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. 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. 21-24**—*Association for Education in Journalism* annual convention. Radio-TV division of AEJ will offer several panels dealing with broadcast research, ENG and news media topics. 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-Wayfare,

## September

■ **Sept. 1**—Deadline for seventh annual Ray Bruner Science Writing fellowship for outstanding journalist who has been on science/medical/health beat at least half time for two years or less and has no more than five years of fulltime reporting experience. Information/entries: *American Public Health Association*, 1015 18th Street, N.W., Washington 20036; (202) 467-5014.

**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 preceding). Berlin.

■ **Sept. 6-9**—*Michigan Association of Broadcasters* fall convention. Mackinac Island.

**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. 10**—Seminar on station license-renewal procedures by *National Association of Broadcasters*, *New York State Broadcasters Association* and *New Jersey Broadcasters Association*. Otesaga hotel, Cooperstown, N.J.

**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

### 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.

■ **Jan. 29-Feb. 1, 1978**—*Association of Independent Television Stations* fifth annual convention. Vacation Village, San Diego.

**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.

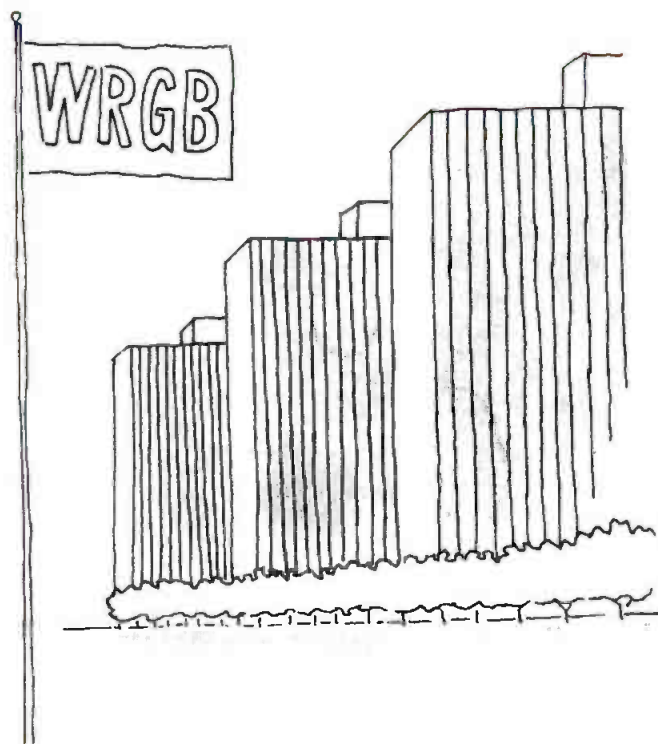
**April 21-26, 1978**—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

**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 St. Paul, St. Paul, Minneapolis; 1979 convention will be June 6-10, Nashville.





**WRGB Albany-Schenectady-Troy  
now represented by  
Katz American Television.**



**WRGB. Katz. The best.**

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. 20-22**—Kliegl lighting for television seminar. Site to be announced. Stevens Point, Wis. Contact: Wheeler Baird, *Kliegl Bros.*, 32-32, 48th Avenue, Long Island City, N.Y. 11101; (212) 786-7474.

**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 special luncheon speaker. Antlers hotel, Colorado Springs.

**Sept. 26-Oct. 1**—"Teletronica '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. 27**—Seminar on station license-renewal procedures by *National Association of Broadcasters*. Site to be selected near Harrisburg, Pa.

**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, WNY-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; 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. 11-13**—Eighth annual Video Expo '77 for private video systems, sponsored by *Knowledge Industry Publications*. Equipment exhibits and seminars will be in Madison Square Garden and Statler Hilton hotel, New York.

■ **Oct. 12-13**—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington.

**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* 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, Monroeville, 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, IFPA Film and Video Communicators and Society of Motion Picture and Television Engineers*. Downtown Marriott hotel, Chicago.

# DELTA IS READY WHEN YOU ARE.

WITH DELTA AIR FREIGHT THAT OFFERS YOU MORE PRIME TIME FLIGHTS TO MORE PRIME MARKETS. Delta covers 90 prime markets throughout the Western Hemisphere. Few shipments are too large, none are too small. Pickup, delivery available.

WITH DELTA AIR EXPRESS THAT GUARANTEES SHIPMENT ON THE FLIGHT YOU CHOOSE.

Airport-to-airport or door-to-door. Local pickup, delivery available. Shipments accepted up to 90 minutes before flight departure time.

WITH 30" AIR FREIGHT (DELTA DENSITY DISCOUNT)™ THAT GIVES YOU 40% OFF REGULAR FREIGHT RATES.

Shipments with a density of 25 lbs. or more per cubic foot get 40% discount. Applies to non-containerized shipments of 250 lbs. or more.

WITH OASH (DELTA AIRLINES SPECIAL HANDLING) THAT GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY. Up to 90

inches, width + length + height is acceptable, at airport ticket counters up to 30 minutes before flight time, 60 minutes freight terminals.

Ship prepaid or collect, cash or approved credit. COD, RFC, Signature Service, advanced charges and excess valuation on request. DASH shipments prepaid.



## Sound Judgment

EDITOR: In your July 4 issue, Bill Sims of Wycom Corp. commented regarding cassette automation systems. He made the statement that it would appear to him that "the quality would be acceptable, at least to AM stations."

In my opinion, comments such as this continue to spread the misconception that AM is an inferior medium and that AM broadcasters are or should be less concerned than FM broadcasters about audio quality.

I am sure I am not the only broadcaster that has spent a great deal of money, time and effort to provide the finest possible sound on AM. I am also sure that there are other AM stations whose total systems outperform many FM stations.

Hopefully the day will soon arrive when high-quality AM tuners are in general use. Perhaps the advent of AM stereo will hasten this. Until that time, people continue to make a comparison between high-cost FM receivers with excellent tuning sections and AM receivers or tuner sections whose specifications are simply miserable. Those of us who are in AM broadcasting owe it to the industry to improve our own signals wherever possible and to educate the public to the fact that inferior reception is generally the result of a substandard receiver, not bad transmission.—*John T. Galanses, vice president/general manager, WGFT(AM) Youngstown, Ohio.*

## Who did it

EDITOR: Your July 11 editorial, "Church notes," distorts the action taken by the 11th General Synod. In the same issue, you ran an extensive and generally accurate article about the development and passage by the General Synod of the United Church of Christ of a pronouncement on "Exploitative Broadcasting Practices." It is obvious from that article that the pronouncement was not the work or interest of a single individual [Dr. Everett Parker], but that it was the product of painstaking democratic processes which govern all actions of the General Synod.

The pronouncement was prepared after extensive factual, theological and ethical research. Several months ago, it was circulated to the 6,528 congregations of the United Church of Christ, together with an extensive theological background study prepared by Harvey Cox of the Harvard University Divinity School. The churches responded with comments about the pronouncement and these comments were forwarded to the General Synod delegates. At the Synod itself, the pronouncement was carefully reviewed and revised by a group of delegates and then was subjected

to more than 40 minutes of rigorous floor debate in plenary session. At the close of the debate the pronouncement was unanimously adopted by the 704 delegates—*Joseph H. Evans, president, United Church of Christ, New York.*

## New market

EDITOR: Your editorial July 11 on the United Church of Christ convention seems to miss the point. You seem to believe there's some inconsistency between positions taken by the convention on sex between consenting adults and exploitative use of sex on television.

I'm sure that few people would complain about TV dealing with sexual issues; what they do object to is television becoming a conduit for soft (and hard) pornography.

We recently saw statistics indicating that the traditional marriage stereotype is an ever-smaller part of the population. What's replacing it? More people staying single, more unmarried couples, both heterosexual and homosexual.

And there's lots of disposable income there too. By serving those alternative life styles, we broadcasters can both fulfill our obligation to the public interest and make a buck.—*J. R. Guthrie, news and operations manager, WPHB(AM) Philipsburg, Pa.*

## Not alone

EDITOR: In the June 20 issue you carried a full-page ad for a West Coast TV station [KTXL-TV Sacramento, Calif.] claiming to have "America's only UHF Independent News Team." It ain't so.

On TV-69 we went full ENG on our second day of broadcast and also feature 60 minutes of news nightly.—*Richard C. Dean, general manager, WFMZ-TV Allentown, Pa.*

## NBEA regards

EDITOR: Thank you for the excellent coverage of the National Broadcast Editorial Association convention in the June 27 issue.—*Dillon Smith, editorial director, WMAQ-TV Chicago, president, NBEA.*

EDITOR: Please accept my sincere thanks for BROADCASTING's June 27 article about the National Broadcast Editorial Association convention. It is gratifying for those of us who devote our energies to expressing opinions based on clear, concise, balanced reporting, to see that optimal reporting applied to us.—*Sydney Nickerson, director, editorial and public affairs, KCBS(AM) San Francisco, and member, NBEA board of directors.*

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Bill Merritt, *Western sales manager (Hollywood).*  
Peter V. O'Reilly, *Southern sales manager (Washington).*  
Ian C. Bowen, *sales assistant.*  
Doris Kelly, *secretary.*

## CIRCULATION

Bill Criger, *circulation manager.*  
Kwentin Keenan, *subscription manager.*  
Shelia Chamberlain, Denise Ehdalvand, Patricia Johnson, Kevin Thomson, Bruce Weller.

## PRODUCTION

Harry Stevens, *production manager.*  
K Stork, *production assistant.*

## ADMINISTRATION

Irving C. Miller, *business manager.*  
Phillippe E. Boucher.

## BUREAUS

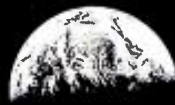
New York: 75 Rockefeller Plaza, 10019.  
Phone: 212-757-3260.  
Rufus Crater, *chief correspondent.*  
Rocco Famighetti, *senior editor.*  
John M. Dempsey, *assistant editor.*  
Douglas Hill, *staff writer.*  
Diane Burstein, *editorial assistant.*  
Winfield R. Levi, *general sales manager.*  
David Berlyn, *Eastern sales manager.*  
Ruth Lindstrom, *account supervisor.*  
Harriette Weinberg, *advertising assistant.*  
Hollywood: 1680 North Vine Street, 90028.  
Phone: 213-463-3148.  
Bill Merritt, *Western sales manager.*  
Sandra Klausner, *editorial-advertising assistant.*



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**The Second Biggest  
Radio Station  
In All the  
World.  
Adults  
25-49.**



**WHIN**  
A STORER STATION

Arbitron, April/May '77. TSA, AQH. Adults 25-49, Mon-Sun, 6:00 AM-12:00 Midnight. All data are estimates and subject to survey limitations.

## Top of the Week

### Arbitron puts the arm on TV stations

**Ratings service wants substantial jumps in payments, devises formula based on market revenues; reps will seek alternative plan**

A controversy was building last week over a call by Arbitron Television for client stations to take substantial rate increases now to avoid bigger ones when their current contracts expire.

The main sticking point seemed to be what station reps called an effort by Arbitron to share in future revenue growth of major television markets. But some broadcasters also protested that the proposed increases themselves were so big that their stations might not be able to continue to support both the Arbitron and Nielsen Station Index services.

Arbitron officials said their plan applies to stations in roughly the top-100 markets, most of whose contracts expire Dec. 31, 1978. For stations in this group that accept new contracts, Arbitron said, the rate increase would average 17% and the contract would be effective Oct. 1 this year and extend to Dec. 31, 1980. For those who choose to ride out their current contracts, the increase effective Jan. 1, 1979, would average 40%, according to Arbitron, although some stations reported theirs would be over 90%. Either way, the annual cost-of-living increase, which has been averaging about 6%, would remain in effect.

The new and apparently most controversial feature is a plan to increase further a station's rate in relation to its market's revenue growth, beginning in 1980.

For stations that don't renew early, there would be a 5% increase whether the market had grown or not. If FCC figures show the market's revenue growth to be from 5% through 9%, the rate increase would be the same as the FCC percentage. For market growth of 10% or more, the rate increase would be the square root of the percentage of revenue increase, multiplied by three.

For stations that sign new contracts effective Oct. 1 this year, the FCC-based escalator would be one-half the figure for those who do not sign. They would, however, be subject to a minimum 2.5%

increase in 1980 whether their markets had grown or not.

Arbitron officials prepared an example to show that a station with an assumed annual rate of \$50,000 would pay an average of \$67,000 annually through 1980 by renewing now, as against \$74,000 annually if it rode out its current contract and signed a new one when the present expires at the end of 1979.

Arbitron officials say increases are essential because their television service has been losing money since 1973. On request, they made a detailed presentation to the executive committee of the Television Bureau of Advertising's National Sales Advisory Committee, composed of station reps, last Thursday. Afterward, Jay Walters of Harrington, Righter & Parsons, chairman of NSAC, appointed a committee to seek an alternative to what one executive called "the revenue-sharing" feature. Named to serve with Mr. Walters on the committee were Adam Young of Adam Young Inc. and Dave Johnson of ABC Television Spot Sales. The committee—one or more other members may also be appointed—is expected to report back in 10 days or two weeks.

Another change proposed by Arbitron was a narrowing of the differential between rates paid by network-affiliated VHF stations and those paid by other stations. The differential for VHF independents would go from 80% of the VHF affiliate rate to 90%, for UHF affiliates, from 70% to 85%, and for UHF independents from 60% to 80%.

For the 1980 increase based on market revenue growth, the base would be FCC figures—total revenues per market, exclusive of network compensation—for 1978 as compared with 1977.

Arbitron officials had made individual presentations to station reps during the preceding 10 days and their plan apparently generated so much concern—and some confusion—that the TVB NSAC committee called for the meeting, and another presentation, on Thursday.

Arbitron's position is that it over the past few years has vastly improved its services, introduced new ones that stations wanted and used widely, and has eliminated many that stations objected to. In the process, Arbitron officials say, the service hasn't turned a profit since 1973. Theodore F. Shaker, Arbitron president, was said to have told the TVB group that the television service had lost over \$2 million over the last 10 years.

By contrast, Mr. Shaker said, broadcasters are enjoying unprecedented prosperity—to a great extent through the use of Arbitron services.

### Networks still the villains in Van Deerlin staff report on TV violence

**Fifth version, although still not official, suggests study of program controls and central pool of data on the subject, encourages greater efforts by outsiders, says self-regulation is a failure; a parental 'lock' on TV tuners?**

The House Communications Subcommittee deferred action last week on a report highly critical of the networks for the level of violence on television and endorsing the efforts of groups such as the Parent Teachers Association to change it.

The report, the fifth effort of the staff at drafting a statement to represent the subcommittee's official position (BROADCASTING, May 23) recommends:

- That the staff, as part of the subcommittee's reappraisal of the Communications Act, study whether program choice, primarily controlled by the three networks, is too restricted and whether that exacerbates the problem of violence.

- That the FCC (1) rule within 180 days on the petition of Westinghouse Broadcasting to give local TV affiliates more opportunity to prescreen network shows; (2) offer a proposed rulemaking within 180 days on whether stations would be required to carry certain percentages of children's programming, and (3) offer a proposed rulemaking within 180 days on whether there should be a locking device on the TV set, an electronic signal on the TV screen or a programming ratings service to alert parents of programs they might not want their children to see.

- That the networks and independent TV violence researchers such as Dr. George Gerbner of the University of Pennsylvania's Annenberg School of Communications pool their data within the Library of Congress to determine the best methods for TV violence study.

- That "both public and private entities" encourage parents to monitor children's TV viewing habits.

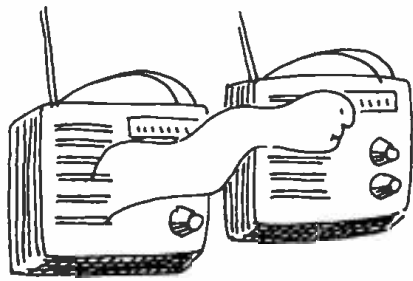
The subcommittee was to vote last Thursday on whether to accept the report, but decided to postpone that decision until this Tuesday (July 26).

The report says that parents are responsible for how much violence their children

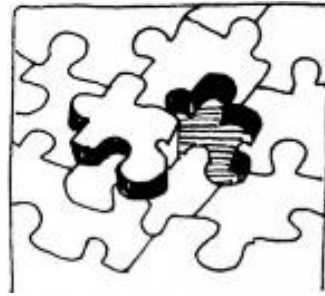
**Three questions  
you could  
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**and now  
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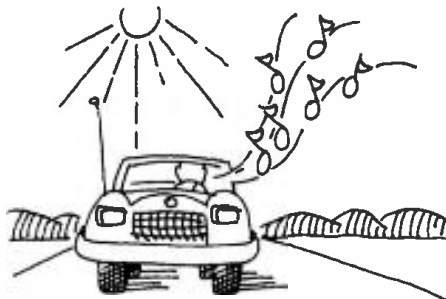




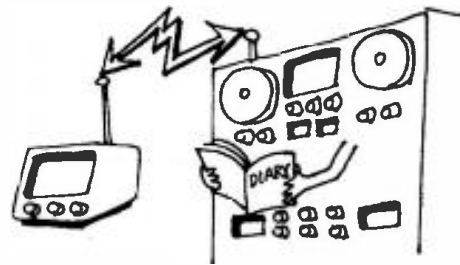
**What percentage of your audience also listens to your competition?** AID gives you the information to calculate how many listeners you are sharing with your competitors — the actual duplication and time spent listening between stations — regardless of formats.



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THE ARBITRON COMPANY  a research service of  
CONTROL DATA CORPORATION

see, but the networks are to blame for the amount of violence on TV. The networks, in fact, come out looking worse in this draft of the report than in previous versions. Gone, for instance, is the assertion in an earlier draft that "the networks have clearly been sensitive to their critics," and that "this sensitivity is most constructive and welcome."

What remains are questions about the possibility of reducing TV violence by taking some of the control of TV programming away from the networks. One complimentary remark is aimed at the total broadcast industry for the "increasing responsiveness" it has shown in meeting with critics—a reference to the National Association of Broadcasters' meetings with the PTA, American Medical Association, National Citizens Committee for Broadcasting and with Hollywood writers and producers. The report also turns a sympathetic eye on network affiliates, referring at one point to the "obvious tensions" between their dual functions as transmitters of network programs and as public trustees.

The report says there is a "likely" connection between violence on TV and violent behavior, but acknowledges the evidence on that point is not conclusive.

Nonetheless, it says, "there is unanimous agreement that because television today plays a major role in shaping the values and attitudes of its audience,

**Quadruple threat.** Congressional Country Club in Washington was locale of four-star event last Wednesday (July 20) involving FCC. With all seven commissioners and their spouses on hand, plus Chairman Lionel Van Deerlin of House Communications Subcommittee and his wife, these events were observed at dinner exceeded by dean of commissioners. Robert E. Lee: departure of Commissioner Ben L. Hooks (see story page 24); 43d birthday of Chairman Richard E. Wiley (who will leave after Labor Day); 20th wedding anniversary of Commissioner and Mrs. Joseph Fogarty, and 39th birthday of Stuart White, husband of Commissioner Margita White.

televised violence poses a problem that must be confronted." It also says "efforts at self-regulation have not, to date, been successful."

It supports viewer boycotts of excessively violent shows as one means of driving violence off the air and applauds the "organized viewer action" already undertaken by groups such as the National PTA and NCCB. "The results . . . are already being seen," it says.

Regarding family viewing, the NAB TV code policy that was declared unconstitutional, the report says several members of

the subcommittee "support the concept" but agree that the propriety of the FCC's role in its evolution was "properly challenged." One of the subcommittee members, Representative Henry Waxman (D-Calif.) has offered an amendment to the report condemning family viewing because it "made real . . . the spectre of government-inspired censorship."

At least one network was quick to take up arms over the draft report. Bill Leonard, CBS Washington vice president, said "It is inconceivable to me that the subcommittee will adopt it. Somewhere, between the first draft and the most recent, the First Amendment has been tossed out the window and the dark hand of government intervention and control of broadcasting has been ushered in the door." He noted it would give the subcommittee's staff a free hand to "explore . . . altering the structure of the broadcast industry by legislation designed to increase competition and, perhaps, choice."

Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said the recommendation Mr. Leonard objected to represents no more than what the subcommittee is already doing with its review of the entire Communications Act. Of the other recommendations, he favors affiliate prescreening—"a week or 10 days, or as conveniently early as possible." He also likes the idea of the TV lock: "I know when our children were smaller we'd have liked to

## In Brief

FCC has decided to **retain 3% to 5% limit on franchise fees** that local authorities may impose on cable television systems, but to **remove six other standards** now on books. These would be referred to local authorities as recommendations. Fee limit—normal 3% on gross revenues may be upped to 5% if community can demonstrate it is reasonable—would be applied to pay and other auxiliary revenues as well as basic revenues. But commissioners indicated that fee-limit question will be reviewed again in future with view to repeal. Its present retention is based on concern over impact higher fees might have on cable's development. Cable Television Bureau would have kept two more requirements—that franchise be granted only after full public proceeding to assure due process and that initial franchise period not exceed 15 years. General Counsel's Office, contending commission lacked authority to impose any requirements, urged repeal of all six. Commission vote was 4-to-3, with Commissioners Joseph Fogarty and Abbott Washburn dissenting and Commissioner Benjamin L. Hooks concurring in part and dissenting in part.

□

**Johnstown, Pa., flood** that devastated that city last Tuesday (July 19) also knocked town's **six radio and two TV stations off air**, due to loss of phone lines connecting studios with transmitters. By Wednesday, WJAC-AM-FM was back and its co-owned WJAC-TV was restored Thursday. WJAC studio and transmitting facilities on hill overlooking city were used by mayor as command post.

□

**Cox Broadcasting, LIN Broadcasting and Multimedia** all reported increases in second-quarter and six-month income this year, while **Storer Broadcasting** went down. Storer attributed 18.3% decline from first half last year (\$5,789,000 [\$1.09 per share] from \$7,080,000 [\$1.14 per share]) to reduced demand for TV time from national advertisers in second quarter this year. Storer revenues in first half increased 8.7% to \$65,325,000 from \$60,073,000 last year. For six-

month period, **Cox** net income was \$11,186,000 (\$1.90 per share), up from \$10,039,000 (\$1.71 per share) last year. Revenues were \$68,347,000, up from \$64,892,000. With help of 26% increase in net income second quarter, **LIN Broadcasting** reported net income for first six months up to \$3,424,000 (\$1.19 per share) on revenues of \$20,194,000, up from \$2,656,000 (97 cents per share) on revenues of \$17,513,000 last year. **Multimedia** announced earnings for first six months of \$5,216,505 (\$1.19 per share) on revenues of \$42,949,298, 19% and 18% increases respectively. **Multimedia** broadcast revenues climbed 26% to \$22,193,459.

□

Ultravision Broadcasting Co. has sold **wutv(tv) Buffalo, N.Y.**, to new company, Whitehaven Entertainment Corp., for **\$3.5 million**. Principals in seller are Florian Burczynski and Stan Jasinski, who have no other broadcast interests. Buyer is group headed by Herman Pease, wutv general manager, and three Boston-based private investment corporations: Devonshire Capital Corp., Charles River Resources Inc. and T.A. Associates. Devonshire and T.A. are subsidiaries of New York investment firm, Tucker, Anthony & R.L. Day. Wutv is independent on ch. 29.

□

**Doubleday Media**, Dallas-based station-newspaper-CATV brokerage subsidiary of Doubleday & Co., New York, **was spun off to its employees** last week. Announcement was made by David Scribner, who headed that company and Doubleday Broadcasting, group owner with interests in five AM and three FM stations. Headquarters of latter will move to Denver, where it owns KHOW(AM-KXXX(FM)). General manager of those stations, Joe Ryan, resigned last week to join kstrw(tv) Seattle-Tacoma. Mr. Scribner will assume post until new GM is selected. Successor brokerage firm will be Hayslett/Magruder Associates, headed by Dan Hayslett and Robert Magruder. Richard Anderson, who had been general manager of Doubleday Media, is transferring to Doubleday's Ferguson Publishing subsidiary.

□

Court fight to get lower rates for radio stations' use of ASCAP music was pledged by All-Industry Radio Music License Committee in announcement saying **impasse had been reached** after five negotiat-

have had" such a device.

On the whole, Mr. Van Deerlin doesn't think the report very important, however. "It's more a summary than a guidepost," he said. "I don't think it's going to be one of our milestone documents."

## In-house report says RKO barter deals can't be certified proper

**Allegations of impropriety figure in Boston ch. 7 case, hold up spin-off**

Another installment in the saga of allegedly illegal or at least questionable practices of RKO General Inc.'s parent, General Tire & Rubber Co., became available last week in a 233-page report filed with the Securities and Exchange Commission by a special review committee of General Tire's board.

The report covers, although with more detail, much of the ground that has been covered before, in pleadings filed with the FCC by an applicant seeking to supplant RKO as licensee of Boston channel 7 (WNAC-TV) and in an SEC complaint. These charges involve alleged illegal polit-

ical contributions and payoffs to foreign officials.

But one new element involves RKO and the manner in which it recorded arrangements of its 17 radio and television stations for bartering time. The report notes that bartering is "acknowledged and permitted by the FCC." But it also says that, "because of the lack of adequate internal controls, the poor condition of many records, the deficiencies in documentation and . . . missing files, the committee cannot be sure either that the amounts attributed to barterers are reasonably accurate or that there was no use of funds for illegal or improper purposes."

The report says barterers of broadcast time "may involve the largest dollar volume of any area of potential impropriety covered by the committee's investigation." Such transactions in the six years ending on Nov. 30, 1976, totalled about \$22,750,000. However, implementation of a new policy of recording barter proceeds in the general ledger and including them in the financial statements should reduce the potential for abuse, the report says.

The special committee, composed of outside directors aided by a law firm and an accounting firm, was ordered by the SEC in May 1976 as part of a settlement of its civil suit charging General Tire and its president, Michael G. O'Neil, with a long list of violations of federal securities laws.

The corporation and Mr. O'Neil signed orders settling the case without admitting or denying the charges (BROADCASTING, May 17, 1976).

The alleged illegal political contributions involved a scheme, in effect from 1968 to 1972, in which executives were given pay boosts—either through bonuses or salary increases—to enable them to contribute to federal, state and local candidates. The report also said that between 1963 and 1968 RKO's cable television subsidiary, Cablecom-General Inc., reimbursed employes for their political contributions.

A final commission decision is now pending in the ch. 7 case, which also involves a second new applicant, the Dudley Station Corp. Pending also is a decision on General Tire's petition to spin off its wholly owned RKO General to General Tire's 51,000 stockholders.

That proposal is designed to shield the broadcast licenses from the problems of the parent company. But the commission in May said it would defer action on the spin-off until it was satisfied the change in ownership would not affect the outcome of the Boston proceeding (BROADCASTING, May 16).

Despite the recitation of illegal or improper activities it uncovered, the committee recommends that Mr. O'Neil be retained as president. The company has prospered under him.

ing sessions with ASCAP representatives. American Society of Composers, Authors and Publishers is seeking approximately 15% increase in rates, which would add more than \$3.5 million to annual bill, and committee wants them reduced by almost 25%, which would cut bill by about \$5.5 million.

Time-Life Films has bought David Susskind's Talent Associates for low-seven-figures price. "We've been an effective distribution company in the last few years," said Bruce Paisner, president of T-L Films. "Now Talent Associates will give us some network production in prime-time, and that's the way you get programs to distribute," Mr. Paisner said.

Washington Star Communications Inc. and Combined Communications Corp. have reached formal agreement on largest sale ever of single broadcasting station, WJLA-TV Washington. Under terms of agreement, somewhat different from those announced March 31 (BROADCASTING, April 4), WSCI will receive \$55 million (550,000 shares) in cumulative nonvoting preferred CCC stock in addition to CCC's KOCO-TV Oklahoma City. Stock will pay \$7 per share annually until redeemed on schedule beginning seventh year after sale and ending on 20th. (Originally, WSCI was to receive \$65 million in preferred stock paying \$5 dividend.) Companies say over-all value of transaction is about same, in \$100 million range. Changes in agreement were designed to increase after-tax cash available to WSCI; that is important to WSCI Chairman Joseph L. Allbritton in his effort to pump money into company's financially ailing Washington Star.

Time standards committee of National Association of Broadcasters radio code board continues to feel that 18 minutes per hour is preferable time standard for radio commercials, but is expected to recommend allowing stations to increase to 20 minutes if they have to. Group, which was directed by NAB radio board in June to consider changes in radio time standards (BROADCASTING, July 4) met in New York last week; will report to full NAB radio code board at meeting Aug. 10 in Chicago.



Our man at VOA. R. Peter Straus, former president of WMCA (AM) New York, was sworn in last Wednesday (July 20) as director of Voice of America by Vice President Walter Mondale. Among those present at Washington ceremony were (l to r): son-in-law Carl Tucker; daughters Diane Tucker and Katy Straus; son Rick Straus; daughter Jeanne Straus; Mr. Straus; his wife Ellen (who becomes WMCA president during his incumbency); U.S. Information Agency Director John Reinhardt; VOA Deputy Director Hans Tuch, and Vice President Mondale. Mr. Straus succeeds another broadcaster: Kenneth R. Giddens, owner of WKRG-AM-FM-TV Mobile, Ala. Present but not pictured: Chief Judge David Bazelon of U.S. Court of Appeals.

First exclusive broadcast interview with President Carter was prize of National Black Network last Saturday (July 23). It was arranged by New Secretary Jody Powell after network approached Deputy News Secretary Walter Wurfel and Assistant News Secretary Patricia Bario. Interview in 30-minute program was conducted by Vince Sanders, VP-national news director; Joe Brown, editor, and Don Agurs, White House correspondent. NBN serves 83 stations.

Continuing pressmen's strike in Washington forced BROADCASTING to close its news pages at noon Friday (July 22).



## High marks for Hooks heritage

**'Commissioner who happened to be black' leaves a mark made on merit, not just on race; he's credited with 'sensitizing' both commission and industry**

As FCC Commissioner Benjamin L. Hooks last week was closing out the final days of five years of service on the FCC and was preparing to answer "the call" (as he put it) to head the National Association for the Advancement of Colored People, post mortems on his commission service were being heard. Interestingly, few referred to him as "the first black commissioner." A black described him as "a commissioner who happened to be black." And National Association of Broadcasters President Vincent Wasilewski said the commissioner—who departs officially on Wednesday (July 27)—had served "with great honor and integrity."

Or: Five years after the first black had been named to the FCC, the sky hadn't fallen.

None of this is meant to suggest that the service of Ben Hooks, as a black, made no difference. It did. Blacks, for example, felt a window had been opened to them. "We didn't have access before," Pluria Marshall, head of the National Black Media Coalition, said the other day. "It was a big step in the right direction having our own person there. We could always call on Ben to discuss things. We're very proud of his service."

At least as important was the sensitizing effect of Commissioner Hooks. He made it a point to visit as many meetings of industry groups—broadcasters, cable television operators, telephone companies, and others regulated by the commission—to let them see and talk to a black who was an FCC commissioner. "The only blacks too many whites see," he said the other day, "are in a subordinate position, cooks and waiters."

What's more, Mr. Wasilewski credits him with opening eyes to minority problems. "He sensitized the commission and the industry," he said. Or, as Chairman Richard E. Wiley put it, "He heightened the awareness of all of us."

But was he, as the first black commissioner, a "one-issue commissioner," as some observers described him over the years? Was he under pressure from blacks and citizen groups generally that were seeking to make broadcasting more responsive to their needs?

If the "one-issue" charge was meant to suggest that he usually saw issues in terms of their relation to minority groups and the poor, it is probably on the mark, for he regarded minorities and the poor as his constituency. But the focus of his concern was wide. It encompassed more than

equal-employment-opportunity matters. For instance, he favored retention of the equal-time law and the fairness doctrine because he saw them as two of the few keys available to the disadvantaged in gaining access to the broadcast media. And he opposed efforts to introduce AT&T to competition, not because of sympathy for Ma Bell but because of concern over the possible impact on telephone company customers who are poor—really poor. ("I became concerned that people on welfare paying \$3.35 a month for telephone service didn't have to end up paying \$6 or \$7," he said the other day. To some, he added, such concerns sounded "crazy.")

As for pressure, it was present. But, in Commissioner Hooks's view, it was proper. He is familiar with the background of his appointment; he knows the efforts William Wright, then head of Black Efforts for Soul in Television, the predecessor organization to NBMC, and other blacks made in the late 1960's and early 70's to secure the appointment of a black FCC commissioner. They badgered former Senator John O. Pastore (D-R.I.), then chairman of the Senate Communications Subcommittee, and Senator Howard Baker (R-Tenn.), the subcommittee's ranking minority member, on the issue, and even took their case to the Nixon White House. Several blacks ultimately emerged as candidates for the Democratic seat that became vacant in 1972; Benjamin L.

black." But, he added, "without pressure, nothing gets done."

The pressure is, as he says, "both unspoken and spoken. There is the feeling in talking to black people that they want something done. They may not know what they want done, but they want something changed. We all know what the problems are, and that's what they're referring to. The direct pressure comes from groups like the National Black Media Coalition, Citizens Communications Center, the United Church of Christ—they look to me to be sensitive to their needs."

Probably the heaviest pressure came in connection with the commission's rulemaking involving broadcasters' EEO practices. Citizen groups, furious over proposals contained in the notice of inquiry and proposed rulemaking, urged Commissioner Hooks to dissent to the notice with a statement denouncing it as inadequate. A principal concern of the groups was the proposal to exempt stations with up to 10 employees—instead of five, as was then the case—from a requirement that they file EEO programs with the commission. But the commissioner, who saw some value in the notice—its call for goals and timetables, for instance—refused. He concurred and issued a statement expressing objection to the filing exemption provision. The final order in the proceeding, issued last year (BROADCASTING, June 28, 1976), followed the proposal in the notice, a fact



Hooks

Hooks of Memphis was Senator Baker's choice.

"It's obvious Bill Wright and the others didn't want a black man to come here and declare, 'Now I'm not going to pay any attention to black and white,'" Commissioner Hooks said last week. "There's a large white population here that seems to think that if you consider the black issue, you've been unfair. But that is not the case. Black people, women, Hispanic-Americans—they have special problems, and I don't feel it is unfair to fight to remedy those problems without being unfair to anyone else. There's no way I planned to come here and forget I was

that did not enhance the commissioner's popularity with the groups. However, the statement he issued, concurring in part and dissenting in part, is being used by citizen groups in their court appeal. Today, citizen group representatives seem to focus their continuing resentment on Chairman Wiley.

That Pluria Marshall, Vincent Wasilewski and Richard E. Wiley could agree on the value of Commissioner Hooks's service speaks eloquently about the character and personality of the man. When President Nixon appointed him, Mr. Hooks was, at 47, a fully formed man—Baptist minister, lawyer, business-

man, and a man active in the civil rights movement all of his life. Those activities, plus service as the first black judge in a court of public record in the South, had combined to sharpen what those who have watched him speak of, with admiration, as the natural skill of a politician. (Indeed, one of his unrealized ambitions was to become a member of the Tennessee state legislature.)

He was, according to a colleague, willing to search for an accommodation to gain a result. And although he wrote a large number of vigorously stated dissenting and concurring opinions, he was not out to produce an issue. Nor did he believe in making personal attacks; Commissioners, a colleague said, "didn't tense up" when equal employment opportunity questions were discussed. "He was reasonable. He didn't give in on issues, but he looked for a responsible middle ground."

(Commissioner Hooks remembers the days when, as a Shelby county, Tenn., judge, he occasionally served with the 20 other judges of the county to perform quasi-legislative functions. "You could raise a lot of sand in those meetings," he recalled. "But if you did, you couldn't get a second to go to the rest room.")

Because he had the respect and even affection of all of his colleagues (the natural gregariousness of the true politician is part of his charm, one observer notes) and because on matters on which he was particularly interested he was as informed and as tough a debater as anyone on the commission, he was regarded as more effective in reaching his goals than was, say, former Commissioner Nicholas Johnson, who in his days on the commission gained nationwide publicity as a spokesman for consumer interests. His attacks on colleagues who disagreed virtually guaranteed the defeat of any proposal he advanced.

Commissioner Hooks has no illusions about his impact. The commission's "progress" over the past five years is not what he would have liked—is not what it would have been "if I'd been a one-man commission." But he makes no apologies.

He notes the sanctions the commission has imposed on stations as a result of petitions to deny filed by citizen groups, usually groups complaining about EEO matters—renewal applications set for hearing in some cases, renewed on a short-term basis in others and, in many, granted subject to EEO reporting requirements.

And, he says, "considering where we started from, I think broadcasters have been as responsive [to the demands of minorities] as any industry, if not more so, because the regulatory agency involved has indicated it wants to follow the laws of the land."

Commissioner Hooks is not the sole architect of such changes. EEO rules were on the commission books when he arrived. And, as Chairman Wiley says, each commissioner has his "own commitment" regarding EEO matters. But it is not too much to say that Commissioner Hooks

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**Lights out.** A public opinion survey, conducted for the Radio Advertising Bureau in New York City after the July 13 power failure there, found that 77% of the people in the black out area used radio as a source of information about the incident. The survey also found that 95.1% of the listeners rated the coverage "excellent."

The Trendex survey also asked respondents to name their "first source" of news in normal circumstances, and, according to an RAB announcement, the following results were received: 50.1%, radio, 30.7%, TV; 18.7% newspapers, and 0.5%, magazines. Radio's news performance in "usual news periods" was rated excellent by 94.5%, according to the RAB.

RAB President Miles Davis noted that the survey results closely resemble those of a similar Trendex study after a 1965 power failure blacked out large portions of the Northeast. In that survey, Mr. Davis said, 73.5% of those responding indicated they had turned to radio for information, and 93.7% rated the medium's performance as "good to excellent."

contributed to the climate in which such developments occurred. On EEO and other citizen group matters, other commissioners knew they would, to use a phrase often employed by him, have Commissioner Hooks "to deal with."

And there have been changes within the commission itself. Where the commission had only two black lawyers in 1972, it has since hired 35 to 40 black, Hispanic American and woman lawyers (and many more have been approached), though not all remained on the staff. And in commissioners' offices, black faces among professional assistants and secretaries are less of a rarity than they were a few years ago.

If it is hard to measure precisely the extent of Commissioner Hooks's impact on commission policies dealing with EEO matters—both in the industry and within the commission—his contribution to the cause of minority ownership of broadcast properties is more a matter of record. A concurring opinion he wrote, in January 1972, in a comparative hearing case which argued that applicants including minority ownership should be granted a preference, in order to assure diversity of ownership, became part of the holding of the court that reversed the commission's decision.

And in May he managed to persuade the commission to ignore what appeared to some to be hard precedent and renew the license of WLTH(AM) Gary, Ind., in a hearing on misrepresentation and other issues, and to permit its sale to a black group, Inter-Urban Broadcasting Co. Normally, renewal cases are decided on their merits. But the commission's action provided Gary with its first black-owned broadcast station (BROADCASTING, May 23).

In his new job, Commissioner Hooks will be dealing with the whole range of issues affecting blacks. But he will make use of what he has learned in the last five years to advance the causes in which NAACP is interested. An early order of business will be the establishment of a communications department, which will be patterned after the United Church of Christ's Office of Communication, and whose function will be, Commissioner Hooks said, "to see how we can make television more responsive to the people, black and white." The department will train viewers in monitoring programming and in dealing with local broadcasters. The department will probably become involved in the House Communications Subcommittee's current rewrite of the Communications Act, as well. Retention of the

equal-time law and the fairness doctrine are among the matters the NAACP would be interested in, Commissioner Hooks indicated.

Nor do the plans for the communications department represent the only transfer of experience. Commissioner Hooks has learned the mechanics of a good public relations operation—of learning about media deadlines and planning events accordingly, of making sure copies of speeches are prepared and distributed in advance, of developing contacts within the news media—and will apply them. And he has learned, too, of course, about the public interest standard of the Communications Act and of broadcasters' obligation to ascertain and meet community needs. That knowledge will also be applied.

So in becoming executive director of the NAACP, it seems that Commissioner Hooks will not be walking out of the lives of the nation's broadcasters. And in discussing matters as head of the NAACP, he will probably use rhetoric somewhat sharper than that he employed as a commissioner. He will not, he notes, be under the kind of First Amendment constraint he felt as a member of the FCC. And he will, he says, be "on the cutting edge" of change. In his new job, as at the commission, he intends to make a difference.

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## Schneider gets more duties, Jankowski moves up to No. 2

**Backe says CBS Broadcast Group realignment is to expand potential of unit that is responsible for half of CBS Inc. revenues**

In a restructuring of the CBS Broadcast Group, John A. Schneider, president of the group, has been given additional responsibilities, and Gene Jankowski, vice president, administration for CBS Inc., has been named to the new post of executive vice president of the broadcast unit.

In making the announcement last week, John D. Backe, president of CBS Inc., said the changes are designed to "take full advantage of the group's vast growth potential." He noted the group's sales this year will be more than \$1 billion, which is about half of CBS Inc.'s revenues.

Mr. Backe said Mr. Schneider will con-

tinue as president and chief executive officer of the CBS/Broadcast Group and will undertake additional duties in representing CBS in government and industry matters and in guiding strategic planning in the field of broadcast communications, including satellites and other technological developments.

"Jack Schneider obviously brings to this expanded portfolio a wealth of on-the-firing line experience, having presided over the group for eight years, including the period of its most explosive growth," Mr. Backe observed. "During his CBS career, which has spanned 27 years, he has also successfully managed two CBS-owned television stations, was president of the CBS Television Network and served as executive vice president of CBS Inc."

In his new post, Mr. Jankowski will serve as the group's chief administrative officer, responsible for day-to-day operations. Reporting to him will be the four broadcast divisions and the staff functions of finance, operational planning and research.

Mr. Jankowski has been with CBS for 16 years and has held positions in radio and television network sales and in television station sales. He has served as vice president, finance and planning, CBS Television Stations Division; as vice president and controller, CBS Inc., and most recently, as vice president, administration, CBS Inc.

Named to replace Mr. Jankowski is Haskell P. MacCawatt, who has been vice president and treasurer of the company since 1975. He has been with CBS since 1962 and was a Sloan fellow at the Massachusetts Institute of Technology's advanced management course, receiving an MS degree in management in 1973. As vice president, administration, Mr. MacCawatt will be responsible for the personnel and facilities departments of the company and the CBS School of Management.



Schneider



Jankowski

MacCawatt

## NAB task force has rough row to hoe in devising decency semantics

**NAB's Broman selects group to implement family standards, admits complexity of task, but promises 'good try'; committee doesn't flinch in face of writers' warnings that they may go to court again**

A special committee to tighten the National Association of Broadcasters TV code restrictions against indecent programming is set to begin the task it is not at all sure it can complete.

NAB television board Chairman Kathryn Broman of Springfield Television Broadcasting, Springfield, Mass., said last week that the committee of seven she picked and heads has a formidable task in trying to implement the TV board's resolution: to amend the TV code "to reassert in more specific terms the broadcaster's recognition of television as primarily a family medium" and to "specify that material generally perceived as obscene, profane or indecent is unacceptable" (BROADCASTING, July 4).

Whether such language can be found for the code, "I don't know," Mrs. Broman admitted. "I wish I could say absolutely. It depends on so many things"—on what part of the country one lives in, for example, as to what is "generally perceived" as offensive.

"I suppose we're going to have to give it a good old try, though," she said, noting specifically a "commitment" to Robert Gordon (WCPO-TV Cincinnati), the immediate past TV board chairman who led the move to amend the code at the board's meeting in Williamsburg, Va., last June.

The committee charged with drafting the new language is composed of three NAB TV board members besides Mrs. Broman—A. James Ebel of KOLN-TV Lincoln, Neb.; Charles Batson, Cosmos Broadcasting, Columbia, S.C., and Leonard Swanson, WHC-TV Pittsburgh—and three members of the TV code board—Chairman Robert Rich of KBJR-TV Duluth, Minn.; James Conley of Meredith Broadcasting, New York, and Michael Kievman, Cox Broadcasting, Atlanta. All were handpicked by Mrs. Broman, including the code board members, whom she had asked Mr. Rich to select. He deferred to her, however, when the code board members made it clear they all wanted to participate.

There are no network members, either, as had been advertised before the members were picked. Representatives of all three commercial TV networks wanted to participate, but Mrs. Broman said she felt that would have made the committee unwieldy, so she picked none. "But we will have input from everyone on this," she

said. "We're all in the same boat."

Mrs. Broman said she has no plans to convene the committee before the first or second week of August. In the interval, she has asked her committee members for written suggestions of new code language. She said she also intends to poll the NAB executive committee which meets in Washington this week.

The committee was undaunted by a letter from David Rintels of the Writers Guild of America, West, threatening to take NAB to federal court if NAB follows through on the TV board's Williamsburg resolution ("Closed Circuit," July 18). Mr. Rintels wrote NAB President Vincent Wasilewski that a tightening of the code "appears to be another step in [the] illegal agreement" which he said U.S. District Court Judge Warren Ferguson decried in the family viewing case, where the "major television networks, the Federal Communications Commission and the National Association of Broadcasters permit one group—the NAB television code review board—to act as a national board of censors for American television."

Said Mr. Rintels: "We cannot allow outside groups to superimpose their own standards on creativity."

But NAB General Counsel Erwin Krasnow countered last week that Mr. Rintels "is off base on this. It seems to me clearly that the TV board can [write new code language]. They are only changing language for general guidelines." That is within the law, he said, "as long as they don't enforce it."

## Court denies reimbursement for intervention by public groups

**It says Congress hasn't granted FCC and other agencies power to pay expenses of participants**

Citizen groups that seek financial assistance from the FCC and other regulatory agencies in whose proceedings they participate have suffered a major setback. An appeals court has ruled that the agencies lack the authority to provide the requested assistance without specific authorization from Congress.

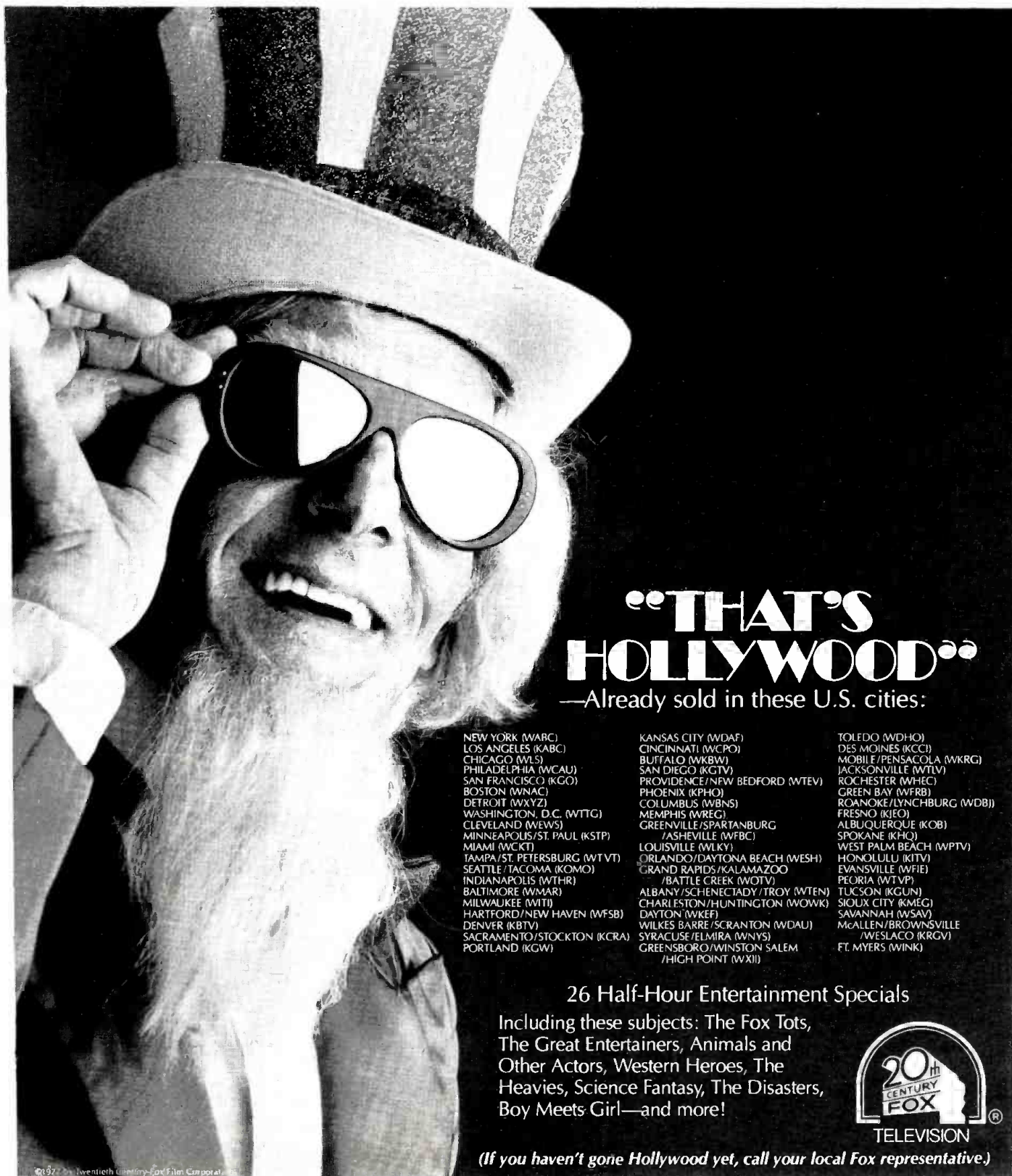
The U.S. Court of Appeals for the second circuit, in New York, issued the ruling in a Federal Power Commission case in which the commission licensed the New York State Power Authority to build a power line in Greene County, N.Y., and denied reimbursement of legal fees to several municipal jurisdictions that had intervened.

The FPC had contended it lacked the authority to reimburse the intervenors—Greene County Planning Board and the towns of Greenville and Durham—and the court agreed.

Citizen groups seeking financial aid that



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/BATTLE CREEK (WOTV)  
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DAYTON (WKRP)  
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DES MOINES (KCCI)  
JACKSONVILLE (WTKR)  
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GREEN BAY (WFRB)  
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ALBUQUERQUE (KOB)  
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WEST PALM BEACH (WPTV)  
HONOLULU (KITV)  
EVANSVILLE (WFIE)  
PEORIA (WTVP)  
TUCSON (KGUN)  
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they say is essential if they are to present their two regulating agencies have relied on a statement from the General Accounting Office, Congress's watchdog, that a number of agencies, including the FCC and the FPC, had the necessary authority.

But the appeals court, in an opinion approved by five of the eight participating judges, held that "the authority of a commission to disburse funds must come from Congress . . . and it is for Congress, not the comptroller general [who heads the GAO], to set the conditions under which payments, if any should be made." It added: "No officer or agent of the United States may disburse public money unless authorized by Congress to do so."

The decision has no immediate impact on the FCC. Although it has accepted the GAO's view that it and other agencies were authorized to reimburse citizen groups, it said it lacked the funds. The commission's position has been that Congress should provide the funds and the guidelines for disbursing them. But now, unless the court's opinion is appealed to and reversed by the Supreme Court, citizen groups are denied the argument that the commission has the necessary authority.

## Refund fees now, NAB tells FCC

### Association seeks rejection of NCCB petition for stay

The National Association of Broadcasters has asked the FCC to reject the National Citizens Committee for Broadcasting's request to stay the commission's refund of license fees, ordered by the U.S. Court of Appeals in Washington (BROADCASTING, June 27). The NAB also wants the commission to dismiss the NCCB's petition for a rulemaking to establish the amount of refunds to be issued.

Erwin Krasnow, NAB general counsel, said in a letter to the commission last week that the NCCB, which had not previously been involved in the lengthy litigation over fees, lacks the standing "to inject itself" into the case now in its "final stages." Furthermore, he said, the refund matter, being "a simple matter of making good private rights which have been finally decreed by a court of competent jurisdiction is not an appropriate matter for general rulemaking."

He also cited a number of reasons why full refund of the fees involved is the most equitable resolution of the matter—among them, that seven years have passed since refunds were originally requested and the government has had the use of the money in the interim without payment of interest; that a significant portion of the fees would be refundable even under a partial refund formula and that broadcasters have been put to an uncompensated effort and expense to vindicate the rights announced more than three years ago by the Supreme Court.

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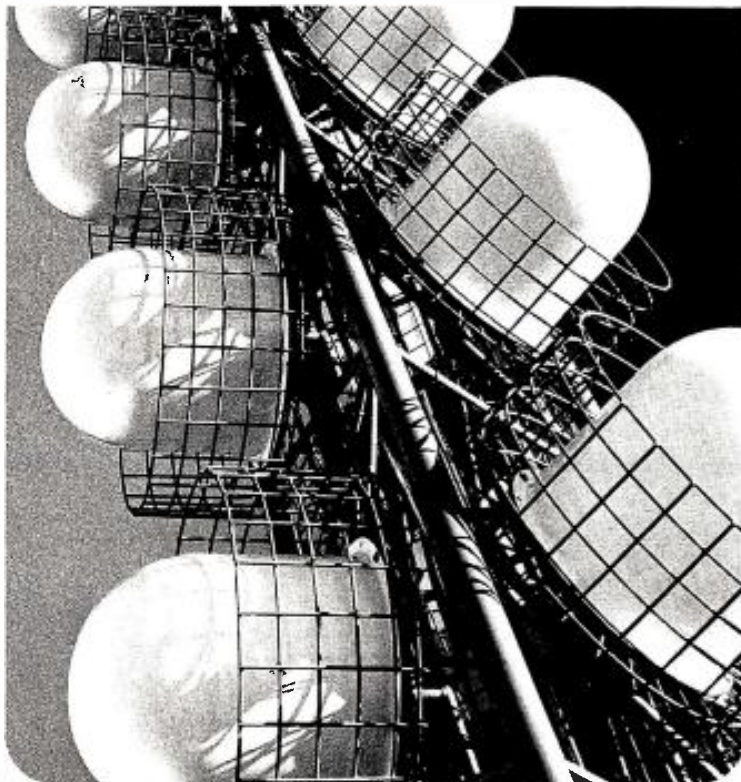
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# The Many Worlds of Radio 1977

## Overview: How tomorrow's radio looks from today's

**There's very little that isn't likely to happen next, from AM stereo to kiddie rock; medium that made it on innovation still finds it the key element for future**

*"The year is 1983.\* Two thousand tomorrows from now. The world you live in is dramatically different. . . . The medium known as radio has survived, but it bears little resemblance to the archaic technology of the 70's.*

*Tape has become obsolete as a means of recording and playing sound. Now a minicomputer's digital memory stores up to two continuous hours of music per punchcard. The frequency range of radio stations has been expanded to 25 hz through 20 khz. Because of the cable all signals are equal in strength and quality.*

*Instantaneous feedback is now universally used to determine ratings. Every station is equipped with electronic read-outs showing the exact number of receivers tuned to its channel at any given moment. The Arbitron book for Los Angeles is now 700 pages long. . . ."*

Far-fetched? Perhaps. But just how far-fetched?

Overnight sweeps aren't yet a weapon in the radio ratings wars. Yet, observes Susan Breakefield, WASH(FM) Washington general manager: Who would have dreamed eight years ago (when she joined the station) that she'd know now that her listeners have twice as high an interest in professional football than do listeners to any other station in town, or how many times they've shopped at a specific local department store—within the last three months?

Sixteen years ago, the FCC refrained from setting AM stereo standards, believing that there was little evidence of interest. As the commission again takes up the matter, broadcasters on the AM side are eager. (One even goes as far as to claim that you can "kiss off" music on AM unless it goes stereophonic.)

In a time when the words "fragmentation" and "fractionalization" are part of the radio vernacular, broadcasters are anxious to investigate any competitive tool. It's a time when, according to Jim Arcara, vice president and general manager of

Capital Cities Communications Corp.'s WPAT-AM-FM Paterson, N.J., "every inch is important." So also is the characterization of radio by Allen Shaw, president of the ABC-owned FM stations: It's "more objective, less seat-of-the-pants." In 1977, business is business.

That doesn't mean that the risks are out of radio in 1977. Indeed, they—and the opportunities—are running at flood tide. Nowhere is this more apparent than in the basic decision between AM and FM.

Earlier this year, Cox Broadcasting Corp. bought WLIF(FM) Baltimore for \$3.9 million and announced its intention, subject to FCC approval, to lay down \$4.25 million for WWSH(FM) Philadelphia (BROADCASTING, Feb. 14, 1977). The prospective purchases gave Cox the chance to put its money where its mouth was. Only a few months earlier, Cox President Clifford M. Kirtland Jr., told the Institute of Broadcasting Financial Management that, by 1980, FM will best AM in pretax and net income, equal AM in audience share and cash flow and come close to AM in revenues (BROADCASTING, Sept. 13, 1976).

That's far from saying that AM is, or will be, losing money. ABC FM's Mr. Shaw is another who believes that in the next three-to-five years, his FM's ought to be competing "pretty damn equally" with his company's AM's in audience and revenues. But he reminds that "radio is healthier now than it's ever been" and claims this holds true for AM, too, "despite the onslaught of FM." Cox Broadcasting may be headed for its full complement of seven FM's, but Mr. Kirtland has said that his company would "continue to search out good opportunities in AM's."

Indeed FM has had its impact, if by sheer numbers alone. As the Cox study,

"Cox Looks at FM Radio: Past, Present and Future," says: In 1960 there were 741 FM's on the air; in 1974, the figure more than tripled, to 2,547. Audiences have moved over. Ms. Breakefield—whose bosses "made a decision to be an AM station on the FM band" eight years ago when Metromedia purchased it—notes that "Washington is not a unique city" in having more FM than AM listeners.

Tom Harrison, president of Blair Radio, points to the wide acceptability of FM stations as "the big change" in the 1970's. He says as FM outlets staked out their claim to specific demographic groups—perhaps the 18-to-25's or the 24-to-35's—AM stations tended to aim for a broader group cutting across all ages.

"In other words, AM became the horizontal medium and the FM the vertical," he explains. "At one time FM costs were rather low but now their costs have gone up and they have had to raise rates to stay competitive."

The growth in FM stations vis a vis AM is illustrated in this statistic: The number of FM's grew by more than 1,100 between 1967 and 1977 while AM's increased by about 300.

### AM stereo: new gleam in radio's eye

For AM programmers seeking to compete with the likes of Ms. Breakefield's "contemporary" FM stereo capacity, the future looks promising. In its "Radio in 1985" report released at the National Association of Broadcasters convention last March in Washington, the NAB predicted that "stereo will be in general use by AM radio within a decade, possibly by 1980."

Meanwhile Kahn Communications Inc., New York, has applied for FCC acceptance of its AM stereo system (it had originally petitioned in the late 1950's) and Mag-



WASH's Breakefield



ABC FM's Shaw



Blair's Harrison

\*From *Tomorrow Radio*, a presentation by TM Productions Inc., Dallas. Copyright 1977.



# Quality Service in 6 Great Markets

Atlanta	WPLO/AM WVEE/FM
Baltimore	WCAO/AM WXYV/FM
Boston	WACQ/AM WTTK/FM
Chicago	WJJD/AM WJEZ/FM
Memphis	WMPS/AM WHRK/FM
Tampa St. Petersburg Clearwater	WSUN/AM WQXM/FM



PLOUGH BROADCASTING CO. INC.

navox, Motorola and Belar are testing their systems at the National AM Stereophonic Radio Committee's temporary laboratory in the Bethesda, Md., suburb of Washington. Major sponsors of the project are the National Association of Broadcasters and the Electronics Industries Association.

Wrote Chris Payne, NAB engineer and AM stereo project director, in this month's NAB *Engineering Report*: "It can't be as good as FM stereo, can it? From a general consumer or listener standpoint, yes it can . . . . As receiving and transmitting equipment goes through its normal evolution of design improvements, all audio specifications will probably improve. Generally a person would likely have to spend over \$500 on receiving equipment and have a critical ear, before being able to hear any difference between AM and FM stereo."

From the testing that he's overseen and from the results that will soon be sent to the FCC, Mr. Payne says, "FM people will be surprised." As Mr. Payne sees it, the present differences between AM and FM monaural should carry over in stereo. In general terms, AM stereo will be faced

stereo could fit into AM news and information formats. Another who typifies industry interest is ABC FM's Mr. Shaw, who says his company's AM counterparts are looking into stereo to "use it for all it's worth to fight FM competition."

There also is thought in some circles that AM stereo could open up the industry. Says Magnavox's senior design engineer, Bob Streeter, "A good deal of the Western U.S. terrain with its "wide dispersion of population" isn't suitable for FM stereo, while it could be for AM stereo.

Joe Dorton, general manager of Bonneville International Corp.'s KBRT(AM) Los Angeles, KBIG(FM) Avalon (Los Angeles) and KOIT(FM) San Francisco, agrees with Mr. Streeter's line of reasoning but isn't that hot on the over-all marketing prospects of AM stereo. "I can't see it being that significant except for a coverage situation," he says.

Mr. Dorton, whose three stations program beautiful music, claims that "I can't conceive that AM will ever sound as good as FM," and even if AM would come up to par, he believes it wouldn't attract the

research end, admits that "quad business has been dwindling," and Magnavox, for one, has dropped its quad line entirely.

ABC FM's Mr. Shaw says his stations aren't going to get involved with quad "until the public shows a lot more interest."

WASH's Ms. Breakefield claims: "At this point I don't think much of it," adding that her engineers have told her it's not yet worth considering. WPAT-AM-FM's Mr. Arcara, says that "FM quad really hasn't matured" and that he can't see that coming in the near future. Alfred Grosby, now general manager of WFAS(AM)-WWYD(FM) White Plains, N.Y., recalls his experience with a "quad hour" while he was with the Group One broadcast chain in Akron. "I never saw anything happen from it," he says, adding that it didn't serve much more than as a promotional vehicle.

One of the major proponents of quad, Emil Torik, director of audio systems technology at CBS Technology Center in Stamford, Conn., claims there's a viable market waiting to be captured, as long as the FCC sets standards, and cleans up "the current problem in the marketplace... abundance of systems... and confusion."

"We have to zero in on a quad standard . . . without fear of obsolescence," says Mr. Torik, a force behind CBS's SQ system. While Mr. Torik doesn't wish to create a now-or-never scenario, he does believe there's a sense of urgency and that "if the FCC does not set standards [eventually], that will be the end of quad."

Whatever the technological debate today, Group W's Mr. Harris tosses out the possibility that the terms AM and FM "will fade" from the public's mind. "I see a great moving together," Mr. Harris predicts, and would not be surprised, by the mid-1980's or later, to find "continuous band tuners" in common use, with good music and all-news equally accessible on AM and FM.

Less discussed among commercial radio broadcasters is satellite distribution, but that is an area to be dealt with in the future. "Many stations will receive signals directly by satellite in 1985," NAB's futures report says, explaining that "audio receivers for satellite transmission will be available relatively soon at a price which most stations will be able to afford."

The noncommercial radio sector, however, probably could attest that the future is now. Groundbreakings already have occurred on public broadcasting's \$39.5-million satellite interconnection project, which is to use a Western Union satellite and earth stations across the country to replace its current AT&T landline system. Radio's part in the interconnection is expected to be fully operational by late 1979 or early 1980 for National Public Radio's member stations, which now number 201. Earlier this month the NPR board approved a description of the radio plan, which, at basics, will operate with four 15 khz channels for use as either four monaural channels, two stereo or one quad.

Cable radio, too, is a possibility. With



Bonneville's Dorton



Fritts's Fritts



Group W's Harris

with "more static" while FM stereo will be "more subject to distortion." And FM still will be better able to pick up the higher pitched sounds. However, Mr. Payne is hopeful that AM stereo could have a "double-barrelled effect"—not only improving the signal but "re-enlightening" designers to AM's fidelity potential. He says the major difference between AM and FM fidelity, for the average listener, has been due to receiver equipment, not the signals themselves. With AM stereo, he hopes AM designs will change, more "oriented toward fidelity."

Given FCC procedures (the commission has called for comments on AM stereo and FM quad by Oct. 15 and Sept. 15, respectively), Mr. Payne anticipates that, if approved, a basic standard could be out of the commission in about a year. And after that, he'd give about another year for AM stereo receivers to be generally available on the market.

The interest appears to be there—growing stronger all the time. Dick Harris, president of Group W Radio, claims that his four AM music stations will go stereo "as quickly as equipment is available." And he even ventures that down the line

listeners who already have switched over to FM for stereo.

Where Mr. Dorton is enthusiastic, however, is in the prospect for FM quadratics. Should the FCC pave the way for its technological development, he says, his stations will be "on the bandwagon the second it happens." The difference between FM stereo and FM quad he compares to black-and-white and color TV.

Another who anticipates a good future for quad is Eddie Fritts, owner of two stations that employ it: WNLA-FM Indianola, Miss., and KCRI-FM Helena, Ark. His "matrix" quad systems have been well received, "especially with young people," and if AM stereo becomes a competitive force, he expects the more sophisticated "discrete" systems to follow in general use. The NAB 1985 report also expects quadratics to be "in general use in radio by 1985 or soon thereafter."

Opinion on quad futures, however, is split. The NAB's Chris Payne is not alone in thinking that quad may not have the same draw among owners as AM stereo since quad may only be a promotable feature while stereo could be a key to survival. One top-level engineer, close to the



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the proliferation of systems, the NAB report says, for instance, that "a smaller suburban station could claim a potential metro audience it might never reach with its over-the-air signal" or that "daytime stations could also program at night by simply shutting down the transmitter and opening up a rented line to a CATV outlet..." Furthermore, it claims that there could be more importation of distant signals into a market as well as local origination.

It's on the latter count—local origination—that the Washington-based Cablecommunications Resource Center of the Booker T. Washington Foundation is banking.

Last April, with assistance from the foundation, WRKB went into operation in Knoxville, Tenn., taking advantage of the wiring that Athena Cable already had placed in the black community. The cable "station" is primarily concerned with minority needs. And at the Booker T. Washington Foundation, there's hope that

Group, is quick to discuss his training programs with a local school of broadcasting. Eddie Fritts, president of the Indianola, Miss.-based Fritts Broadcasting Inc., looks for employes not only "savvy" with FCC regulations but also with those of the National Labor Relations Board and the Occupational Safety and Health Administration.

Erica Farber, general manager at WXLO(FM) New York, carries the same reasoning a step further, claiming, "It's conceivable that 20 years from now, you'll have to be an attorney to manage a station." If there is a new breed, Ms. Farber's boss, RKO General's radio president, Dwight Case, sums up the various descriptions by characterizing today's radio broadcaster as a "professional businessman... attuned to the over-all feeling of the station." He expects, for example, more and more program directors to be moving into general managers' seats within a year or two.

"The music director traditionally has

"It's not a vacation." While the college and the travel may not show up directly on the air, he says they give his general managers "a far different picture of what's happening," and may come out indirectly in the form of editorials and the like.

Dick Harris of Group W currently is wrapping up eight weeks of study at Harvard Business School, where he went to "shake the cobwebs from my mind." While there, four Group W radio general managers are rotating stints in his seat, and department managers have traded off positions within the group. "They're all going to come back and take a different look" from the "crosspollination," he says.

There is mixed opinion as to whether radio is attracting new employes of promise. Bruce Johnson, president of Starr Broadcasting, for one, weighs in with a negative vote.

"I have the feeling that radio is not attracting the talented young people," he says. "I think many of them think radio died. And many youngsters just don't want to start on the bottom."

David Klemm, vice president, marketing, Blair Radio, who travels the country and was in Denver when interviewed, takes an opposing stance. He reasons that much of today's radio was shaped by the listening habits of men and women now in their twenties and early thirties and adds: "They are attracted to radio because they perceive it as a vibrant medium. The training they receive in college usually is not the kind that would help them in a commercial station. And unfortunately, very few stations have formal training programs. But if a youngster is willing, there are opportunities at small stations from which he can branch out."

Frank Boyle, president of Eastman Co. (all-radio rep firm), has a less complicated view: "I think people get into radio because somehow it gets into their blood. They may get into programming because they enjoy music or drama or news. And they get into sales because of word-of-mouth."

He voices the view that a well-trained salesman working at a major market radio station outside of New York can earn \$30,000 or more a year. He said the figure can go up substantially for salesmen in New York with a good-sized national representative firm or station.

Nicholas E. Gordon, president of Keystone, remarks that small radio stations continue to attract youngsters and those who elect to remain in these markets can enjoy a comfortable living. An experienced salesman at a small town radio station can expect to earn from \$10,000 to \$15,000 a year, he estimates, adding, "This may not sound like much but it can go far in many communities."

#### **Innovation: key dimension to competitive success**

Elmo Ellis, vice president and general manager of Cox Broadcasting Corp.'s WSB-AM-FM Atlanta, is another who acknowledges that today's radio broad-



Suburban's Hilker



WSB's Ellis



RKO's Case

this will serve as a prototype for similar operations that at some time could exchange programming.

No one seems to expect locally originated cable radio to be a major competitive force, but as originating points crop up here and there (like WDX in Central Islip, N.Y., which inaugurated service June 27 over a cable subsidiary of Viacom International there after planning by two college students), the wired radio medium is being seen as another community voice.

#### **Radio's upscale demand for a new professional**

Those who do the hiring in the radio business still know the value of the so-called "radio freaks"—those who get their start by hanging around a local station eager to spin a record or hit a switch. But if indeed "every inch is important," it's no wonder that the last two general managers hired for the ABC-owned FM's have had masters degrees in business administration. Or that Jim Arcara views today's successful broadcaster as a "total marketing person," strong in "sales, promotion and technical efficiency."

So, too, in the smaller markets. Robert Hilker, president and owner of the Belmont, N.C.-based Suburban Radio

been thought of as a guy who listens to the hits," says Jim Smith, who holds that job at WLS(AM) Chicago. But beyond the stereotype, he claims, "If I weren't in radio, my title would be 'research and development.'"

Similarly, Dave Bishop, music director at WCOL(AM) Columbus, Ohio, explains that it might now be unusual for his station to have four or five people working in research "but it won't be in the future." With competition on the rise, it's no longer viable, he says, for WCOL to depend on "active listeners"—those who call in—to determine if he's programming in the right direction. "If they're not going to call you, you've got to call them," he says of the 85%-90% of this listening audience from whom he never hears. This "passive call-out research," he adds, is only one of the many research avenues now being employed. The new skills needed by broadcasters at all levels become even more apparent when WLS's Jim Smith talks in terms of the "computer language I taught myself."

At RKO General Broadcasting, each general manager is required to spend at least two weeks a year taking college courses and another two-to-three weeks traveling internationally. "I think it's imperative," says Dwight Case, and adds:

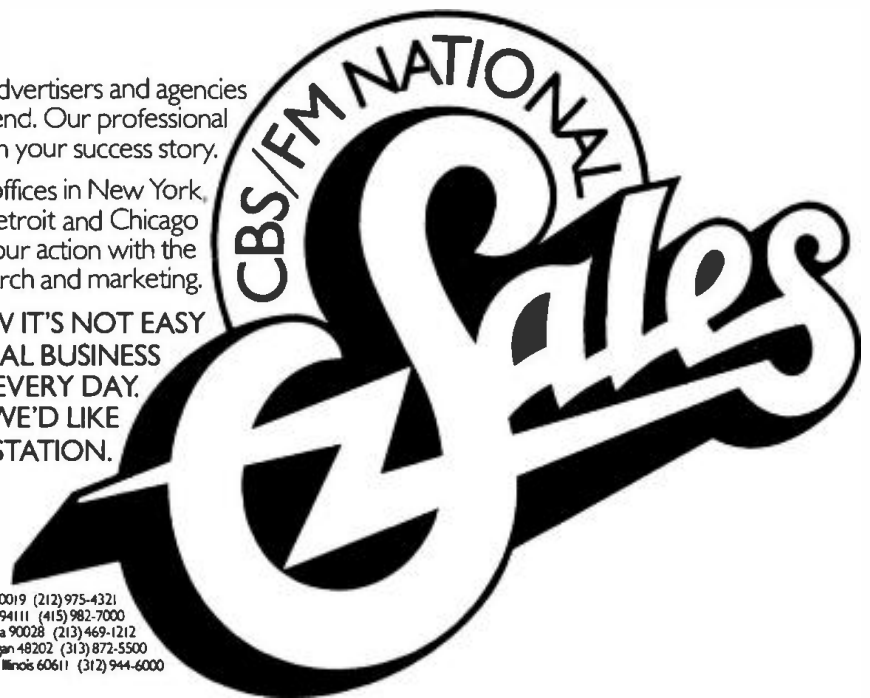
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caster knows more and is "much more dependent than his predecessors on ratings and demographics." What concerns him, however, is that due to economics the average broadcaster "doesn't see how he can afford the luxury of experimentation or broadcasting simply what he thinks is significant unless he can document . . . public acceptance."

Mr. Ellis believes a "renaissance" in radio is possible if broadcasters "recognize that you can go against the trend." The logic behind this seems simple: If everyone is doing the same thing, there can only be one number one. However, if different formats develop, several stations can be number one in their respective categories. Mr. Ellis's credo: "Sameness and imitation can lead to more failures than successes." He holds hope that "some stations are going to be forced into innovation . . . because doing what everybody else does doesn't pay off."

WxLO's Ms. Farber seconds that notion, with the claim that "six top-40 stations can't all make it" in one market, and "if you've done your homework . . . [you'll find] there's a lot [of programing concepts] out there that people don't feel they're getting."

Mr. Ellis is reticent when it comes to putting a tag on his format. The term "general rock" comes to his mind but he prides his station on tailoring to the market. "Radio stations can make their own hits," he says, by providing "aggressive music leadership" and he claims that the

rockers that limit their heavy rotation to a couple of dozen songs are "limiting their potential."

Localism in music isn't always the key to success. Syndicated programing, in the beautiful music field, for example, is flourishing. As Allen Shaw says, it doesn't matter whether it's local or national—what's needed is the "right marketing position . . . well-conceived, clearly targeted and well-executed."

Hits may still be frequently national hits but, as WCOL's Dave Bishop says, the adage "If a record was a hit in Columbus, it would be a hit nationally" no longer holds up. While Mr. Bishop sees music becoming more and more regional, WLS's Mr. Smith claims it has always been that way. There would be "substantial overlap" in comparing his playlist with that of his sister station, WABC(AM) New York but, he adds, one couldn't replace the other. It's generalizing, he admits, but Chicago goes for the "softer sound."

Jim Arcara of WPAT-AM-FM, however, sees the industry going more national and more syndicated. "The economics of the industry are going to dictate," he advises, and "I think the networks are in for a real boom."

Concurrently, if WPAT-AM-FM's own way of getting new music continues, there could be an original programing push from stations. Last year, WPAT-AM-FM—which does not subscribe to a syndicated service—contracted with arrangers for 50 new "beautiful music" songs and joined

with about 10 to 12 other stations to pay for about 100 others. The \$800 to \$1,500 a cut production costs, he says, are "economically practical," considering that he is competing within the New York City market and that gaining a fraction of a ratings point on a competitor there can be worth hundreds of thousands of advertising dollars. One song that Mr. Arcara recently has had adapted for his audience is a beautiful music version of the disco remake of *Baby Face*. "It's conceivable," he says, that perhaps 80% of a beautiful music station's [product] would be tailor-made."

RKO's Dwight Case, like Elmo Ellis, is concerned that everyone is trying to do the same thing better, "instead of different." And he says he is guilty of being "forced into conservatism" because RKO is part of a publicly held company. However, like other broadcasters, Mr. Case is trying to innovate as best he can within this "conservative" framework.

At RKO, he explains, his move is to take public affairs "out of the dark" and into the "critical hours." In the midst of the controversy regarding the landing of the supersonic transport Concorde at Kennedy International Airport in New York, RKO sent top-level WOR(AM) New York staff members to England and France to investigate the impact landings have had there. A four-minute editorial in favor of Concorde in New York, as well as two-hours of call-ins, were the result. Another venture, the "hot car campaign" from WRKO(AM) Boston, was said to have



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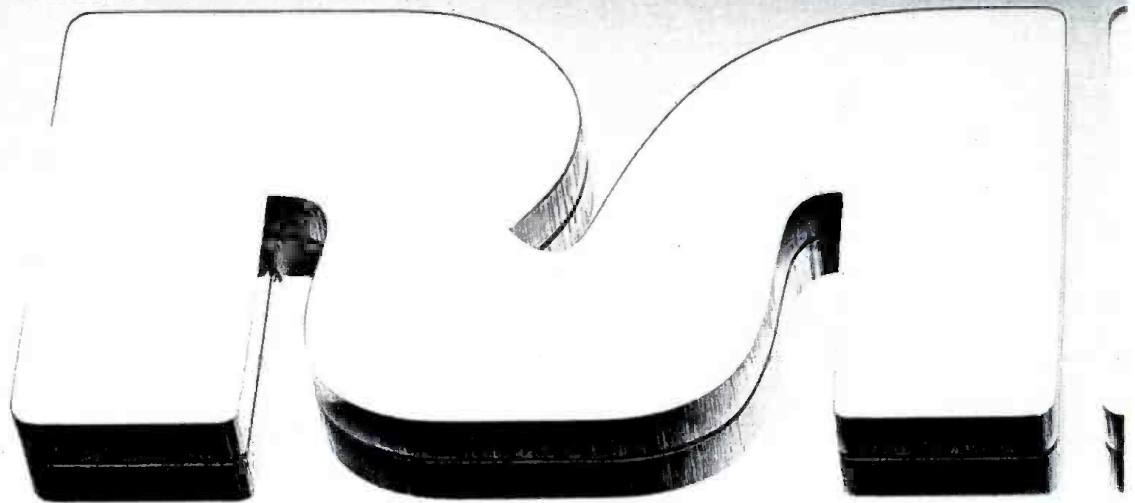
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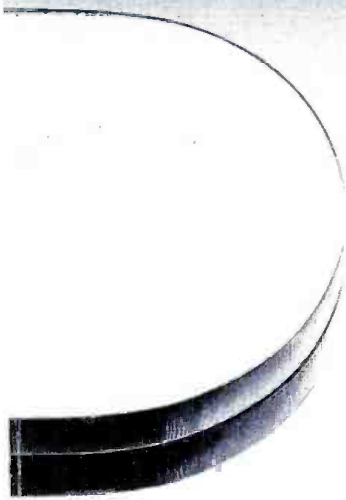
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brought down the number of car thefts.

Equally as important as the campaign itself, apparently, is the manner in which it is marketed. "If you are going to affect any community action," Mr. Case explains, "you have to treat it as a promotion. . . . I don't see public affairs as anything different than trying to move a product." At RKO stations, he says, contests are being substituted for more public affairs.

Unlike WOR(AM) in New York, Fritts Broadcasting Co's WNLA-AM-FM in Indianola, Miss., doesn't have to worry about competing with 50 or 60 other signals. But there are 19 local radio stations within 30 miles, not to mention the higher powered outlets beaming from Memphis; Jackson, Miss., and Little Rock, Ark. To compete there and at his other stations—KMAR-FM-FM Winnsboro, La., and KRIF-FM Helena, Ark.—Eddie Fritts has turned to contests and give-aways, possibly because localism in the smaller markets is taken for granted. "Small market stations were local before localism" became an issue, Mr. Fritts says.

Most provocative of Mr. Fritts's new promotions is a 25-foot by 9-foot helium blimp that gets tethered above the site of the station's latest campaign.

Although WFAS(AM)-WWYD(FM) White Plains, N.Y., technically is within the New York metro market, Alfred Grosby doesn't view increased localism or public affairs as a competitive bonus; rather it's a question of survival. Competing with the WABC's, he says, is "economically impossible. . . . We simply do not have the signal and the coverage."

Located in Westchester County, Mr. Grosby says, the Affiliated Broadcasting Co. stations try to "develop programing that cannot be duplicated on a New York City radio station." Local news, therefore, is the "basic ingredient," especially on the AM. Although the FM broadcasts syndicated beautiful music that could be duplicated anywhere, Mr. Grosby says that all PSA's and other information are tagged with mention of the Westchester County area and that has boosted "revenues tremendously."

When the ratings books come out, "there is neither anticipation nor concern," Mr. Grosby explains, because his stations show up only "on occasion." Revenues therefore depend on local sales. "Ultimately the bottom line is the results . . . . We can deliver," he adds, and with that in mind, Bloomingdale's department store chain last year made a commitment for a live daily talk show originating from its White Plains branch. For Robert Hilker's Suburban group, it's no different. "Ratings don't mean a thing," he says.

Depending on the market, ratings may or may not be important. For some, AM stereo could be the "salvation," for others just another promotable service. Some might think WASH's Ms. Breakefield goes out on a limb when she expects radio to "supersede TV" in coming years "just as we see specialized magazines take over on mass magazines." But whichever direction radio is headed, it's clear that it's more of a

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**Allan Chlowitz** KRTH Los Angeles

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**Rick Devlin** WOR New York

Served as the flagship station for the Leukemia Society of America's annual Radiothon. Live broadcasts from WOR raised over 90,000 dollars and made New York City #1 in the nation.

**Douglas Donoho** WAXY Miami/Ft. Lauderdale

Staged the Celebrity Fund-Raising dinner for the American Cancer Society's Doral Eastern Open Golf Tournament. WAXY supplied Helen Reddy and Jim Stafford as talent and raised 55,000 dollars.

**Erica Farber** 99X New York

Raised over 250,000 dollars by staging the third annual New York Superwalk for The March Of Dimes.

**Dick French** WHBQ Memphis

Broadcast live from Overton Park Zoo in conjunction with the American Cancer Society's Zoo Day with proceeds from admissions and concessions being turned over to the Cancer Society.

**Jack Hobbs** WRKO Boston

In cooperation with the Metropolitan District Commission, WRKO listeners are cleaning up four Massachusetts recreation areas saving taxpayers hundreds of thousands in costs.

**Jerry Lyman** WGMS AM/FM

Washington, D.C.

Staged a 60 hour live radiothon for the benefit of the National Symphony. This effort was responsible for raising over 125,000 dollars in funds for the orchestra.

**Pat Norman** KFRC San Francisco

Gathered a host of toys through the Marine Corps and the San Francisco Firefighters Toys For Tots campaign. Brought Christmas gifts to a great number of Bay Area children.

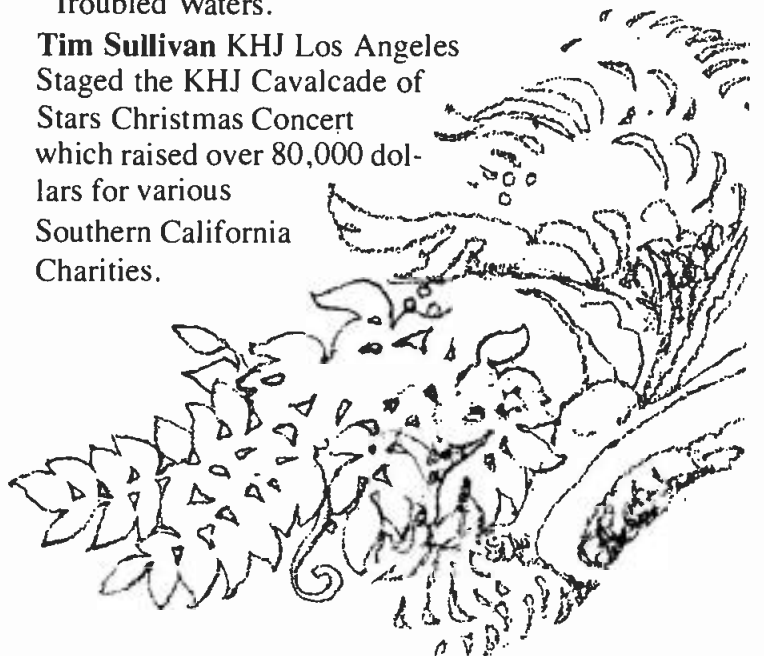
**Gerry Sperry** WROR Boston

Spearheaded the campaign for the passage of ocean saving legislation to prevent deadly oil spills off the vital New England coast. Produced the award winning documentary “Troubled Waters.”

**Tim Sullivan** KHJ Los Angeles

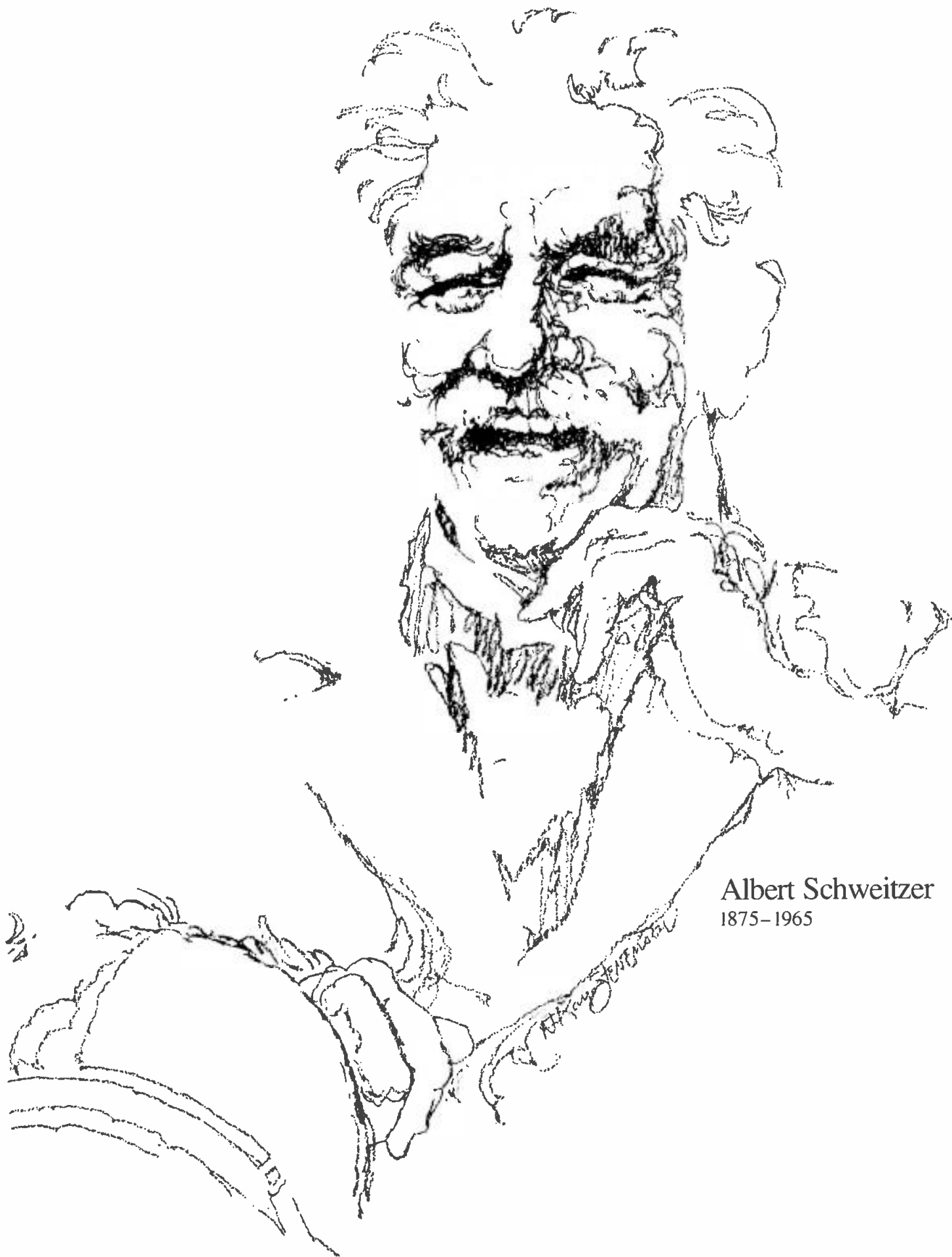
Staged the KHJ Cavalcade of Stars Christmas Concert which raised over 80,000 dollars for various

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Add a dash of creativity and Group W's Mr. Harris says: "It's no different a business than any other." And to those who would say the proverbial good old days are gone when each step has to be watched and when a broadcaster has to weigh multitudinous considerations before opting for change, Mr. Harris adds: "I submit that's creativity."

**The lure of localism: where grasp meets reach**

"Ten years ago there were only about 6,000 commercial stations and today there are more than 8,000," notes Nicholas Gordon of Keystone Broadcasting Co., whose company serves as sales representative for

more than 1,200 stations located in small towns. "Radio stations must fill a need and the need has become acute with the decline of the daily newspaper in many towns. And in some towns which never had a daily newspaper there's a radio station giving local news and community service programming."

Local radio has enjoyed a phenomenal growth, with billings moving from \$535 million in 1964 to more than \$1.4 billion in 1975. Specialists explain these advances by pointing to larger budgets from retail and co-op advertising as local salesmen and their support personnel at stations have become more sophisticated.

Bruce Johnson of Starr believes there are two areas that have changed substantially in recent years and have contributed

to radio's upward spiral. One is research, which has become more sophisticated and goes beyond age and sex to lifestyle. He acknowledges there still is considerable room for improvement in research.

"I think, too, that local stations have become more marketing oriented," he comments. "Stations are not just selling ratings or time. More and more local sales people are learning the problems of advertisers and suggesting ways they can be helped."

Frank Boyle of Eastman, refers to the development of FM as perhaps the most dramatic change in radio during the past six or seven years. He says FM listening is "now very much on a parity with AM."

Mr. Boyle feels the diversity in program formats is another factor that contrasts radio in 1977 with its counterpart six or seven years ago.

"There must be 12 to 14 variations of contemporary and perhaps five major variables to country music," he ventures. "It means there is more radio to listen to, and that is a plus."

More than ever before, local radio today is committed to local news and community service. These twin ingredients long have been the hallmark of the successful radio outlets. But they shape up today as increasingly vital to make the difference in the battle for the audience's attention and the advertisers' dollars.

James F. O'Grady Jr., president of Castle Communications, Middletown, N.Y. (WALL-AM-FM Middletown and WHPN(AM)

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WLUP... KENOSHA, WI  
WWYO... PINSVILLE, WV  
WPAS... ZEPHYRHILLS, FL  
WERE... CLEVELAND, OH  
WARU... PERU, IN  
WBZ... MUSKOGON, MI  
WCPA... CLEARFIELD, PA  
WJRM... HARTSVILLE, TE  
WQAL... CLEVELAND, OH  
WLAY... SHEFFIELD, AL  
WPTM... ROAOKE RAPIDS, NC  
WGYL... VERO BEACH, FL  
WLYT... CLEVELAND, OH  
WDEE... DETROIT, MI  
WDDY... GLOUSTER, VA

WBDY... BLUEFIELD, VA  
WABQ... CLEVELAND, OH  
WNKY... NEON, KY  
WWCH... CLARKON, PA  
WRGL... NAPLES, FL  
WNDL... SULLIVAN, IND  
WJMO... CLEVELAND, OH  
WUKM... THREE RIVERS, MI  
WWOW... LOGAN, WV  
WLRO... LORAIN, OH  
WLKR... NORWALK, OH  
WJML... MARION, KY  
WAOC... ST. AUGUSTINE, FL  
WBNO... BRYAN, OH  
WRAD... RADFORD, VA  
WTCJ... TELL CITY, IN  
WWCB... CORY, PA  
WINW... CANTON, OH  
WINCO... ASHLAND, OH  
WMLD... GRUNDY, WV  
WESB... SEBRING, FL  
WXIL... LANCASTER, KY  
WHBC... CANTON, OH

July 4, 1977



3646 ST. CLAU PLYMOUTH CLEVELAND, OHIO 44114-790-690-4444

Mr. Ira Rubin  
Ohio School of Broadcast Technique  
3940 Euclid Avenue  
Cleveland, Ohio

Dear Ira and all my teachers.

I have a good job. A job that is challenging and involves a chance to grow and I am taking every chance. I am now writing all the copy that is written at the station, voicing commercials, doing research, taping the all-night news and substituting daytime news when someone is sick. This station has been wonderful to me and has responded to my desire to grow by giving me new challenges all the time.

The Ohio School changed my life. You gave me the tools, the knowledge, the high regard for the medium and the encouragement I needed to pick myself up and restart my life. I have found in my short experience in radio that many people have the mechanical knowledges, but not many have the respect for the medium that I have and that will make a difference in my career. My teachers, all professionals, challenged me to become one of them--that is my goal.

I think of two quotes when I think of my teachers: Henry Brooks Adams: "A teacher affects eternity, he can never tell where his influence stops," and Joni Mitchell: "You sure have touched my soul, cause part of you flows out of me."

I hope to make you proud of us.

Sincerely,

*Maggie Brock*  
Maggie Brock



**Training Talent  
for  
Broadcasting**





*In looking at the results from the recent Arbitrons, we're extremely pleased. Most people agree that the books seem to be "somewhat soft" for adult-oriented programming. However, Bonneville Programmed Stations, for the most part, continued their "winning performances"! Our JUST BEAUTIFUL MUSIC format has "just beautiful" numbers, especially in the most desirable demographics. Unless otherwise indicated, ratings are Mon-Sun, 6AM-Mid Metro Share.*

Our Contemporary M.O.R. format has really come of age. Working well on FM, it has tremendous potential for AM stations as well. Most significant, it appears to be the only truly middle-of-the-road package with a strong, viable program philosophy and concept that enables it to perform well in competitive markets. Soft Rock is also doing well - its greatest asset to station operators is its immediate acceptance by advertisers; all indications point to strong ratings success in target 18 to 34 demographics.

NEW YORK: WRFM, for the seventh straight year is the "big apple's" #1 Beautiful Music station. With adults 25-49, WRFM ranks 5th among all stations (tied with WOR).

LOS ANGELES: KBIG leads the market again with Adults 25-49 to rank #1 of all L.A. stations! The station is #1 with Women 18-49 and second in total audience 18+.

DETROIT: WJR-FM is up again (3rd book in a row). With Adults 18+ the station is #3 with a 6.3 share and ranks as the #1 FM in the Motor City.

SAN FRANCISCO: KOIT, ranks among the top 5 of all Bay area stations with Adults 18+. KOIT also ranks as #2 total audience 18+ in the San Jose market.

CLEVELAND: WQAL is #1 again with Adults 25-49. WQAL is also #1 with Women 18-49 and 25-49.

MINNEAPOLIS-ST. PAUL: KEEY-FM ties for #2 in the "Twin Cities" total audience 18+.

KANSAS CITY: KMBR is #2 of all stations total audience 18+. KMBR dominates all day 10A-7P...#1 Adults 18+...Adults 18-49...and Adults 25-49.

Here's a glance at CONTEMPORARY M.O.R. performing like the Champion it is:

CHICAGO: WCLR ranks #5 of all AM & FM Chicago stations with Adults 25-49, Mon-Sun, 6A-Mid. Mid-Days, Mon-Fri 10A-3P, WCLR ranks #2 with Adults 25-49.

FT. LAUDERDALE-HOLLYWOOD: WAIA ranks #2 with Adults 25-49, Mon-Sun 6A-Mid among all stations. WAIA ranks #1 of all stations all day, Mon-Fri 10A-3P and 3P-7P.

MINNEAPOLIS-ST. PAUL: KSTP-FM ranks #3 of all AM & FM stations in the "twin cities" with Adults 25-49, Mon-Sun 6A-Mid. KSTP-FM ranks #2 Mid-Days Mon-Fri 10A-3P with Adults 25-49 and ranks #1 with Women 18-34 all day Mon-Fri 10A-3P and 3P-7P with 12.5 and 12.8 shares.

Our comprehensive Spring '77 Track Record is available. Call Dick Drury or Loring Fisher now.



and WHVS(FM) Hyde Park, N.Y.), is a Manhattanite who left the presidency of RKO Advertising Representatives six years ago to plunge into station ownership.

"Born and raised in New York, I was an anonymous person," he relates. "And I liked it. But once I got into local station ownership my life style changed. I'm involved in all sorts of community projects, serving on the boards of charitable institutions and educational organizations.

"And no matter what your format, a local station must cover its community thoroughly. Sometimes, that's the big difference."

He notes that WHPN is an all-news station and located in a competitive locality. It

used to be affiliated with NBC's News and Information Service, which closed earlier this year. It now obtains news and features from NBC Radio and the Copley News Service and maintains a staff of six newsmen.

"It's expensive," he acknowledges, "but it can work. For some time now we've been tied for first place in the 7 to 9 a.m. drive period" according to Arbitron.

The omnipresence of television as a competitor and the proliferation of stations have placed pressure on station owners to turn out a more professional product. Nick Gordon points out that many station operators still continue to hold down another business in their com-

munities but they no longer regard their radio property as a hobby or a part-time interest.

"I know a local Ford dealer who owns a station," he recounts. "Five years ago the station only grossed \$100,000; now the gross is \$200,000 and he spends more time there. Another man I know has a good retail business and a radio station. He's been thinking of taking it a little bit easier and he's wondering: 'Should I give up the shoe store or the station?'"

Frank Boyle agrees that stations in the past decade have become more professional in their programming and sales. He explains that local TV, noting inroads being made by local radio, started to take "pot shots" at radio. That medium reacted by stepping up its research, selling more vigorously and enticing larger numbers of retail accounts into radio, he adds. Radio stations, he said, stopped criticizing one another and centered their fire on TV and newspapers.

Some trends of recent years cited by the radio specialists: the joining together of stations in the same general but noncompetitive geographic area to attract advertising from a regional firm; expanded use by radio of other media (television, newspapers, billboards) to advertise the medium; an emphasis on "emotional involvement" in public service efforts, such as sponsorship of a rock concert or a walkathon for a cause instead of merely running spot announcements.

For the future, radio specialists envision an ever-widening number of formats even though Blair's Mr. Klemm interjects: "I know people are going to wonder where new or refined formats are going to come from and whether we really need them."

Mr. Johnson of Starr notes there are only five or six basic formats but "shades" of formats have increased. He feels certain that refinements of formats will continue to give stations a "different, if only slightly different" appeal.

Mr. Boyle predicts that there will be an all-news station in each market of consequence—perhaps the top 150—over the next five to ten years. He believes the audience will be found among the growing number of better educated listeners and the service would be supplied by an expansion of the local staff and a growing number of outside news suppliers.

Mr. Klemm seconds that motion, foreseeing the development of "personality" news, mirroring such publications as *People*, the *Village Voice* and some metropolitan newspapers.

Or, to borrow again from TM's "Tomorrow Radio:

*"We take you now to a radio station in 1983.*

*"New to you on K-Nine. Kid power radio—that's the bog one. . . . Billy Squirrel with satellite sounds for listeners 9 and under. K-Nine. Kiddie radio. . . . Complete news next on K-Nine kid power radio. Give us 15 seconds of your time and we'll give you the world. . . ."* ■

## WCMS MARINE PATROL Could Save Your Life!



The Marine Patrol covers approximately 400 square miles of the Atlantic Ocean, Chesapeake Bay and its tributaries. In addition to broadcasting nautically oriented news reports, the Marine Patrol offers the world's first floating **emergency medical service**. This water borne ambulance is equipped as a mobile **Intensive Care Unit**, complete with **EKG equipment**. It is staffed by state certified, nationally **registered paramedics**. All medical service is **free of charge** and offered by WCMS radio as a **public service**.



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the **FM 100** plan

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*Darrel Peters*  
Darrel Peters  
(312) 440-3123

# The Many Worlds of Radio 1977

## A summer lull doesn't dim hopes for a banner 1977

**Total billings should run 10-12% above 1976, canvass indicates; strong showing in first six months plus pick-up later are ingredients**

"Business is great, but it's bound to get better."

That report came from Arthur W. Carlson, head of radio for the Susquehanna Broadcasting Co. group of stations. He was joking, but the remark typifies the attitudes of most broadcast sales executives toward the state of radio business at the moment: It's in a bit of a lull, but sales have been strong until the last few weeks and they seem certain to produce full-year results even higher than the record set in high-riding 1976.

Estimates vary, but the consensus tends to project a gain of 10%-12% for total radio billings in 1977, with national spot up somewhere between 8% and 12%, local up 12%-15% and network up 20% or more. Miles David, president of the Radio Advertising Bureau, projected at the end of last year that radio's 1976 gains—believed to be in the high end of the 15%-20% range—would be followed by an 11% rise this year. He feels sales may be running ahead of that projection, perhaps closer to 13%-14% currently, but that the advances are unevenly distributed among markets and among the three sales forms: local, national spot and network.

The current slowdown, although evident to some extent in local radio sales, appears to be most pronounced in spot radio—and virtually unheard of in network radio. Station reps do not agree on a precise date for its onset, but in general it began to move into sales in late May and June and in some cases early July and

began to be reflected in billings about a month later.

Virtually nobody expects the lull to drag on and on, and virtually everybody expects billings this year to reach a new record high.

One shining exception to the slowdown experience is ABC Radio—which also had an exceptional announcement last week: Harold L. Neal Jr., president of ABC Radio, said that on the basis of billings to date and business now on the books his division expects sales this year to surpass \$100 million. Observers speculate that it would probably be the first time any one radio group ever passed the \$100-million mark.

The figure encompasses sales by ABC's owned AM and FM stations and four networks, and although Mr. Neal would not break down the total he did say the network is running about 35% ahead of last year's pace, while ABC's AM stations are up 26% and its FM stations are up 33%. Altogether the sales are about 30% ahead of last year's comparable period and Mr. Neal said they are expected to maintain the rate.

Although ABC-owned stations have not felt the slowdown, he said, "there was some concern a couple of weeks ago about the third quarter." But, he added, there's been some concern about each quarter "for I don't know how long," and invariably the sales have come in. Late buying, Mr. Neal noted—and many reps agreed—has become almost the rule in spot radio.

For many reps, when the slowdown came it was more than normally shocking because business until then had been so strong. For the first four months of 1976, estimates compiled from leading radio reps

put spot business 11.1% ahead of the same period of 1976. Though these are the latest available for the entire group, many reps individually say the tide remained strong through most of the first six months. Some reported big gains for the January-June period.

Then, as one rep said last week, "somebody shut off the faucet." Another reported earlier this month that he had just completed "the lowest two-week period [of bookings] in the history of this company." While others said business remained good or fairly good in some markets but turned sour in others, all agreed that total sales slowed markedly.

There was no real agreement on why, however. Two possibilities figured in most speculations. One was that the slowdown was tied to the strength of network television sales or the softness of spot television, or both. The other was that this was just the 1977 edition of a lull that always sets in about this time of year.

Sal Agovino, president of Katz Radio, subscribed to both theories. "Spot television has a problem," he said. "When television hangs back, radio tends to lag too." But, he added, "some slowdown comes every year around this time."

Others felt that many advertisers were holding back until they got their network television buys lined up and then, in view of the softness in spot television, were shopping around for good buys there before turning to spot radio. There was some speculation that, in view of this year's network TV prices, some advertisers may cut back on radio, but others suggested that they would tend to "take the high network prices," as one put it, "but cut back the weight of their network buys and save substantial budgets for radio and other media, keeping TV as their security blanket."

In the opinion of some authorities, the general economy is as much a factor in the lull as anything else. "Economists are saying the second half of 1977 is going to be less yeasty than the first half," one long-time observer said. "In my opinion, advertisers have become more cautious and are taking a little more time in deciding how and where to spend their money."

M. S. Kellner, managing director of the Station Representatives Association, takes the position that in the spot business any year—and almost any month—has its ups and downs. The current lull to him, as to most others, is a down that will soon bottom out. For the full year, he says, spot radio business "should be up 10% or more from last year, and last was a very, very good year."

A very, very good year was what 1977

## AM and FM slice up the pie

*Average-quarter-hour listening by total persons 12+*

Daypart (Local time)	AM radio listening		FM radio listening		Gross total radio listening	
	Number	Share	Number	Share	Number	Share
Full 24-hour day	13,462,000	56.7%	10,279,000	43.3%	23,741,000	100.0%
6 a.m.-12 Mid.	16,959,000	56.8%	12,881,000	43.2%	29,840,000	100.0%
6 a.m.-10 a.m.	24,299,000	64.8%	13,154,000	35.2%	37,383,000	100.0%
10 a.m.-3 p.m.	18,763,000	55.2%	15,217,000	44.8%	33,980,000	100.0%
3 p.m.-7 p.m.	17,703,000	55.9%	13,994,000	44.1%	31,697,000	100.0%
7 p.m.-12 Mid.	8,744,000	48.1%	9,437,000	51.9%	18,181,000	100.0%
12 Mid-6 a.m.	2,975,000	54.7%	2,468,000	45.3%	5,443,000	100.0%

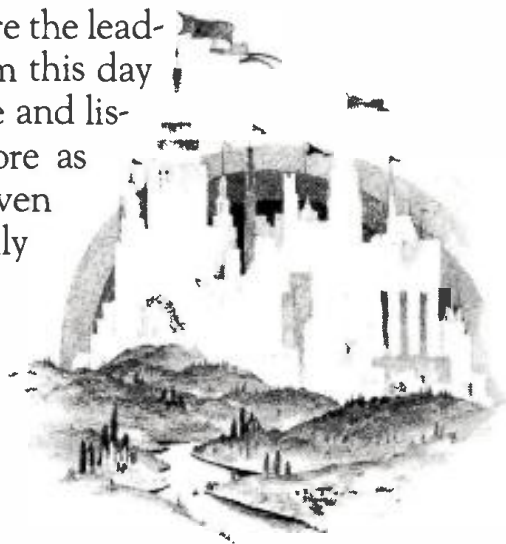
How AM and FM stand nationally in competition for audiences is shown in this analysis by CBS Radio Researchers, based on data from the Fall '76/Spring '77 RADAR study conducted by Statistical Research Inc. for ABC, CBS, NBC and Mutual radio networks. In only one daypart, morning, does FM's share drop below 43%, and in one, 7 p.m. to midnight, below 43%, and in one, 7 p.m. to midnight, it exceeds AM's. Table shows average quarter-hour listening by total persons 12 plus by daypart, Monday-Sunday, 24 hours per day.





ONCE UPON A TIME a rating service called Arbitron began their Spring '77 Radio Survey, measuring all the people in the land who listened to radio. During the survey, there were whispers throughout this land that one group of stations seemed to be growing larger and larger than all the rest. Now everyone knew that with all the radio stations in the country, it was very difficult to grow unless you really were the best at what you were doing. But when the final survey was completed, sure enough it was true, the stations in the kingdoms known as New York, Washington, Detroit, Chicago, Houston, San Francisco and Los Angeles were now being listened to by nearly 5 million Americans\*.

The trumpets soon sounded out across the land that these stations were the leaders in their field. Now, from this day on, the people grew to love and listen to them more and more as the group of stations grew even larger to broadcast happily ever after.  
A Radiotale come true.



The ABC Owned FM Radio Stations  
America's Most Listened-To FM Group  
WPLJ WMAL-FM WRIF WDAI KAUM KSFJ KLOS

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lead into the April/ May  
sweep.

Zip  
**106 FM**  
is  
Cleveland's best  
CPM buy.  
**WZZP**  
the Rock  
Foundation of  
Cleveland.

Mon-Sun 6 a.m. thru  
midnight

Teens #2  
12-24 #4  
12-35 #5  
Men 18-34 #5

Represented nationally by:



was beginning to look like in spot radio, when the lull set in. And most radio reps expect it to end up good if not very, very good, though they uniformly emphasize that conditions vary—sometimes widely—among markets.

A sampling:

■ Katz Radio's President Sal Agovino said that for the first six months his company was up 14%-15% from the same period of 1976, counting stations added since then, and up by probably 9%-10% on a same-stations basis. For the second half he anticipates a 12½%-15% gain in total and something less than that, perhaps 6%-8% or so, on a same-stations comparison. "I'm looking for some damn good activity in the next five months," he said. "We're headed for a good year—not for as big an increase as we had last year, but a good year."

■ Frank Boyle, president of Eastman Radio, figures that even with the slowdown Eastman is probably 12% ahead of this time last year on fully comparable bases. He said "there's no way we can fail to be up for the year," and for spot radio as a whole he's looking for an increase of about 9%-12%.

■ Thomas C. Harrison, president of Blair Radio, said the second quarter "was a gangbusters quarter," and—unlike some reps—he thinks the third quarter will be better than last year's third. He looks on the slowdown as relatively normal for this time of year, said "we have enough money on the books to make a good [third] quarter." For the year he had originally projected an 8% increase on a same-stations basis, thinks now it may reach 9%.

■ Robert V. Coppinger, president of Buckley Radio Sales, reported first-half sales up about 20%, thinks August billings will suffer from the lull but is looking for an early snap-back, with business running strong by about mid-August. For the year he expects billings to be up around 15% from record 1976.

■ James M. Alspaugh, president of HR/Stone, said he can't conjecture about the fourth quarter but that his firm is running approximately 15% ahead of last year on a same-stations basis. Currently, he says, "business is reasonably active, but kind of sideways."

■ George E. Lindman, president of Major Market Radio, said his company finished the first half 13%-14% ahead of

last year, had "a relatively quiet" June and July that were ahead of a year ago but not strongly ahead, and that August and September are picking up sharply. He said he expects to show a 15%-20% gain for the full year on a comparable-stations basis.

■ Sam Brownstein, president of Pro/Meeker Radio, said billings were "great" in the first quarter but began to slow toward the end of the second. Last year, he said, he had to revise his projections three times, all upward, says he's still optimistic: "It's not going to be a year like last year but it'll still be a fair-to-good year. I expect a slight increase over last year and that's not so bad." If 1977 can tack a 5%-6% increase onto 1976's record and go on to further gains in 1978, he said, "then 1976 will have been truly a watershed year."

■ Bernard Howard, president of Bernard Howard & Co., which represents predominantly broad-oriented stations, said that "we go after the same business the others go after"—and pretty successfully, too. He estimated the first half was up 10%-12%, and though "things are a little slow right now" he remains optimistic for the full year.

■ Jack Masla, president of Jack Masla & Co., said that until June "we were so busy with bookings there weren't enough hours in the day," and that even with the slowdown "we're appreciably ahead for the year to date" and expect 1977 to improve on 1976's record.

Broadcasters, like reps, say they're having good years, though most of those sampled were feeling some effects of the national-spot lull.

Richard Harris, president of Westinghouse Broadcasting's radio station group, is reserving specific forecasts for 1977 as a whole but sounds optimistic. Sales for the first six months were up more than 10%, he said, and though forecasts for the third quarter have slowed, they're still ahead of last year's third—"but not 10% ahead." One thing that reps can do that helps, he said, is let their stations know when they see a lull coming, "so that we can crank up our local sales people and maybe cover some of that gap."

Richard Carr, head of radio for Meredith Broadcasting, with stations in Atlanta, Kansas City and Omaha, reported gains in all three: "Local radio is doing just fine, thank you."

Susquehanna's Arthur Carlson, who also is chairman of Radio Advertising



Susquehanna's Carlson



Katz's Agovino



Major Market's Lindman



**The greatest  
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On May 29th, WIBC aired its 31st consecutive live broadcast of the greatest spectacle in racing – the Indianapolis “500”.

By 3 p.m. that same day, we also produced the greatest spectacle in radio within our SMSA. The results were staggering.

We took a whopping 55.4% share of Adults 35-plus. Right behind came a 43.9%

share of Adults 18-34. Then a 28.4% share of Teens 12-17. For a 12-plus Total Share of 48.1%!

Obviously, we have the coverage, the numbers and the clout in Indianapolis on race day. Come join us. We'd like for you to enjoy the greatest spectacle in racing. And radio.

**WIBC 1070**

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Indianapolis, Indiana 46208

\*Source: Media Statistics, Inc. survey taken May 29th, 1977 from 5:00 a.m. to 3:00 p.m. in the Indianapolis Metropolitan Area. Subject to the limitations of this report.



**How  
Don McCarty  
helps radio  
station use  
Mini-Probe  
to land  
\$10,000 order.**



THE KATZ AGENCY INC., NEW YORK ATLANTA BOSTON CHARL



A retail chain is planning a major Spot radio campaign. Local agencies will place the orders.

The sales manager of a Katz represented station decides to build a special presentation. He asks Don McCarty, Katz Marketing V.P., for details of the chain's marketing strategy.

With media data and marketing advice supplied by Don, the station can use Katz Mini-Probe marketing system to test various schedules. A Burroughs 7200, located at the station, is loaded with Mini-Probe reach and frequency formulas to perform the extensive calculations required.

The station's sales manager calls the system "A great sales tool. It positions us as a consultant to agencies."

With Mini-Probe, this radio

station is ready with a winning proposal for the retail chain buy. It presents a schedule offering 30% greater frequency than the competition. The local agency places a 16-week order worth \$10,000.

Mini-Probe is just one of the resources a rep needs to be the best in the business. Katz has them all.



**Katz. The best.**

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in Radio, TV and the Cable Industry



CBS's Digges



ABC's Neal



NBC's Thayer

Bureau, was more specific. "In our case," he said, "the year will be up quite sharply—probably by somewhere around 15%."

Local radio has been making solid gains in recent years and continues to. In national spot, most of this year's advances seem to be coming from buying centers outside of New York.

Of all the major buying centers, the New York-Philadelphia-Boston combination, by far the biggest, was only holding even with its 1976 pace but the others were up, some dramatically.

For the first four months, reports from the leading reps showed that Chicago, Los Angeles and Detroit—which together accounted for approximately the same amount of business as New York-Philadelphia-Boston—were up 13.2%, 30.4% and 28.7%, respectively. In addition San Francisco was up 22.8%, Dallas 35.2%, St. Louis 13.7% and Atlanta 4.7%.

(For this period, New York-Philadelphia-Boston accounted for 41.5% of the business; Chicago 17.3%; Los Angeles 12.1%; Detroit 11.8%; San Francisco 7.3%, Atlanta 4.5%, St. Louis 3.0% and Dallas 2.5%.)

Just why New York isn't showing the sort of gains reported in other centers isn't clear. But it often doesn't, not only in spot radio but in spot TV as well. Some reps believe it may be because clients centered in New York are exposed with greater regularity to bearish influences, such as the stock market in recent years, and consequently exert more caution in authorizing buys.

Blair Radio's Tom Harrison offers more concrete reason for the current New York lull.

"New York is our only office that's not having a hell of a good year," he said. "New York controls the teen-age market, and not as much teen business has been placed this year as in the past. Some companies that use teen radio are not using it as much this year, and some are putting more of their teen money into network radio, especially ABC-Contemporary."

He cited Bristol-Myers and Colgate-Palmolive as two big teen-age radio users who're still "putting money into radio but less into teen business."

If teen-age advertisers have cut back, many others have stepped up their buying—in network as well as spot.

RAB, for example, tallied more than 70 advertisers on a partial list of those that either entered radio or substantially expanded their use of it during the first half of 1977. Others had their own individual lists. Sam Cook Digges, for example, the president of CBS Radio, counted up 15 new accounts on the CBS Radio network and 10 new ones for CBS Radio Spot Sales this year.

Most sales authorities agree that the new business coming into radio does not represent big television budgets diverted to avoid high television rates. But more and more TV advertisers appear to getting deeper into the media-mix idea, cutting radio in for a share—or bigger shares—of their budgets. And a lot of radio's gains, all agree, is traceable to satisfied radio customers coming back for more.

Wherever the business comes from, the radio networks are getting solid chunks of it, with announced gains ranging up to the ABC network's 35% advance over this time last year. ABC's Hal Neal said the ABC Radio network is, in fact, already 88% of the way to its sales projection for the fourth quarter, and independent observers believe that some of the other networks are in just about the same situation.

Mr. Neal feels that advertisers, while tending to buy later and later in spot, are buying further and further ahead in network radio—and also are beginning to think of October-December as a network radio "season," as they conventionally think of the fourth quarter as the start of a TV season. And as further evidence of the continuing demand for network radio time, he notes that ABC Radio network rates are about 30% higher than a year ago.

Most of the other networks are less inclined, as a matter of policy, to say how far up their revenues are, but they leave no doubt that their gains are solid. CBS Radio's Sam Digges says they're "substantial," and Jack Thayer, president of NBC Radio, reports conservatively that "1977 has all the earmarks of another record year." Art Okun, national sales vice president of Mutual, said Mutual was up more than 20% for the first five months and is "having availability problems," the demand is so great.

The black networks also are sharing the boom. Officials of the Mutual Black Network and the National Black Network agree that general advertisers are begin-



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for automated or  
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Contemporary M.O.R.  
Standard Pop  
Easy Listening  
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A few have Autotron II, the complete automatic traffic and billing system that provides several terminals for several of your stations, doing several tasks all at the same time.

... others have selected Autotron IV, which does traffic and billing, but also does payables, general ledger and payroll, and is operated by one employee in a normal work week for the business AM-PM.

... still others have chosen Autotron VI, the only total automation system made, adding program automation control and memory (not just interface - CONTROL) to traffic, billing, payables, general ledger and payroll, and throws Automatic Transmittal Loading in at no extra charge, while even automatically rescheduling discrepancies.

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cartridges and is available as a stand-alone system or as a part of the Autotron business systems. Think of the walk-away possibilities. Until now programming formats have been limited to available automation equipment; now, at last, a total system that can bring new dimensions to formatting. Economical when automation alone, but when combined with the Autotron system -- it's absolutely great! The Autotron Systems and Cuerac are on display. Ask about them and then see them in action... you'll wonder how you got along without them so long.

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or Larry Zaiser at Autotron-Lafayette... 317-423-2572  
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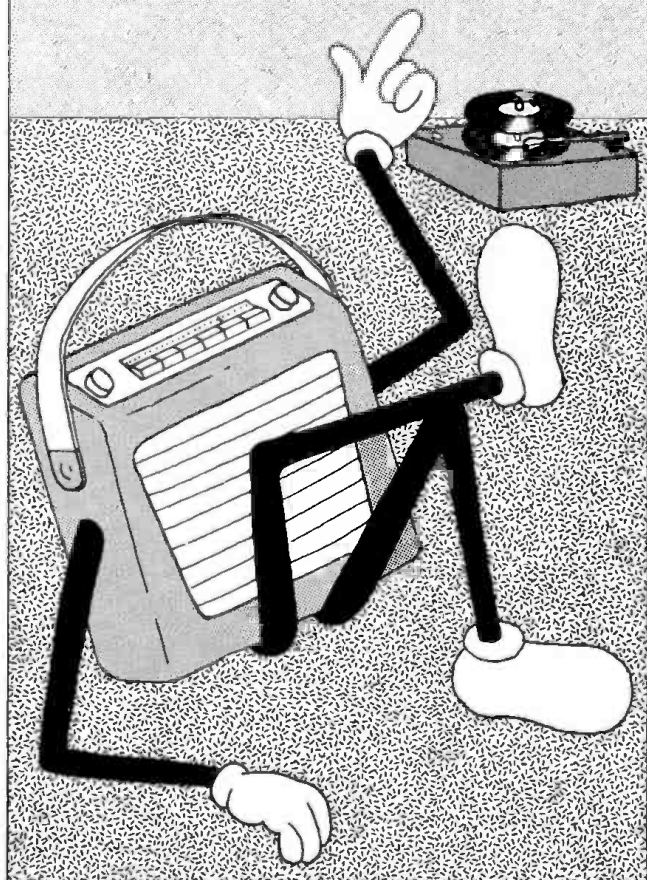
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ning to accept the black market as part of the general market, and that their business is better than ever.

Thom McKinney, vice president and general manager of MBN, which is five years old and has a line-up of 95 stations, said the network offers 135 commercial minutes a week and is sold out through September. Eugene Jackson, chairman-president of NBN, which is four years old and serves 85 stations, said 1977 will easily be NBN's best year yet.

The unwired networks offered by several station reps to advertisers seeking line-ups of 50 to 100 or more stations are also in demand. President Alan Torbet of Torbet-Lasker, for one, reported that his firm's network was "going through the roof" when most regular spot business was at a standstill.

Among reps offering unwired networks are Blair, Eastman, Katz, McGavren-Guild, H-R Stone and Torbet-Lasker, although some say they offer them reluctantly. Katz's Sal Agovino, for instance, said that "we do not sell network as long as a spot budget is available," because "spot should be bought market-by-market." He estimated the Katz network represents about 10% of the company's billings.

FM has made such strides that it is no longer the kind of "special sale" it used to be. As Buckley Radio's Bob Coppinger put it, "FM stations are doing extremely well if they're good stations—AM and FM are all the same bag now."

FM's are also moving more and more into profitability. CBS Radio's Sam Digges says the CBS-owned FM group is in the black, though he doesn't say all the stations are. ABC Radio's Hal Neal says the ABC group is profitable, with the stations in New York, Chicago, Detroit and Los Angeles "extremely" so, and with those in Washington, San Francisco and Houston "not profitable but close to break-even." He also reported "tremendous growth" in sales of the ABC FM network, whose billings he said are running 50% higher than a year ago.

Behind the continued over-all surge in radio sales, all agree, are several factors. One of the most frequently cited is that in the last couple of years stations and sales reps have started working together to sell radio against other media instead of selling against one another or, as CBS Radio's Sam Digges called it, "committing hari-kari."

Mr. Digges reflected the views of many when he said that "in the past, the way radio was sold did nothing but attack the credibility of radio. If a retailer bought one station, all the others would come in and tell him what a lousy buy he'd made. Now we're all approaching it in a positive way, talking about how effective radio is and going after the dollar in the marketplace. We're all competitive but we have a positive approach. This is the big difference about radio selling today."

Susquehanna's Arthur Carlson, RAB chairman, thinks this deserves far more recognition. "We've been far too predatory in the past," he said. "Stations working



Howard's Howard



Meredith's Carr



NBN's Jackson

together can't help but help."

Among other contributors: the massive ARMS II media study and the almost endless stream of media-mix analyses, pointing up the values of adding radio to TV or newspapers, magazines or whatever, that come from it; a growing number of computer systems designed to make it easier to analyze, plan and buy radio; continued efforts to enlarge radio's share of the co-op dollar, including the compilation of basics on 850 co-op plans in an RAB volume called "The Money Book"; the wide-scale RADAR listener studies conducted by Statistical Research Inc. for ABC, CBS, MBS and NBC, which form the basis for reams of analyses of who, where and how big radio's audiences are,

and, perhaps most effective of all, continuously growing case histories documenting radio's effectiveness.

Radio, RAB President Miles David said last week, is growing about 20% faster than newspaper revenues—and spot radio, even with its summer lull, is probably growing faster than spot TV right now. But, he said, "radio has the capacity to grow well above its present range." All it takes is "to work harder and smarter, all of us at RAB and everybody in the business," to build more retail and co-op advertising, shake the local advertiser's habit of buying newspapers instinctively and the big advertisers' habit of buying TV automatically, get radio's story told and retold to media-buying decision-makers. ■

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# The Many Worlds of Radio 1977

## The territorial imperative in radio programming

**Stations aren't stepping in bold new directions in formats; rather, they're fighting for every audience inch with the one that they have, refining it by intensive research, boosting it with community involvement**

There seem to be few cries of "Eureka!" on the format frontiers of American radio in 1977.

Programers, like the primary demographic audiences they pursue, seem to be adapting now more than exploring. The emphasis is on refinement, on sharpening the tools used to cultivate format niches staked out in more tumultuous times.

Format hybrids and subspecies are evolving from the more established formats. From modern country has come "beautiful country." Contemporary rock begat "contemporary MOR," and "vintage MOR" is making a comeback. A golden oldies playlist now includes hits by the Beatles. There are even some top-40 classical stations. But there are few, if any predictions of format revolutions around the corner.

That's the report from a sampling of group and individual station managers and programers. Almost all of them said that, although individual markets are as competitive and as shifting as ever, the specialization frenzy of the last several years generally has abated. The primary concern for many stations at this point, they said, is to solidify an identity within the marketplace.

"I think we've passed through the fragmentation aspects," said Carl Wagner, vice president of radio for Taft Broadcasting. "Everything is settling down. Now it's a matter of stations just changing to something that works."

The primary reason for this relative stability, it appears, is that the post-adolescent listening habits of the nation's largest consumer group have settled down. These habits have since been analyzed, categorized and, finally, formulated into marketable formats. And since birth rates have dropped instead of increased, it's likely that the Woodstock Generation—now the 18-34 Youth Market—will remain the dominant demographic target for radio.

The evolution over the past five years designed to pursue that audience was chronicled in a recent study by the McGavren-Guild (BROADCASTING, May 2). The survey showed that the most dramatic gains in listenership among music formats were enjoyed by progressive and

country stations, which jumped 60.4% and 52.3% respectively. Considering the emergence of the "modern country" sound, the success of both formats was attributed to the support of the youth market. At the same time, practitioners of almost every other format—including talk and classical—said that they, too, were tailoring their formats to attract the same demographic.

Now, some early evidence of the settling-down process may have emerged. James Duncan Jr., of the Gilmore advertising agency, Kalamazoo, Mich., is in the process of compiling a format-listenership breakdown based on Arbitron Radio's April/May sweep figures and on his own research. As of last week, the available figures are strikingly consistent with Mr. Duncan's findings after the October/November sweep period. With a total of 69 books in, 39 of them in the top-50 markets, Mr. Duncan reports the following listenership figures: rock/contemporary

dominates with a 34.09 share, as compared to 34.31 last fall; beautiful music, 18.38 as compared to 18.04; MOR, 16.65 vs. 16.32; news/information/talk, 11.33 vs. 10.92; country, 7.62 vs. 7.96; black, 6.36 vs. 6.59; classical, 1.66 vs. 1.87; Spanish, 2.10 vs. 1.64, and religion, .74 vs. .98.

Mr. Duncan said that he expects the relative figures to remain essentially the same once the full results are tabulated, except for news, which he said may drop some this year in the smaller markets due to the demise of NBC's News and Information Service.

It may be, of course, that format readings taken six months apart would not show trends even if there were any. But the tendency toward stability hinted at by Mr. Duncan's study (to be published in August) are supported by the comments of radio professionals around the country—who in turn base their conclusions in many cases on research of their own.

In fact, if there is a star in the format

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A new and innovative approach to country music that will broaden the base of listeners considerably.

On the air in Chicago for just one ARB rating period, it showed increases from 125% to 400% on a station that previously had used the conventional country music approach.

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# ABC RADIO NETWORK WORLD OF SPORTS 10<sup>th</sup> ANNIVERSARY QUIZ.

Over 500 weekends have gone by since ABC Radio's "World of Sports" first came on the air. In that time, anchorman Lou Boda has placed listeners at the scene of over 12,000 sports events around the world.

Now, we invite you to test your knowledge of some of the highlights of the past ten years of radio's #1 sports program "World of Sports."

On our first broadcast, June 3,

**1967** this famous sports reporter provided "World of Sports" with one of his many exclusives on the draft status of boxer Muhammad Ali. Name him.



**1972** At the 1972 Winter Olympics in Sapporo, Japan, an American won the first gold medal in women's Alpine skiing in 20 years for the United States. Who is she?

**1973** In 1973 this National League pitcher won his second Cy Young award. More recently his trade to another team threatened to start a full-scale revolt of his fans.



In 1968, this tennis star won his first U.S. Open men's singles championship. In 1975, he became the first black to win at Wimbledon. Who is he?

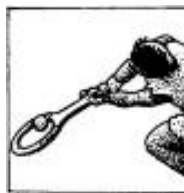
**1968**



**1974** UCLA's basketball team was prevented from an 8th consecutive NCAA Championship by what school in 1974?

This super quarterback "guaranteed" victory three days before Super Bowl III in Miami. Name the quarterback, the two teams and the final score.

**1969**



**1975** She burst onto the tennis scene and in 1975 captured her first U.S. Open women's single championship. Recently she has defended her Wimbledon Championship against a 14-year old challenger. Name both tennis stars.

He has won more than sixty times on the U.S. Pro golf tour, and Lou Boda talked to him exclusively, following his second British Open title. Name him.

**1970**



**1976** A 26-year old part-time insurance salesman from California broke the world record for the decathlon. Name him and name the American who had last won the decathlon in 1968.

At the close of the NHL 70/71 season, these two stars had accumulated records for the most goals and the most assists in one season. Name them.

**1971**



**1977** She was the first woman driver ever to qualify for the Indianapolis 500. Who is she?

"World of Sports" is a weekend series of 22 programs on the American Information Network, one of the four network services of ABC Radio.

The Four Demographic Radio Networks.



Answers: Howard Cosell; Arthur Ashe; Joe Namath; New York Jets 16, Baltimore 7; Jack Nicklaus; Phil Esposito & Bobby Orr; Barbara Cochran; Tom Seaver; North Carolina State; Chris Evert & Tracy Austin; Bruce Jenner & Bill Toomey; Janet Guthrie.



business today, it is far more likely to be the research statistician than the creative disk jockey. As the quest for the untried format has slackened, the use of audience research has blossomed. This is true whether a station is shopping around for a totally new format or only trying to fine tune the format it has.

To hear the programmers talk, it would seem that surveyers armed with questionnaires are prowling every shopping center in the country, and that millions of people are answering the telephone only to find themselves rating the latest Barry Manilow single on a scale of from one to 10. At many stations, listener requests are no longer handed, scribbled on scraps of paper, to air personalities. Requests are taken by trained researchers who record them and elicit a host of demographic information about the caller.

Bill Parris, a consultant and station manager for the United Broadcasting stations, has developed a demographic music system that analyzes the primary and secondary appeal of each song, then assigns different rotations for different target audiences. David Tate, program director at United's WOOK(FM) Washington, said he had his doubts that music could be defined so precisely—until he began playing the records and listening to the phone calls that followed. "It boggles the mind," he said. "You really do have songs for 30-year-old women and songs for 26-year-old men."

Through research, Mr. Parris came up with a sort of black AOR format for WOOK, which was launched last December. According to Mr. Tate, the station has since moved from the 28th position in its market to the eighth, and is the most-listened-to of all black stations there. Mr. Parris attributes part of the station's success to what he sees as a lack of research at black-oriented stations. "It's a tremendous advantage to use state-of-the-art programming without going in with preconceived notions," he said.

Sometimes the procedures seem to take on slightly Orwellian overtones. Allan Hotlen, manager, programs, for NBC's KNBR(AM) and KYUU(FM) San Francisco, said that when the company decided to go for a new format with its FM, it hired a research firm to conduct a "multilevel" study on heavy music listeners. The study entailed not only having the subjects push buttons to record their conscious responses to various songs, but also taping electrodes to their fingertips to gauge their subconscious responses.

The record companies have noticed the trend toward research, and are responding by training their promotion staffs to use it. "We try to teach our people an awful lot about radio," said Don McGregor, national promotion director for Warner Brothers Records. "It used to be that they [promotion people] felt they were more in the creative area. It's a little bit more of a business than it used to be. Now they're prepared to say 'I have this record and it will do this and this and this.'"

Richard Palmese, vice president of promotion for Arista Records, echoes that



NBC's Hotten



Warner's McGregor



CBS's Cole

assessment. "Promotion has changed," he said. "You have to be equipped with facts and figures and be prepared to show what demographic target a song will go to. The ratings are a constant report card, and you have to know how to deal with that."

Not everyone in the industry has jumped on the research bandwagon, however. One of the dissenters, surprisingly, is head of CBS's FM radio division, Bob Cole. He says that his people didn't use any complicated techniques to develop the "mellow sound" format, which has become probably the most imitated format in the market ("the darling of the broadcast industry, and of the advertising industry," said one syndicator who has picked it up). "There was very little research involved," Mr. Cole said. "It's a

matter of feeling: 'If I like it, somebody else out there probably will too.'" He was asked if he thought research was overrated. "Yes," he said, "I do."

Similarly, a programmer for a station group that uses a lot of research said he thought that attempting to pin-point every song to a demographic category had the effect of reducing a station's "universal" appeal. "You get to the point where research tells you more than you can apply," he said, "If you've been in music long enough, there's an awful lot that experience can tell you."

Generally, however, it seems that market research is being taken very seriously indeed. "There's a lot less flying by the seat of the pants now," said Charlie Lake, national program director for Bartell

**beautiful music**

This is the music service that is the talk of the industry. In syndication less than three years, it is now heard on almost 100 stations. It has achieved the highest share ever scored by any FM station in America's top three markets—New York, Chicago, or Los Angeles. It's because the FM 100 plan's beautiful music format contains the secret of long listening, and this has accounted for the hottest ARB stories from coast to coast with consistent victories over the other major syndicators. And it's available at a price you can afford. If you'd like to know more and receive a demo tape, give us a call.

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Broadcasting. "This is a multimillion-dollar business, and we're beginning to treat it like one. If you've got a station that's billing \$6 million you want to protect that."

And, again, it is felt that the best way to protect a station is to mark off as clearly as possible its niche in the crowded radio environment. "It's not so much that the audience is changing, but what the competition is doing," said Varner Paulsen, vice president of administration for Metro-media's radio group. "You try to get a piece of the pie by being as nonduplicative as possible."

Still, there is a tendency for playlists and personalities to blur, and increased value is therefore placed on presentations, promotion and community involvement. As one programmer put it, "Music is a very small part of what we sell."

Contests and walkathons abound, and disk jockeys are out on the streets. "Our staff is expected to be involved in the community," said Victor Ives of KSFO(AM) San Francisco. "We do promotions that put our listeners in juxtaposition with our staff." CBS's WBBM-FM takes a low-key approach to promotion that it feels is appropriate for the audience attracted by its "mellow" format—the station takes occasionally 40 or 50 listeners to the movies.

WMAQ(AM) Chicago, on the other hand, recently had a contest in which the grand

prize was an opportunity to scoop up \$25,000 in a bank vault within three minutes. The winner cleaned out the vault in 80 seconds. WMAQ spends "well over" \$100,000 a year on promotion, according to a spokesman, much of which goes to television advertising. "TV is an advertising efficiency that applies to radio stations just as much as it does to cereals," the spokesman said.

It's true that the distinction between promotion and community involvement seems to be blurred in some instances. One group manager, for example, mentioned in the same breath a walkathon sponsored by his Miami stations and a live remote from a 10-story-high tire by his Detroit stations. But the frequency with which community service is stressed suggests that—for whatever reasons—community involvement is being pursued as more than a means to fulfill the requirements of the FCC.

"You want respectability these days," said Mr. Lake of Bartell. "The way to last, to be there book after book, is to have a serious image, one that means something to the community. You have to come across to them like you're really interested in the community. And, on the one hand, it helps the ratings, but on the other hand, I think there's a feeling that it's time the industry gave something back to the community."

## The Many Worlds of Radio 1977

### The 500 of fortune: radio's biggest, and how they run

Featuring the top 10 stations in each of the top 50 markets, and showing their ratings and the formats that made them so

These are Arbitron Radio's rankings of the top 10 stations in each of its top 50 metro markets, based on latest measurements available last week—the April/May 1977 measurements in most cases. Exceptions are indicated (\*) and are based on

October/November 1976 measurements. Audiences represent total persons, 12-plus, average quarter-hour, Monday-Sunday, 6 a.m. to midnight, total survey area. Format information was compiled by BROADCASTING from a variety of sources.

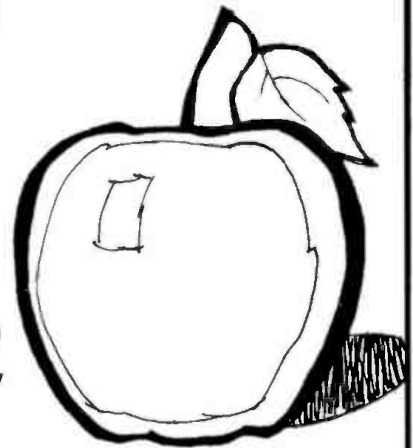
(The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service.)

Station	Format	Aug. Persons	Station	Format	Aug. Persons			
<b>New York City</b>								
1. WABC(AM)	Contemporary	215,900	3. KNX(AM)	News	71,100			
2. WOR(AM)	Talk/news	177,700	4. KJOI(FM)	Beautiful music	67,500			
3. WCBS(AM)	News	144,200	5. KMPC(AM)	MOR	54,900			
4. WBLS(FM)	Disco	138,900	6. KHJ(AM)	Contemporary	54,800			
5. WINS(AM)	News	118,700	7. KFI(AM)	Adult contemporary	49,800			
6. WPLJ(FM)	AOR	106,800	8. KNX-FM	Contemporary	48,000			
7. WRFM(FM)	Beautiful music	98,500	9. KLAC(AM)	Country	43,800			
8. WHN(AM)	Country	96,500	10. KMET(FM)	Progressive	42,100			
9. WMCA(AM)	News-Talk	90,700	<b>3. Chicago</b>					
10. WNEW(AM)	MOR	90,000	1. WLS(AM)	Contemporary	151,200			
<b>2. Los Angeles</b>								
1. KABC(AM)	Talk	98,500	2. WGN(AM)	MOR/talk	148,200			
2. KBIG(FM)	MOR	85,700	3. WMAQ(AM)	Country	102,900			
			4. WBBM(AM)	News	89,400			
			5. WLOO(FM)	Beautiful music	71,800			

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*Rockin'  
the Apple*



WXLO-FM·NEW YORK

AN **RIKO** RADIO STATION



Station	Format	Aug. Persons
6. WLAK(FM)	Beautiful music	49,900
7. WIND(AM)	MOR/contemporary	44,100
8. WKQX(FM)	AOR	43,800
9. WGC(FM)	Disco	39,300
10. WCLR(FM)	Adult/MOR	37,900

#### 4. San Francisco

1. KGO(AM)	News/talk	61,700
2. KFRC(AM)	Contemporary	55,800
3. KCBS(AM)	News	52,500
4. KSFO(AM)	MOR	41,800
5. KNBR(AM)	MOR	40,000
6. KFOG(FM)	Beautiful music	29,000
7. KOIT(FM)	Beautiful music	27,700
8. KABL(AM)	Beautiful music	22,800
9. KRAK(AM)	Country	22,000
10. KNEW(AM)	Country	21,300

#### 5. Philadelphia

1. KYW(AM)	News	87,400
2. WIP(AM)	MOR	63,300
3. WWSH(FM)	Beautiful music	58,500
4. WFIL(AM)	Contemporary	51,500
5. WYSP(FM)	Contemporary	48,300
6. WIFJ(FM)	Contemporary	42,700
7. WCAU(AM)	News	41,100
8. WDVR(FM)	Beautiful music	39,400
9. WUSL(FM)	MOR	31,700
10. WCAU-FM	Contemporary/disco	31,600

#### 6. Detroit

1. CKLW(AM)	Contemporary	66,700
2. WRIF(FM)	AOR	49,400
3. WWJ(AM)	Talk/news	38,800
4. WJR-FM	Beautiful music	38,200
5. WDRQ(FM)	Contemporary	36,700
6. WXYZ(AM)	MOR/Contemporary	33,400
7. WMJC(FM)	Contemporary	27,600
8. WJLB(AM)	Black	26,000
9. WWJ-FM	Beautiful music	26,000
10. WJR(AM)	MOR/talk	23,100

#### 7. Boston

1. WBZ(AM)	MOR/talk	79,300
2. WHDH(AM)	MOR/contemporary	57,200
3. WRKO(AM)	Contemporary	52,900
4. WJIB(FM)	Beautiful music	51,200
5. WEEI(AM)	News	47,500
6. WCOZ(FM)	AOR	33,300
7. WVBF(FM)	Adult contemporary	31,700
8. WROR(FM)	Oldies	26,100
9. WBCN(FM)	Progressive	24,300
10. WMEX(AM)	Talk	21,800

#### 8. Washington

1. WMAL(AM)	MOR	48,500
2. WPGC-AM-FM	Contemporary	35,900
3. WGAY-FM	Beautiful music	26,800
4. WWDC-FM	AOR	26,500
5. WKYS(FM)	Disco	22,300

Station	Format	Aug. Persons
6. WASH(FM)	MOR	19,200
7. WJMD(FM)	Beautiful music	19,100
8. WTOP(AM)	News	17,100
9. WFAN(AM)	Black	16,000
10. WHUR(FM)	Black	15,500

#### 9. Nassau-Suffolk (Long Island), N.Y.

1. WABC(AM)	Contemporary	29,100
2. WOR(AM)	Talk/news	24,000
3. WPLJ(FM)	Contemporary/AOR	19,700
4. WRFM(FM)	Beautiful music	19,700
5. WBLI(FM)	Contemporary	19,500
6. WCBS(AM)	News	19,300
7. WCTO(FM)	Beautiful music	17,000
8. WNBC(AM)	MOR	17,000
9. WCBS-FM	Oldies	15,800
10. WINS(AM)	News	15,300

#### 10. Dallas-Fort Worth

1. WBAP(AM)	Country	91,400
2. KVIL-AM-FM	MOR	31,500
3. KRLD(AM)	Contemporary/MOR	23,700
4. KOAX(FM)	Beautiful music	23,500
5. KSCS(FM)	Country	19,000
6. KLIF(AM)	Contemporary	18,500
7. KFJZ-FM	Contemporary	17,000
8. KZEY(FM)	Progressive	16,500
9. KMEZ(FM)	Beautiful music	15,900
10. KNUS(FM)	Contemporary	14,500

#### 11. Houston-Galveston

1. KIKK-AM-FM	Country	29,100
2. KYND-FM	Beautiful music	27,100
3. KTRH(AM)	News	26,700
4. KMJQ(FM)	Disco	25,700
5. KRBE(FM)	Contemporary	21,200
6. KILT(AM)	Contemporary	20,200
7. KENR(AM)	Country	19,300
8. KPRC(AM)	Talk/news	17,200
9. KRLY(FM)	Contemporary	16,300
10. KILT-FM	Progressive	15,400

#### 12. Pittsburgh

1. KDKA(AM)	MOR/talk	109,600
2. WDVE(FM)	AOR	31,700
3. WSHH(FM)	Beautiful music	31,300
4. WPEZ(FM)	Contemporary	30,000
5. WWSW(AM)	MOR/news	21,600
6. WXXK(FM)	Contemporary	21,300
7. WTAE(AM)	Adult contemporary	18,400
8. WKTQ(AM)	Contemporary	16,900
9. WEEP-AM-FM	Country	16,600
10. WWVA-AM-FM	Country	15,800

#### 13. St. Louis

1. KMOX(AM)	Talk/news	87,600
2. KSD(AM)	MOR/contemporary	30,500
3. KSLQ(FM)	Contemporary	27,800
4. KXOK(AM)	Contemporary	22,300

Station	Format	Aug. Persons
5. KSHE(FM)	Progressive	20,400
6. WIL(AM)	Country	16,700
7. KCFM(FM)	Beautiful music	15,700
8. KEZK(FM)	Beautiful music	15,300
9. WIL-FM	Country	14,000
10. WRTH(AM)	Beautiful music	12,200

#### 14. Baltimore

1. WBAL(AM)	AOR	47,400
2. WLIF(FM)	Beautiful music	32,200
3. WCBM(AM)	MOR	28,600
4. WCAO(AM)	Contemporary	20,600
5. WPOC(FM)	Country	20,600
6. WPGC-AM-FM	Contemporary	19,700
7. WLPL(FM)	Contemporary	15,600
8. WFBR(AM)	MOR/contemporary	13,400
9. WWIN(AM)	Black	13,000
10. WGAY-AM-FM	Beautiful music	11,900

#### 15. Minneapolis-St. Paul

1. WCCO(AM)	Talk/MOR	109,400
2. KDWB-AM-FM	Contemporary	32,700
3. KSTP(AM)	Contemporary	22,000
4. WCCO-FM	Adult contemporary	21,100
5. WAYL-AM-FM	Beautiful music	20,000
6. KQRS-AM-FM	AOR	16,200
7. KEYE-FM	Beautiful music	15,500
8. KSTP-FM	Beautiful music	13,100
9. WDGY(AM)	Contemporary	11,600
10. KRSI(FM)	Country	8,300

#### 16. Cleveland

1. WHK(AM)	Country	30,300
2. WGAR(AM)	MOR/contemporary	29,200
3. WMMS(FM)	Contemporary	28,200
4. WGAL(FM)	Beautiful music	23,800
5. WWWE(AM)	MOR	22,600
6. WDOK(FM)	Beautiful music	22,000
7. WWWM(FM)	AOR	20,600
8. WGCL(FM)	Contemporary	19,300
9. WERE(AM)	News	18,500
10. WJW(AM)	MOR	15,100

#### 17. Seattle-Everett-Tacoma

1. KOMO(AM)	MOR	24,800
2. KING(AM)	Contemporary	22,700
3. KVI(AM)	MOR	21,000
4. KIRO(AM)	News	21,000
5. KJR(AM)	Contemporary	19,900
6. KSEA(FM)	Beautiful music	17,800
7. KZOK(FM)	AOR	12,500
8. KISW(FM)	AOR	11,100
9. KIXI-FM	Beautiful music	10,900
10. KVI-FM	AOR	9,500

#### 18. Anaheim-Santa Ana-Garden Grove, Calif.


1. KBIG(FM)	MOR	19,700
2. KABC(AM)	Talk	14,400
3. KJOI(FM)	Beautiful music	13,600
4. KMPC(AM)	MOR	13,000
5. KMET(FM)	Progressive	10,700
6. KNX-FM	Contemporary	10,300
7. KNX(AM)	News	9,400
8. KFI(AM)	MOR	8,800
9. KLAC(AM)	Country	8,500
10. KLOS(AM)	AOR	8,100

#### 19. Atlanta

1. WSB(AM)	MOR/talk/news	50,200
2. WZGC(FM)	Contemporary	33,200
3. WPCH(FM)	Beautiful music	17,800
4. WKLS(FM)	AOR	16,400
5. WQXI-FM	Contemporary	15,700
6. WQXI(AM)	Contemporary	13,700
7. WAOK(FM)	Black	13,300
8. WPLO(AM)	Country	12,900
9. WSB-FM	Beautiful music	11,800
10. WRNG(AM)	Talk	11,700

#### 20. San Diego

1. KOGO(AM)	MOR	22,100
2. KGB-FM	Contemporary	15,200



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Station	Format	Avg. Persons
3. KMJC(AM)	Contemporary	14,500
4. KEZL(FM)	Beautiful music	13,800
5. XTRA(AM)	Beautiful music	12,400
6. KFMB-FM	Contemporary	12,200
7. KCBC(AM)	Contemporary	12,000
8. KSDO(AM)	News	10,900
9. KGB(AM)	Contemporary	10,200
10. KFMB(AM)	Contemporary/MOR	8,600

#### 21. Miami

1. WQBA(AM)	Spanish	40,100
2. WHYI(FM)	Contemporary	33,700
3. WLYF(FM)	Beautiful music	27,500
4. WINZ(AM)	News	18,500
5. WMJX(FM)	Contemporary	17,100
6. WSHE(FM)	AOR	15,600
7. WGLO(FM)	Beautiful music	15,100
8. WINZ-FM	Progressive	14,100
9. WAXY(FM)	Oldies	13,400
10. WGBS(AM)	MOR	13,300

#### 22. Tampa-St. Petersburg, Fla.

1. WWBA-FM	Beautiful music	24,500
2. WRBQ(FM)	Adult contemporary	24,000
3. WSUN(AM)	Country	22,100
4. WFLA-FM	Beautiful music	18,100
5. WLCY-FM	Contemporary	18,000
6. WLCY(AM)	Contemporary	16,300
7. WDAE(AM)	MOR	13,700
8. WWBA(AM)	Beautiful music	13,100
9. WQSR(FM)	AOR	10,900
10. WFLA(AM)	MOR	10,400

#### 23. Denver-Boulder

1. KOA(AM)	MOR	21,600
2. KLIR(FM)	Beautiful music	19,300
3. KHOW(AM)	MOR	18,700
4. KIMN(AM)	Contemporary	13,600
5. KOSI-FM	Beautiful music	13,300
6. KBPI(FM)	Progressive	12,900
7. KLAQ-AM-FM	Country	11,500
8. KTLK(AM)	Contemporary	11,000
9. KOSI(AM)	Beautiful music	10,200
10. KXXK(FM)	Contemporary	10,100

#### 24. Providence-Warwick-Pawtucket, R.I.

1. WLKW-AM-FM	Beautiful music	37,000
2. WPRO(AM)	Contemporary/MOR	22,400
3. WJAR(AM)	MOR	13,900
4. WPJB(FM)	Contemporary	12,800
5. WPRO-FM	Contemporary	11,800
6. WHIM-AM-FM	Country	10,900
7. WEAN(AM)	All news	9,200
8. WBSM(AM)	Contemporary	9,000
9. WICE(AM)	News/talk	8,300
10. WGNG(AM)	Contemporary	5,400

#### 25. Milwaukee

1. WTMJ(AM)	MOR	40,400
2. WISN(AM)	MOR	26,300
3. WOKY(AM)	Contemporary	21,900
4. WEZW(FM)	Beautiful music	19,600
5. WZUU-AM-FM	Contemporary	18,900
6. WEMP(AM)	Country	10,800
7. WQFM(FM)	AOR	8,300
8. WBCS(FM)	Country	8,200
9. WMAQ(AM)	Country	8,100
10. WISN-FM	Beautiful music	7,700

#### 26. Cincinnati

1. WLW(AM)	Contemporary/MOR	51,500
2. WKRQ(FM)	Contemporary	25,000
3. WONE(AM)	Country	20,600
4. WWEZ(FM)	Beautiful music	19,800
5. WHIO-FM	Beautiful music	18,300
6. WCKY(AM)	MOR	18,000
7. WEBN(FM)	AOR	16,700
8. WSAI(AM)	Contemporary/MOR	16,400
9. WKRC(AM)	MOR	14,600
10. WDAO(FM)	Black	12,400

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RADIO 62J

MILWAUKEE, WISCONSIN

Station Format Avg. Persons

### 27. Buffalo, N.Y.

1. WKBW(AM)	Contemporary	29,800
2. WBNY(FM)	Beautiful music	26,300
3. WBEN(AM)	MOR/contemporary	25,900
4. WGR(AM)	Adult contemporary	23,300
5. WBEN-FM	Rock	14,300
6. WPHD(FM)	Contemporary	11,100
7. WGRO(FM)	AOR	8,500
8. WADV(FM)	Beautiful music	7,400
9. WWOL(AM)	Country	6,800
10. WBUF(FM)	Progressive	5,900

### 28. Kansas City, Mo.

1. KMBZ(AM)	MOR	32,100
2. WDAF(AM)	Country	29,200
3. KCMO(AM)	MOR	28,300
4. KMBR(FM)	MOR	20,800
5. KYYS(FM)	Contemporary/MOR	16,300
6. KBEQ(FM)	Contemporary	15,200
7. WHB(AM)	MOR/contemporary	14,100
8. KPRS(FM)	Black	10,400
9. KCEZ(FM)	Beautiful music	10,100
10. KCKN-FM	Country	6,800

### 29. Phoenix

1. KUPD-AM-FM	Contemporary	19,800
2. KRFM(FM)	Beautiful music	17,100
3. KOY(AM)	MOR	14,400
4. KMEO-AM-FM	Beautiful music	14,000
5. KDKB-AM-FM	Progressive	10,300
6. KNIX-AM-FM	Country	9,700
7. KTAR(AM)	All news	9,700
8. KRIZ(AM)	Contemporary	9,400
9. KJJJ(AM)	Country	8,800
10. KOOL-FM	Oldies	8,200

### 30. San Jose, Calif.

1. KGO(AM)	News/talk	33,000
2. KCBS(AM)	News	27,200
3. KSFO(AM)	MOR	21,500
4. KOIT(FM)	Beautiful music	19,500
5. KFRC(AM)	Contemporary	18,300
6. KNBR(AM)	MOR	17,700
7. KFOG(FM)	Beautiful music	17,000
8. KBAY(FM)	Beautiful music	15,900
9. KLOK(AM)	MOR	15,200
10. KABL(AM)	Beautiful music	12,600

### 31. Indianapolis

1. WIBC(AM)	MOR	25,300
2. WNAP(FM)	AOR	21,600
3. WXTZ(FM)	Beautiful music	21,500
4. WIRE(AM)	Country	17,900
5. WFBO(FM)	Contemporary	15,100
6. WNDE(AM)	Contemporary	14,300
7. WTLC(FM)	Black	14,000
8. WFMS(FM)	Country	13,100
9. WATI(AM)	Beautiful music	7,400
10. WXLW(AM)	MOR	6,300

### 32. Norfolk-Portsmouth-Newport News-Hampton, Va.\*

1. WNOR-FM	AOR	14,600
2. WRAP(AM)	Black	13,100
3. WCMS-FM	Country	12,500
4. WKEZ(FM)	Beautiful music	12,100
5. WTAR(AM)	MOR	12,000
6. WGH(AM)	Contemporary	11,300
7. WFOG(FM)	Beautiful music	10,500
8. WQRK(FM)	Contemporary	8,400
9. WNOR(AM)	Contemporary	5,100
10. WMYK(FM)	AOR	4,700

### 33. Portland, Ore.

1. KGW(AM)	Contemporary	30,600
2. KPAM-AM-FM	Contemporary	22,100
3. KWJJ(AM)	Country	15,200
4. KXL(AM)	Contemporary	12,800
5. KEX(AM)	Contemporary/MOR	12,300
6. KOIN(AM)	MOR	10,500
7. KUPL-FM	Beautiful music	8,500
8. KGON(FM)	AOR	8,100



Station	Format	Avg. Persons
9. KXL-FM	Beautiful music	7,500
10. KYYI(AM)	News	5,800

### 34. New Orleans

1. WTIK(AM)	Contemporary	17,100
2. WWL(AM)	MOR/talk	14,800
3. WNOE(AM)	Contemporary	14,600
4. WSMB(AM)	Talk/MOR	12,600
5. WQUE(FM)	Contemporary	12,100
6. WBYU(FM)	Beautiful music	11,200
7. WNOE-FM	AOR	10,600
8. WYLD(AM)	Black	10,300
9. WRNO(AM)	AOR	10,100
10. WGSO(AM)	MOR	8,600

### 35. Columbus, Ohio

1. WTVN(AM)	MOR	23,700
2. WNCI(FM)	Contemporary	22,900
3. WBNS-FM	Beautiful music	19,000
4. WCOL(AM)	Contemporary	11,400
5. WBNS(AM)	MOR	10,100
6. WMNI(AM)	Country	8,900
7. WLW(AM)	Contemporary/MOR	8,400
8. WCOL-FM	Progressive	7,400
9. WLWQ(FM)	AOR	6,600
10. WHOK-FM	Country	6,100

### 36. Rochester, N.Y.\*

1. WEZO(FM)	Beautiful music	23,900
2. WHAM(AM)	MOR/talk	22,600
3. WBBF(AM)	Contemporary	12,800
4. WHFM(FM)	Contemporary	8,900
5. WPXY(FM)	Beautiful music	5,700
6. WAXC(AM)	Adult contemporary	5,300
7. WNYR(AM)	Country	4,500
8. WCMF(FM)	AOR	4,300
9. WKBW(AM)	Contemporary	4,300
10. WROC(AM)	MOR/contemporary	4,100

### 37. San Antonio, Tex.

1. KTSA(AM)	Contemporary	48,100
2. KKYX(AM)	Country	21,400
3. KCOR(AM)	Spanish	17,400
4. WOAI(AM)	News/talk	14,800
5. KQXT(FM)	Beautiful music	14,400
6. KTFM(FM)	Contemporary	10,800
7. KAPE(AM)	Black	7,200
8. KBUC-FM	Country	7,100
9. KEDA(AM)	Spanish	5,600
10. KSAQ(FM)	Contemporary	5,500

### 38. Fort Lauderdale-Hollywood, Fla.

1. WHYI(FM)	Contemporary	32,000
2. WLYF(FM)	Beautiful music	26,900
3. WINZ(AM)	News	18,400
4. WMJX(FM)	Contemporary	16,900
5. WSHE(FM)	AOR	15,500
6. WGLO(FM)	Beautiful music	14,900
7. WINZ-FM	Progressive	14,000
8. WAXY(FM)	Oldies	13,300
9. WYOR(FM)	Beautiful music	12,800
10. WFTL(AM)	MOR	11,600

### 39. Sacramento, Calif.

1. KEWT(FM)	Beautiful music	22,900
2. KRAK(AM)	Country	19,500
3. KFRC(AM)	Contemporary	15,000
4. KNBR(AM)	MOR	11,600
5. KFBK(AM)	News	10,200
6. KCRA(AM)	MOR/news	9,800
7. KROI(FM)	AOR	9,300
8. KZAP(FM)	AOR	8,700
9. KROY(AM)	Contemporary	8,300
10. KXOA(FM)	Beautiful music	7,500

### 40. Louisville, Ky.

1. WHAS(AM)	MOR/talk	21,700
2. WQHI(FM)	Contemporary	17,900
3. WAKY(AM)	Contemporary	15,600
4. WAVE(AM)	MOR	13,700
5. WLRS(FM)	AOR	12,000



**In the Bay Area, more people age 25 to 49 listen to KNBR than any other radio station.**

**According to ARB, KNBR is Number 1 in the following categories:**

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| #1 6 AM to Midnight, Monday through Sunday | #1 7 PM to Midnight, Monday through Friday |
| #1 6 AM to 10 AM, Monday through Friday    | #1 3 PM to 7 PM, Saturday                  |
| #1 10 AM to 3 PM, Monday through Friday    | #1 10 AM to 3 PM, Sunday                   |
| #1 3 PM to 7 PM, Monday through Friday     | #1 3 PM to 7 PM, Sunday                    |

KNBR ranks Number 2 on Saturday, 6 AM to 10 AM and 10 AM to 3 PM ... but then, nobody's perfect.

SOURCE: April/May 1977 ARB, Average Quarter Hour, Adults 25 to 49, TSA

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(If the phone's busy, drop him a line: Scott Hessek, CBN, Virginia Beach, Va. 23463. He'll tell you about the program that received more than one million telephone calls last year. It's something you should know about.)

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Station	Format	Aug. Persons	Station	Format	Aug. Persons	Station	Format	Aug. Persons
6. WVEZ(FM)	Beautiful music	10,300	<b>44. Albany-Schenectady-Troy, N.Y.</b>			5. WJR(AM)	MOR/talk	10,400
7. WKLO(AM)	Contemporary	9,200	1. WGY(AM)	MOR/talk	46,800	6. WMHE(FM)	Contemporary	9,100
8. WLOU(AM)	Black	8,400	2. WROW(AM)	MOR	28,300	7. WXEZ(FM)	Beautiful music	7,800
9. WAMZ(FM)	Country	7,900	3. WGFM(FM)	Contemporary	15,700	8. WOHO(AM)	Contemporary	7,500
10. WINN(AM)	Country	6,200	4. WTRY(AM)	Contemporary	15,100	9. WCWA(AM)	Contemporary	7,400
<b>41. Memphis</b>			5. WROW-FM	Beautiful music	15,000	10. WIOT(FM)	Contemporary	5,600
1. WHBQ(AM)	Contemporary	24,100	6. WPTR(AM)	Contemporary	9,900	<b>48. Nashville*</b>		
2. WEZI(FM)	Beautiful music	16,400	7. WOKO(AM)	Country	9,400	1. WLAC(AM)	Contemporary	17,500
3. WDIA(AM)	Black	15,600	8. WFLY(FM)	Contemporary	6,800	2. WSM(AM)	Country/MOR	16,400
4. WMPS(AM)	Adult contemporary	14,800	9. WQBK(AM)	Talk	5,100	3. WSIX-FM	Country	13,100
5. WMC(AM)	Country	11,900	10. WCKL(AM)	MOR	4,600	4. WSM-FM	Adult contemporary	7,900
6. WLOK(AM)	Black	9,800	<b>45. Birmingham, Ala.*</b>			5. WKDA-FM	Progressive	7,600
7. WMC-FM	AOR	8,900	1. WSGN(AM)	Adult contemporary	12,700	6. WKDA-FM	MOR/contemporary	6,600
8. WQUD(FM)	AOR	7,600	2. WERC(AM)	Contemporary	12,400	7. WMAK(AM)	Contemporary	4,900
9. WHRK(FM)	Disco	6,900	3. WATV(AM)	Talk/news	11,900	8. WVOL(AM)	Black	4,700
10. WZXR(FM)	Country	6,100	4. WYDE(AM)	Country	11,700	9. WKDA(AM)	Country	4,600
<b>42. Dayton, Ohio</b>			5. WVOK(AM)	Contemporary	11,600	10. WBYQ(FM)	Contemporary	4,500
1. WHIO(AM)	MOR/contemporary	20,900	6. WQEN(FM)	MOR	10,800	<b>49. Salt Lake City-Ogden*</b>		
2. WONE(AM)	Country	19,700	7. WQEZ(FM)	Beautiful music	10,200	1. KSL(AM)	MOR	14,600
3. WHIO-FM	Beautiful music	18,100	8. WZZK(FM)	Country	6,200	2. KSOP-AM-FM	Country	14,300
4. WLW(AM)	MOR/contemporary	17,500	9. WERC-FM	Contemporary	5,800	3. KRSP-AM-FM	Contemporary	13,200
5. WING(AM)	Adult contemporary	12,100	10. WJLD(AM)	Black	5,100	4. KCPX(AM)	Contemporary	12,900
6. WDAO(FM)	Black	10,000	<b>46. Oklahoma City</b>			5. KLB(AM)	MOR	12,600
7. WAVI(AM)	Talk/news	9,800	1. WKY(AM)	Contemporary	19,500	6. KSL-FM	Beautiful music	9,800
8. WTUE(AM)	AOR	9,800	2. KTOK(AM)	MOR	19,000	7. KAYK-AM-FM	Contemporary	6,700
9. WKRQ(FM)	Contemporary	8,300	3. KOMA(AM)	Contemporary	17,200	8. KALL(AM)	MOR	6,500
10. WVUD-FM	AOR	6,000	4. KATT(AM)	AOR	11,800	9. KLB-FM	Beautiful music	5,800
<b>43. Hartford-New Britain, Conn.</b>			5. KKNG(FM)	Beautiful music	9,500	10. KSXX(AM)	Talk	4,400
1. WTIC(AM)	MOR	63,700	6. KOFM(FM)	Rock	9,000	<b>50. Jacksonville, Fla.*</b>		
2. WRCH(FM)	Beautiful music	19,700	7. KEBC(FM)	Country	7,400	1. WKTZ-FM	Beautiful music	14,900
3. WKSS(FM)	MOR	19,100	8. KFNB(FM)	Beautiful music	6,500	2. WAPE(AM)	Contemporary	13,500
4. WHYN(AM)	Contemporary	18,500	9. WNAD(AM)	Country	4,800	3. WPDQ(AM)	Black	8,900
5. WPLR(FM)	Contemporary	18,300	10. KXXY(FM)	Contemporary	4,200	4. WAIV(FM)	Progressive	7,200
6. WCCC-AM-FM	Contemporary	15,900	<b>47. Toledo, Ohio</b>			5. WCMG(AM)	Country	6,400
7. WDRC-FM	Contemporary	15,400	1. WSPD(AM)	News	15,700	6. WVOJ(AM)	Country	6,100
8. WDRC(AM)	Contemporary	15,100	2. CKLW(AM)	Contemporary	14,000	7. WQIK-FM	Country	5,500
9. WHYN-FM	Beautiful music	14,900	3. WLQR(FM)	Beautiful music	11,600	8. WIVY-FM	Contemporary	4,300
10. WAQY(FM)	Contemporary	13,100	4. WTOD(AM)	Country	10,700	9. WMBR(AM)	MOR	3,100
						10. WKTZ(AM)	Beautiful music	2,900

## The Many Worlds of Radio 1977

### Seller's market reigns in radio properties

**Bright outlook for industry as a whole pushes prices ever higher; FM's becoming the glamour issues, price of one rising from \$200,000 to \$5 million in five years**

■ A couple of years ago Robert Janecek "got tired of making money for other people" and went to John Grandy, a media broker in San Luis Obispo, Calif., seeking Mr. Grandy's help in buying a radio station. Mr. Janecek and his wife, Mary Anne, found two—an AM-FM combination in Lompoc, Calif., a town of 25,000 about four hours up the coast from Los Angeles. In 1976 the Janeceks paid \$200,000 for KLOM-AM-FM. KLOM is a 1 kw daytimer, and the FM (now KLPC) operates with 2.5 kw and an antenna 270 feet below average terrain. (A 500 w Lompoc daytimer, KKOK(AM), sold this year for \$127,500 [BROADCASTING, April 18].)

Although a new broadcaster, Mr. Janecek was not new to broadcasting. He

had been the general manager of a Mitchell, S.D., television station, and he had been in broadcasting since graduating from college in 1962.

According to Mr. Janecek, he and his wife "saved our nickels and dimes" to buy the stations. And, although he calls ownership "demanding," he also says it is the "most fun I've ever had in broadcasting." He has had to do it all, too—be general manager, sales manager, salesman, program director, do production, maintenance and sometimes even announcing. And Mrs. Janecek, says her husband, is a "very qualified salesperson" who also does the bookkeeping, keeps an eye on FCC actions and originally set up the automated programming for KLPC. "It's I guess what you call a typical mom-and-pop operation," Mr. Janecek said.

■ A Kansas City, Mo., couple, Mark and Connie Wodlinger, bought KBey(FM) there for \$200,000 in 1972. At the time, accord-

ing to Mrs. Wodlinger, the station was "ranked 20th in audience of the 22 stations in the Kansas City area." The Wodlingers changed the station's call to KBEQ and instituted its "Super Q" rock format in 1973. They have recently announced the sale of the station to Mariner Communications for \$5.1 million (BROADCASTING, May 30), a record price for an FM.

■ Scott McQueen is president of Sconnix Group Broadcasting Inc., a relatively young group radio broadcaster with four AM's and four FM's in New England and upstate New York. Mr. McQueen is 31 and bought his first radio station in Randolph, Vt., in 1969 after graduating from Dartmouth College.

He says he got interested in radio in his first year in school when he listened to the campus station and thought "it sounded pretty good." So he started working with that station and, upon graduating, decided

to become a broadcaster. He has four partners in Sconnix, all Dartmouth graduates.

Mr. McQueen says he can imagine his group becoming a major group owner "if we find the right stations." He has found radio "financially rewarding." He enjoys the "glamour" of being a station owner and the "prominence" it gives him in his community, Laconia, N.H. "It's one of the best businesses I can imagine," he says.

Sconnix is the kind of potential buyer for which media brokers fall over themselves. It was just involved in a \$1.8-million purchase of WOCB-AM-FM West Yarmouth, Mass., and WDOS(AM)-WSRK(FM) Oneonta, N.Y. (BROADCASTING, July 18). The principals are young, and the company is determined to grow. It is a good example of the group broadcaster that will be trading up for stations in larger markets and selling its smaller-market stations to other newly formed groups.

Dick Kozacko, of the Keith W. Horton Co. in Elmira, N.Y., which handled the latest Sconnix purchases, says "it looks like a very good year" for Mr. McQueen and his partners. Mr. Kozacko expects to be hearing more from Sconnix as it looks to stations in larger markets.

The common denominator: All the above are young people who have invested their savings, their energies and their futures in radio. For the Wodlingers, their investment has paid off handsomely in the form of a 2,500% profit in five years time. For Mr. McQueen, a company that is on its way to becoming, possibly, a major group owner. For the Janeceks, a comfortable life with a solid future. The future for radio owners looks bright indeed.

Joe Sitrick of the Washington-based Blackburn & Co. media broker says that a station such as the Janeceks' "could double, could triple in value" under the proper kind of management in five years and, in general, that "radio has a significantly better chance of growing in value than any investment I can think of." Mr. Sitrick adds that it is his "feeling" that a potential \$100,000 investor cannot make a better investment in American business than he can in radio, "in terms of what his investment can grow to." Mr. Sitrick says the stock market "certainly hasn't shown the kind of growth" radio has, and, he continues, with radio "it will be the kind of investment he can have some kind of control over."

Television, Mr. Sitrick adds, doesn't have the appeal to the small or medium investor because of the high prices. "With a few exceptions," he says, a television station cannot be bought for less than \$1 million.

Other brokers agree with Mr. Sitrick. Mr. Kozacko, whose company deals almost exclusively in radio properties, says "more nonbroadcasting people" are looking at radio as an investment. "They feel it has a good growth potential," Mr. Kozacko says, and many nonbroadcast professionals, lawyers, doctors and the like, are looking at radio's "growth," and investing there



Blackburn's Sitrick



H-F's Feldmann



Shaheen's Shaheen

rather than in stock market, real estate or other more traditional areas.

And other types of companies are starting to look at the money-making possibility of radio. Clyde Haehnle at R.C. Crisler & Co., Cincinnati, says he has had inquiries from energy companies interested in diversifying into a "similarly regulated" industry. According to Mr. Haehnle, the energy companies "have learned to make money" in regulated fields, and feel they can do the same in broadcasting. William Chapman of Atlanta's Chapman Associates has been talking with manufacturers, many of which "have no direct relationship to broadcasting." He says they are looking at the "possibilities for community service and profits" that radio offers. Jack Feldmann of Hogan-Feldmann in Encino, Calif., says that many of these nonbroadcasters are caught up in "the romance of the industry," but they are surprised when they learn how little, in the way of physical assets, one receives with a radio station. "They start looking for the trucks and the loading docks," he says.

These new, "nonbroadcast investors," as Mr. Kozacko calls them, are looking for a "station that can do better than it is now," and there is a general feeling among brokers that prices are going up as a reflection of the over-all opinion that "radio's going to continue to be good."

There has been "a lessening of interest in daytime AM's in competitive markets," Mr. Kozacko says, and another broker lamented over a growing concern that AM growth is "barely keeping up with inflation."

But, Mr. Haehnle says, a great many of his customers are concerned "that television is pricing itself out of business," and there is still "plenty of opportunity" in AM stations that have not been well managed.

There is among his clients "a tremendous demand for FM's," says Richard Shaheen of Chicago. "A lot of people will not buy an AM only. An AM has got to be stronger financially than a comparable FM."

The sudden interest in FM by station traders is, in part, because it is still relatively new. Mr. Haehnle expects "FM will equal AM revenues by mid-1982," and a great many buyers are willing to pay for that potential. "I have more people to

whom I could sell an FM than an AM. I can move FM-only faster than an AM-only," he says.

Of course AM is not, as Mr. Chapman reminds, "rolling over and playing dead. It's still a very viable operation." But AM is losing ground to FM among new owners, and there is a great deal of interest among the brokers in the possibilities of AM stereo.

"Buyers are talking more about it," says Mr. Kozacko. "It's an area of good interest" and is partially responsible for what he calls "a new resurgence of AM radio. People may be a little more selective now, but they are looking."

Still, FM is very much the darling of radio investors today. Mr. Grandy says, "People who weren't looking at FM three years ago are very interested now." According to Mr. Haehnle, buyers can look for "pretty substantial growth" in that medium. Mr. Kozacko says there is "a continuing interest in FM's" among his clients, and he says FM prices "seem to be stabilizing now."

Also on FM, Mr. Sitrick says he has been "pleased" by the way the growth of FM "has eaten into the pie but also has expanded the pie."

Ted Hepburn, who opened his own firm last year after many years with Crisler, plays down the concern over the future of AM, however, saying, "You can make money with any radio station" as long as management is good. He stresses what he describes as the "management-intensive" nature of the radio business and says radio is "more sensitive to bad or good management" than just about any business he can think of. "It's very competitive," Mr. Hepburn says, "it's not for the faint of heart or inexperienced." As an investment, radio can be either "terrific or disastrous," he says, depending on the quality of management.

That managerial imperative so essential to radio has made brokers alter slightly their way of doing their business in the face of the rising interest of nonbroadcasters in radio. "A good part of our work is education," says Mr. Kozacko, and Mr. Sitrick says he is not so much in the business of selling stations these days as he is "matching up" buyers with the right kinds of facilities. He spends some of his time, too, teaming the nonbroadcasters with people who have been in broadcasting



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 WTVR-AM, WTVR-FM, Richmond WNCT-AM, WNCT-FM, Greenville  
 KWJJ-AM, KJIB-FM, Portland WHEN-AM, Syracuse  
 WNAX-AM, Yankton KEZX-FM, Seattle



as general managers and sales managers and who are looking into ownership.

Mr. Feldmann says he has had "no end of men between 35 and 40 who have been in broadcasting" as managers of stations who now "want to be owners." Most of these buyers want "large markets," Mr. Feldmann says, but when they see that large market stations are either unavailable or prohibitively expensive or "some of their backers drop out," the buyers "have to settle for something less."

Most brokers see three basic groups among those looking to buy stations: individuals, investor groups and large broadcasters.

The individuals, such as the Janeceks, look to radio to "make a nice living." They have a small staff and a small operation, and, says Mr. Sitrick, the owner-operator is a "respected, important" member of his community.

The investment group is often headed up by a broadcaster, but the financial backing is likely to come from doctors, building contractors, even advertising executives who have seen first hand the skyrocketing prices television is demanding these days and are looking at radio as the place advertisers will have to turn to, says Mr. Haehnle. He agrees with Mr. Sitrick that part of his job as a broker is to "try to team up" these nonbroadcasters with the broadcast executives who are looking into ownership.

The big groups are much more concerned with the possibility of earnings, or, as one broker put it: "Fiscal conservatism gets worse with size." Mr. Sitrick says the big groups, such as CBS or Metromedia are interested in properties that are "not going to dilute their earnings," although some, those more interested in facilities, "will absorb a temporary loss" in order to gain a foothold in a major market.

And where are they looking? Mr. Haehnle found a note among his list of buyers that says it all: "An individual desires warmer climate, has \$150,000 for down payment." Mr. Sitrick is just as succinct: "I can sum it up in two words—Sun Belt."

That tier of states that runs, generally, from North Carolina on the East Coast to Texas and New Mexico is the hottest area of the country, as far as the station trading market is concerned. Again, the word for it is growth. The Southeast is especially popular, and William Chapman, of the Atlanta-based Chapman Associates, is, understandably, "happy" to see his region getting all the attention it is.

Mr. Sitrick says the visions of the laid-back life are not the primary reason for the interest in the Sun Belt either. It's where the greatest potential for growth is, he says. And large corporations, Mr. Haehnle says, are looking "where investments are good and solid." They are looking more and more to the Southeast.

"The West Coast is starting to lose some of its glamour," said one broker, and, according to Mr. Kozacko, stations in out-of-the-way places such as upstate New York and central Pennsylvania, although not at all difficult to sell, must be priced "a

little more realistically" than similar facilities in the Sun Belt.

But, Mr. Kozacko says, prices "seem to hold up pretty well" in the Northeast and the Middle Atlantic areas. And, according to Mr. Sitrick, although "it may not have spectacular growth, some of the soundest deals are to be found in the middle of the country. Some of the best radio markets, where advertisers use radio more than they do anything, where the economy is very stable," can be found in the Middle West and the plains states.

### Everything's for sale in radio —but often for a dear price

Prices are up everywhere. Not too long ago, a 500 w daytimer in McKenzie, Tenn., WHDM(AM), sold for \$283,500 (BROADCASTING, Jan. 10). McKenzie is a small town of about 6,000 two hours northeast of Memphis. A month later, Cox Broadcasting bought WWSH(FM) Philadelphia from United Artists for \$3.6 million plus a \$650,000 covenant not to compete, a record for an FM, until the Wodlingers' sale of KBEQ (BROADCASTING, Feb. 14). The WWSH deal itself shattered the previous FM high Cox paid for Sudbrink Broadcasting's WLIF(FM) Baltimore—\$3.9 million (BROADCASTING, Jan 3).

The rising prices are a result, according to Bill Chapman, of an "excellent buyer swell right now," and a continuing applica-



**Talk of the trade.** Mark and Connie Wodlinger, owners of KBEQ(FM) Kansas City, Mo., sold their station this year to Mariner Communications for \$5.1 million, a record price for an FM (BROADCASTING, May 30). Brokers across the country cite the KBEQ sale as an example of tremendous interest in FM stations this year.

tion of the "law of supply and demand."

Joe Sitrick agrees that the prices of radio stations have been "going up at a higher rate" lately, and he attributes this in part to the fact that the "number of stations is not going up significantly. In markets of any size, there's just no room for any more stations."

The rising prices reflect this necessary regulatory fact. The station-trading market has always been a seller's one, brokers say, and today's prices indicate, according to John Grandy, an over-all healthy economy. "Bank financing is easier to come by," he says, and the "available supply of money" has been increasing. Even with the increased prices, however, Mr.

Grandy doesn't believe many radio stations are "unwise investments. There are still good opportunities in radio."

Different brokers have different ways of determining those prices, but most of them use some sort of variation on a formula devised using a multiple of a station's annual cash flow—operating profit before taxes, interest payments on loans, depreciation and the like.

A "mature FM," for example, "brings in the neighborhood of eight to nine times cash flow," says Ted Hepburn, and a mature AM "six to seven times." An AM-FM combination, goes from about seven to nine.

Most brokers, including Mr. Hepburn, don't like to say cash flow is a hard and fast determinant of a station's worth. "You're talking about buying a business," Dick Kozacko warns, and the variables, especially in radio, are such that reliance on any one aspect of a station could result in selling a station for too little or in buying a station for too much. While financial performance heads just about every broker's list of what to look for, potential buyers and sellers should also be aware of such things as a station's competition in the market, its physical plant, the age and state of its equipment, its past performance in the market and—especially in radio—its format.

The minimum it seems it takes to get into radio ownership today is about \$50,000. With that as a down payment, a new owner might be able to pick up what

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brokers call a "local," says Mr. Sitrick, a class four, small-market AM (1 kw day, 250 w night). The total price for the station would be between \$150,000 and \$200,000.

(A 29% down payment is standard for radio stations because of a tax ruling that a seller who takes 30% or more of the total price in one year must pay taxes on the entire consideration that year, explains Mr. Chapman.)

Unfortunately, brokers concede, stations in that price range are among the most difficult to find. Mr. Grandy says he "would love to have a dozen stations" under \$200,000. He says he has the buyers for them.

Mr. Sitrick says he has a "plentiful supply" of slightly more expensive stations, ones in the \$250,000-\$300,000 area.

It's difficult to say how many stations are for sale in any given week. One broker says, "Any station is for sale for the right price," and most brokers do have a number of potential sellers who choose not to actually list their stations but have told the brokers they would be interested in selling if a buyer shows up with the right price.

Generally, however, brokers appear to have anywhere from 10 to 20 stations at any one time. Dick Shaheen says he may have "a dozen properties in the hopper," and including the ones he says "are not

openly for sale," up to 20. Mr. Hepburn says there are from 25 to 30 "I know of at any given time." He also says he has from five to 15 inquiries a week from potential buyers.

It's left to a radio broadcaster, however, to sum up the balance of buying and selling in radio in 1977. Take the word of James F. O'Grady Jr. of Castle Communications (AM's and FM's in Middletown and Hyde Park, N.Y.): "We're starting to get pitches from station brokers. They ask us if we want to sell and we always say 'No.' Then they ask us if we want to buy a station. And we say, 'Yes, maybe.'" ■

## The Many Worlds of Radio 1977

### Automated programmers: The pros with the right sound

**The pay-off for many who go outside for music help has been a much higher place in the local rating books; here's how some of the leading programmers explain their operations**

Automated radio programming services are ringing up gross revenues of an estimated \$9 million a year.

That's more than double the industrywide figures of three years ago (BROADCASTING, Sept. 23, 1974) and, in large part, represents the steady growth of the biggest automated-format packagers in the business. They are:

■ TM Programming Inc. of Dallas, which reports \$1.9 million in gross revenues for fiscal 1976-77 from 211 station clients, which pay TM anywhere from \$600 a month to \$3,500 a month.

■ Schulke Radio Productions Ltd. of South Plainfield, N.J., with a gross of \$1.53 million from 70 stations paying in the range of \$900 to \$6,000 a month.

■ Drake-Chenault of Canoga Park, Calif., with a gross of slightly over \$1.5 million from more than 200 stations that are charged from \$500 to \$5,000.

■ Bonneville Broadcast Consultants of Tenafly, N.J., with a \$1 million gross from over 100 stations paying anywhere from \$400 to \$3,500.

■ Broadcast Programming International Inc. of Bellevue, Wash., which grosses \$750,000 from a client list of 270 stations laying out anywhere from \$500 to \$2,000, the most closer to the lower figure.

■ Peters Productions Inc., San Diego, which declined to disclose gross revenues but which claimed 150 station clients that start at \$400 and range up to \$2,500.

■ FM 100 of Chicago, a relative newcomer (it began selling its service in the fall of 1975) that is already racking up more than half a million in grosses from 91 stations that are charged anywhere from \$125 to \$4,000.

■ Radio Arts Inc. of Burbank, Calif., another newcomer, which has achieved a

\$500,000 yearly gross since it started in October 1975, building to its current lineup of 80 stations, which pay from \$450 to \$3,500.

TM Programming, which claims to be the highest-grossing packager, serves as a good example of the huge distance automated formats have traveled since the days when, as one observer puts it, "you were syruped to death by Mantovani and the Melechrino Strings". TM now markets five syndicated formats, only two of which fall into the "beautiful music" category, according to its chief executive officer, Jim Long.

The first beautiful-music category, which TM dubs the "1000-C Series," is "slightly more upbeat" than the second (the "2000-S Series"), which "leans more toward the true, lush, beautiful-music sound," Mr. Long says. The 1000-C Series, in 72 markets, chalks up a lot of AM-radio customers, with KABL-AM-FM San Francisco number one among adults 25 to 54 (Monday through Friday, 6 a.m.-7 p.m.), he continues, whereas the 2000-S series, in 25 markets, goes for "the maximum long-hour listener loyalty" characteristic of FM stations, with WCFM-FM the top-rated beautiful-music station in St. Louis.

The big breakthrough for TM came with its stereo-rock series, which Mr. Long describes as a "mainstream rock format" emphasizing top-40 and golden oldies. "It's WABC without all the hype and the junk and the noise," as he puts it. Seventy-four stations program TM's stereo-rock series, he adds, with WKTI(AM) Milwaukee and KHQ-FM Spokane, Wash., among the big success stories.

TM's other rock format Mr. Long calls "beautiful rock," which steers away from top-40 in the direction of "a mellow,

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softer sound" featuring the likes of Elton John, Neil Diamond, Joni Mitchell and James Taylor. "This kind of soft and beautiful rock, with its tuneful, meaningful lyrics, has taken the place of middle-of-the-road music," Mr. Long says. "MOR was never really successful because it had no consistent appeal. It would jump from John Denver to Frank Sinatra to the Beatles and end up pleasing nobody." TM is servicing 18 stations with its beautiful-rock format.

A "beautiful country" series rounds out TM's package of formats. Twenty-two stations have signed so far for this country format, which, says Mr. Long, is "designed for long-hour listenership with a non-hyped announcer's role."

Jim Schulke's stock-in-trade is beautiful music, with 80% of his cuts featuring large orchestras, heavy on the strings. Because the commercial record companies tend to shy away from string arrangements of pop standards, Mr. Schulke says he gets a lot of his beautiful music from the BBC orchestra in London, which has taped 730 cuts (at about two minutes and 45 seconds per cut) in return for \$100,000 of Mr. Schulke's money.

His basic library, which is delivered in bulk to the station client as soon as the contract is signed, runs, he says, from 180 to 200 hours. He only has to replenish this stock about twice a year, he adds, because of the durability of the standards. Mr. Long of TM, at the opposite extreme, says he has to send out new tapes to his stereo-rock clients every two weeks to keep up with the fast-changing tastes of rock's volatile audience. Meanwhile, with the competitive situation firmly in mind, Mr. Schulke says he will send out 80 to 100 hours of new tapes to his stations just before the rating periods.

Mr. Schulke claims that 90% of his station list comes in either first, second or third in the rating books, and he singles out three of his notable successes: WOOD-FM Grand Rapids, Mich., his oldest client, has been number one there since 1970; WLIF-FM Baltimore is the number-one FM station in Baltimore, and number two over-all; and KEWT-FM has been Sacramento's number-one station over-all for the past four years.

Like TM, Drake-Chenault provides its clients with a supermarket of formats—seven, at last count. As described by N. Arthur Astor, the executive vice president and general manager of Drake-Chenault, the most lucrative D-C package is its adult-contemporary format, which as of now keeps 85 stations throbbing with a line-up of performers headed by Olivia Newton-John, John Denver, Barry Manilow, Neil Sedaka and Neil Diamond.

Great American Country is the tag given to D-C's modern country-and-western format, which Mr. Astor says is aimed at the younger demographics in the 70-plus markets that carry it.

Forty-plus stations have signed up for D-C's adult top-40 format, which he says "eliminates the bubble-gum music" in favor of "a harder sound."

D-C's four other formats encompass a

progressive, album-oriented rock series; a golden-oldies package of rock hits harvested mostly from 1950's and 1960's; "super soul" rhythm-and-blues album cuts geared to black stations; and "beautiful music plus," with a heavy emphasis on the instrumental arrangements of Frank Chakhsfield, Percy Faith, Mantovani, and the like, occasionally interspersed with vocals by people like Johnny Mathis and Andy Williams.

Mr. Astor says that the basic library D-C sends to its clients will range anywhere from the low of about 30 reels (each reel running an hour and a half or so) to stations subscribing to the fast-turnover adult top-40 format to as high as 100 reels for beautiful-music subscribers. "We'll send out 10 new reels a week to country and contemporary stations," he says.

He's particularly proud of D-C's random-select method of automated programming, which cuts down on repetition by permitting a station to vary what it plays almost selection-by-selection rather than by forcing it to string out long segments of music played in a continuous, unbroken sequence. For example, as Mr. Astor describes it, D-C will give a station four separate beautiful-music tapes, one with old instrumental standards played up-tempo, a second with instrumental versions of newer songs played slowly, another with old standards done slowly, and a fourth with up-tempo newer songs. The station then chooses whichever mix suits its market, with a straight alternation among the four the most logical way to get the best balance.

Mr. Astor mentions four stations that have soared to the top in their markets using D-C's adult-contemporary sound: WNDU-FM South Bend, Ind.; WTQR-FM Winston-Salem, N.C.; WZEE-FM Madison, Wis.; and WRAL-FM Raleigh N.C.

Bonneville's five formats are all offshoots of the "good music" concept, according to Loring Fisher, the company's executive vice president. Mr. Fisher shies from the terms "automated formats" and "syndication," preferring to call the service his company provides "prestructured programming." He says that Bonneville's two beautiful-music formats, its two mid-

dle-of-the-road packages and the new soft-rock sound are "basically adult-oriented with more and more contemporary music" being added to the various mixes because the young people of the 1950's and the 1960's, although they begin to forsake hard rock as they get older, are still not ready for a steady diet of string orchestras.

Mr. Fisher estimates that there are 1,200 to 1,500 stations in the country now that are fully automated (and at least 1,000 more with some automation hardware that they rely on)—probably twice as many as there were five years ago. Despite the fact that the state of the art allows automated stations to, in some cases, "sound superior to stations that are live," he continues, most major-market stations have strong unions with the power to keep automation from depriving announcers and engineers of jobs. One of Bonneville's flagship good-music stations, KBIG-FM Los Angeles (which is the number-one FM station in Los Angeles among adults 25 to 49, according to Bonneville's research director, Dick Drury), is fully automated, Mr. Fisher says, but also has a staff of announcers on hand to do the live inserts.

Another Bonneville-programmed station with a full-time staff of live announcers, WRFM-FM New York, has also continued solid, Mr. Drury reports: It's the number-two-rated FM station in New York. Three other Bonneville beautiful-music stations are consistently number one with adults in their markets, he adds: WJR-FM Detroit, WQAL-FM Cleveland and KSEA-FM Seattle.

Broadcast Programming International lays stress on voice-tracked packages for stations lacking the resources to hire their own experienced DJ's. For example, as described by the BPI program consultant, Jon Holiday, BPI's "Country Living" tapes come complete with lead-ins and chatter by Chris Lane, a Los Angeles radio personality; Don Harris, a Dallas DJ, and Bob Jackson, an on-air man in Las Vegas. The beauty of this format, Mr. Holiday continues, is that a small or medium-sized station gets high-caliber talent without having to shoulder a staggering salary load. "Let's face it," he says, "you can count the top-notch radio personalities on

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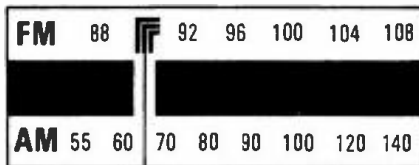
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the fingers of your two hands and still have some fingers left over."

BPI's adult-contemporary format can be purchased by a station with or without the interpolated voices of three Seattle DJ's, according to Mr. Holiday. In addition, BPI has available an easy-listening package (both announced and unannounced) and a beautiful-music package. He says that no automated-radio programmer has developed a classical-music package because there are so few classical stations throughout the country that it wouldn't pay to lay out the \$50,000 minimum it takes to crank up the production and recording and promotion of a new format.

Ed Peters, the president of his own seven-year-old company, Peters Productions Inc., sells a flexible batch of four basic formats, each of them bristling with subcategories. For example, Mr. Peters says, his beautiful-music format "has four different blends starting from all-instrumental to the alternating of vocals with the instrumentals."

Peters's MOR format, he continues, has five different blends ranging all the way from the traditional Frank Sinatra-Barbra Streisand version of standard show tunes to "a soft contemporary mix" of current hit artists that's designed for automated AM stations. Even though at least 80% of the 1,500 or so stations that are fully automated are FM's, Mr. Peters says that "AM stations in smaller markets are going automated" and signing up with music programmers, like his company, that provide voice tracks "because it's so hard for these stations to get good on-air people." And, he adds, "automation also improves their sound." Further, these AM's that go automated are, in most cases, "not looking for a beautiful-music sound," he says.

In recognition of this fact, Mr. Peters has put together a country format, which "mixes everything from oldies and standards to album cuts and contemporary hits that we update on a week-to-week basis." In addition, he has a rock format that's so complex and all-encompassing it can be broken down into eight subcategories.

Mr. Peters and Bonneville's Loring Fisher are both convinced that if the FCC gives the go-ahead to AM stations to begin broadcasting in stereo the AM's will not hesitate to start ordering automated formats at a much faster clip. With the improved sound that would result from stereo capability, Mr. Peters says, AM stations that now program talk might turn to one of the many all-music automated formats now on the market.

FM 100, one of the newer automated-programming kids on the block, has built up a 300-hour library for its beautiful-music format and 200-hour libraries each for its two other formats, the beautiful-country package and "bright and beautiful MOR."

"We'll update these packages by sending out from four to 20 hours of new material each month," says Darrel Peters, the president of FM 100. "Over the course of a year, 30 to 35% of the libraries will be changed completely," he continues, "and we've got it set up so that we won't repeat

the same song in the same day. From my figuring, we'll go 84 days without repeating the same combination of tapes in the same dayparts."

Darrel Peters agrees with Jim Schulke that "we get very little help from the record companies" in the production of albums suitable for MOR and beautiful-music formats. Like Mr. Schulke, Mr. Peters says he gets a lot of his material custom recorded in Europe by foreign musicians. "It's cheaper to record music abroad," Mr. Peters continues, "and the quality of the recordings seems better."

FM 100's formats have meant increased ratings to a number of stations and, with very little prompting, Mr. Peters rattles them off: WLOO-FM Chicago; WRCH-FM Hartford, Conn.; WEZK-FM Knoxville, Tenn.; WVLK-FM Lexington, Ky.; KCEE-FM Tucson, Ariz.; WDEF-FM Chattanooga, and KRUZ-FM Santa Barbara, Calif.

Larry Vanderveen, the president of Radio Arts Inc., says he's proud that his "The Entertainers" adult-MOR format is now circulating to 70 stations in 36 states considering that, like the company, it's less than two years old. Mr. Vanderveen chalks up some of this success to the thorough research job he and his associates did before locking in the artists whose music would make up "The Entertainers" package. The key element in the research was a field-worker survey of 12,000 adults between the ages of 25 to 60, which probed this age group's assessment of 260 performers to find out which ones would draw and which ones wouldn't.

Radio Arts' second format, "Easy Country," has lined up 10 stations already in just about six months. It focuses on country artists in the tradition of Merle Haggard, Johnny Cash, Dolly Parton, Tammy Wynette, Charlie Rich and Mac Davis.

Only about half of Radio Arts' customers are fully automated, according to Mr. Vanderveen, but he thinks that some of the automated stations have more vibrant signals than the so-called "live" stations.

"The issue is not whether the station sounds live but whether it sounds 'alive,'" he says. "Let's face it, even the live music stations are playing recorded music and recorded national and spot commercials and, if they're affiliated with a network news service, they often record the live feed and play it back later."

But Mr. Vanderveen doesn't deny that, in many cases, the station with the live on-air people will insure itself a competitive edge on a rival that's fully automated. And he says that "contemporary formats will sound better with live DJ's." Although later in the conversation he backtracked a bit, coming to the conclusion that "with the constant improvement in automated technology, a station can improve its sound by spending as little as \$10,000 to \$15,000 or as much as \$200,000 or \$300,000 or more. If it wants to spend the money on automation, there's virtually nothing that can't be done for the greater glory of today's radio station." ■

## FCC to seek \$70 million in fiscal '79

**Bigger workload will be cited in budget request for more people**

The FCC, which will operate in fiscal year 1978 with a budget of \$61,400,000—the amount finally approved by Congress last week—hopes to increase that total by about \$9 million in fiscal 1979, which begins on Oct. 1, 1978. The commission last week approved for submission to the Office of Management and Budget a request of more than \$70 million, which would yield about 310 new jobs.

The FCC's executive director's office, which proposed the basic recommendation to the commission, noted that the Carter administration had urged a "no growth" policy on departments and agencies. But, it added, the "substantial increase" is being proposed because of "steady and dramatic work increases" in commission activities. It also noted that it had the same number of positions in 1978—2,432—as in 1976.

The bureaus and offices of the FCC had offered requests that would have produced a \$21-million increase in the commission's budget and 698 new positions.

For the most part, the commission accepted the executive director's proposed budget request of \$69,232,000. But it restored some cuts that had been made in the Safety and Special Radio Services Bureau's budget and added another \$380,000 for a legal data retrieval system.

The Broadcast Bureau, which made "a modest proposal"—it sought 15 new positions—would grow even less than that under the budget proposed by the executive director's office and approved by the commission. It provides for nine new positions and a total expenditure of \$11.3 million. However, the bureau says the use of automated data processing is reducing the need for additional help.

One area in which the bureau would be given a relatively substantial boost in funds is travel for Complaints and Compliance Division investigators. The \$36,000 provided in the 1978 budget would be boosted to a total of \$92,000.

Commissioners' travel allowances would be increased also, for the first time in four years. Commissioners would be allowed \$6,000, as against \$4,500 currently, and the chairman, \$11,000, as against \$9,000 in the 1978 budget.

The commissioners also hope to boost their "representation"—or entertainment—allowance from \$1,500 to \$6,700, with the additional \$5,200 earmarked for use by the U.S. delegation at the World Administrative Radio Conference in 1979 in Geneva. Commissioner Robert E. Lee, who has headed U.S. delegations to previous WARC's, has complained about the

inadequacy of U.S. entertainment budgets compared with those of other countries.

However, the commission cut an item associated with WARC'79—\$2,600, which would have paid the expenses of a member of the Cable Television Bureau staff, who has been participating in WARC preparatory meetings, for travel to and attendance at the conference. The commissioners did not see any need for the bureau being represented but indicated they might be persuaded to change their minds later. Other bureaus and offices, which have a direct interest in spectrum matters, will be represented.

The Cable Television Bureau is in the executive director's office's proposed budget for \$2.8 million, which would provide for 18 new positions. The bureau had sought 21. One of the new positions will be used to implement forfeiture authority, if Congress provides it.

The Common Carrier Bureau would be provided with 76 new positions under the budget approved last week. There are far fewer than the bureau had requested—142—but Bureau Chief Walter Hinchman said the bureau would be "in good shape" if it were able to fill the 76 new slots quickly. The bureau has filled 231 of 255 authorized positions. The 76 new spots would result in a budget increase of \$1.4 million to a total of \$9.7 million.

The commission restored three cuts that had been made in the Safety and Special Radio Services Bureau's request. As proposed by the executive director's office, the budget would have provided the bureau with 77 of the 184 new positions requested and a total budget of \$11.2 million, up about \$1 million from fiscal year 1978. However the commission's actions would increase the total to about \$12 million.

The commission upheld the bureau's request for some \$130,000 and five positions for an educational program aimed at encouraging citizen-band operators to comply with regulations and avoid interfering with broadcast signals. The commissioners felt such a program, in which various groups, broadcast stations and even drivers' education classes would receive instructional material, would be an important complement to the commission's enforcement program, in which violators are subject to criminal prosecution or administrative sanctions.

The second restoration would provide for an additional 10 application processors. The bureau and the executive director's office had projected a decline in what has been an explosive rate of increase in the filing of citizen-band applications. However, the bureau projected 7.9 million applications by 1979, the executive director's office, about 5 million. The commission, at Chairman Richard E. Wiley's suggestions, split the difference: It said the rate would be 6 million and restored the 10 positions.

The commission also restored \$532,000 needed to buy replacements for two monitoring vans used in spectrum-management work.

As for other elements in the budget, the

Field Operations Bureau would get only 70 out of 263 positions requested, but its total appropriation would rise by \$2.6 million to \$16.7 million. And the Office of Plans and Policy would get no new positions in fiscal year 1979, but it is not complaining. Congress, on its own, decided the office should have four new positions in 1978. The commission also added one position to the Office of Consumer Affairs to aid in the development of a citizen participation program.

## White House calls minorities for talks on piece of action

**Subject is how to expand ownerships in radio, TV, cable**

The FCC isn't the only institution in government taking an active interest in the development of minority ownerships in electronic communications media. The White House is demonstrating interest, too.

Eleven individuals—representatives of citizen groups and the National Association of Broadcasters, among them—participated last Tuesday in a White House meeting called by Martha (Bunny) Mitchell, special assistant to the President for special projects. The meeting, one of a series she has held, covered some of the same matters discussed in the two-day conference on minority ownership of broadcasting that the FCC held late in April (BROADCASTING, May 2)—funding, availability of properties and entry and operational barriers, among others.

Although those who participated said the meeting was to discuss "legislative proposals to aid minority ownership of electronic media," Mrs. Mitchell said it was by no means certain legislative proposals would emerge.

"We are going to listen to people interested in the field, to try to understand the barriers [to entry], from their point of view," she said. "We have to analyze the discussion, and see if the government can aid the cause." But she said it was premature to discuss possible courses of action. Earlier meetings discussed minority participation in commercial broadcasting, noncommercial broadcasting and cable television.

Those who attended the White House meeting were Representative William Clay (D-Mo.), a member of the Congressional Black Caucus; J. Clay Smith, associate general counsel, FCC; Yvonne Price, Leadership Conference on Civil Rights; Pluria Marshall, chairman of the National Black Media Coalition; Curtis White, formerly of the Citizens Communications Center, who is now in private law practice; Dianne Wyatt, of Howard University; Renaldo Rivera, chairman of the National Latino Media Coalition; Patricia Scott, of the National Citizens Committee for



Broadcasting; Paul Jones, a New York attorney; Nolan Bowie, director, Citizens Communications Center; Calvin Rolark, editor and publisher of the *Washington Informer*; and Belta Brissett, a legislative representative for NAB.

White House aides sitting in on some or all of the meeting with Mrs. Mitchell were Frank Washington, of the Office of Telecommunications Policy; Amelia Parker, an aide to Hamilton Jordan, and Kurt Schmoke, of the Domestic Council. Jim Doyle, a member of Vice President Walter Mondale's staff, also attended.

## Let localism be, says NAB to Shooshan

**Association counters rewrite option with figures on station news efforts**

The National Association of Broadcasters has produced a study it feels should convince the House Communications Subcommittee that localism should continue as the basis for broadcast regulation.

The association released its study close to the eve of the subcommittee's planned seven days of broadcast hearings, beginning this week, to answer questions posed in the staff options papers for the panel's Communications Act review. In his broadcast paper, subcommittee counsel Harry M. (Chip) Shooshan III raised the question—unsettling to local TV operators—

whether viewers might be satisfied with stations as "conduits for national programming" (BROADCASTING, April 25). His query, "Should localism continue to be promoted?" was answered by the NAB with an emphatic "yes."

The NAB study says there were 200,000 hours of local news on TV stations in 1976, with 71% of viewers tuning in to early evening news shows at least twice a week. So popular is local news, NAB argues, that stations are going to longer newcasts, are buying more news equipment and producing more documentaries and investigative reports.

By NAB's count, local stations devoted a total of 168,000 hours to public affairs and other nonentertainment programs in 1975.

The figures "are rather impressive," John Summers, NAB executive vice president and general counsel, said last week. "They should impress on people who read the report how much programming stations in all size markets do on local needs and local issues."

The study singles out a large-, medium- and small-market station to illustrate its point. The three are Minneapolis-St. Paul, which has four commercial stations, and Omaha, Neb., and Beaumont-Port Arthur, Tex., both with three.

Based on information it gathered from ascertainment forms filed by the stations with the FCC, the NAB estimated that in 1976 there were 2,900 programs or pro-

gram segments in Minneapolis-St. Paul dealing with at least 19 community problems the stations identified. In Omaha, about 1,900 program segments dealt with community concerns in 1976, and in Beaumont-Port Arthur, the number was 1,100.

In addition, NAB counted 21,500 public-service announcements for local causes carried on Minneapolis-St. Paul stations in 1976; 23,900 in Omaha, and 6,600 in Beaumont-Port Arthur.

The study was submitted in writing to the House subcommittee last Friday, and will likely be reviewed in the testimony of NAB's research vice president, John Dimlyng, in his scheduled appearance before the panel this Thursday (July 28).

## Changing Hands

### Announced

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

■ **WBIZ-AM-FM Eau Claire, Wis.:** Sold by WBIZ Inc. to Sentry Broadcasting Inc. for \$567,500. Seller is owned by Howard G. Bill (95%), president, and Lou Kasser (5%), vice president. Mr. Bill also owns KOLM(AM)-KWWK(FM) Rochester, Minn. Mr. Kasser has no other broadcast interests. Sentry is wholly owned subsidiary of mutual insurance company, Sentry Corp. of Sevens Point, Wis., owner of WSPT-AM-FM there and WRJN(AM) Racine, Wis. John W. Joanis is chairman of Sentry, and Don Colby is president of broadcasting subsidiary. WBIZ is on 1400 khz with 1 kw day and 250 w night. WBIZ-FM is on 100.7 mhz with 100 kw and antenna 740 feet above average terrain. Broker: Richard A. Shaheen.

■ **KISD(AM) Sioux Falls, S.D.:** Sold by Deck Communications Corp. to Red River Valley Broadcasting Co. for \$550,000. Seller is principally owned by Stanley Deck, owner of KDIX-AM-TV Dickinson, N.D. Buyer is owned by Thomas E. Ingstad, who also owns KKXL(AM)-KKDQ(FM) Grand Forks, N.D., KQDI(AM) Great Falls, Mont., and has bought KOPR-FM Great Falls for \$135,000, subject to FCC approval (BROADCASTING, Feb. 28). Mr. Ingstad also owns 25% of KOVC(AM) Valley City, N.D.; KBMW(AM)-KKWB(FM) Breckenridge, Minn., and KWAD(AM)-KKWS(FM) Wadena, Minn. KISD is on 1230 khz with 1 kw day and 250 w night. Broker: Richard A. Shaheen.

■ **KGLC-AM-FM Miami, Okla.:** Sold by Miami Radio Inc. to K.E. Meyer for \$429,000, plus consultancy and agreement not to compete for \$96,000. Seller is owned by K.C. Jefferies and members of his family. They have no other broadcast interests. Mr. Meyer is president and principal stockholder of KTVM(TV) Springfield, Mo., and also has interests in KTXR(FM) Springfield; KLAA(TV) West Monroe, La.; KFAL(AM)-KKCA(FM) Fulton, Mo., and KLEX(AM)-KBEK(FM) Lexington, Mo. KGLC is on 910 khz with 1 kw full time.



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KGLC-FM is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain. Broker: John Mitchell & Associates.

■ KOJO(AM)-KIOZ(FM) Laramie, Wyo.: Sold by Wycom Corp. to Meadowlark Broadcasting Corp. for \$410,000. Seller owns KUGR(AM) Green River and KWYO-AM-FM Sheridan, both Wyoming, and is applicant for new FM's at Casper, Wyo., and Chandler, Ariz. Principals are William Sims (who has personally bought KALG(AM) Alamogordo, N.M. [see below]), Robert J. Flotte and Donald Hargis. Buyer is owned equally by George M. Malti and Russell B. Carpenter. They also own KYVA(AM)-KGLP(FM) Gallup, N.M., and are partners in San Francisco law firm. KOJO is on 1490 khz with 500 w day and 250 w night. KIOZ is on 98.9 mhz with 30 kw and antenna 1,150 feet above average terrain. Broker: Richard A. Shaheen.

■ KALG(AM) Alamogordo, N.M.: Sold by Basin Broadcasting Inc. to William Sims for \$290,000. Seller is owned by Wayne Phelps, who is retiring and has no other broadcast interests. Mr. Sims is president and principal owner (80%) of Wycom Corp., which owns KUGR(AM) Green River and KWYO-AM-FM Sheridan, both Wyoming, and has sold KOJO(AM)-KIOZ(FM) Laramie Wyo. (see above). Mr. Sims is newly elected member of National Association of Broadcasters radio board. KALG is on 1230 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ KAVI-AM-FM Rocky Ford, Colo.: Sold by Western Sun Broadcasting Co. to Lovecom Inc. for \$190,000. Seller is principally owned by Donald D. Teets, George R. Gregg, Charles Gehlen and Harold W. Hancock, who also own KFTM(AM)-KBRU(FM) Fort Morgan, Colo. Buyer is owned by William K. Love and his wife, Chorette. Mr. Love is also 70% owner of KROE-AM-FM Sheridan, Wyo., and has ranching interests there. KAVI is 1 kw daytimer on 1320 khz. KAVI-FM operates on 95.9 mhz with 2.6 kw and antenna 96 feet above average terrain. Broker: Chapman Associates.

■ Other station sales announced last week by the FCC include: WREY(AM) New Albany, Ind., and KEOR(AM) Atoka, Okla. (see page 91).

**Approved**

■ Station sales approved last week by the FCC include: WTUG(AM) Tuscaloosa, Ala., and KIOT(AM) Barstow, Calif. (see page 92).

## Renewals for Donrey

**FCC says that, unlike situation at KORK-TV, company maintains proper control at other stations**

The problems the FCC found with KORK-TV Las Vegas apparently have no bearing on the operations of all Donrey Media Group stations. The commission has renewed five other Donrey stations for the

remainder of their license terms: KORK-AM-FM Las Vegas; KBRs(AM) Springdale and KRSA(AM) Fort Smith, both Arkansas, and KOLO(AM) Reno—the last conditioned on submission of equal employment opportunity data the next time its renewal comes up. Two other Donrey applications, for KOLO-TV Reno and KGNS-TV Laredo, Tex., still are pending but on unrelated engineering matters.

Last year, in a decision being appealed by Donrey owner, Donald W. Reynolds, the FCC denied renewal for KORK-TV after findings of fraudulent billing, misrepresentation and lack of candor (BROADCASTING, July 5, 1976). With the FCC investigation, Donrey's other renewal applications were deferred. The FCC said that while Mr. Reynolds failed to exercise proper control over KORK-TV, there was no evidence that that held true for his other stations.

## Compromise offered on ex-parte contacts

**Administrative Conference says its idea balances recent and conflicting court rulings**

The question of ex-parte communications received by federal agencies in informal rulemakings—a question that has attracted considerable attention in view of the conflicting views two panels of the U.S. Court of Appeals in Washington have expressed

on the subject—is being studied by The Administrative Conference of the U.S.

A special committee of the conference has tentatively approved a draft recommendation that conference officials say falls between the two panels' holdings.

The proposed recommendation, drafted by Professor Nathan Nathanson of the Northwestern University Law School, would require that all written communications dealing with the merits of a proposed rule be placed in a public file. It would also require that all "oral communications of substantive significance addressed to the merits of the proposed rule" be summarized and placed in the public file.

To adopt more stringent rules in connection with informal rulemakings, the draft recommendation says, would "deprive agencies of the flexibility needed to fashion rulemaking procedures appropriate to the issue involved."

The court panel in the pay-cable case (BROADCASTING March 28, et seq.) would prohibit any ex-parte contacts. However, if any do occur, it said, a written comment or a summary of an oral communication should immediately be placed in the public file. The panel in the Action for Children's Television case, however, would bar ex-parte contacts in informal rulemakings only if they involve "competing claims to a valuable privilege" (BROADCASTING, July 11).

The draft recommendation was distributed to federal agencies for comment, and the special committee will meet on July 28 to review the recommendation in

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light of the comments received. Present plans call for the matter to be submitted to the conference at its meeting in September.

The conference, which consists of some 80 members drawn from government and private life, was created in 1968 for the purpose of identifying causes of inefficiency and unfairness in administrative proceedings and then recommending improvements to the President, Congress, the agencies and the courts.

## What's too commercial for noncommercial?

**In comments to FCC, public stations say they need the money, but their for-profit counterparts argue that fund-raising techniques are direct competition for business**

Commercial broadcasters called it "commercialism." Their noncommercial counterparts called it "survival." At issue are the underwriting dollars, promotions, auctions and other fund-raising techniques used by public stations, and they were attacked and defended last week as the FCC received comments on its first broad inquiry into noncommercial broadcast policy.

Taking the hardest line was the North Carolina Association of Broadcasters (NCAB): "The truth is that the noncommercial broadcast service has, for the most part, been transformed in recent years to a semicommercial service. Few, if any, educational stations can claim not to have compromised their noncommercial status by accepting consideration in return for an over-the-air identification of a commercial sponsor."

A typical defense posture was taken by Temple University's WRTI(FM) Philadelphia: "The current methods used by noncommercial stations to attract income have evolved out of necessity, not out of greed. The important question that the commission should consider is: Will the further restrictions placed on noncommercial broadcasting's efforts to raise money in the community improve or weaken the programming efforts of noncommercial stations? WRTI feels that such restrictions will very definitely weaken them."

Whether or not stricter rules would weaken or strengthen the system, the comments continued in much the form of a debate. The NAB, which deferred to the NCAB for most of its argument, charged that while "community bulletin board" announcements of local events were acceptable, mention of ticket prices for those events are not.

The NCAB—which voiced the complaints of many commercial broadcasters—accused the commission of ignoring the "larger question of whether the acceptance of consideration of any kind in return for an over-the-air identification of a commercial entity is inconsistent with the nature and purpose of noncommercial broadcast service." It urged that the com-

mission "eliminate all vestiges of commercial underwriting which is provided in consideration of an over-the-air credit announcement" including auctions, underwriting and the like.

Answered the University of Illinois, licensee of WILL-AM-FM-TV Urbana: "At some future time, more restrictive fund-raising rules may be appropriate, but we have not reached that stage yet. Our recommendation would be that the commission adopt relatively liberal policies at this time, urging licensees to be responsible and discrete in their fund-raising practices and particularly sensitive to the reactions of the audience." The Ford Foundation also advised the FCC to "go slow" in thinking about new restrictions.

But it wasn't only commercial broadcasters that suggested more limitations on the public sector. The Office of Communications of the United Church of Christ said that only one underwriting announcement should be allowed in programs of less than a half hour and that "hard-sell pitches are clearly out of place . . . In many cases, auctions, membership drives and other fund-raising activities become programing in themselves."

On the other hand, WPBT(TV) Miami said that while it does pre-empt regularly scheduled programs to have an on-air auction, it's "become something of a community talent show because it permits so many people and businesses some TV exposure." Claimed WPBT: "It has become a popular program in its own right."

The National Latino Media Coalition was another to claim that "the educational airwaves should not be cluttered with commercial announcements." However, it did add that in the absence of "viable alternative licensee funding," activities such as auctions should be permitted "under strict observation."

An idea of just how much money is



**Under new management.** Takeover of WRDU-TV Raleigh-Durham, N.C., by Durham Life Broadcasting Service is signified at this sign-on ceremony July 1. L to r: Chief Engineer Charles Perry, Vice President-General Manager Doug McLarty. Tower of the ch. 28 NBC affiliate will be moved east 28 miles, to a point near Apex, N.C., which President Carl Venters of Durham Life Broadcasting describes as nearly central in the Durham-Raleigh-Chapel Hill triangle. A new transmitter will increase power to maximum five million watts, and in combination with the 1,250-foot tower will effectively double the station's coverage area, according to projections. It's anticipated that operations from the new site will begin in about eight months.

brought in from auctions and the like was presented in a revenue breakdown supplied by the Public Broadcasting Service. In 1976, according to preliminary figures, PBS said that 5.6% of its stations' budgets (\$17,409,000) came from businesses; 3.7% (\$11,603,000) from auctions and 5.0% (\$15,620,000) from foundations. In comparison, the state governments were the largest contributors, 25.1% (\$77,725,000). "If public broadcasting's chronically underfinanced condition is to be remedied," PBS said, "it must aggressively pursue each of the sources available to it, especially private sources."

Other public broadcasting organizations took similar stances. The Corporation for Public Broadcasting said diversified funding sources have to be explored if public broadcasting is to grow. The Southern Educational Communications Association said it was against direct promotion of goods and services but that local support must be encouraged.

National Public Radio, claimed that, while some could consider it further commercialization, full disclosure of underwriting sources is desirable and that the commission should not determine the number of allowable messages.

While the National Association of Educational Broadcasters claimed there is no established "record of abuse", and "trust should be considered," the NCAB begged to differ. As one example, it claimed that KQED(TV) San Francisco's development techniques were such that "commercial television's most skilled salespersons could not have dreamed up a more professional sales pitch." NCAB also condemned the practice of enticing corporate underwriting through newspaper ads and the like.

The NAB cited reports that in prime time, WNET(TV) New York pledge periods carried as many as 48 minutes a night of fund-raising appeals. "While the activities of WNET(TV) may not be typical of the fund-raising methods of most noncommercial stations, it appears the difference is only in degree and intensity."

Donald M. Trapp, director of the University of North Carolina's WUNC(FM) Chapel Hill, took a different approach, saying that "certainly there are some abuses, and some stretching of the intent of those policies, but by and large most stations, I feel, treat the underwriting process with respect, while honestly working to maintain "the essentially noncommercial nature of educational broadcasting."

## Wasilewski: After Wiley, what about reregulation?

National Association of Broadcasters President Vincent Wasilewski last week urged FCC Chairman Richard Wiley that the commission's reregulation task force be made permanent. Created to suggest ways to trim FCC rules, it is now a temporary body.

Broadcasters "are appreciative" of the task force's work, which has resulted in



the elimination or amendment of over 600 FCC rules, Mr. Wasilewski said. They are also nervous about the future of the program under Mr. Wiley's successor, who is yet to be named.

"The FCC's reregulation program is proof that outdated and unnecessary FCC rules can be eliminated," Mr. Wasilewski said.

## **RCA has record quarter, half year**

**Net income of \$118.6 million reported for first six months; NBC's performance is commended**

RCA Corp.'s sales and net income for the second quarter of 1977 reached the highest level of any quarter in the company's 58-year history, giving the corporation its eighth consecutive quarter of year-to-year profit growth.

Edgar H. Griffiths president and chief executive officer, said the second quarter results, on top of a record first quarter, raised RCA's profit in the first half of 1977 to a level higher than in the full year of 1974 or 1975 and 35% above the best previous first half in 1976.

Net income for the quarter ended June 30 was \$70.1 million (92 cents per share) on sales of \$1.43 billion, as against \$53.7 million (70 cents per share) on sales of \$1.32 billion in the comparable 1976 quarter.

For the first half, net income totaled \$118.6 million (\$1.55 per share) on sales of a record \$2.8 billion, compared with net income of \$88.0 million (\$1.14 per share) on sales of \$2.58 billion in last year's first half.

All areas of the corporation, except the communications group, contributed to the record second quarter. RCA said NBC turned in an excellent performance.

## **NAB urges smaller fines for smaller stations and cable systems**

The National Association of Broadcasters told the Senate Communications Subcommittee it favors establishing lower fines for FCC rule violations for small broadcasters and cable operators than for large ones.

In answer to questions from subcommittee Chairman Ernest Hollings, NAB's executive vice president and general manager, John Summers, wrote that NAB supports setting a maximum fine of \$5,000 and minimum of \$50 for broadcast stations with 20 or fewer full-time employees and for cable systems with 3,500 or fewer subscribers. The current maximum fine of \$10,000 applies to all broadcast stations, regardless of size.

It does not apply to cable systems, however; they are not currently subject to fines for FCC rule violations. The Hollings subcommittee is currently considering legislation which the FCC requested and the NAB is pushing to give the FCC authority to fine cable operators.

## **Broadcast Advertising\***

# **Broadcasters fire away at proposed saccharin ad reins**

**Comments denounce Kennedy bill as violation of freedom of speech; contention is also made that equal media treatment is not feasible**

The Senate Commerce Committee's call for comment has drawn unanimous opposition from broadcasters to the proposed restriction on saccharin advertising.

The broadcasters objected to the bill (BROADCASTING, July 18), scheduled for consideration by the Senate Commerce Committee Tuesday (July 26), because (1) the proposed requirement of a government-written saccharin health warning in all ads, in their opinion, violates advertisers' and broadcasters' freedom of speech, and (2) the provision requiring the secretary of health, education and welfare to insure that the advertised warnings in print and broadcast ads have equal impact is probably impossible to implement and invites further governmental mischief.

The bill, S. 1750 by Senator Edward Kennedy (D-Mass.), steers around a cigarette-type ban on broadcast advertising of saccharin products, although that was contemplated in the original version of the legislation, and instead requires that all saccharin advertising, print and broadcast, carry health hazard warnings. The content and placement of the ads would be left to the HEW secretary. The bill directs that the warnings be "appropriate to the medium of communications and length or size of the advertisement" and that they have "an equal impact" on readers, viewers or listeners.

The spirit of equality in treating the media is commendable, said ABC's vice president and general counsel, Everett Erlick, in comments to the Commerce Committee. "But we caution that as now written, it may be impossible to implement." Emphasis should be shifted away from having to determine a saccharin ad's "impact" on the audience, he said, to providing instead that "a warning is adequately given in the relevant medium of communications." He suggested as an alternative that it might be enough if a saccharin ad cautioned the reader, viewer or listener to follow the written label or directions on the product's package.

ABC would steadfastly oppose any attempt to set arbitrary time standards for saccharin warnings in broadcast ads or to make counteradvertising mandatory, Mr. Erlick said.

NBC, too, questioned the wisdom of having the HEW secretary weigh the impact of advertisements, "a new and dangerous concept to our law," it said in its written comments by Corydon Dunham, NBC executive vice president and general

counsel, and Howard Monderer, NBC vice president, law. "How the secretary is to measure impact and by what standards he is to judge two messages to be of equal impact are nowhere explained in the statute."

Bill Leonard, CBS Washington vice president, said that "I share the general apprehension of many of my colleagues when any agency of government gets into the business of dealing with the form and content of commercial messages. And were I the secretary of health, education and welfare, I would shudder at embracing the task of devising impact yardsticks among the media."

The National Association of Broadcasters in its comments said it "strongly objects" to broadcasters being forced to carry any warning messages when there is "no final determination as to its [saccharin's] possible danger to health." Previous attempts by the government to restrict advertising "have turned out to be totally ineffective," NAB said and added, that "in all likelihood, messages developed by the bureaucracy will be too cumbersome to be included in an advertisement and will result in a de facto ban on broadcast advertisement."

The National Radio Broadcasters Association suggested in its statement that any warning in saccharin advertising, unless the wording were very long, might be deceptive and misleading. Unlike the controversy over cigarettes, where there was a clear finding by the surgeon general of cancer risk, the controversy over saccharin remains a controversy, NRBA argued, with some scientists contending there is no evidence of harm. It said a saccharin warning would have to explain that there is disagreement among experts and that the product might still be valuable to people who are on doctor's orders to avoid sugar. To say all that would eat up all the time available in a radio message, NRBA argued, and discourage saccharin advertising on radio altogether.

The Radio Advertising Bureau added its voice to the dissent against the saccharin bill. In mailgrams to key senators last week, RAB argued that if Congress decides to keep the provision in the bill requiring health warnings, it should require that the message be short enough not to inhibit radio advertising. "All other media can downplay health warnings in small type," RAB President Miles David wrote. "This is not possible for radio."

But until there is unanimity of opinion about the hazards of saccharin, RAB argued, warnings should not be required at all. "It would be cruel to those with diabetes and weight problems to induce fear about saccharin which in all probability will later prove unjustified," Mr. David said.

The other broadcaster represented in the Commerce Committee's saccharin file last week was Ira W. Southern of WCIR-AM-FM Beckley, W. Va., who argued simply that, "the subject bill is discriminatory to radio. It also places restrictions on my small business and deprives me of income."

The only nonbroadcast group to have

**"With the IGM RAM System, changes can be entered into our programming anytime, quickly and easily... and that saves a lot of time."**

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Plough Broadcasting Co.

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sent comments by mid-week last week was the interest group Media Access Project, which took stands in some instances similar to the broadcasters', but for different reasons. MAP disputed the broadcasters' argument that mandatory warnings or even an outright ban on broadcast ads for saccharin would be unconstitutional, but it agreed that neither approach is practical. Warnings, it said, would be cumbersome, especially for radio, and a ban would deprive the public of needed information.

The approach MAP said it prefers is to apply the principle of the fairness doctrine to saccharin advertising. To make sure the public is adequately informed, broadcasters would have to air views contrasting those in saccharin ads with the same frequency, at the same times and before the same audiences as the saccharin ads—"essentially counter-advertising," said Collet Guerard, attorney for MAP.

## Pretty, please, with no sugar, Mr. Pertschuk

**Health and special-interest groups renew pleas to FTC for controls on advertising for sweetened products aimed at children**

Federal Trade Commission staff recommendations regarding child-directed advertising of candy and other sugared products should be ready by fall, FTC Chairman Michael Pertschuk told representatives of about a dozen health, education

and interest groups last week.

The FTC meeting, at which Mr. Pertschuk promised no "tangible report" on the FTC's thinking but only "an ear," provided groups ranging from the National Council of Negro Women to the American Public Health Association the opportunity to condemn current advertising practices. Leading the critics was Peggy Charren, president of Action for Children's Television, which has petitioned the FTC for a ban on candy commercials in shows directed toward children. Mrs. Charren said she hoped the Pertschuk FTC would be different from past commissions that she characterized as offering "much rhetoric and no action" on children's advertising.

The arguments, for the most part, have been presented before. Health professionals attacked advertising for promoting poor nutrition and health. Ann Kahn of the National Congress of Parent Teacher Associations related such advertisements to the PTA's campaign against TV violence. Similarities she cited include the difficulty children have in distinguishing fantasy from reality and their inclination to follow what their heroes say and do.

While many attending the Washington meeting appeared eager for a ban on candy ads to children, Dr. Theodore C. Levitas, past president of the American Academy of Pedodontics, thought it ill advised, triggering further bans and "nibbling away on certain rights." He would, however, "insist on truth."

Chairman Pertschuk mentioned that he too was concerned about bans but said that perhaps "truth" is not enough, considering the differences in perception between children and adults.



**Lending an ear.** Federal Trade Commission Chairman Michael Pertschuk gave representatives of various national groups an opportunity to speak their minds on candy ads at a roundtable discussion at FTC headquarters last Wednesday in Washington. Participating (counterclockwise from Mr. Pertschuk at extreme right): Peggy Charren, Action for Children's Television; Paul Houts, National Association of Elementary School Principals; Ann Kahn, National Congress of Parent-Teacher Associations; Ann Kolker, National Women's Political Caucus; Ailen Schlef, Latino Media Task Force; Theodore C. Levitas, American Academy of Pedodontics; Herschel Horowitz, American Public Health Association; Elaine Kuperstein, Montgomery County (Md.) Health Department; Mary Goodwin, Child Welfare League of America; Mamie Walker, National Council of Negro Women; Sister Sheila Doherty, East Coast Migrant Head Start; Ruth Roche, Association for Childhood Education International; Alberta Meyer, Association for Childhood Education International; Rachel Wolkin, Action for Children's Television; Barbara Bode, The Children's Foundation, and FTC Commissioner David Clanton. Out of picture: Albert Kramer, FTC Consumer Protection Bureau chief; Wallace Snyder, FTC acting assistant director for national advertising, and Tom Donegan, FTC staff attorney.

## White questions seriousness of broadcaster intent over sex, violence

**She alludes to 'Soap' and TIO film, says public wants real reforms**

FCC Commissioner Margita White, who has been calling on broadcasters to engage in self-regulation as a means of silencing demands from the public for government action to reduce sex and violence on television, returned to that theme last week, but this time with a touch of sarcasm.

The commissioner, speaking to the California Broadcasters Association, in Monterey, said she was pleased to note that, "after much agonizing," the National Association of Broadcasters TV board decided to follow up on an earlier pledge to strengthen its code guidelines against excessive violence and sex (BROADCASTING, July 4).

"But," she said, "the public is demanding real and visible results. Instead, it will be getting a Television Information Office TV special on how the industry has cut back on violence"—a reference to TIO plans for a 30-minute discussion program on TV violence to be offered at no cost to television stations (BROADCASTING, July 18).

"Instead," she added, "it will also get a sex comedy heralded as a 'sophisticated adult farce'—presumably, ABC's controversial, though yet to be seen publicly, *Soap*—"in the same month the TV board will vote on more specific language against gratuitous sex.

"Is it any wonder that some question whether the industry's commitment to self-regulation is not also a farce?"

Where sex and violence are concerned, she said, "the broadcast industry may be creating its own credibility gap at a time when local broadcasters have compelling reasons to be more responsive to public opinion."

This was a reference to another concern she has expressed, that broadcasters may be sacrificing their best argument for survival—responsiveness to local needs—at a time when competing media, made possible by new technologies, "are vying to be guests in the American home." She cited cable television, pay cable, over-the-air pay television, video cassettes, video disks and video games.

She also noted that broadcasting is being forced to defend its spectrum against those who want it to satisfy their own needs and who argue that cable and optical fibers can provide the diversity of services now available over radio and television. "Even now," she said, "through satellites, it is possible to beam signals from a single source to every home and apartment in the country, bypassing local stations

altogether."

Commissioner White said that "far-sighted broadcasters" recognize that it is the local station's "unique capability to serve the community that is the primary justification for maintaining public support for a system of broadcast stations licensed to individual communities. And they are responding to public concerns over excessive violence and sex to alleviate pressures for unjustified censorship and out of competitive necessity."

Commissioner White also called on broadcasters to take a more positive attitude toward some commission rules that might seem a nuisance and toward situations that might seem threatening.

She said the ascertainment process required of broadcasters could offer a tool for "an in-depth understanding of community needs, problems and tastes and an opportunity for a genuine response."

And then there are the sessions the National PTA is conducting as a means of training parents to make better use of that ascertainment process (see below). Instead of regarding those sessions as a threat, Commissioner White said, broadcasters might view them as an opportunity "for greater community involvement and a challenge to educate the public as to how our broadcasting system works and why it merits public support."

Commissioner White also touched on a number of other subjects in her speech, including the Communications Act review now going on in the House Communications Subcommittee. She is against a total rewrite. "Concern deepened to alarm when I read the broadcast option paper presented to the subcommittee," she said. "For the so-called alternative options to our present system of broadcasting are mostly discarded old ideas retrieved from the basement or attic where they belong."

She suggested some changes, however. As she has in the past, she proposed an amendment to the equal-time law that would expand the present "news exemptions" to all broadcasts over which a licensee retains control.

She called for elimination of the requirement for comparative/renewal hearings: There is no way to compare an incumbent's service with a challenger's promises. And she expressed support for extending license terms "to at least five years."

## McGannon is asked to reconsider 'Soap'

ABC told Westinghouse Broadcasting Co. Chairman-President Donald H. McGannon last week, politely, that he had blasted ABC-TV's new *Soap* sex comedy on the basis of inadequate information.

Mr. McGannon had told ABC after seeing the first two *Soap* episodes that Westinghouse's ABC affiliate, WJZ-TV Baltimore, would not carry them because they were "publicly objectionable" and, in his opinion, future episodes would probably become more so rather than less and,

since the series probably will be a hit, will be imitated (BROADCASTING, July 11).

In a letter last Monday, Frederick S. Pierce, president of ABC Television, replied that ABC respected his decision to keep the first two episodes off WJZ-TV "based on your conception of the series at that time."

In addition, he said, "you raised a number of matters in your letter which we are aware were also of concern to some other ABC affiliates." It was for that reason, he said, that Fred Silverman, president of ABC Entertainment, and other ABC officials went on closed circuit on July 15 "to place in perspective an issue that we feel has been greatly distorted."

Mr. Pierce enclosed a transcript of the closed-circuit presentation and also reviewed the highlights—that much press criticism of *Soap* had been based on erroneous information and was "exaggerated" and "unbalanced"; that "retribution," not reward, invariably follows "immoral behavior" in *Soap*, and that the ABC standards department is paying careful attention to the series and, in fact, that the first two episodes are being changed (BROADCASTING, July 18).

"I venture to hope that this new information will give you good cause for reconsidering your decision about the first two episodes of *Soap*," Mr. Pierce concluded. "Your input has been helpful to us in making our decisions here, and I hope you will be pleased with the results."

## PTA boot camps offer instructions on TV policing

**Cadres at training sessions being indoctrinated into broadcast procedures and tactics to be used against unsuitable programing; president asserts that violence is not the sole target of group**

The National Parent Teachers Association has begun a series of 13 "training sessions" to familiarize its members with the enemy in its war on TV violence. About 30 PTA officials attended the invitation-only meeting in Tulsa, Okla., last Monday, and about 60 participated in the first one in Des Moines, Iowa, the week before.

Two more meetings were scheduled in Charlotte, N.C., and Memphis last week in the series which continues into the middle of August.

The meetings make up one facet of the National PTA's First Action Plan, the six-month program ending Jan. 1, 1978, during which the TV networks are on "probation" to curtail violence, and during which the PTA is arming itself for future warfare if the networks don't respond. The association also plans a letter-writing campaign to local station managers. The training sessions run a full day and include instructions to regional PTA officials on how broadcast programing works. Partici-



pants are taught how the ratings services operate, what the relationship is between networks and local stations, who the major program producers, syndicators and advertisers are, and what the FCC can and cannot do. The participants in the training sessions are then expected to stage their own training programs in their home communities.

A major part of the program is preparing PTA members to monitor TV for violence in the coming fall program season. The networks have announced cutbacks in so-called hard-action drama in new programming, but "it remains to be seen," said National PTA President Grace Baisinger, whether they are true to their word.

Mrs. Baisinger has also let it be known that the PTA's concern is not just about excessive violence; fall monitoring will also hunt for sexually tinted TV depictions. "Some knowledgeable industry sources have told the PTA TV Commission that sexually oriented shows would replace violence shows," Mrs. Baisinger wrote in the introduction to the "Trainer's Manual" given out at the training sessions. "This is not acceptable to the PTA membership. Additional unsuitable programming may not be substituted for violent shows. Such action by the broadcast industry would be a serious affront to the American public and would not be tolerated."

The remaining nine training sessions are scheduled: July 28, Cleveland; July 29, Hartford, Conn.; Aug. 2, Chicago; Aug. 4, Tallahassee, Fla.; Aug. 5, Washington; Aug. 8, Seattle; Aug. 9, Portland, Ore.; Aug. 11, Salt Lake City; Aug. 12, Los Angeles.

## We'll do it again predicts Silverman

**He says ABC-TV will dominate prime time in upcoming season; Duffy estimates 80% sell-out**

Fred Silverman, president of ABC Entertainment, who played a key role in ABC-TV's prime-time dominance this past year, says he thinks NBC-TV will take second place in the coming season and CBS-TV, his alma mater, third. You know who he thinks will be first.

Mr. Silverman offered his predictions at a meeting of ABC-TV officials with a group of New York security analysts. CBS shows are well done, he said, but CBS is about three years behind the times.

Frederick S. Pierce, president of ABC Television, said the important thing was that CBS and NBC would rank close together—but well behind ABC.

James E. Duffy, president of the ABC-TV network, reviewing new-season sales (BROADCASTING, June 13, et seq.), said ABC has sold \$500 million worth of prime time to up-front buyers and, in fact, has a 42% to 45% share of all up-front business. He estimated that ABC's prime time is about 80% sold for the season. The \$500 million in up-front prime-time business,

he said, is about a third more than ABC had a year ago.

In addition, the analysts were told, ABC has doubled its up-front sales in other day-parts.

TV network costs—and rates—will continue to rise, the analysts were told. Mr. Pierce estimated that for 1977-78 the operating costs of all three networks would be up by 15%-20%. ABC's, he said, will be in the low end of that range.

Mr. Duffy also told the analysts that in the past year ABC-TV has made 21 network-affiliation changes that have improved the network's service, and he said there are more to come.

## 'Sanford,' 'Good Times' off-network sales said to be at record prices

Norman Lear's Tandem/TAT Communications has sold off-network reruns of *Sanford and Son* to WPX-TV New York and both *Sanford* and *Good Times* to KCOP-TV Los Angeles and WDCA-TV Washington.

In a related move, Mr. Lear withdrew *Maude* from syndication after what his vice president for syndication, Gary Lieberthal, admitted was a cool reception from potential buyers.

The principals in the negotiations for *Sanford* and *Good Times* wouldn't reveal any dollar figures, but Mr. Lieberthal said the prices were "precedent-setting" for an off-network sitcom property. (Paramount Television's *Happy Days* fetched \$36,000 per episode from KTLA(TV) Los Angeles, \$35,000 per episode from WPX(TV) New York and \$15,101 per episode from WTTG(TV) Washington late last year.)

The 136 episodes of *Sanford and Son* will be available in the fall of 1978 whereas *Good Times'* availability depends on when the CBS network decides to cancel it. If CBS takes it off next year, 109 episodes would be available for fall 1978.

## Program Briefs

**Duke signs on.** ABC Television has signed John Wayne to two-year exclusive television agreement, beginning with 1977-78 broadcast season. It calls for Mr. Wayne to appear as himself in six major two-hour specials. In addition, he will appear as guest star in one variety/special event program in each of next two seasons.

**Forging ahead.** Operation Prime Time steering committee said it would expand number of projects next year to develop continuing flow of first-running programming of quality for prime time on stations associated with OPT. Committee said it has not decided how many projects it would undertake but that its expansion plans were based on "total success" of *Testimony of Two Men*, six-hour miniseries carried this past spring on 22 independent and 73 network-affiliated stations.

## NCTA wants immediate outlawing of broadcast-movie exclusivity pacts

**Petition to FCC points out court's pay-cable ruling set stage for such action**

Taking its cue from the U.S. Court of Appeals in Washington which overturned the FCC's pay-cable rules (BROADCASTING, March 28), the National Cable Television Association has urged the commission to stop investigating exclusive broadcast movie contracts against pay cable and, instead, prohibit them.

"Exclusivity restrictions cannot be justified, especially in light of the court's determination that there is no basis for the commission to treat pay cable, and indeed cable television generally, as a supplementary type of service," NCTA said in its petition for rulemaking. "It will not suffice for the commission to leave this matter to the play of competing economic forces. For the free play of the marketplace in this instance has been inhibited through the unreasonable exclusivity contracts insisted upon by the broadcasters." The FCC's last inquiry into such contracts was launched in 1975.

## Cable sees hope in option paper's stance to lift program regulation

**In comments filed with subcommittee, NCTA also opposes phone company control of services to the home, says paper does not focus properly on issues of regulatory jurisdiction**

While broadcasters are generally opposed to the recommendations contained in the Communications Act review option paper on broadcasting prepared by the staff of the House Communications Subcommittee, the cable television industry is pleased with most of the proposals developed for CATV.

In the National Cable Television Association's response to the option paper on cable, NCTA said it "strongly supports the position [of the paper] suggesting a policy of total deregulation of the FCC's programming restrictions."

NCTA continued, "the formulation of future policy ... must begin with the premise that regulation is unnecessary and that to structure cable in the shackles of existing regulatory formats will hinder the maximum diversity of programs and services."

In addition to the plea for deregulation, NCTA also asked Congress to avoid enacting future rules, especially ones that would

require the separation of cable facilities and programming operations. "At the same time as deregulation eliminates cable's status as 'ancillary to broadcasting,' it would be contrary to the public interest to impose, now, or at a definite future date, a new regulatory status—common carrier—through the separations of cable programming and ownership of facilities."

Another thing NCTA warned against was allowing the telephone company to supply all communications services to homes, saying that "cable's incentive to build is significantly greater [than the phone companies'] and the deregulation of cable's content restrictions should provide unbuilt markets with much greater attractiveness."

NCTA said the option paper did not focus on the area of federal versus state or local regulation. It warned that "placing primary responsibility of cable regulation at the state level is likely to thwart growth and innovation." It suggested that Congress "consciously adopt a policy of total deregulation . . . which will substantially lessen the burden of state regulation. By specifically determining that no regulation should be imposed, a regulatory 'no man's land' can legally be established pre-empting further regulation at the nonfederal level."

### Cable Briefs

**Legal help.** New York-based Law Journal Press announced it will publish in spring, 1978, book by attorney Morton I. Hamburg entitled, "Legal and Business Aspects of Cable and Pay Television."

**Name change.** Channel 100, Burlingame, Calif.-based pay-cable programming supplier, has changed name to Home Premiere Cinema, effective Aug. 1. According to Robert Hessler, vice president of marketing, change is to "embellish the 'all premiere, no encore' programming format."

**No stopping it.** FCC has denied Philadelphia citizen groups' request that redefinition of cable systems between 50 and 499 subscribers (BROADCASTING, March 28) be stayed. Groups urged that further public interest ramifications be considered and all ex parte contracts put on record. FCC disagreed with legal logic of petition filed by Citizens for Cable Awareness in Philadelphia and legislative committee of Philadelphia Community Cable Coalition. Redefinition, now judging community of service on "headend" basis, took effect April 18.

**Cox Cable expands.** Cox Cable Communications Inc., Atlanta, has acquired Humboldt Bay Video Co., operator of cable TV system serving Eureka, Arcata, McKinleyville and Humboldt county in California. With addition of 12,000 subscribers, Cox subscribers now total more than 460,000.

## AMST claims FM edict indirectly supports case against V drop-ins

**Association says factors considered in Raleigh denial deserve same weight in proceedings for shoeorning more TV stations**

The Association of Maximum Service Telecasters has seized on a court case involving an FCC denial of a proposed short-spaced FM drop-in for use in its opposition to the FCC's proposal to drop in four short-spaced VHF channels.

The U.S. Court of Appeals in Washington last month affirmed the commission's decision denying Basic Media Inc.'s effort to establish an FM station in Asheville, N.C. (BROADCASTING, June 13), and AMST sent a copy of the opinion to the commission along with a letter explaining AMST's view of the Basic Media case's relevance to the VHF drop-in proceeding.

Jonathan D. Blake, AMST counsel, notes that the opinion holds that short-spaced "move-ins" are not precedent for short-spaced drop-ins." (He says the commission has approved some short-spaced move-ins in television, but never a short-spaced drop-in.)

He also says that the opinion demonstrates why the integrity of the entire TV allocations system is at stake. "If even one waiver were granted for a short-spaced drop-in in the continental United States," he says, "the rules of the game for future drop-in proposals would change substantially and the commission would be immersed in continuous case-by-case decisions that could lead to the ultimate erosion of the present allocations table and policies."

### Technical Briefs

**New satellite receiver.** Single-frequency, stand-alone satellite TV receiver has been introduced by Microdyne Corp. Priced at \$3,990 per channel, model 1110-FFC is

three-and-a-half inch rack mount unit. It interfaces without system modifications. Unit was designed for low-cost addition of TV channels to any existing or new domestic CATV or international satellite receive-only terminal, according to Microdyne.

**NPR's satellite plans.** National Public Radio board has approved radio satellite plan it hopes to be fully operational by 1979. Among factors: four 15 khz channels for use as either individual monaural outlets, two stereophonic or one quadraphonic; 15 uplink sites; 31 dishes shared between public radio and public TV, and 158 separate radio dishes. Board resolved that in most cases, it would be more flexible to have separate radio system, (should radio want to pick up signal from different satellite than TV's aimed at) and approved another resolution that downlinks should be licensed to individual licensees with uplink sites licensed to NPR. FCC approval is required.

**Now for AM too.** Harris Corp. has expanded its MSP-100 FM audio processor for use with AM. Unit uses tri-band AGC which processes separate segments of audio spectrum independently. Operational parameters, including frequency bandwidths, thresholds and shapes and attack-recovery times, are variable to user tastes in each band. Signal within protection module, which follows limiter, is split into two frequency bands to optimize limiting of high frequency signal content.

**Not for Albany.** FCC denied Mohawk-Hudson Council on Educational Television reconsideration of order proposing four VHF "drop-ins." Council asked for reconsideration because proposed allocation at Albany, N.Y., (one of 96 considered by FCC) was not included in FCC order. Commission said Albany allocation was not denied by its order, but that "burden of going forward with cost-benefit analysis" was shifted to parties outside commission. Thus far, commission said, no showing has been made that Albany proposal would provide public benefits in excess of costs.

**Latest figures.** Society of Cable Television Engineers announced it has 833 members in 27 chapters. Membership is open to cable technicians, engineers, managers and manufacturers. Headquarters is at 1523 O Street, N.W., Washington 20005. Dues are \$20 per year.



**New home in Quincy.** Broadcast Electronics Inc., subsidiary of Filmways Inc. specializing in tape cartridge systems and studio equipment, is relocating its top staff from Silver Spring, Md., to Quincy, Ill., where full manufacturing operations are to start Aug. 1. The new 31,000 square-foot facility doubles the size of the previous plant and represents an investment in excess of \$500,000. Broadcast Electronics President Lawrence J. Cervon said the move represents his company's intention to increase its "technological depth" and broaden its product line. In the fall, he added, the company will introduce new products involving microprocessor technology. New address: 4100 North 24th Street, Quincy 62301.

# The Broadcasting Playlist™ Jul 25

## Contemporary

Last This week 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
5 3	<i>I Just Wanna be Your Everything</i> □ Andy Gibb	RSO
3 4	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
4 5	<i>Looks Like We Made It</i> □ Barry Manilow	
12 6	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
7 7	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
13 8	<i>Higher and Higher</i> □ Rita Coolidge	A&M
6 9	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
16 10	<i>Best of My Love</i> □ Emotions	Columbia
9 11	<i>Lonely Boy</i> □ Andrew Gold	Asylum
11 12	<i>Margaritaville</i> □ Jimmy Buffett	ABC
14 13	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
15 14	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
17 15	<i>Easy</i> □ Commodores	Motown
10 16	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
20 17	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
8 18	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
23 19	<i>Barracuda</i> □ Heart	Portrait/CBS
19 20	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
25 21	<i>Handy Man</i> □ James Taylor	Columbia
22 22	<i>You and Me</i> □ Alice Cooper	Warner Bros.
29 23	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
34 24	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
28 25	<i>It's Sad to Belong</i> □ England Dan & John Coley	Big Tree
24 26	<i>Christine Sixteen</i> □ Kiss	Casablanca
21 27	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
27 28	<i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l
30 29	<i>Black Betty</i> □ Ram Jam	Epic
35 30	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
48 31	<i>Float On</i> □ Floaters	ABC
36 32	<i>Ariel</i> □ Dean Friedman	Lifesong
18 33	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
31 34	<i>Life in the Fast Lane</i> □ Eagles	Elektra
26 35	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
33 36	<i>Sir Duke</i> □ Stevie Wonder	Tamla/Motown
40 37	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
37 38	<i>You're My World</i> □ Helen Reddy	Capitol
38 39	<i>High School Dance</i> □ Sylvers	Capitol
32 40	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
47 41	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
43 42	<i>Give a Little Bit</i> □ Supertramp	A&M
- 43	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
45 44	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
41 45	<i>Peace of Mind</i> □ Boston	Epic
- 46	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
- 47	<i>Lido Shuffle</i> □ Boz Scaggs	Columbia
44 48	<i>Telephone Man</i> □ Meri Wilson	GRT
- 49	<i>That's Rock n' Roll</i> □ Shaun Cassidy	Warner Bros.
- 50	<i>Cold as Ice</i> □ Foreigner	Atlantic

## Playback

**Rock 'n' roll resurgence.** From Bob Seger to Shaun Cassidy to Carole King, R 'n' R is providing the tempo. *Rock and Roll Never Forgets* (Capitol) is Seger's latest, and it out-rocks the first two singles from his *Night Moves* album: *Night Moves* (which reached top 10 on "Playlist") and *Main Street*. J.D. Dalton of WACI(FM) Freeport, Ill., is hopeful: "It might be massive ... but I'm biased because I really like this one. We're waiting to get some solid response to it." Wendy Green of KFXD(AM) Boise, Idaho, has already gotten response to Seger's record. She names it as a mover: "This one is pretty basic Seger rock 'n' roll—good summer rock 'n' roll." With his *Da Doo Ron Ron* (Warner Bros.) still in "Playlist's" top five, Shaun Cassidy is back with a follow-up. *That's Rock 'n' Roll* (on at 49) is on at KILT(AM) Houston and KHJ(AM) Los Angeles. Ms. King's pace is up for her latest single, *Hard Rock Cafe* (her first on the Capitol label). The tune has a "south of the border-type sound," says Freeport's Mr. Dalton, who names this record as his "personal pick. I just felt good about it." **Watch this space.** *It's a Crazy World* (Ariola America) by Mac McAnally is a prediction by Becky Yates of WAIL(AM) Baton Rouge. "It's a fantastic song. I suspect it'll go number one here. He's extremely talented. The tune is slow, a little bit progressive country." Tom Wakefield of KLWW(AM) Cedar Rapids, Iowa, agrees: "It sounds good on the radio. Musically, he's a pretty good dude." **Name that tune.** Pam Abresch — KDWB(AM) Minneapolis-St. Paul says the titles she hears on the request line suggests listeners don't hang on every word. Current and choice on her collection of malaprops: *Looks Like We Mailed It* by Barry Canteloupe, *Life in the Bass Lake* by the Eagles, *Sir Fruit* by Stevie Wonder, *Born Between Two Cupboards* by Mary MacGregor and *Movie Fever* by the Jacksons.

## Country

Last This week week	Title □ Artist	Label
14 1	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
1 2	<i>It Was Almost Like a Song</i> □ Ronnie Millsap	RCA
13 3	<i>Honky Tonk Memories</i> □ Mickey Gilley	Playboy
10 4	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
- 5	<i>A Tear Fell</i> □ Billy "Crash" Craddock	ABC/Dot
2 6	<i>I'll Be Leaving Alone</i> □ Charley Pride	RCA
6 7	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
3 8	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
7 9	<i>Margaritaville</i> □ Jimmy Buffett	ABC
4 10	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
8 11	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.
9 12	<i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia
17 13	<i>Cheap Perfume</i> □ Bobby Borchers	Playboy
12 14	<i>Fool</i> □ John Wesley Ryles	ABC/Dot
11 15	<i>If You Want Me</i> □ Billie Jo Spears	United Artists
- 16	<i>Sunflower</i> □ Glen Campbell	Capitol
19 17	<i>Country Party</i> □ Johnny Lee	GRT
15 18	<i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury
- 19	<i>Different Kind of Flower</i> □ Ray Price	ABC/Dot
- 20	<i>I Love What Love Is Doing to Me</i> □ L. Anderson	Columbia
20 21	<i>Don't Go City on Me</i> □ Tommy Overstreet	ABC
23 22	<i>Play Born to Lose Again</i> □ Dottie	RCA
- 23	<i>Ten Years of This</i> □ Gary Stewart	RCA
- 24	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
18 25	<i>Ramblin' Fever</i> □ Merle Haggard	MCA

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.



## Media



Stakes

**Richard S. Stakes**, president of *Washington Star* until resignation last December, named executive vice president, Spartan Radiocasting Co., Spartanburg, S.C. ("Closed Circuit," July 18). Stations under Mr. Stakes's direction are WSPA-AM-FM-TV there and WTOH-AM-FM Thomson, Ga., principally owned by Walter J. Brown. Prior to assuming position as newspaper president, Mr. Stakes held positions as VP, executive VP and, subsequently president of Evening Star Broadcasting Co., then licensee of WMAL-AM-FM and WMAL-TV (now WJLA-TV) Washington, and parent of licensees of WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C. He joined Evening Star Broadcasting in 1957 as controller.

**Lynn F. Avery**, VP/general manager, WTVM-TV Columbus, Ga., named president.

**Blake C. Lewis Jr.**, local sales manager, WNCT-TV Greenville, N.C., appointed VP of parent, Roy H. Park Broadcasting, and general manager of WNCT-TV. **Ed Fields**, program director, named operations manager.

**Jack P. Jacobson**, program manager, WGN Continental Group Stations, Chicago, named assistant to director of broadcasting/manager of operations for WGN-TV. **Harry D. Trigg**, WGN-TV program manager, named station manager.

**Fred Seiden**, director of operations, KBRT(AM)-KBIG(FM) Avalon, Calif.-Los Angeles, named California operations director for parent, Bonnevill International, additionally responsible for operations of KOIT(FM) San Francisco.

**A. William Lee**, VP of Beck-Ross Communications, Babylon, N.Y., and general manager of company's WKMF(AM)-WGMZ(FM) Flint, Mich., named VP/general manager of B-R's WHCN(FM) Hartford, Conn., succeeding **Jay I. Mitchell**, who has been appointed VP and program director of five Beck-Ross stations, with headquarters in Hartford.

**J. David Hoke**, promotions manager, WRNC(AM) Raleigh, N.C., named VP of parent, Raleigh Radio Co., and general manager of WRNC.

**H.D. (Bud) Neuwirth**, president, Metro Radio Sales, New York, appointed general manager, WCH(AM) Greenwich, Conn.

**John K. Major**, VP for academic affairs/professor of physics, Northeastern Illinois University, Chicago, appointed general manager, WONO(FM) Syracuse, N.Y.

**Michael O'Shay**, sales manager, KBLF(AM) Red Bluff, Calif., promoted to general manager.

**Donald Urban**, director of personnel, Taft Broadcasting Co., Cincinnati, appointed to

newly created position of VP, personnel.

**David E. Hurlbut**, station manager, WEIC-AM-FM Charleston, Ill., joins WYER-AM-FM (formerly WVMC(AM)-WSAB(FM)) Mt. Carmel, Ill., in same position. He is son of stations' president, John Hurlbut.

**Stephen T. Lindberg**, director of station relations, NBC Radio Network, New York, joins Intermountain Network, Salt Lake City, as VP, working in station relations, programing and sales service.

**Alice Marshall**, traffic supervisor, KIRO-TV Seattle, named operations/traffic director.

**Charlene G. McCoy**, public service administrator, WRC-TV Washington, promoted to manager, community services.

**Sandra J. Jackson**, information services assistant, WBZ-TV Boston, named information services manager, co-owned KYW-TV Philadelphia.

**Paul Rich**, director of public relations, WCVB-TV Boston, promoted to special assistant to general manager.

**Sara-Jane Lawrence**, director of religious education, Unitarian Church, Fairhaven, Mass., rejoins WTEV-TV New Bedford, Mass., as manager of special projects.

**Susan Jaramillo** joins WBBM-TV Chicago as manager of planning.

**Jeanne Toncre**, director of community affairs, KRON-TV San Francisco, elected Western area VP, American Women in Radio and Television.

Newly elected officers, Harron Communications Corp. (formerly Mid New York Broadcasting Corp.), Philadelphia: **Margaret E. Harron**, chairman; **Paul F. Harron Jr.**, president and director; **Lawrence D. Biele**, vice chairman; **Sheldon F. Storrier**, secretary-treasurer; **Miriam Sandler**, assistant secretary, and **Howard Gittis**, director/corporation counsel.

## Broadcast Advertising

**William Morton**, senior VP, Discover America Travel Organization, Washington, where he managed development of U.S. domestic travel marketing programs, elected president/director, Blaine Thompson advertising, New York. He succeeds **Lyman Walters**, named chairman/chief executive officer.

**Dick McCullough**, VP/management supervisor, J. Walter Thompson, Chicago, elected senior VP.

**Brendan Ryan**, VP, marketing, New York Banking Division of Citibank, N.A., joins Ogilvy & Mather there as VP/management supervisor.

**Jean Lange**, promotion manager, McGraw-Hill Publications, Minneapolis, joins Grey Advertising there as copywriter.

**Howard Smythe**, from Ogilvy & Mather, New York, joins Rumrill-Hoyt there as manager of broadcast production services.

**Leita A. Thompson**, advertising traffic manager, Lake-Spiro-Shurman Advertising, in-house agency of Plough Inc., Memphis-based subsidiary of Schering-Plough Corp named manager, broadcast operations.

**William A. Butler**, senior copywriter, Vos & White direct-marketing agency, New York, joins Bozell & Jacobs there as associate creative executive, direct-marketing division.

**Larry B. Wilson**, general manager, Settergren Outdoor Advertising, Duluth, Minn., named director of business development, JFP & Associates, advertising/public relations/research agency there.

**Eugene E. Duncan**, senior VP, Kenrick Advertising, St. Louis, elected to board of directors. **Kenneth Hieronymus**, executive VP, and **Charles Stillwell**, controller, elected treasurer and secretary, respectively.

**Richard E. Hitt**, account executive, Stolz Advertising, St. Louis, joins D'Arcy-MacManus & Masius there in same capacity.

**Ron Hillbury**, sales representative, KXL(AM) Portland, Ore., joins Simpson/Reilly there as account executive.

**Jim Hackett**, account executive, Radio Advertising Representatives, New York, named to same post, Major Market Radio there.

**Frank Roberts**, general sales manager, WREG-TV Memphis, elected VP of parent, New York Times Broadcasting Service.

**Ronald E. Fagan**, coordinator of advertising, and promotion, KNBC-TV Los Angeles, named manager, advertising and promotion, KNXT-TV there.

**Judy Green**, account executive, Top Market Television, New York, named national sales manager, WTOP-TV Washington.

**Gene Malone**, sales executive, WNEW-TV New York, named general sales manager, WDAU-TV Scranton, Pa.

**Glenn Wright**, assistant national sales manager, KIRO-TV Seattle, named national sales manager.

**Frank Bennet**, salesman, WFMY-TV Greensboro, N.C., named director of sales.

**Don Dalton**, national sales manager, KFI(AM)-KOST(FM) Los Angeles, named general sales manager.

**Gregory M. Raab**, public relations director, Robert Solomon & Associates, Detroit, joins WKTQ(AM) Pittsburgh as director of advertising and promotion.

**Julie Phillips McQuiston**, account executive, KRIZ(AM) Phoenix, named sales manager, KRUX(AM) Glendale, Ariz. **Jay Zucker**, account executive, RTKT(AM) Tucson, Ariz., joins KRUX in same capacity.

**Stan Ferguson**, from Advertising and Creative Products Services, Memphis, joins WMP(AM) Memphis as sales manager.

**Joe Bailey**, advertising director, Read-Poland public relations, joins KHFI-FM Austin, Tex., as

general sales manager.

**Michael T. Purcell**, manager of sales development, WNBC(AM) New York, named to staff of WNBC-TV's retail sales development unit.

**Ronald R. Coomber**, account executive, WBZ-TV Boston, named Canadian sales representative.

**Edna Warren**, sales service manager, KTVI(TV) St. Louis, appointed local account executive.

**James Logsdon**, account executive, KFIG(FM) Fresno, Calif., named to same position, WNRS(AM)-WIQB(FM) Saline-Ann Arbor, Mich.

**Jack Dicoskey**, air personality, WLW(AM) Cincinnati, joins WLTV(FM) Fairfield, Ohio, as



**Broadcaster of the decade.** Elton H. Rule, (l) president and chief operating officer of ABC Inc., displays award presented to him by Joseph Drilling (r), outgoing chairman of the California Broadcasters Association, proclaiming him "Broadcaster of the Decade." Mr. Rule, when he was VP/general manager of ABC's KABC-TV Los Angeles, was twice CBA president. The presentation was made at the conclusion of the CBA general membership meeting in Monterey, Calif., July 19.

## Programming



Collier

Richard Woolen will remain on West Coast as VP, program operations, for Metromedia Television.

**Andrea Baynes**, director of program development, Columbia Pictures Television, Burbank, Calif., appointed VP.

**Richard A. Laughren**, senior editor, program clearance, program practices, CBS-TV, New York, named director, program practices, sports.

**Ron Roth**, producer of ABC-TV's *Death Flight SST* movie-for-television, joins Hanna-Barbera Productions, Burbank, Calif., to supervise development of studio's network schedule of movies-of-the-week.

**Richard J. Winters**, national director of advertising/publicity/promotion, Paramount Television, Hollywood, named executive director of that activity.

**Phillip H. Roberts**, national sales director, Greater Media Stations, East Brunswick, N.J.,

**Chet Collier**, chairman of board, Group W Productions, Philadelphia, and senior VP of parent, Westinghouse Broadcasting, joins Metromedia Television, New York, as VP, programming. At Group W he was responsible for launching *Mike Douglas Show*, *David Frost Show* and *Merv Griffin Show*.

named general manager, Greater Media Services, new subsidiary created to handle programming services.

**Karen Shaw**, director of television sales, Cinema V, New York, joins Paramount Pictures Corp. there as director of marketing and sales, pay television.

**John Herrin**, Southeast representative, National Telefilm Associates, named Midwest regional sales manager.

**James Ricks Jr.** sales executive, WESH-TV Daytona Beach (Orlando), Fla., named regional sales representative, Gold Key Entertainment, New York.

**Jeffrey Smith**, capital reporter, Missouri Network, operator of two farm networks, two sports networks and one news/sports network, Jefferson City, Mo., appointed Missouri sales manager.

**W. Carroll Ward**, program director, WTVM(TV) Columbus, Ga., named VP.

**Paul Kelvyn**, assistant program manager, WGN-TV Chicago, promoted to program manager.

**Bob Jones**, program director, KMGH-TV Denver, joins WLKY-TV Louisville, Ky., in same post.

**Ann Butler**, news producer, WTOP-TV Washington, named associate producer/reporter for 2's *Company* program, WMAR-TV Baltimore.

**Brian Blum**, film department supervisor, WFLD-TV Chicago, named production manager.

**Robert Siegel**, director of news and public affairs, WRVR(FM) New York, named public affairs editor, National Public Radio, Washington. **David Creagh**, acting executive producer, NPR's *All Things Considered* series, named producer.

## Broadcast Journalism

**Don Dunkel**, director, network news, NBC, Burbank, Calif., named VP, news, NBC Owned Television Stations, based in New York.

**Don Budd**, anchorman, Mutual Broadcasting System, Arlington, Va., appointed Washington bureau chief.

**Tom Bercherer**, news director, WWJ-TV Detroit, joins WBAL-TV Baltimore in same capacity.

**Tony Alexi**, news director, WLAQ(AM) Rome, Ga., named to same position, WCCB(TV) Charlotte, N.C.

**Rich Rieman**, reporter, WMAQ(AM)-WKQX(FM) Chicago, named news manager.

**Buck Buchanan**, assistant promotion director, KRLA(AM) Pasadena (Los Angeles), Calif., named news director, WFBG-AM-FM Altoona, Pa.

**Kathy Culpepper**, reporter/public affairs director, WEO(AM) Smithfield, Va., appointed news director.

**William Hess**, manager, noncommercial WCSD-FM Warminster, Pa., named news director, WCBG(AM) Chambersburg, Pa.

**Robert Wyatt**, general manager, WKRR(AM) Pickens, S.C., named news/community affairs director, co-owned WKYK(AM) Burnsville, N.C.

**Kathleen Partlow**, reporter/anchor, WAVE-TV Louisville, Ky., promoted to assistant news director. **Steve Burgin**, anchor, WBIR-TV Knoxville, Tenn., joins WAVE-TV as co-anchor.

**Susan Spencer**, writer/producer/co-anchor, WCCO-TV Minneapolis, named CBS News reporter, based in Washington.

**Steve Wilson**, reporter, WKBW-TV Buffalo, N.Y., named correspondent, WCBSTV New York.

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**James C. Kent Jr.**, executive news producer, WBRZ(TV) Baton Rouge, named anchor/producer, WDBJ-TV Roanoke, Va.

**Danice Kern**, anchor/reporter, WICD(TV) Champaign, Ill., joins WDAF-TV Kansas City, Mo., as reporter.

Additions to news staff, WTMJ-TV Milwaukee: **Frank Richardson**, news director, WRNL(AM) Richmond, Va., announcer/reporter, and **Craig Sanborn**, freelance cameraman/editor, and **Frederick Scott**, news photographer, wsoc-TV Charlotte, N.C., photographers.

**Victor Locke**, reporter/editor, WMEE(AM) Fort Wayne, Ind., joins WOWO(AM) there as news editor.

**William George**, journalism graduate, University of Missouri, Columbia (where he worked at KOMU-TV there), joins WHO-TV Des Moines, Iowa, as reporter, replacing **Karl Suchman**, named sports producer, news department.

**Mark Van Veen**, production assistant, non-commercial WSBE-TV Providence, R.I., and news writer, WPRO(AM) there, named news coordinator, WWJ(AM) Detroit.

**Cynthia Todd**, reporter, WMBD-AM-FM-TV Peoria, Ill., joins KSD-TV St. Louis in same capacity.

**Sondra Liburd**, reporter, *Hartford* (Conn.) *Courant*, joins news department WELI(AM) New Haven, Conn.

**Robert Krulwich**, Washington bureau chief, *Rolling Stone* magazine, named human affairs editor, National Public Radio there. **Scott Simon**, from noncommercial WTTW(TV)

Chicago, joins NPR as staff reporter based in Chicago. **Jim D'Anna**, from WRVR(FM) New York, joins NPR as arts and culture reporter.

## Cable

**David W. Pardonner**, Western regional manager, Teleprompter, appointed director of cable television operations, based in New York, responsible for system operational audits and improvement of general operating procedures and management training and development.

**Frank J. Bias**, engineering VP, Viacom's TeleVue Systems Inc., named VP, engineering, communications division, with additional engineering responsibility for Viacom's New York and Ohio properties and new systems under construction in Dayton, Ohio, and Salem, Ore. **John J. Sie**, VP for sales related to CATV products, Jerrold Electronics, Horsham, Pa., joins Showtime, Viacom International's pay cable subsidiary, as VP, marketing and affiliates. Appointment was made in preparation for plans to launch satellite transmissions to cable TV systems affiliated with Showtime.

**Raymond J. Cawley**, assistant marketing manager, terminal products, Jerrold Electronics, Hatboro, Pa., promoted to account executive.

## Equipment & Engineering

Executive staff reassignments, Sony Corp. of America: **Harvey L. Schein**, president/chief

executive officer, named chairman/chief executive officer; **Raymond J. Steiner**, executive VP, appointed president/chief operating officer; **Kazuo Iwama**, board chairman of American subsidiary and president of parent, Sony Corp., named chairman of American executive committee, and **Akio Morita**, chairman of parent, assumes additional duties as chairman of American finance committee.

**William C. McClelland**, systems engineer, Telcom Engineering, subsidiary of Communications Properties, Austin, Tex., appointed engineering supervisor.

**Pierre R. Lamond**, president, Advent Corp., Massachusetts-based producer of consumer electronic equipment, joins National Semiconductor Corp., Santa Clara, Calif., as technical director. Board of directors is expected to elect him VP later this month.

**Joseph F. Chippalone**, installer and service technician, EUE Screen Gems, New York, joins KVC, video systems and service, there as director of technical services.

**Herbert R. McKee**, area sales manager, and **Anthony P.L. Fulford**, international sales manager, Farinon Electric, San Carlos, Calif., join TerraCom, San Diego, as sales engineer and international sales manager, respectively.

**Dr. H.C. Bowers**, manager, semiconductor components and devices department, and senior scientist, solid state products line, Hughes Aircraft's electron dynamics division, Torrance, Calif., appointed operations manager, microwave communications products.

**George E. Donovan**, director of telecom-

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**Baylor honors Harris.** The Muscular Dystrophy Association has awarded a \$1.3-million grant to Baylor College of Medicine, Houston, for a research center which the college has named in honor of Jack Harris, president of KPRC-AM-TV Houston and a national director of the MDA. He is being recognized, Baylor said, for his "national and local leadership within MDA and his professional contributions to the Jerry Lewis Labor Day Telethon." (Last year KPRC-TV raised \$1.25 million for the telethon, the top per capita collection in the country.) The 10,000-square-foot Jack Harris Research Unit includes 12 laboratories and will be located in the Neurosensory Center, a new joint project of Baylor and the Methodist hospital.

munications, Jackson, Miss., police department, joins WAPT(TV) there as director of engineering.

### Allied Fields

**Alan Pearce**, who resigned this month from staff of House Communications Subcommittee, has joined Office of Telecommunications Policy as consultant. Assignment lasts six months,

ending Jan. 10, 1978. Also becoming consultant to OTP is **Robert Sachs**, currently legislative assistant to House Communications Subcommittee member Timothy Wirth (D-Colo.). Mr. Sachs's six-month contract begins Aug. 1. He will specialize in cable TV matters.

**Laurie Regan Chase**, account supervisor, Foote, Cone & Belding Public Relations, San Francisco, joins Hoefler/Amidei Public Relations there as director of consumer affairs.

**Martin J. Toole**, sales representative, WHNC(FM) Hartford, Conn., named to same post, Eastern Arbitron Radio Station Sales, New York.

**Michael Pistor**, special assistant to Ambassador John E. Reinhardt, United States Information Agency, Washington, named director of public information.

**Richard S. Salant**, president of CBS News, has been given courtesy appointment as professor of communications at Washington State University and is expected to visit WSU campus in Pullman during next academic year and conduct seminar next spring. Edward R. Murrow, late CBS News correspondent and commentator, was 1930 graduate of WSU.

**Bill Moyes**, VP, radio division, Frank Magid Associates, Marion, Iowa, resigns to help form The Research Group, San Luis Obispo, Calif.

### Deaths



Honig in 1958

Mrs. Sue Weinstein, and son, Louis Jr.

**Louis Honig**, 65, board chairman of Foote, Cone & Belding/Honig Inc., San Francisco, died in that city on July 15. He was head of Honig-Cooper & Harrington until three years ago when it merged with Foote, Cone & Belding. He is survived by wife, Miriam; two daughters, Mrs. Ann Nadel and

**John Herreich**, 28, station manager/controller, KFPW(AM) Fort Smith, Ark. (Herreich Broadcasting Co.), died in that city June 30 of apparent heart attack. He had been with station since 1970 and had been named manager of co-owned KXXI(FM) there, scheduled to go on air in September. Survivors include his parents, Mr. and Mrs. George Herreich (station owner); sister, Cindy, and brother, Bob.

**Margaret Speaks**, 72, soloist on NBC's *Voice of Firestone* radio concerts in 1930's and 1940's, died of heart attack July 16 at her home in Blue Hill, Me. She is survived by her husband, Leslie Pearl, and son, John.

## For the Record

As compiled by BROADCASTING for the period July 11 through July 15 and based on filings, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### New stations

#### TV application

■ Albany, Ga.—Southeast Broadcasting Co. seeks ch. 31 (572-578 mhz); ERP 2630 kw vis., 148 kw aural, HAAT 1190 ft.; ant. height above ground 1209 ft. P.O. address: 6220 SW 36th Way, Gainesville, Fla. 32601. Estimated construction cost \$959,000; first-year operating cost \$250,000; revenue \$540,000. Legal counsel Salter, West, Doughitie & Feiber, Gainesville; consulting engineer Jules Cohen & Associates. Principals: Marc A. Orgera, William E. Minshall, Thomas J. Hawes, Earl P. Powers and William E. Combs (20% each). Mr. Orgera is former program director of WCJB-TV Gainesville, which is 74% owned by Mr. Minshall.

Mr. Combs owns Gainesville lumber firm, and Mr. Hawes owns automobile dealership there. Mr. Powers is accountant there. Ann. July 14.

#### AM applications

■ Saloma, Ky.—Q Communications Corp. seeks 910 khz, 500 w-D. P.O. address: Box 2, Liberty, Ky. 42539. Estimated construction cost \$76,434.41; first-year operating cost \$57,636.27; revenue \$78,000. Format: contemporary. Principals: Tony M. Price, Alan Wesley Reed and James Arvil Jones (one-third each). Mr. Price is loan officer with Liberty bank. Mr. Reed is announcer and producer with WVLC(AM) Lexington, Ky. Mr. Jones is self-employed broadcast engineer. Ann. July 12.

■ Pearl, Miss.—Signal America Inc. seeks 1190 khz, 250 w-D. P.O. address: Pearl Shopping Center, Pearl 39208. Estimated construction cost \$36,000; first-year operating cost \$100,000; revenue \$60,000. Format: popular. Principals: L. Breland Hilburn (50%), Fred C. McRae (30%) and Stanley Conerly (20%). Mr. McRae is personnel-property manager of WAPT(AM) Jackson, Miss. Mr. Conerly is engineer with WOKJ(AM)-WJMI(FM) Jackson. Mr. Hilburn is attorney there. Ann. July 12.

■ Blountville, Tenn.—Morgan Broadcasting Co. seeks 1140 khz, 250 w-D. P.O. address: Box 2312, Knoxville, Tenn. 37901. Estimated construction cost \$25,380; first-year operating cost \$30,200; revenue \$96,000. Format: MOR. Principal: Harry James Morgan, owner of WSKT(AM) Knoxville and WSEB(AM)-WSKP(FM) Sebring, Fla. Ann. July 13.

#### AM action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KLCN Blytheville, Ark., Nov. 20.

#### FM applications

■ Cortez, Colo.—Sound 74 Inc. seeks 97.9 mhz, 100 kw, HAAT 1,306 ft. P.O. address: Box 714, Cortez 81321. Estimated construction cost \$96,897; first-year operating cost \$17,785; revenue \$24,000. Format: stan-

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hard pops, rock. Principals: Richard F. Hamilton Jr. (18.30%) and his parents, Martha (30.69%) and Richard Hamilton Sr. (51%). Family owns KVFC(AM) Cortez. Ann. July 11.

■ Fort Walton Beach, Fla.—Gulfcoast Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT 246.6 ft. P.O. address: 13 Memorial Parkway SW, Fort Walton Beach 32548. Estimated construction cost \$68,816; first-year operating cost \$97,200; revenue not given. Format: C&W. Principals: Al Nabors and Holley A. Rogers (50% each). Mr. Nabors is chairman of area bank, and Mr. Rogers is salesman with WYUR(TV) Huntsville, Ala. Ann. July 14.

■ Fort Walton Beach, Fla.—Jericho Radio Inc. seeks 92.1 mhz, 3 kw, HAAT 242 ft. P.O. address: 10 Old Ferry Road, Shalimar, Fla. 32579. Estimated construction cost \$61,602; first-year operating cost \$72,000; revenue \$110,000. Format: popular. Principals: F.E. Holladay (40%) and six others (10% each). Mr. Holladay owns 26% of WNSL-AM-FM Laurel, Miss.; 50% of WOKK(AM)-WQID(FM) Meridian, Miss., and 100% WVMI(AM)-WQID(FM) Biloxi, Miss. Other owners are WVMI-WQID employees. Ann. July 14.

■ Carthage, Ill.—Tri-State Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: RR Box 30A, Luray, Mo. 63443. Estimated construction cost \$51,955; first-year operating cost \$51,924; revenue \$52,000. Format: C&W. Principal: Kenneth R. Hodges, president and 51% owner of KWRT-AM-FM Boonville, Mo. Ann. July 11.

■ Muncie, Ind.—Ben-Del Broadcasting Corp. seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 2400 Virginia Ave. N.W., Washington 20037. Estimated construction cost: \$110,028; first-year operating cost \$112,000; revenue \$100,800. Format: beautiful music. Principal: Larry D. Benes, former campaign coordinator in Vice Presidential campaign of Senator Robert S. Dole (R-Kan.). Mr. Benes is also part owner in applicant for new FM at Henderson, Nev. Ann. July 14.

■ Muncie, Ind.—Hoosier Favorite Station Inc. seeks 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 200 East Washington St., Muncie 47305. Estimated construction cost \$95,704; first-year operating cost \$72,000; revenue \$84,000. Format: MOR. Principals: 18 stockholders. Principals are David B. Knoll (15%) and Stephen P. Bellinger (20%). Mr. Knoll is employee of Southern Illinois University, Springfield. Mr. Bellinger is principal of WILY(AM)-WRXX(FM) Centralia, WDWZ(AM) Decatur and WIZZ(AM)-WLAX(FM) Streator, all Illinois, and minority owner of WDWZ(FM) Decatur. Ann. July 14.

■ Greenfield, Mass.—Green Valley Broadcasting Co. seeks 95.3 mhz, .315 kw, HAAT 777 ft. P.O. address: Box 910, Greenfield 01301. Estimated construction cost \$71,479; first-year operating cost \$31,880; revenue \$50,000. Format: variety. Principals: Edward W. Skutnik (74.9%) and Robert A. Cartledge (25.1%). Mr. Skutnik is engineer with WHYN-AM-FM-TV Springfield, Mass., as is Mr. Cartledge. Ann. July 14.

■ Henderson, Nev.—Pargo Broadcasting Corp. seeks 100.5 mhz, 100 kw, HAAT 1,159 ft. P.O. address: 4420 Connecticut Ave. N.W., Washington 20009. Estimated construction cost \$126,901; first-year operating cost \$109,700; revenue \$100,000. Format: AOR. Principals: Basil C. Gogos (97%) and Larry D. Benes (3%). Mr. Gogos has various real estate interests in Washington, D.C., area and is partner in retail liquor store there. Mr. Benes is former coordinator in Vice Presidential campaign of Senator Robert S. Dole (R-Kan.). Mr. Benes is also applicant for new FM at Muncie, Ind. Ann. July 13.

■ Henderson, Nev.—SAS Inc. seeks 100.5 mhz, 100 kw (H), 88.2 kw (V), HAAT 1,210 ft. P.O. address: 2316 Peach Street, Erie, Pa. 16502. Estimated construction cost \$167,683.50; first-year operating cost \$68,300; revenue \$135,780. Format: good music. Principals: William W. Stanley, Louis G. Averbek and James L. Schaller (one-third each), all of Erie. Mr. Stanley is vice president of ambulance service. Messrs. Averbek and Schaller are president and director, respectively, of same firm. Ann. July 14.

■ Owasso, Okla.—John K. Major seeks 106.1 mhz, 100 kw, HAAT 487 ft. P.O. address: 500 South Warren Street, Syracuse, N.Y. 13202. Estimated construction

cost \$63,500; first-year operating cost \$71,500; revenue \$50,000. Format: classical. Principal: Mr. Major is general manager of WONO(FM) Syracuse. Ann. July 13.

■ Saegertown, Pa.—Crawford Communications seeks 94.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 1101 Lincoln Avenue, Phoenixville, Pa. 19460. Estimated construction cost \$80,992.20; first-year operating cost \$66,080; revenue \$110,000. Format: variety. Principals: Joseph D. Powers (70%) and James R. Campbell (30%). Mr. Powers is headquarters sales manager of CCA Electronics Corp., Gloucester City, N.J., and owner of Demographics Research Ltd., Lindenwood, N.J., tape syndication service. Mr. Campbell is general manager of Mantua, N.J., electrical contracting firm. Ann. July 12.

■ Corpus Christi, Tex.—A.V. Bamford seeks 99.1 mhz, 100 kw, HAAT 894 ft. P.O. address: 1805 Parliament Road, Leucadia, Calif. 92024. Estimated construction cost \$87,438; first-year operating cost \$46,000; revenue \$90,000. Format: ethnic, progressive country. Principal: Mr. Bamford is former owner of KBER-AM-FM San Antonio, Tex. Ann. July 12.

■ Corpus Christi, Tex.—Radio KCCT Inc. seeks 99.1 mhz, 100 kw, HAAT 752 ft. P.O. address: 701 Benys Road, Corpus Christi 78405. Estimated construction cost \$99,404; first-year operating cost \$93,000; revenue \$102,000. Format: Spanish. Principals: Manuel G. Davila, his son Manuel Davila Jr. (40% each) and Willie G. Egerton (20%). They also own KCCT(AM) Corpus Christi and KEDA(AM) San Antonio, Tex. Ann. July 14.

■ Victoria, Tex.—McDougal Broadcasting Inc. seeks 107.9 mhz, 57.85 kw, HAAT 359.5 ft. P.O. address: 402 East Virginia, Victoria 77901. Estimated construction cost \$133,849.35; first-year operating cost \$97,525; revenue not given. Format: "regular music," hits. Principal: Dudley B. McDougal, former program director of KVIC(AM) Victoria. Ann. July 13.

#### FM license

■ Broadcast Bureau granted following license covering new station: \*WPFW Washington (BLED-1662).

### Ownership changes

#### Applications

■ WROK(AM)-WZOK(FM) Rockford, Ill. (AM: 1440 khz, 5 kw-D, 500 w-N; FM: 97.5 mhz, 50 kw)—Seeks transfer of control of WROK Inc. from Bloomington Broadcasting Corp. (100% before; none after) to Vernon A. Nolte (none before; 100% after). Consideration: none. Principals: Mr. Nolte is vice president of Bloomington, and transfer represents corporate reorganization.

■ WREY(AM) New Albany, Ind. (1290 khz, 500 w-D)—Seeks assignment of license from New Albany

Co. to Stuart K. Lankford for \$62,000. Sellers: Mr. Lankford's brothers Ray and George and Wilma Kennard. Ray and George Lankford own WRAY-AM-FM Princeton, Ind. Stuart Lankford owns WAKO-AM-FM Lawrenceville, Inc. Ann. July 12.

■ KLIC(AM) Monroe, La. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KLIC Inc. to Golden South Broadcasting for \$250,000 plus \$125,000 covenant not to compete. Sellers: members of family of Mrs. Marie Cerniglia, who have no other broadcast interests. Buyer is owned equally by David O. McCormick and William B. Moran. Mr. McCormick is business manager of Tulsa, Okla., oil firm. Mr. Moran is president of Monroe oil and gas firm. They have no other broadcast interests. Ann. July 12.

■ WESO-AM-FM Southbridge, Mass. (AM: 970 khz, 1 kw-D; FM: 100.1 mhz, 3 kw)—Seeks transfer of control of WESO Broadcasting Corp. from Peter A. Bordes et al. (100% before; none after) to Eastern Media Inc. (none before; 100% after). Consideration: \$325,000. Principals: Mr. Bordes (19.5%), Joseph L. Rosenmiller Jr. (60.5%) and Winifred Amaturro and William Ruane, trustees (20%). Buyer is John R. Neuhoff, president of New York retail millinery company. He is minority owner of Eastern Broadcasting Co., licensee of WCVS(AM) Springfield, Ill., and WHUT(AM)-WLHN(FM) Anderson, Ind., and majority owner of licensees of WBOV(AM)-WBOQ(FM) Terre Haute, Ind., and WRSC(AM)-WQWK(FM) State College, Pa. Ann. July 13.

■ WPON(AM) Pontiac, Mich. (1460 khz, 1 kw-D, 500 w-N)—Seeks transfer of control of WPON Inc. from H. Allen Campbell et al. (100% before; none after) to PSB Radio Group Inc. (none before; 100% after). Consideration: \$950,000. Principals: Mr. Campbell (75%), William E. Morgan (16.7%) and Helen Sansone (8.3%). They have no other broadcast interests. Buyer is group owner of KFIZ(AM) Fond du Lac, Wis.; WCTW(AM)-WMDH(FM) New Castle, Ind.; WKEB(AM)-KRCH(FM) Rochester, Minn., and KROS(AM)-KSAY(FM) Clinton, Iowa. Held by 29 stockholders. Principals is Donald G. Jones. Ann. July 12.

■ KEOR(AM) Atoka, Okla. (1110 khz, 5 kw-D)—Seeks assignment of license from Oklahoma Broadcasting Co. to Southern Oklahoma Radio Inc. for \$125,000. Seller is principally owned by Bill Hoover (75%) and six other stockholders. They also own KTEN(FM) Ada, Okla. Buyer is owned by Ron Lee Ricord (51%) and four others (none with more than 15% interest.) Mr. Ricord is sales manager of KTEN(FM). Ann. July 12.

■ KOJO(AM)-KIOZ(FM) Laramie, Wyo. (AM: 1490 khz, 500 w-D, 250 w-N; FM: 98.9 mhz, 30 kw)—Seeks assignment of license from Wycorn Corp. to Meadowlark Broadcasting Corp. for \$410,000. Seller owns KUGR(AM) Green River and KWYO-AM-FM Sheridan, both Wyoming, and is applicant for new FM's at Casper, Wyo., and Chandler, Ariz., Principals are William Sims (56.4%) and others (none with more than 15%). Buyer is owned by George M. Maltii and Russell B. Carpenter (50% each). They also own KYVA(AM)-KGLP(FM) Gallup, N.M. They are partners in San Francisco law firm. Ann. July 12.

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## Summary of broadcasting

### FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,474	6	22	4,502	46	4,548
Commercial FM	2,857	1	79	2,937	148	3,085
Educational FM	873	0	30	903	86	989
Total Radio	8,204	7	131	8,342	280	8,622
Commercial TV	721	1	3	725	46	771
VHF	513	1	0	514	8	522
UHF	208	0	3	211	38	249
Educational TV	242	3	13	258	6	264
VHF	93	1	7	101	2	103
UHF	149	2	6	157	4	161
Total TV	963	4	16	983	52	1,035

\*Special temporary authorization

\*\*Includes off-air licenses

### Actions

■ **WTUG(AM)** Tuscaloosa, Ala. (790 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Tri-Cities Broadcasting Co. to Radio South Inc. for \$277,500. Sellers: E.O. Roden (45.45%), Mrs. Sylvia Gaye Carr (16.909%), Zane D. Roden Sr. (27.77%) and Zane D. Roden Jr. (10.2626%). Sellers also own **WBOP-AM-FM** Pensacola, Fla. and **WOKJ(AM)-WJMI(FM)** Jackson, Miss. E.O. Roden also owns **WBIP-AM-FM** Booneville (60%), **WTUP(AM)** Gulfport, all Mississippi. His father (Zane Roden Sr.) owns 37% of Gulfport stations, and his brother owns 16% of WTUP. Buyer is owned by Houston L. Pearce (50%), Fred H. Davis (25%) and Charles R. Wiggins Jr. (25%). Radio South owns **WARF(AM)** Jasper, Ala. Mr. Pearce owns 50% of **WDAL-AM-FM** Meridian, Miss.; **WGUD(FM)** Pascagoula, Miss., and is applicant for new FM at Gulfport, Miss. Mr. Davis is vice-president of Radio South. Mr. Wiggins is Jasper, Ala., attorney (BAL-8979, BALRE-3211). Action July 7.

■ **KIOT(AM)** Barstow, Calif. (1310 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Joshua Tree Broadcasting Corp. to Sunburst Broadcasting Corp. for \$35,000 plus assumption of \$20,000 debts. Sellers are A.C. Royden Stone and his wife, Norma. They have no other broadcast interests. Buyer is owned by Ray M. Webb and R. Duane Anderson (50% each), who also own **WDCF(AM)** Dade City, Fla. (49% and 51%, respectively). They have also bought, subject to FCC approval, **WDCL (AM)** Dunedin, Fla. (BAL-8978, BALRE-3212). Action July 8.

■ **KLEB(AM)-KZZQ(FM)** Golden Meadow, La.—Broadcast Bureau granted involuntary transfer of control of **KLEB Broadcasting Inc.** corporation from John Alfred Egle to Marian Weldon Egle, administratrix of succession of John Alfred Egle, deceased; condition (BTC-8375). Action July 7.

### Facilities changes

#### TV action

■ **KTVZ Bend, Ore.**—Broadcast Bureau granted mod. of CP to locate main studios on O.B. Riley Road, 0.7 mile outside city limits of Bend (BMPCT-7688). Action July 6.

#### AM action

■ **WGOC Kingsport, Tenn.**—Broadcast Bureau granted CP to make changes in ant.; trans. location Catawba Lane in Indian Springs, six miles S.E. of Kingsport; conditions (BP-20,796). Action July 6.

### In contest

#### Designated for hearing

■ **Patterson, N.Y., FM proceeding:** Patterson Communications Associates and Patterson Broadcasting Co., competing for 105.5 mhz (Docs. 21,272-3)—Chief, Broadcast Bureau, designated for hearing to

determine whether proposals would be consistent with minimum mileage separation requirements and, if not, whether circumstances warrant rule waiver and which proposal would better serve public interest. Action June 30.

#### Case assignments

■ **Bardstown, Ky., FM proceeding:** Nelson County Broadcasting Co., Earl Lamar Clark and Old Kentucky Home Broadcasters Inc., competing for 96.7 mhz (Docs. 21,241-43)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Lenore G. Ehrig to serve as presiding judge and scheduled hearing for Oct. 4. Action July 8.

■ **Eunice, La., FM proceeding:** Tri-Parish Broadcasting Co. applying for 105.5 mhz (Doc. 21,286)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ David I. Kraushaar to serve as presiding judge and scheduled hearing for Oct. 11. Action July 8.

■ **WPCE(AM)** Portsmouth, **WOWI(FM)** Norfolk, both Virginia, **renewal proceeding:** Tidewater Radio Show Inc. and Willis Broadcasting Corp. (Docs. 21,278-9)—Chief ALJ Chester F. Naumowicz Jr. designated himself to serve as presiding judge and scheduled hearing for Oct. 4 in Portsmouth vicinity. Action July 8.

■ **WBLU(AM)** Salem, Va., **revocation proceeding:** Blue Ribbon Broadcasting Inc. (Doc. 21,280)—Chief ALJ Chester F. Naumowicz Jr. designated himself to serve as presiding judge and scheduled hearing for Oct. 5 in Salem vicinity. Action July 8.

#### Procedural rulings

■ **St. Louis, TV proceeding:** Midwest St. Louis Inc. and New Life Evangelistic Center, competing for ch. 24 (Doc. 20,820-1)—ALJ Joseph Stirmer scheduled hearing for Oct. 17. Action July 8.

■ **Athens, Tenn., FM proceeding:** James C. Slinger and Cumberland Broadcasting Corp. competing for 101.7 mhz (Doc. 21,132-3)—ALJ Walter C. Miller

rescheduled July 26 hearing for Sept. 14. Action July 7.

#### Joint agreement

■ **Parker, Ariz., FM proceeding:** Gilbert Leivas (BINA Broadcasting Co.) and OM Broadcasting Inc., competing for 99.3 mhz (Docs. 21,227-8)—ALJ Reuben Lozner granted joint petition and approved agreement; authorized reimbursement of OM by BINA of \$11,000; granted BINA application; dismissed with prejudice OM application, and terminated proceeding. Action July 7.

#### Review board decision

■ **Milton, Fla., AM proceeding:** Radio Santa Rosa, Aaron J. Wells, Jimmie H. Howell and Mapoles Broadcasting Co., competing for 1330 khz (Docs. 19882-5)—Review board granted application of Aaron J. Wells. Action June 24.

### Fine

■ **KBBB(AM)** Borger, Tex.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$500 because station presunrise operating power exceeded limit of 5% above licensed power. Action July 6.

### Allocations

#### Actions

■ **Coker, Ala.**—Broadcast Bureau proposed assignment of ch. 269A as community's first FM. Action was response to petition by James D. Freeman Jr. Comments are due Sept. 15; replies Oct. 5. Action July 1.

■ **Fort Myers Beach, Fla.**—Broadcast Bureau assigned ch. 257A as community's first FM. Action was response to petition by Stoner Broadcasting Systems Inc. Effective Aug. 23. Action July 5.

■ **Federalburg, Md.**—Broadcast Bureau assigned ch. 296 as community's first FM. Action was response to petition by Philip G. D'Adamo of East New Market, Md. Effective Aug. 23. Action July 5.

■ **Norfolk, Neb.**—Broadcast Bureau proposed assignment of ch. 234 as community's second FM. Action was response to petition by Central Media Inc. Comments are due Sept. 15; replies Oct. 5. Action July 1.

■ **Fargo, Mayville, both North Dakota**—Broadcast Bureau assigned FM ch. 270 to Fargo and substituted ch. 228A for ch. 269A at Mayville. Action was response to petition by Communications Properties Inc., licensee of **KFGO(AM)** Fargo. Effective Aug. 23. Action July 5.

### Rulemaking

#### Petition

■ **National Cable Television Association** requests rulemaking to eliminate distant signal carriage limitations, syndicated exclusivity rules and network non-duplication rules (RM-2919). Ann. July 11.

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## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced July 5 (stations listed are TV signals proposed for carriage):

- Continental Cablevision of Ohio Inc. for Eden, Hopewell, Jackson, Loudon, Perry, Bascom, all Ohio C-09369-74): Interim authorization for existing operation.
- Community Tele-Communications Inc., for Lander, Wyo. (CAC-09375): KWGN-TV Denver.
- Community Tele-Communications Inc., for Fremont, Wyo. (CAC-09376): KWGN-TV Denver.
- Newchannels Corp., for Brunswick, Cohoes, Waterford, East Greenbush, Mechanicville, Clifton Park, all New York (CAC-09377-83): WKTV Utica, N.Y.
- Community Cable Co., for Big Stone, Minn.; Big Stone City, Grant, both South Dakota, Ortonville, Minn. (CAC-09384-7): WYAH-TV Portsmouth, Va.; WTCG Atlanta.
- Community Cable Co., for Milbank, S.D. (CAC-09388): WYAH-TV Portsmouth Va.; WTCG Atlanta.
- Televents Inc., for Orinda, Pacheco, Vinehill, all California (CAC-09389-91): Interim authorization for existing operation.
- Coaxial Company, for Frenchcreek, Pa. (CAC-09392): Interim authorization for existing operation.
- Valley Antenna Systems Inc., for Covington, Newberry, both Ohio (CAC-09393-4): WDTN, WHIO-TV, WKEF Dayton, WPTD Kettering, both Ohio; WXIX-TV Newport, Ky.; WCMH-TV Columbus, WTVY-TV Columbus, WCPO-TV, WLWT, WKRC-TV Cincinnati, WLIO Lima, WBNS-TV Columbus all Ohio.
- Television Antenna Inc., for Osburn, Silverton, Wallace, all Idaho (CAC-09395-7): KUID-TV Moscow, Idaho.
- Corinth Video Co., for Corinth, Miss. (CAC-09398): WTCG Atlanta.
- Continental Cablevision of New Hampshire Inc., for Methuen, Mass. (CAC-09399): WCSH-TV Portland, Me.; WPRI-TV, WJAR-TV Providence, R.I.
- Callais Cablevision Inc., for Cut Off, Golden Meadow, LaRose, all Louisiana (CAC-09400-2): WYAH-TV Portsmouth, Va.
- Callais Cablevision Inc., for Galliano, La. (CAC-09403): WYAH-TV Portsmouth, Va.
- Monroe All Channel Cablevision Inc., for Monroe, Bloomington, both Indiana (CAC-09404-5): WYAH-TV Portsmouth, Va.
- Greater Humboldt-Dakota City Cable TV, for Pocahontas, Iowa (CAC-09406): WHO-TV Des Moines, Iowa.
- Total TV of Amarillo, for Amarillo, Tex. (CAC-09407): WTCG Atlanta.
- Sun Cablevision Co., for Newberry, McMillan, Pentland, all Michigan (CAC-09408-10): WGTQ Sault St. Marie, Mich.
- Sun Cablevision Inc., for Beaugrand, Mich. (CAC-09411): Interim authorization for existing operation.
- West Memphis Utility Cable Division, for West Memphis, Ark. (CAC-09412): WREG-TV, WMC-TV, WKNO-TV, WHBQ-TV Memphis; KETS, KARK-TV, KATV, KTHV Little Rock, Ark; WMAV Oxford, Miss.; KAIT-TV Jonesboro, Ark.
- Suburban Cablevision, for Essex Fells, N.J. (CAC-09413): WCBS-TV New York; WTAJ-TV Philadelphia; WNET Newark, N.J., WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV, WNBC-TV New York; WLW Garden City, N.Y.; WBTB-TV Newark; WJNU-TV Linden, N.J.; WJNM Montclair, N.J.; WXTV Paterson, N.J.; WPHL-TV Philadelphia.
- Tele-Media Co. of Lake Erie, for Madison, Geneva-on-the-Lake, Jefferson, Austinburg, Jefferson, Geneva Township, all Ohio (CAC-09414-9): WTCG Atlanta; CKGN-TV Paris, Ont.; CICA-TV Toronto; WUTV Buffalo, N.Y.; CFTO-TV Toronto.
- Teleco Cablevision of Asbury Park Inc., for Asbury Park, N.J. (CAC-09420): WTAJ-TV Philadelphia.
- Princeton Telecable, for Princeton, W.Va. (CAC-09421): Interim authorization for existing operation.
- Roanoke Rapids Telecable, for Halifax, N.C. (CAC-09422): Interim authorization for existing operation.
- Sammons Communications Inc., for Vidalia, La. (CAC-09423): Interim authorization for existing operation.
- Racine Telecable Corp., for Mount Pleasant, Wind Point, Caledonia, Elmwood Park, Racine, all Wisconsin (CAC-09424-8): Interim authorization for existing operation.
- Sun Cablevision Co., for Mackinaw, Wawatam, both Minnesota (CAC-09429-30): Interim authorization for existing operation.
- Cable TV of Tallapoosa Inc., for Tallapoosa, Ga. (CAC-09431): WSB-TV Atlanta; WRCB-TV Chattanooga; WHMA-TV Anniston, Ala.; WAGA-TV, WHAE-TV Atlanta; WGTW Athens, Ga.; WTVC Chattanooga; WXIA-TV Atlanta; WDEF-TV Chattanooga; WAPI-TV Birmingham, Ala.; WTCG Atlanta.
- Macoupin County Cablevision, for Carlinville, Ill. (CAC-09432): KPLR-TV St. Louis; WICS Springfield, Ill.; WAND Decatur, Ill.; KMOX-TV, KSD-TV, KDNL-TV, KETC St. Louis; WGN-TV, WSNS Chicago; KTVI St. Louis.
- Atlantic Cablevision Systems Inc., for Atlantic, Iowa (CAC-09433): WTCG Atlanta.
- Tele-Media Co. of Lake Erie Inc., for Ashtabula, Plymouth, Skybrook, Ashtabula, Madison, Harpersfield, Geneva, all Ohio (CAC-09434-40): WTCG Atlanta; CHCH-TV Hamilton, Ont.; CFTO-TV Toronto, WUTV Buffalo, N.Y.; CKGN-TV Paris, Ont.; CICA-TV Toronto.
- Wytheville Corp., for Wythe, Va. (CAC-09441): Interim authorization for existing operation.
- Wytheville Corp., for Wytheville, Va. (CAC-09442): Interim authorization for existing operation.
- Sammons Communications Inc., for MaCugie, Pa. (CAC-09444): Certificate of compliance for existing operation.
- Cablevision of Topeka, for Topeka, Kan. (CAC-09445): WYAH-TV Portsmouth, Va.
- Sammons Communication Inc., for Salisbury, Upper Milford, both Pennsylvania (CAC-09446-7): Interim authorization for existing operation.
- Mill Hall Cable Co., for Mill Hall, Lamar, Bald Eagle, Walker, Porter, all Pennsylvania (CAC-09448-52): WVIA-TV Scranton, Pa.
- Teleception of Winchester Inc., for Clark, Ky. (CAC-09453): Interim authorization for existing operation.
- Clinton TV Cable Co., for Clinton, Tenn. (CAC-09454): WCPT-TV Crossville, Tenn.; WYAH-TV Portsmouth, Va.
- Loudon County Cable TV Inc., for Loudon, Lenoir City, Loudon, all Tennessee (CAC-09455-7): WCPT-TV Crossville, Tenn.; WYAH-TV Portsmouth, Va.
- Continental Cablevision of Miami Valley Inc., for Madison Township, Ohio (CAC-9443): WDTN, WHIO-TV, WKEF Dayton, Ohio; WOET-TV Kettering, Ohio; WCPO-TV, WKRC-TV Cincinnati; WXIX-TV Newport, Ky.; WCET Cincinnati; Ohio; WUAB Lorain, Ohio; WMUB-TV Oxford, Ohio; WTTV Bloomington, Ind.; WOSU-TV Columbus, Ohio.

## Call letters

### Applications

Call	Sought by
	<b>New TV</b>
KNBN-TV	National Business Network Inc., Dallas
	<b>New FM's</b>
WGCV	Gulf Broadcasting Inc., Port St. Joe, Fla.
KJOT	Gem State Broadcasting Corp., Boise, Idaho
*WDLM-FM	Moody Bible Institute of Chicago, East Moline, Ill.
KANY	Ankeny Broadcasting Corp., Ankeny, Iowa
KVOB-FM	Hagan Broadcasting Inc., Bastrop, La.
WATD	Marshfield Broadcasting Co., Marshfield, Mass.
KTRI-FM	Mansfield Broadcasting Co., Mansfield, Mo.
KYBS	Yellowstone Broadcast Services Inc., Livingston, Mont.
KZIN-FM	Tri-County Radio Corp., Shelby, Mont.
KFAH	Fortner-Hill Broadcasting Inc., Alliance, Neb.
*WCBD	State University of New York, Albany
*WHPP	Trustees of High Point College, High Point, N.C.
KGUL-FM	Calhoun County Broadcasting, Port Lavaca, Tex.
	<b>Existing TV's</b>
*WCME	*WXXW Chicago
WIVB-TV	WBEN-TV Buffalo, N.Y.
WSET-TV	WLVA-TV Lynchburg, Va.

KBUK	KKOK Lompoc, Calif.
KGRZ	KGMY Missoula, Mont.
WXYO	WSPT Stevens Point, Wis.
	<b>Existing FM's</b>
WVFK	WIAB Key West, Fla.
WOKO	WDNH Dover, N.H.
WHOF-FM	WHLQ Canton, Ohio
WOLS	WCLE-FM Cleveland, Tenn.
KRKY	KSL-FM Salt Lake City
	<b>Grants</b>
	<b>Assigned to</b>
	<b>New TV's</b>
*WOPT	West Central Illinois Telecommunications Corp., Moline
KYFC	Kansas City Youth for Christ Inc., Kansas City, Mo.
	<b>New AM's</b>
KACJ	Channel One Enterprises, Greenwood, Ark.
KFIA	Olympia Broadcasters Inc., Carmichael, Calif.
WOOP	Honus Shain, Danville, Ky.
	<b>New FM's</b>
WDZD	Media Group Inc., Charlotte, N.C.
*WRTU	University of Puerto Rico, San Juan
WLCC	Caverns Broadcasting Co., Luray, Va.

KWRM	KREL Corona, Calif.
KSTC	KGEK Sterling, Colo.
WAJL	WNBE Winter Park, Fla.
KTLC	KTFI Twin Falls, Idaho
WXPB	WNPS New Orleans
KKEE	KOLM Rochester, Minn.
WJJO	WYYS Tomahawk, Wis.
	<b>Existing FM's</b>
WXXX	WERC-FM Birmingham, Ala.
KROO	KXEW-FM Tucson, Ariz.
KHYL	KAFI Auburn, Calif.
KJUG	KWSM Tulare, Calif.
KSTC-FM	KYOT Sterling, Colo.
WIVQ	WGSY Peru, Ill.
WXXO	WTCW-FM Whitesburg, Ky.
KEEZ-FM	KEYC-FM Mankato, Minn.
WLWS	WOMS Hamilton, Ohio
KZUE	KAFG Oklahoma City
KLBM-FM	KFMT La Grande, Ore.
WFFM	WLOA-FM Braddock, Pa.
WIKZ	WCHM Chambersburg, Pa.
WZDO	WZDC Soddy-Daisey, Tenn.
KXCL	KCIR Corsicana, Tex.
WKKW	WRGT-FM Clarksburg, W.Va.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**Wanted-Station Manager** strong on sales, for small market station. If you can produce, you can move up. Contact SemCo Box 3417, Jackson, TN 38301.

**AM Country—50kw top ranked contemporary FM** in ME looking for young, experienced sales manager who can motivate organize and sell. Call 207-443-5542.

### HELP WANTED SALES

**Learn To Sell** at a professional Midwest radio station. Box H-107.

**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.

**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.

**Indiana. We need** an executive sales person with sales experience to sell our No. 1 rated top 40 AM station in Medium market. Promotion minded. Heavy RAB user. \$12,000 to 15,000 available first year. Must have proven track record. Send resume and references to Box I-42.

**We need a Go-Getter** to sell thriving AM-Country and FM-Rock. Base salary plus commission. Call 414-324-4441.

**Announcer-Sales** person for medium market. Established station with good following, good opportunity. Write (don't call) WBLJ, Box 809, Dalton, GA 30720.

### HELP WANTED ANNOUNCERS

**Wanted: Announcer** for small market on Ohio River. Sales Helpful. Box H-155.

**KPOW-AM Powell** is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

**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.

**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.

**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.

**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.

**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 WSRS, Box 961, West Side Station, Worcester, MA 01602.

**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.

**Expanding Southeastern Group** seeks air talent—small to major market openings. Salary negotiable—talented beginners considered. Letter, resume to Al Clarke, Box I-40.

**Southeastern AM** seeks creative, wide-awake morning personality. Must be strong on production. Modern Country format. Starting salary over \$200/week. Equal Opportunity Employer. Box I-12.

**Small town New York State—Learn** what you don't know. Need deep voice, smooth reading, good diction. Box I-16.

**Morning DJ—Sales** Position. Salary + Commission + Expenses; Modern Country with good numbers in medium market. 1st year potential 15-20K. Tape and resume to: WCRV, Box 150, Washington, NJ 07882.

**Announcer with ability** in sales, production, or news. Want person with sense of responsibility and ability, but no prima donnas. Reliable person has good growth opportunity. Scenic, progressive community with industrial complex and junior college. Write (do not call) WBLJ, Box 809, Dalton, GA 30720.

**Don't waste my time** or yours if you're not willing to work. Must have 1st class license, 2 years on air experience, ability for communication and production. E.O.E. Call 512-578-9271 or 578-6771 between 11am and 3pm CDT. Ask for Mr. Boutin.

**Announcer-Sales....** send tape and resume to George Kimble, WCGR/WFLC ... P.O. Box 155, Canandaigua, NY.

**Announcer Experienced,** MOR and commercial production. Excellent working conditions. Above average benefits. Send resume, tape, salary requirements to WMNB, Box 707, North Adams, MA 01247.

**Announcer Wanted:** Our 100,000 watt FM 5,000 watt AM station is looking for a professional announcer. Very good starting salary. Excellent fringe benefits and retirement plan. Send tape and resume to Chris Millunzi, Box 47, Eau Claire, WI 54701.

**WTAE Radio, Pittsburgh,** has an immediate opening for a personality pro to handle an evening air shift. Individual must have considerable on-air experience and be able to communicate and entertain to reach adults. Females and minorities are encouraged to apply for this position. No phone calls please. Send recent aircheck, letter and resume to Ted J. Atkins, V.P., General Manager, WTAE Radio, Pittsburgh, PA 15230. EEO/M.F.

**First Phone, Announcer** wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

### HELP WANTED TECHNICAL

**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.

**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.

**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.

**Chief Engineer ...** must be familiar with FM stereo computer ... AM/FM operation in the West ... send resumes to Broadcasting Box I-38.

**Experienced radio engineer,** studio and transmitter, for high-power public station. Primary responsibilities equipment maintenance and installation at studios and transmitters. First phone required. Salary determined by experience. Contact June O'Neill, Personnel Office, University of Michigan, Ann Arbor, MI 48109. 313-764-7280.



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**HELP WANTED NEWS**

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**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.

**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.

**WOBM 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.

**Experienced Sports/News person:** all phases of news, football play-by-play for Top 40 AM/FM station in Southeast. EOE. Send resume to Box I-17.

**Large Midwest radio** chain is looking for an experienced news director, to work in a 4 man news department. We are also looking for experienced adult contemporary communicators. Send tape and resume to Jack Hansen, Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

**Experienced news professional** wanted for growing Western Mass news department. Sports play by play experience helpful. Send complete resume and tape to Bill Grauly, Box 958, Pittsfield, Mass. 01201. EOE. No phone calls please.

**Our News Department** is No. 1, and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**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.

**Top 20 market AM** station looking for PD who can program contemporary music with a clean, unique sound. Exceptional opportunity for a young programmer to advance to major market. Box I-25.

**KHKE/KUNI, public radio**, needs versatile Producer/Announcer to produce interview programs, on the air promos, deliver news, announce classical, progressive rock, jazz, and folk music, develop special radio programs, conduct interviews and operate control boards. Qualifications include: clear, smooth, authoritative, mature delivery, good knowledge of music, broad background, B.A. or equivalent, (3rd class endorsed license), some broadcast experience. Salary range: \$9,380-\$10,376 for initial 11 month appointment, plus fringe benefits. Send application, resume, and Audition Tape 7 1/2(reel) by August 12, 1977 to: Douglas L. Vernier, Director of Broadcasting, KHKE/KUNI, University of Northern Iowa, Cedar Falls, IA 50613. The University operates two separately programmed FM stereo stations. KUNI at 100,000 watts covers nearly one half of Iowa. KHKE, 8,000 watts, covers greater Waterloo/Cedar Falls, New studios, seven control rooms, three studios, 12,000 square feet plant. UNI Is An EEO/AA Employer.

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**SITUATIONS WANTED MANAGEMENT**

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**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.

**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.

**Workaholic GM**, FM or AM/FM. I'll do it all or as much as you want. The station could hit new billing and profit highs. In confidence. Box I-48.

**Selling Manager!** There is only one kind of manager you want—someone who knows how to make money! Someone who has a brain and knows how to use it. Someone who knows how to train and motivate salesmen. A professional who knows how to carve up a market and cover it wall to wall. This selling manager you're looking for is looking for a once-in-a-lifetime opportunity with honest, stable, good people. Radio or TV. Box I-49.

**Let Me Increase** your botton line. Promotion minded manager, strong on sales. 17 years experience. All phases. Box I-37.

**Gen. Mgr. (Radio)** seeks new challenge. Young family man. With present employer over 10 yrs. Record of exceptionally profitable operation competitive mkts. Prefer situation providing for partial ownership. Box I-11.

**GM with 18 years** Adult Contemporary experience available September 1st because of ownership change. Communications graduate. RAB certification. Fulltimers, medium-large markets, lower 48 only. Low salary plus percentage. All replies kept confidential. Box I-8.

**Great stations don't** just happen—they're made! Hire an effective General Manager who has done it all—PD, CE, ND, DJ, Production, Sales, Promotion. 32 year old professional. Let me go after the competition. Large markets preferred. Call Bill Elliott at 305-484-3116.

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**SITUATIONS WANTED SALES**

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**Experienced Sales**, good announcer, production etc. Investment or Management desired, family, age 36, medium to major markets. Call Bob, 704-487-9608.

**An Eager and Competent Salesman** or Salesmanager. Small market ... local and regional ... specialist. Reaching for new challenge. Box I-23.

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**SITUATIONS WANTED ANNOUNCERS**

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**Good pipes**, seeking medium market Top 40-Contemporary gig. 1st ticket. Very hard working, dedicated, and energetic. Martin 615-374-2029 mornings and evenings.

**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.

**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.

**Experienced Sportscaster**—five years PBP, solid writing and reporting ability. Strong DJ, news also. 3rd endorsed, BA Journalism, relocate anywhere. Available immediately 212-663-0503, Gary Sparber.

**Humorous, First Phone**, air personality, desires Top 40 or Adult Contemporary small market nite gig. S.H. Green 213-387-7175.

**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.

**Black 1st Phone** combo-man, Communications degree, commercial station experience (program-music assistant NYC), excellent references and resume. Box I-43.

**Seven yrs. C & W Personality**, 3rd endorsed, PD, MD, 2 yr. Assis. Manager, 1 1/2 Agri Reporter & Farm show. Copy writing, recent graduate of communications electronics—the hard way. Have whit will travel! Box I-39.

**Announcer Experienced** in news and music looking for position in small to medium market. Excellent voice and writing ability. Five years experience, B.A. dgerree. Will relocate anywhere. Box I-36.

**Young Black Third End**, looking for first on air job. Good tape. Box I-32.

**Announcer, DJ, 3rd Endorsed**, 23, extensive knowledge of music, 2 yrs. experience with a NPR station, B.S. in Communications, tight board, good voice, seeks AOR station, ready. Box I-30.

**College grad, Radio-TV**, PR, DJ, 3rd phone, experience, eager, enthusiastic, talented, great references, proven reliable, good production, best PBP, automation experience, currently employed, prefer rock, can handle any, will relocate anywhere. Box I-19.

**Announcer three years** experience with N.P.R. affiliate. Various musical backgrounds, third phone, reliable, dependable. Timothy Killoran, c/o Broadcasting Box I-6.

**Multiskilled announcer/programmer** type prefers automated contemp. First, SBE, digital. Aircheck or automated demo. Box I-4.

**Rock DJ-Top 40 & Adult Contemporary**, 3rd endorsed, 3 years college Radio experience, B.A. Mass Communications. Tape and resume available. Phil Gnesin 69 N. Lake Drive W. End NJ 07740, 201-229-2079.

**Mature, well trained jock**, married, tight board. Will do some sates, good news, will move anywhere and work any shift. Available immediately, 3rd class endorsed. For tape and resume write: James Emma, 21 O'Neil St., Prov. RI 02904.

**D.J. Nice voice**, good ear for music. One year exp. Looking for staff announcing job. First phone, hard worker with tight board. Currently employed as morning man. Call Rod, 419-782-4142.

**Jockey, Announcer**, creative, versatile, 3rd endorsed, experienced. Tight board. West Coast OK too. All answered. Write/Call Ron Nedd, 3203 Bruner Ave., Bronx, NY 10469. 212-671-9531.

**Five years experience**. Polished, mature, bright, communicative DJ. seeking contemporary, MOR, or AOR station in New York ADI or other large or good medium market. Production, references, third endorsed. Chuck Tanner. 212-799-9190, 9 A.M.-5 P.M.

**Hello Out There!** Have you a current or upcoming opening for a highly experienced, professional announcer—including crack copy, precision production, noteworthy news, p.d. experience, and first phone? 904-256-4647.

**Jr. College Grad**. Third Endorsement, family, college radio experience. Dennis Hogenmiller 4718A Virginia, St. Louis, MO 63111, 314-832-1062.

**Excellent Beginner** seeks East Coast job. 4 yrs. College exp. in music, news, sports. Call Mike 215-426-9789.

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**SITUATIONS WANTED TECHNICAL**

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**Director of Engineering** of AM/FM near LA looking for engineering position in your company. Experienced in Directional Arrays and Audio Correctness through RF systems. Willing to relocate or work under a supervisor to start. Former partner in engineering firm. Will consider all offers from reputable stations. Box I-5.

**Chief Engineer**, experience AM, DA, FM construction, maintenance. Want position with future, Box I-46.

**Chief engineer**—available immediate. AM/Directional FM/Automation. Family, age 35—17 yrs experience, 13K min. 309-699-7428.

**I can help you**. First phone. Willing to work and learn. Board and production experience. Box H-160.

## SITUATIONS WANTED NEWS

**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.

**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 Olden 701 S. Crenshaw Blvd., Apt. 2, Los Angeles, CA 90005. 213—936-8608. 213—461-1195.

**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.

**News Director**, college grad, with passion for public affairs, features, seeks writing, reporting position with hard-core news operation. 201—762-7390 or write Box I-45.

**Sports Director** with news and administrative experience. Looking for new challenge in sports including Play By Play. Medium or major market only. Box I-34.

**Sportscaster with ability** to place you at ringside. Let's talk. Box I-24.

**Experienced street reporter** desires immediate job opening. Salary flexible, available now. Box I-10.

**Sportscasting—4 years** experience at 50,000 watts; reporting, PBP, color; 3rd endorsed; college grad. Box I-7.

**Sports enthusiast extraordinaire.** Dedicated versatile college grad, B.A.—R/TV, with a wide variety of reportorial experience and professional training. Excellent voice, delivery, command of English and subject matter. Extremely well read. 3rd phone endorsed. Seeks year-round position with sports-minded station for P.B.P. (any level or sport). Daily sportcasts, actualities, features, complete coverage. Can combine above with news work and/or sales. Resume, tapes available. Bob 516—741-1298.

**Sportscaster** working major market newsradio looking to relocate. PBP, commentary, talk show experience. Write Pete Weber, 248 Sunshine, North Tonawanda, NY 14120.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Production Pro** ... good pipes, creative and experienced. Also good jock. Prefer Top 50 but will consider all. Box H-174.

**Broadcast Pro** seeks change in challenge. Prefer MD/ID slot with AOR AM or Beautiful FM. Experience? You Bet! Because of family ties prefer Southern California but all inquiries from any market considered. Box I-47.

**Music, Production, Promotion**, etc. Experienced in all programming-related areas, on-air and more. Desire P.D. or operations position in secondary market. Committed to your success. Box I-1.

**Bill Board Progressive** winner, looking for station to develop progressive country format. 1st phone. Box I-21.

## TELEVISION

### HELP WANTED MANAGEMENT

**Production Operations Mgr.** Must be experienced in all phases of commercial and live studio production and have potential for future management assignments in a medium sized company that is expanding. Relocate to East Texas. Equal Opportunity Employer. Send resume and salary history to Box I-35.

**Director of Personnel**, experienced in recruiting, affirmative action, FCC and developing great working environment. EOE. Box I-14.

**Experienced general sales manager** for dominant VHF network station in good Eastern 3-station market. Within top 100 markets. Salary, percentage and good fringe benefits. Present Sales Manager aware of this advertisement. Send confidential detailed resume and references first letter. E.O.E. Box I-20.

**TV Traffic Manager** with computer log exp. Contact Mike Berman, General Sales Mgr. WWJ-TV, Detroit.

### HELP WANTED SALES

**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.

### 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.

**Wanted, Video Operators** for South Texas TV station. Must have 1st class license and experience in operation of camera controls, vlr'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.

**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.

**Studio Engineer** wanted for sunny South Florida television station. First phone required. Experienced in videotape camera control and switching. Send resume to Personnel Department, WPEC, Fairfield Drive, West Palm Beach, FL 33407, 305—848-7211.

**CPTV has openings** for experienced video/VTR engineer. Minimum two years experience and FCC 1st required. Send resume Melinda Richardson, Connecticut Public Television, 24 Summit Street, Hartford, CT 06106. EOE.

### HELP WANTED NEWS

**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.

**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.

**Assistant News Manager**—Weekend anchor; aggressive, medium market in Southwest looking for strong number "two" person. 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.

**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.

**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.

**Major group station** in top 30 market needs strong experienced assignment editor, should have good ENG background and be potential news director. An Equal Opportunity Employer. Send resume to Broadcasting Magazine, Box I-44.

**Northeastern ABC affiliate** seeks aggressive, experienced Exec Producer/Producer to help lead a competitive drive for market leadership. Box I-28.

**Street Reporter**—seeking aggressive, bright individual for street reporter in Florida gulf coast growth market. Journalism degree required, street reporting experience preferred. Tremendous opportunity at market's leading station. Contact—Steve Grissom, News Director, WBBH-TV, Fort Myers, FL. 813—936-1095. EOE.

**Wanted: Editorial Director.** Experienced, aggressive, capable of dealing in capitol city market. Salary commensurate. Video tape, 3/4" a must. Credentials important. Opening is immediate. Contact Clark Edwards, WSFA-TV, 10 E. Delano, Montgomery, AL 36105.

**Experienced radio and television street reporter** wanted. Should be familiar with film and ENG. Experience in news block production beneficial but not essential. Rush audition tape and resume to Duane Wallace, WMBD AM-FM-TV, Peoria, IL. An EOE Employer.

**Anchor Person** for a major group owned VHF station in three-station market. Must be interested in joining growing news staff. Send tape and resume to Chris Clackum, News Director, WRDW-TV, Drawer 1212, Augusta, GA. 30903. An Equal Opportunity Employer.

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**TV Game Show** staff needed. Production and creative areas. Experience necessary. Relocate Midwest. Please reply to: Box I-27.

**News cast director**—One of the Country's finest television stations is looking for a news cast director. Commercial news cast directing experience required. We are looking for a creative, energetic, responsible individual to help make our news casts sparkle. Beautiful Florida gulf coast growth market. Contact Steve Grissom, News Director, WBBH-TV, Fort Myers, FL. 813—936-4885. EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Promotion director**, Midwest university public television station. Person to promote the programs and activities of the station to general public, media and other organizations. Responsibilities include: writing news releases; editing monthly viewer guide; display ads; establish new contacts; supervise support staff. Person must be highly personable. Writing and editing experience required. PTV experience helpful. Master's degree preferred, bachelor's degree or equivalent experience required. Reply Box I-29.

**TV Production Assistant**. Video Production Center offers entry level opportunity. Locate films, video-tape, photos, stills, to augment programs. Work with directors developing art work. TV-film experience necessary. Video production center in suburban DC location. Forward resume to: Personnel Administrator, Box DR, No. 4 Research Place, Rockville, MD 20850. EOE.

**TV Graphics/Art Supervisor** for public station. BA or equivalent plus at least 3 yr. professional full-time graphics arts experience; at least 1 yr. in television graphics. Set design, publication layout, station promotion, teaching, still photo, and/or supervisory experience desirable. Will supervise TV graphics dept. & train college level students in TV graphics. Letter, resume & references to Jim Ficklin, KRWG-TV, Box 3-J NMSU, Las Cruces, NM 88003 by August 10. KRWG-TV is an equal employment opportunity/affirmative action employer.

**Coordinator; Special Projects**, planning and programming. Responsible for coordinating long-range planning, both internal and external, and various special projects relating to station management and programming as assigned by General Manager. Independent judgment, originality and imaginative approach to station needs and programs will be essential. Application deadline: July 29, 1977. Send resume and three verifiable references to: General Manager, KCTS/9, University of Washington JA-05, Seattle, WA 98195. An Equal Opportunity Affirmative Action Employer.

**Promotion Manager WTLV**, Jacksonville. Florida is seeking an innovative person with experience in television promotion. Able to plan, write and produce exciting promotion spots, know print media and supervise special campaigns. Excellent opportunity in America's Bold New City of the South. Equal Opportunity Employer. Send resume to promotion minded Mr. Gert Schmidt, President, WTLV, P.O. Box TV-12, Jacksonville, FL 32231.

**Development Associate** for public television network. Involves corporate, foundation fund raising. Adept at making presentations, proposal and report writing. BA required. Contact Melinda Richardson, Connecticut Public Television, Hartford, 06106. EOE.

## SITUATIONS WANTED MANAGEMENT

**Gen. Mgr. Op's Dir., Pgm Dir.** Sales oriented, heavy pdn background. TV-FM-AM. Oran Gough, 939 W Laurel, "D", Lake Park, FL 33403. 305-845-1724.

## 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.

**Experienced Broadcast Engineer**—Experience includes Field Engineering for major TV equipment supplier and duties as Chief Engineer. Desire position as chief engineer. TV. Reply to Box G-32.

**First Phone** Twenty years experience television XMTR. Insulation, maintenance. Supervisor. South-west only. Texas preferably. C.H. Stanford, 2401 Halifax, Odessa, TX 79761.

## SITUATIONS WANTED NEWS

**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.

**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 Loddell, Apt. 36 Baton Rouge, LA 70808.

**Reporter seeks ND/Street/Anchor**—New England; Midwest; Southeast. Print, now television street reporter, ENG experience. Prefer ND at No. 2 cooking for No. 1. Box I-13.

**Weekend Anchor, Top Ten**, ready for full anchor responsibility in Top 50. Salary negotiable. Box I-15.

**Sportscaster in Top 50** market wanting to move up. Strong on air and PBP, College Grad. Box I-41.

**Pressure Junkie** needs challenge—woman reporter/photographer/producer/anchor, 3 yrs. exp. major market. Solid ENG—live BG. If you're as fast-paced as I am, call Jan, 214-350-2589.

**Experienced TV reporter**, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer, 823 Oak Hill, Hagerstown, MD 301-797-0126.

**52 countries** including Rhodesia, Lebanon, Ireland, Chile, South Africa, Hong Kong covered by currently New York based news pro. 37. Wants forget big city, big money. Seeks small station, nice community. Extremely capable, hard working, do it right, conservative. Willing do whatever needed. News director, anchor, producer, director, street reporter/photo journalist. Masters degree. Will consider low salary. 203-655-0486.

**Female Reporter**: (22) Seeks position in small or medium market. Experience news writing, reporting, 6 mo. in med. market. B.S. Journalism. Sheryl, 615-693-9450.

**Top 40's Reporter...** Editor/Producer eager to return to street. Stories sold to network. 3 years commercial experience. Messages: Karl Marshall 704-324-8980.

## 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.

**Commercial Artist Available** August 10th. Portfolio and resume on request. Michael Cox, 816 North 105th Street, Seattle, WA 98133. 206-782-3002.

## WANTED TO BUY EQUIPMENT

**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.

**Wanted**: Interface, 252 Carousel to Gates RA-10-SSC-KSP-10 Automation system. Contact Larry Craig, KUTI Box 261 Yakima, WA. 509-248-2900.

**FM Station Equipment** needed: 2.5-3 KW transmitter inc. stereo gen. FM, mod. mon., stereo mon., 3 Bay 3 KW antenna. John Mitchell Kern 805-832-1410.

**Old RCA Microphones** and Electrical Transcriptions. Heritage, 340 Parker St., Newton, MA 02159.

## FOR SALE EQUIPMENT

**3" Air Hellax Coaxial** cable new all copper, 50 ohms—4reels, 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.

**New Automation**, one Carousel, two reel to reels, one cart machine and network join, \$9,000. Contact Broadcast Specialties, 206-577-1681.

**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.

**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.

**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.

**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.

**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. Gabet, Inc., Radio Enterprises, P.O. Box 5948, Tucson AZ 85703. 602-624-2431.

**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.

**Gates BC5P AM Transmitter**, excellent. Solid state rectifiers, variable vacuum capacitors grid circuit. Asking \$7,000. Phone 618-271-5975.

**Ampex 440-2 two tracks** stereo recorder, excellent condition. \$1700. 318-757-4200. Must sell.

**1-Scully 280B-2-2-track** stereo tape deck 2 years old, never used, in original carton. \$2,846. Call Jeff Browne 916-383-5353.

**2-Scully 270-2 decks** in new, unopened carton. Approx. 1 year old. \$2,100. Call Jeff Browne 916-383-5353.

**Color mobile van**, 28', completely wired, low mileage, no equipment included. \$4,500. 205-956-2200.



**FOR SALE EQUIPMENT  
CONTINUED**

**1983 Collins 5kw FM txmtr.** Rebuilt 1974 new solid state rectifiers. Veriacs for 3kw operation. Remote control interface. Spare parts. \$1800. Mich. 517-673-2136 Mr. Benkelman.

**PROGRAMING**

**Exciting New York radio** program now available nationwide. Internationally known female travel expert and author explores the remote and popular corners of the world, interviewing famous and interesting people who make these places special. Practical tips in adventurous format. Box I-9.

**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.

**Knockers!** A great set of funny recorded bits for your show. Sample. Fuller, Box 1008, Kaneohe HI 96744.

**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.

**Sex & Broadcast Management.** Writing an article on that subject. Have you been approached or know anyone who is approachable? Anyone with stories to tell, please write: Managers Box 399, Beaver Falls, PA 15010. All names kept confidential.

**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.

**Don Martin School**—40th Yr. providing training in FCC 1st Class License. 4 mo. course—Jan., May, Sept. 8 wk. course—Jan., July, Nov. Complete XMTR. studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., L.A. 90028, 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.

**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.

**INSTRUCTOR POSITION  
IN RADIO BROADCASTING**

CUNY COMMUNITY COLLEGE  
Dept. of Speech and Theatre

To teach courses in radio broadcasting, speech, communications and theatre; FM radio supervision. Masters degree in radio broadcasting or speech and theatre, and additional graduate work at the doctoral level. Prior experience as a director or supervisor of a college radio station. Teaching experience in communication, speech or theatre arts desirable. For appointment Sept. 1977.

Send resume to:  
Box I-22.  
An Equal Opportunity  
Affirmative Action Employer

**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

**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.

**Situations Wanted Management  
Continued**

**CHRISTIAN G.M.**

Religious formats my specialty. Young, experienced GM with 3 years at class B FMer, 3 years major market affiliate personality, college. Will make your station show return desired through sales and PR with local religious community. Prefer Florida and Southeast Coast. Box I-26.

**Situations Wanted Technical**

**ATLANTA RADIO**

I am an experienced, dynamic, results oriented engineer, seeking a career as chief engineer ATLANTA RADIO. If you have or would like to have the best sound in ATLANTA, contact Box I-18.

**Situations Wanted News**

**PLAY-BY-PLAY**

Medium market play-by-play position with sports-minded station desired. I've done play-by-play of all sports, plus major market radio and TV reporting and telephone-talk. College grad. Presently employed. Box I-31.

**Situations Wanted Programing,  
Production, Others**

**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.

**NEWS & TELEPHONE-TALK  
PROGRAM DIRECTOR**

or consultant with an innovative & exciting concept that will deliver a very strong & saleable market position. Good size markets only. Firm not your present PD. Box I-2.

**TELEVISION  
Help Wanted Technical**

**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

# 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

## 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

### Help Wanted Sales

#### Regional Sales Manager Washington, D.C. Based

Outstanding opportunity for an individual with a minimum of 3 years sales experience in studio lighting or TV studio equipment. Technical background or education (EE).

This position requires 50% travel throughout the Southeast calling on new and existing accounts (TV studios, Theatres and photographic studios) requiring lighting systems.

Send resume in confidence with salary requirement to:

Richard Strobidge  
Manager Professional Employment  
**BERKEY COLORTRAN**

Division of  
**BERKEY PHOTO INC**  
842 Broadway, New York, N.Y. 10003

An Equal Opportunity Employer M/F

#### COMMERCIAL PRODUCTION TECHNICIANS

Opportunity for individuals with 2-4 years' commercial production experience, preferably at a commercial production house. Responsibilities include working with a TKP-45 portable camera and tape editing on an Ampex quad machine equipped with Editech and ECCO time code editing system.

Also available is a lighting director position for individual with film and videotape commercial lighting experience.



These are excellent opportunities for experience in location and studio videotape production in the best equipped production facility in New England.

Please submit resume to Personnel Manager, RKO East, RKO General Building, Government Center, Boston 02114.  
An Equal Opportunity Employer M/F/H/Vets

### Help Wanted Programing, Production, Others

#### PROMOTION MANAGER WTLV

Jacksonville, Florida

is seeking an innovative person with experience in television promotion. Able to plan, write and produce exciting promotion spots, know print media and supervise special campaigns. Excellent opportunity in America's Bold New City of the South. Equal Opportunity Employer. Send resume to promotion minded

Mt. Gert Schmidt, President  
WTLV  
P.O. Box TV-12  
Jacksonville, Florida 32231

#### PROMOTION DIRECTOR—TELEVISION

Television broadcast experience vital. Responsible for all promotional activities of the station including creation and implementation of promotional and advertising campaigns; involvement in areas of sales promotion and merchandising. Work with agency to develop campaigns. Prepare copy for print media; write and produce television commercials and promos. Creation of effective commercials and their proper placement to reach the desired audience important. An Equal Opportunity Employer. Send resume to Personnel Department, WBen-TV, 2077 Elmwood Avenue, Buffalo, New York 14207.

### 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

## Radio Programing



**Gunsmoke**  
The Original Radio Network Series  
starring William Conrad  
BACK ON THE AIR!  
Now available for local purchase  
**CHARLES MICHELSON, inc.**  
8350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

## 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 72262  
(501) 376-9292

## Employment Service

### THE BEST JOBS

are often EXCLUSIVELY referred to us!!



Box 1115, Daytona Beach, FL 32019

The now Number "One" Nationwide Radio Jobs Weekly. With a telephone "Hotline," and a GUARANTEE: YOUR MONEY BACK if you can find a better jobsheet \$12 (13 issues-3 mo.) \$30 (50 issues-12 mos.)

**STATIONS!! YOUR LISTINGS ARE FREE!**  
904-761-6920

## Audience Research

### INCREASE SALES

with a customized PRS audience survey  
... from \$329.00

Professional Research Services



6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

## 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 balwing 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.

## Business Opportunity

### Working Partnership

in currently operating California Programming firm. Some capital and experience in radio automation and syndication necessary. Strong sales background preferred. Write or call Q-Tone Productions 1091 Industrial Rd. San Carlos, Ca. 94070. (415) 595-1313.

### Wanted To Buy Stations

**Public Company** interested in acquisitions and/or mergers. T.V. — Radio. Profitability not a factor.

Reply Box E-69.

## For Sale Stations

- Daytimer within 30 miles of Tallahassee, Florida. \$195,000.
  - No down payment. Billed \$10,000+ 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 within 60 miles of Chico, Calif. 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. \$200,000. \$20,000 down.
  - AM/FM within 40 miles of Dothan Alabama. \$160,000 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

## For Sale Stations Continued

### 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.



**Brokers & Consultants to the Communications Industry.**

**THE KEITH W. HORTON COMPANY, INC**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

## CALIFORNIA MAJOR MARKET

Full-time AM station in one of the highest rated growth areas. Estate planning dictates sale. Submit financial qualifications for more information. Box I-33.

## 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.

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553



**CHAPMAN ASSOCIATES®**

media brokerage service

### STATIONS

STATIONS	CONTACT
GA small profitable \$ 215K	Terms Bill Chapman (404)458-9226
NW medium AM/FM 1,100K	300K Ray Stanfield (213)363-5764
NY metro TV 850K	cash Art Simmers (617)837-6711
MW metro FM 1,000K	290K John King (517)467-2201
FL major AM/FM 4,000K	nego Bill Hammond (214)243-6043

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Dr., NE, Atlanta, GA 30341





# THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

**OVER 8 HOURS OF SOUND EFFECTS:** fire engines and fire-works . . . wind and waves . . . birds and sea lions . . . horses & buggies and racing autos . . . explosions and avalanches . . . airports . . . stadiums . . . courts of law . . . factories . . . orchestras . . . parties . . . sirens . . . fighting . . . kids at play  
**407 CUTS IN ALL -- AND ALL IN A 16-LP RECORD SET FOR ONLY \$150. COMPLETE!**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

Please ship the 16-LP CBS Sound Effects Library to:

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

I agree to purchase this set for \$150.

My check (payable to BROADCASTING BOOK DIV.) is enclosed.

## For Sale Stations Continued

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**

**CALIFORNIA:** In the most attractive part of one of the nation's most exciting markets, this suburban Class A FM has in excess of one million people in its stereo coverage. It's a retailer's dream with unique studio setting. Priced at \$450,000 with terms tailored for qualified buyer.

**NORTHWEST:** In outdoor mountain paradise, county's only station is Class IV. Strictly for "Mom and Pop," its \$125,000 asking includes transmitter real estate. 29% down or good discount for cash.

*William A. Estine, Inc.*

31 CARROLL COURT, SAN RAFAEL, CA 94903  
(415) 479-0717  
MEDIA BROKERS - CONSULTANTS

*Cecil L. Richards, inc.*

media brokers

(703) 821-2552  
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*A Confidential Service to Owners & Qualified Buyers*

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.

**SHANEEN INC.**

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**312-467-0040**



## 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 20	Closing Wed. July 13	Net change in week	% change in week	1977 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	46 3/4	45 1/2	+ 1 1/4	+ 2.74	46 3/4	37	10	18,058	844,211
CAPITAL CITIES	CCR	N	50 1/4	50 5/8	- 3/8	- .74	57	44 3/4	10	7,484	376,071
CBS	CBS	N	62	59 3/4	+ 2 1/4	+ 3.76	62	55	10	28,395	1,760,490
COX	COX	N	29 1/4	28 3/4	+ 1/2	+ 1.73	33 5/8	27	8	5,872	171,756
GROSS TELECASTING	GGG	A	15	15 1/2	- 1/2	- 3.22	15 1/2	13 5/8	8	800	12,000
KINGSTIP COMMUN.	KTVV	O	4 1/2	4 1/2		.00	4 5/8	3 7/8	8	461	2,094
LIN	LIN	O	20 3/8	20 3/8		.00	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 1/2		.00	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	94,000
STARR**	SBG	M	5 3/4	5 7/8	- 1/8	- 2.12	7	3 1/2		1,418	8,153
STORER	SBK	N	22 3/4	23 1/8	- 3/8	- 1.62	26 7/8	21 3/8	5	4,876	110,929
TAFT	TFR	N	28 5/8	29 1/4	- 5/8	- 2.13	33 7/8	27	8	4,070	116,503
TOTAL										78,454	3,577,033

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 1/2	5 3/4	- 1/4	- 4.34	5 7/8	3 3/4	7	1,234	6,787
AVCO	AV	N	17 7/8	17 1/8	+ 3/4	+ 4.37	17 7/8	13 3/8	4	11,656	208,351
JOHN BLAIR	BJ	N	17 1/8	16 3/4	+ 3/8	+ 2.23	17 1/2	11 1/8	6	2,414	41,339
CHRIS-CRAFT	CCN	N	5 7/8	6 1/8	- 1/4	- 4.08	7 3/8	4 1/2	5	5,810	34,133
COMBINEO COMM.	CCA	N	22 1/2	21 3/4	+ 3/4	+ 3.44	23	19	8	6,493	146,092
COWLES	CWL	N	15 3/8	15 3/8		.00	15 5/8	12 1/2	19	3,969	61,023
DUN & BRADSTREET	DNR	N	30 1/2	29	+ 1 1/2	+ 5.17	30 1/2	26 1/4	16	26,447	806,633
FAIRCHILD IND.	FEN	N	15 5/8	14 3/4	+ 7/8	+ 5.93	15 5/8	9 1/2	13	5,708	89,187
FUQUA	FQA	N	11	10 1/4	+ 3/4	+ 7.31	13	9	7	8,987	98,857
GANNETT CO.	GCI	N	37 1/8	36 5/8	+ 1/2	+ 1.36	40 3/4	32 3/4	16	22,430	832,713
GENERAL TIRE	GY	N	27 5/8	27 3/4	- 1/8	- .45	29 1/4	24 3/4	6	22,239	614,352
GLOBE BROADCASTING	GLRTA	O	4	4		.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	GR	O	12 1/8	12 3/4	- 5/8	- 4.90	12 3/4	8	6	475	5,759
HARTE-HANKS	HWN	N	29	28 5/8	+ 3/8	+ 1.31	29 3/8	26	12	4,470	129,630
JEFFERSON-PILOT	JP	N	30 7/8	29 7/8	+ 1	+ 3.34	32 3/8	26 5/8	11	24,128	744,952
KAISER INDUSTRIES	KI	A	5 1/8	5 1/8		.00	18 5/8	4 5/8	3	28,119	144,109
KANSAS STATE NET.	KSN	D	7 1/4	6 3/8	+ 7/8	+ 13.72	7 1/4	4 3/4	11	1,716	12,441
LEE ENTERPRISES	LNT	A	24	24		.00	28 1/8	22 1/4	11	5,010	120,240
LIBERTY	LC	N	22 3/4	22 1/8	+ 5/8	+ 2.82	22 3/4	18	7	6,762	153,835
MCGRAW-HILL	MHP	N	19 1/4	18 1/4	+ 1	+ 5.47	19 1/4	15 5/8	11	24,655	474,608
MEDIA GENERAL	MEG	A	16 3/4	16 5/8	+ 1/8	+ .75	20	16 3/8	8	7,272	121,806
MEREDITH	MDP	N	21 1/2	20 1/2	+ 1	+ 4.87	21 1/2	17 3/8	5	3,067	65,940
METROMEDIA	MET	N	28 3/4	29 1/2	- 3/4	- 2.54	31 1/8	25 3/4	6	6,700	192,625
MULTIMEDIA	MMED	O	24 3/4	24 1/2	+ 1/4	+ 1.02	25 1/2	21 1/2	10	4,391	108,677
NEW YORK TIMES CO.	NYKA	A	19 1/4	18 3/4	+ 1/2	+ 2.66	19 1/2	15 3/4	9	11,207	215,734
OUTLET CO.	OTU	N	19 7/8	20	- 1/8	- .62	24 1/4	16 5/8	9	2,140	42,537
POST CORP.	POST	O	19 1/4	19 1/2	- 1/4	- 1.28	19 1/2	16 1/4	7	869	16,728
REEVES TELECOM	RRT	A	2 1/2	2 1/2		.00	3	1 3/4	16	2,380	5,950
RDLLINS	ROL	N	21	20 5/8	+ 3/8	+ 1.81	24 1/4	17 1/8	12	13,404	281,484
RUST CRAFT	RIJS	A	22 1/4	22 3/4	- 1/2	- 2.19	23 1/2	8 1/2	15	2,291	50,974
SAN JUAN RACING	SJR	N	11 3/4	9 3/4	+ 2	+ 20.51	11 3/4	7 5/8	10	2,509	29,480
SCHERING-PLOUGH	SGP	N	38 1/4	36 5/8	+ 1 5/8	+ 4.43	44 3/4	32 7/8	13	54,084	2,068,713
SONDERLING	SDA	A	12 1/4	12	+ 1/4	+ 2.08	12 1/4	8 3/8	6	1,103	13,511
TECH OPERATIONS**	TO	A	3	3		.00	3 3/8	2 3/8		1,344	4,032
TIMES MIRROR CO.	TMC	N	25 3/8	24 3/4	+ 5/8	+ 2.52	25 3/8	20 3/4	11	33,927	860,897
WASHINGTON POST CO.	WPO	A	26 3/8	25 5/8	+ 3/4	+ 2.92	26 3/8	21 3/4	9	8,876	234,104
WOMETCO	WOM	N	11 3/4	11 1/2	+ 1/4	+ 2.17	12 3/4	10 7/8	8	9,437	110,884
TOTAL										380,506	9,160,244

## Cablecasting

ACTON CORP.	ATN	A	6 3/8	6	+ 3/8	+ 6.25	6 3/8	3 1/8	14	2,757	17,575
AMECO**	ACO	O	1/8	1/8		.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	27 1/2	27	+ 1/2	+ 1.85	27 1/2	19 3/4	18	3,374	92,785
ATHENA COMM.** *		O	3/8	3/8		.00	3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 1/2	4 1/8	+ 3/8	+ 9.09	4 1/2	3 1/8	30	8,325	37,462
CABLE INFO.		O	3/4	3/4		.00	7/8	1/2	4	663	497
COMCAST		O	5 1/4	5	+ 1/4	+ 5.00	5 1/4	3 3/4	10	1,662	8,725
COMMUN. PROPERTIES	COMU	O	6 1/4	6 1/4		.00	6 3/8	3 5/8	19	4,761	29,756
COX CABLE	CXC	A	23 3/4	23 1/2	+ 1/4	+ 1.06	23 3/4	16 1/2	21	3,566	84,692
ENTRON	ENT	O	1	1		.00	2	7/8	1	979	979
GENERAL INSTRUMENT	GRI	N	23	21 1/2	+ 1 1/2	+ 6.97	23	18 1/8	12	7,332	168,636
GENVE CORP.	GENV	O	7 3/4	7 3/4		.00	9 1/4	7 1/2	52	1,121	8,687
TELE-COMMUNICATION**	TCOM	O	5 7/8	5 3/8	+ 1/2	+ 9.30	5 7/8	2 7/8	84	5,281	31,025
TELEPROMPTER	TP	N	8 5/8	8 1/4	+ 3/8	+ 4.54	9 3/8	6 3/4	288	16,793	144,839
TEXSCAN	TEXS	O	1 1/2	1 5/8	- 1/8	- 7.69	2	1 1/4	9	786	1,179
TIME INC.	TL	N	37	36	+ 1	+ 2.77	38 1/4	33	10	20,324	751,988
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	20 1/2	21 1/4	- 3/4	- 3.52	21 1/4	15 1/2	15	1,679	34,419
UNITED CABLE TV**	UCTV	O	4 1/8	4 1/8		.00	4 5/8	3 7/8		1,879	7,750
VIACOM	VIA	N	15 1/4	14 3/4	+ 1/2	+ 3.38	15 5/8	9 1/2	14	3,736	56,974
TOTAL										88,960	1,480,919

Stock symbol	Exch.	Closing Wed. July 20	Closing Wed. July 13	Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	15 1/8	14 1/8	+ 1	+ 7.07	15 1/8	7 3/8	6	6,748	102,063
DISNEY	DIS	N	36 3/4	35 7/8	+ 7/8	+ 2.43	47 5/8	32 1/2	16	31,908	1,172,619
FILMWAYS	FWY	A	9 1/8	9 1/2	- 3/8	- 3.94	9 7/8	6 7/8	8	2,275	20,759
FOUR STAR*			1	1		.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	13 1/4	13 3/8	- 1/8	- .93	18 3/8	13 1/8	3	48,230	639,166
MCA	N	39 7/8	41	- 1 1/8	- 2.74	42 3/4	36 3/8	8	18,024	718,707	
MGM	MGM	N	23 1/8	23 1/4	- 1/8	- .53	24 1/8	16	10	13,102	302,983
TELETRONICS INTL.	O	4	4		.00	5 1/2	4	6		1,018	4,072
TRANSAMERICA	TA	N	16 1/2	16	+ 1/2	+ 3.12	16 1/2	13 5/8	9	67,238	1,109,427
20TH CENTURY-FOX	TF	N	22 1/8	21 1/2	+ 5/8	+ 2.90	22 7/8	10	11	7,631	168,835
WARNER	WCI	N	29 3/4	29	+ 3/4	+ 2.58	32 1/2	26 1/4	7	14,436	429,471
WRATHER	WCO	A	7 1/2	7 1/4	+ 1/4	+ 3.44	7 1/2	4 1/2	12	2,243	16,822
TOTAL									213,529	4,685,591	

### Service

BBDO INC.	BBDO	O	29 1/2	29 3/4	- 1/4	- .84	29 3/4	22 1/2	9	2,513	74,133
COMSAT	CO	N	34 3/4	34 1/8	+ 5/8	+ 1.83	36 3/4	29 3/8	10	10,000	347,500
DOYLE DANE BERNBACH	DOYL	O	21 3/4	22	- 1/4	- 1.13	22	16 3/4	7	1,866	40,585
FOOTE CONE & FELDING	FCR	N	17 7/8	17 3/8	+ 1/2	+ 2.87	17 7/8	14 3/4	9	2,304	41,184
GREY ADVERTISING	GREY	O	28	27	+ 1	+ 3.70	28	16 1/2	8	821	22,988
INTERPUBLIC GROUP	IPG	N	37 1/2	36 3/4	+ 3/4	+ 2.04	37 1/2	28 1/8	8	2,387	89,512
MARVIN JOSEPHSON	MRVN	O	15 3/4	16 1/4	- 1/2	- 3.07	17 1/4	10 1/4	7	1,896	29,862
MCI COMMUNICATIONS**	MCIC	O	1 7/8	2	- 1/8	- 6.25	2 1/2	7/8		19,985	37,471
MOVIELAB	MOV	A	1 1/2	1 3/8	+ 1/8	+ 9.09	2	1 1/4	8	1,410	2,115
MPO VIDEOTRONICS	MPQ	A	6	5 3/4	+ 1/4	+ 4.34	9	4	7	520	3,120
NEEDHAM, HARPER	NDHMA	D	13 1/4	13 1/4		.00	13 1/4	11 1/8	6	823	10,904
A. C. NIELSEN	NIELB	O	21 3/8	21 3/8		.00	22 1/8	18 7/8	13	10,762	230,037
OGILVY & MATHER	OGIL	O	36 1/4	36 3/4	- 1/2	- 1.36	36 3/4	31	9	1,805	65,431
J. WALTER THOMPSON	JWT	N	17 5/8	18 3/8	- 3/4	- 4.08	18 1/2	15 1/8	8	2,649	46,688
TOTAL									59,741	1,041,530	

### Electronics/Manufacturing

AEL INDUSTRIES**	AELBA	D	5 1/8	5 5/8	- 1/2	- 8.88	6	2 3/8	23	1,672	8,569
AMPX	APX	N	11	10 7/8	+ 1/8	+ 1.14	11	7 3/8	15	10,885	119,735
ARVIN INDUSTRIES	ARV	N	17 1/8	17	+ 1/8	+ .73	19 1/4	15	4	5,959	102,047
CCA ELECTRONICS*	CCA	O	5/8	5/8		.00	5/8		3	897	560
CETEC	CEC	A	3	2 7/8	+ 1/8	+ 4.34	3 1/4	1 3/4	12	441	1,323
COHU, INC.	COH	A	3 1/2	3 1/4	+ 1/4	+ 7.69	3 1/2	2 1/8	16	1,779	6,226
CONRAC	CAX	N	22 3/8	23 3/4	- 1 3/8	- 5.78	27 1/4	22 3/8	6	1,433	32,063
EASTMAN KODAK	EASKD	N	58	58 1/4	- 1/4	- .42	85 3/4	58	15	161,371	9,359,518
FARINON ELECTRIC	FARN	D	8 3/4	8 3/4		.00	12	8	11	4,267	37,336
GENERAL ELECTRIC	GE	N	55 3/8	55	+ 3/8	+ .68	56 5/8	49 1/4	13	184,581	10,221,172
HARRIS CORP.	HRS	N	36 1/8	36 7/8	- 3/4	- 2.03	39	28	13	12,261	442,928
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	D	1 1/8	1 3/4	- 5/8	- 35.71	2 3/8	1/4		2,701	3,038
MICROWAVE ASSOC. INC	MAI	N	26	25 1/4	+ 3/4	+ 2.97	26	20 1/4	12	1,320	34,320
3M	MMM	N	49 3/4	48 1/2	+ 1 1/4	+ 2.57	57	48 3/8	16	115,265	5,734,433
MOTOROLA	MDT	N	42 1/2	40	+ 2 1/2	+ 6.25	56 7/8	37 3/4	13	28,544	1,213,120
N. AMERICAN PHILIPS	NPH	N	31 7/8	32 1/2	- 5/8	- 1.92	36	31 1/2	7	12,033	383,551
OAK INDUSTRIES	OAK	N	16 5/8	16 5/8		.00	17 7/8	9 5/8	12	1,639	27,248
RCA	RCA	N	31 5/8	30 1/2	+ 1 1/8	+ 3.68	31 3/4	25 3/8	13	74,807	2,365,771
ROCKWELL INTL.	ROK	N	32 1/4	31 3/4	+ 1/2	+ 1.57	35 3/4	30 7/8	8	32,400	1,044,900
RSC INDUSTRIES	RSC	A	2 1/8	2 1/8		.00	2 1/4	1 5/8	7	2,690	5,716
SCIENTIFIC-ATLANTA	SFA	A	20	20 1/2	- 1/2	- 2.43	21 1/8	16 3/4	13	1,668	33,360
SONY CORP.	SNE	N	8 3/4	8 3/4		.00	10 3/8	8 1/8	16	172,500	1,509,375
TEKTRONIX	TEK	N	36 3/4	34 1/8	+ 2 5/8	+ 7.69	68 1/2	28 1/4	17	17,342	637,318
TELEMATION	TIMT	O	3/4	3/4		.00	3/4	1/2	1	1,050	787
VARIAN ASSOCIATES	VAR	N	19 1/8	18 7/8	+ 1/4	+ 1.32	21	14 3/4	13	6,838	130,776
WESTINGHOUSE	WX	N	21 7/8	20 7/8	+ 1	+ 4.79	22	16 1/4	8	87,492	1,913,887
ZENITH	ZE	N	22 7/8	21 3/4	+ 1 1/8	+ 5.17	28	20 7/8	12	18,818	430,461
TOTAL									963,133	35,801,038	
GRAND TOTAL									1,784,323	55,746,355	

Standard & Poor's Industrial Average 111.8 109.4 +2.4

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.  
\*\*No P/E ratio is computed, company  
registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earn-  
ings figures are exclusive of extraordinary  
gains or losses.



## Outlet's Bruce Sundlun: riding to the hounds, in business and pleasure

Pilot, resistance fighter, attorney, broadcaster, retailer, fox hunter. And those are only the more conspicuous attainments of Bruce Sundlun, president of The Outlet Co., the Providence, R.I.-based "national broadcasting organization with diversified retail interests in department stores and women's speciality stores." It was to describe such careers that they devised the term "renaissance man."

Mr. Sundlun's Washington office, on the seventh floor of the Watergate complex, overlooks the Potomac River, Georgetown and the Kennedy Center. From there and from his office in Providence, Mr. Sundlun oversees and directs the varied operations of what has become one of the industry's larger group owners.

After a career as a pilot in World War II (he was shot down in 1943, avoided capture and spent six months in the French underground.), Mr. Sundlun received his law degree from Harvard and went to Washington to work for the Justice Department. In 1954 he entered the Washington law firm of Amram, Hahn & Sundlun, and in 1972 he formed the firm of Sundlun, Tirana & Scher. When his partner, Bardyl R. Tirana, was picked by President Jimmy Carter to head the Office of Civil Preparedness, Mr. Sundlun helped to reorganize the firm as Sundlun, Scher & Singer. He has not actively practiced law since he was named president of Outlet last year, but he does still serve as counsel to the firm and maintains his Washington office there.

But Bruce Sundlun, attorney, is only one of his sides. He is also chairman of the board of Executive Jet Aviation, a Lear jet leasing firm, senior director of Comsat, and he spends "as much time as I can between September and March" fox hunting in the Piedmont Valley of Virginia, where he has a farm near Middleburg. All of that while spending "nine days a week," according to his wife, as the chief executive officer of Outlet. Mr. Sundlun is a very busy man.

"I'm a corporate executive who has learned the languages of the businesses that he's in," Mr. Sundlun says of his varied interests.

From law to the business world, he says, "was an easy transition to make." His training as a trial lawyer "makes it much easier to step into a business." When trying cases he found he "had to learn the language of that business as well as the people who work full time in it."

"A legal training really only teaches you a method of thinking, which is to be able to recognize a problem, organize its solution and implement it. That general method of thinking works pretty well in



Bruce George Sundlun—president and chief executive officer, The Outlet Co.; b. Jan. 1920, Providence, R.I.; attended Williams College, 1938-42; bomber pilot, U.S. Air Force, 1942-46; Harvard Law School, 1946-48; assistant to United States attorney for District of Columbia, 1949-51; special assistant to U.S. attorney general, 1951-54; partner, Amram, Hahn & Sundlun, 1954-72; secretary/general counsel, Outlet Co., 1960-76; member, board of incorporators, Comsat, 1963-present; chairman, Executive Jet Aviation, 1970-present; partner, Sundlun, Tirana & Scher, 1972-77; partner, Sundlun, Scher & Singer, 1977; present post with Outlet, May 19, 1976; m. Joy Carter, 1974; children by former marriage—Tracy, Stuart and Peter; stepchildren—Michael and Cintra.

any business."

For him, it's worked particularly well in two areas. "I do know the retail business and the broadcasting business," he says. During his 19 years with Outlet, first as an attorney and then as a corporate officer, the company has grown from "one station and one store in one city" into a major group broadcaster and retail chain that reported \$148 million in sales and revenues in 1976. Mr. Sundlun expects Outlet to reach the \$500 million mark in 1982.

His association with Outlet began in 1958 when its chairman, Joseph S. (Dody) Sinclair, enlisted him to help block a planned sale of the company by the Rhode Island bank that was the executor of the trusts of the founders. Messrs. Sinclair and Sundlun won, and in 1960 Mr. Sundlun was named secretary and general counsel for Outlet. "My job was acquisitions," he says.

In 17 years Outlet has grown to include 16 department stores, 79 specialty stores, five VHF stations, two AM's and one FM. Outlet has also applied for a new UHF station in Oklahoma City, and Mr. Sundlun is looking to the day when Outlet will have a full complement of 21 broadcast stations.

He says the firm's expansion plans are simple. "We have borrowed money,

bought a broadcasting station, used the cash flow from the broadcasting station to pay off the loan and to reinvest and diversify into additional retail companies, where the return on investment is much greater.

And he says that expanding into retail is money well spent. When buying a broadcast station, Mr. Sundlun says Outlet is "paying roughly 20 times earnings, which is a terrible return on investment." Good retail companies, however, can be acquired for "four, five, six, seven times earnings." Stations cost so much "that your return on investment is not good."

Because Outlet is both a broadcaster and a retailer, Mr. Sundlun says the company's stations "have been very successful" in attracting retail advertising. Roughly a third of his retail advertising budget goes to broadcast, and the two divisions have worked closely in perfecting the relationship between the retailer and the broadcaster. "So far," Mr. Sundlun says, "the local television stations have barely touched the largest source of advertising in the U.S."—retailers. At Outlet, however, "we know more about retail advertising than most broadcasters do," and, consequently both divisions of the company have prospered.

As varied as his interests and experiences are, Mr. Sundlun says he does not take an active role in the day-to-day operations of the different divisions of Outlet, except for financing and budgeting. He meets every Monday morning with the heads of the company's three divisions and conducts monthly financial reviews of the operations, but, he says, "I don't think it's my function to get into the operating company's responsibility. If I hire you to run a television station I've got to let you run it.

"You have to pick good people, delegate responsibility and let them do it."

Doing it as president of the broadcast division is David E. Henderson.

Mr. Sundlun, too, takes to Outlet his 14 years of experience as a board member of Comsat. He is the only member of the present board of the satellite corporation who was among the original incorporators. From that vantage point, Mr. Sundlun does not see much future for satellite-to-home service such as now being experimented with in Japan and Europe. In America, he says, satellite-to-home broadcast is "technically possible, but I don't think it is politically possible. Nor do I think it is desirable."

And the fox hunting? He says the Virginia countryside offers "the best fox hunting in America—maybe the best in the world.

"Until you've taken a 1,500 pound horse at about 30 miles an hour into a four- or five-foot fence, you haven't had much excitement in your life."

## Sweet and sour

Senator Edward Kennedy (D-Mass.) has conceded that broadcasters raised so much "holy hell" over his bill to ban broadcast advertising for products containing saccharin that he had to accept a toned-down compromise from the Senate Human Relations Subcommittee. He could as well have attributed his defeat to the baldly discriminatory nature of the bill itself. If he could have bulled it through, it would have been another of those pretentious legislative displays that hurt broadcasters at no benefit whatever to the public.

The ban on broadcast advertising for cigarettes is correctly cited as the worst example of that legislative genre. Broadcasters have lost at least a billion dollars since the ban was imposed. Cigarette consumption continues rising. What giants roam the halls of Capitol Hill.

Not that the compromise voted by the Human Relations Subcommittee (a name that itself bespeaks the poverty of thinking that is apt to be found in such a group) is much to be preferred over Mr. Kennedy's creation. It would empower the secretary of health, education and welfare to compose a health warning of "equal impact" in all media. As has been repeatedly pointed out, a health warning in a radio commercial would be worse for the advertiser than no commercial at all and, in television, would be almost as devastating if effectively presented.

As for "equal impact," the question is how to measure comparable effects in different media. For example, what would be the radio equivalent of the surgeon general's warning now carried in print ads for cigarettes? A recent double truck for Merit cigarettes in such newspapers as the *New York Times* and the *Washington Post* (which were among the most vocal editorial advocates of the prohibition against cigarette advertising on radio and television) buried the warning to be all but invisible among testimonials from satisfied smokers.

If saccharin is a hazard to health, Congress ought to place restrictions on its distribution. If the medical evidence is inconclusive, distribution and advertising ought to be left untouched.

The Commerce Committee has a chance to rescue the Senate from foolish indulgences when it takes up the saccharin legislation as it intends to do.

## Half right, anyway

The dismantling of the Office of Telecommunications Policy, as proposed by President Carter (BROADCASTING, July 18), is overdue, by just about all of the seven years of OTP's existence. Since it was invented by Richard Nixon, OTP has created far more problems than it solved. We cannot be sure, however, that the capacity for mischief has been adequately reduced by Mr. Carter's formula for the redistribution of OTP functions.

The chief criticisms to be made of OTP are that it was grossly used as a political instrument during its most active period and that it meddled inexpertly in spectrum allocations at other times when its overblown staff was looking for ways to justify continued tenure.

In the early Nixon years, Spiro T. Agnew (remember him?) was the point man in the attack on television network news, but OTP was issued the blow gun and poisoned dart. To all broadcasters who would listen, and many did, OTP kept talking of supporting legislation to extend television-station license terms if only the network affiliates would keep a keener eye on network news. A keener eye, by OTP definition, was one cast more in the

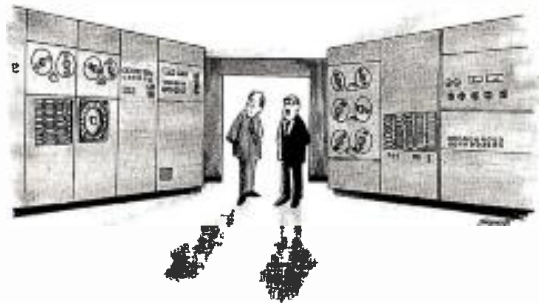
direction of conservative politics than those of the "Eastern liberal establishment."

Later, when the engineering staff and political theorists at OTP found time heavy on their hands and feared the condition would be discovered by outsiders, they produced their VHF drop-in plan. In an act that wouldn't be given tent room at the nearest volunteer fire-department carnival, OTP "found" places to insert 96 new VHF television assignments. This kind of irresponsible proposal could be dismissed as nothing more than that if it were not escalated into a national issue by other organizations that have been taught to believe in OTP's technical competence.

The good Dr. Everett C. Parker of the United Church of Christ, who will seize any opportunity to disrupt the commercial television system, filed a rulemaking petition at the FCC—thinking to give all 96 new VHF outlets to the minorities he sedulously cultivates. The United States Department of Justice, which can't find a way through the courts and the law to remold television into its fancied image, has told the FCC to go full speed ahead in distributing new VHF facilities. Neither Dr. Parker nor the Justice Department has submitted independent engineering that supports the drop-in plans. The FCC's own engineers and, as far as we know, all others with professional competence in broadcast matters agree that drop-ins on anything like the OTP scale would cause intolerable interference to existing stations. Television and television viewers—which is to say everybody in the United States—don't need this kind of help from their government.

Until more details are known about Mr. Carter's plan—whether, for instance, the new telecommunications assignments will result, net, in fewer personnel—no judgments about its workability are possible. His proposed creation of a new assistant secretaryship in the Commerce Department to oversee the telecommunications staff would seem to be at odds with the principle of personnel contraction.

There can be no doubt that the executive branch of government needs an agency with enough technical knowledge to understand how the spectrum is used and to recognize developments in telecommunications theory and practice. That is the capability that was formerly asked of the White House Office of Telecommunications Management, which preceded OTP. OTM's principal mission was the parceling of spectrum space among government users. Under the Carter proposal, the spectrum allocation function would be given to the Office of Management and Budget—without knowledge of its own in telecommunications affairs. As we say, there are questions to be answered before Congress lets Mr. Carter's plan set in its own cement.



Drawn for BROADCASTING by Jack Schmidt

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\*Arbitron market designation.



Anthony Maisano, V.P. Southern Division (Atlanta)

**12 years**

Marc Gross, Regional Manager (Boston)

**3 years**

Anthony Durpetti, V.P. Central Division (Chicago)

**8 years**

Ed Carrell, Regional Manager (Dallas)

**3 years**

Bob Longwell, Regional Manager (Detroit)

**3 years**

Les Goldberg, V.P. Western Division (Los Angeles)

**9 years**

Monte Lang, V.P. Eastern Division (New York)

**13 years**

John Bitting, Regional Manager (Philadelphia)

**2 years**

Gary Ahrens, Regional Manager (St. Louis)

**8 years**

Jeff Dasher, Regional Manager (San Francisco)

**6 years**

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