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Broadcasting Aug 1

The newsweekly of broadcasting and allied arts Our 46th Year 1977

NEWSPAPER

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For information on how to join the 1977/1978 season of The New Mickey Mouse Club, call Stan Moger, George Hankoff or Gary Lico at (212) 682-0760.

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It's TOUGH to beat the **NUMBER ONE!**



MALRITE The Broadcasting Company

RADIO

• **WHK** • **WMMS** **Cleveland**

WHK is the overall Number One station in the Metro, TSA and ADI. WMMS is Number One in total persons 12 to 49, Metro and TSA.

• **KEYY** • **KEYY-FM** **Minneapolis • St. Paul**

KEYY AM/FM is the Number One Beautiful Music combination in the Twin Cities, Total persons 12+, Metro.

• **WZUU** • **WZUU-FM** **Milwaukee**

WZUU AM/FM is Number One in total persons 12 to 34, Metro, TSA and ADI.

• **WNYR** • **WEZO** **Rochester, N.Y.**

WNYR/WEZO is the Number One 18-49 combination in Metro and TSA. WEZO is Number One overall in total persons 12+, Metro and TSA, and one of the highest rated FM stations in America.

• **WBRB** • **WBRB-FM** **Mt. Clemens, Mich. (Detroit)**

WBRB AM/FM serves the fastest growing suburban communities in the Detroit Metroplex. WBRB AM/FM are the nation's most honored and award-winning suburban stations.

TELEVISION

• **WCTI-TV** **Greenville-New Bern-Washington, N.C.***

WCTI-TV, Malrite's recent acquisition, is affiliated with ABC, the nation's Number One television network. An application is pending for a 2000-foot tower to improve coverage.

(Applications for additional Television facilities are pending.)

**21 YEARS
OF
WINNING**



MALRITE The Broadcasting Company

Cleveland Plaza • Cleveland, Ohio 44115 • (216) 781-3010

Milton Maltz, President

Carl E. Hirsch, Executive Vice President

(All ratings subject to limitations set forth in report. Arbitron April/May '77 reports are quoted in all cases except Rochester, where Oct./Nov. '76 is latest report released. * hr. average, Mon.-Sun., 6 am to Midnight is used.)
* Arbitron market designation.

The Week in Brief

SWEETENER VICTORY □ Senate Communications Subcommittee deletes all references to advertising in bill that would lift FDA ban on saccharin sales. **PAGE 19.**

GOODBYE GIFT □ FCC adopts Hooks-inspired inquiry into proposal that licensees give at least 45 days' advance notice before selling a station in order to give minorities better opportunities to buy outlets. **PAGE 20.**

TVB DEFENDS PRICING □ The association attempts to isolate spot and local television from the criticism that television's rates are too high. **PAGE 22.**

SETBACK FOR VIOLENCE REPORT □ House Subcommittee Chairman Van Deerlin says the controversial document is not up to snuff, postpones action on it until Oct. 1. **PAGE 23.**

BACK-UP STRENGTH □ The networks are busily at work on substitute shows for the fall in the event any prime-time entries falter. Conspicuously absent are hard-action police series. **PAGE 24.**

MGM TV'S PRESIDENCY □ Executive Vice President Montanus takes over as Katleman leaves company that is enjoying one of its best pilot seasons. **PAGE 25.**

FOR CHILDREN □ A Markle-funded study urges establishment of a radio and TV endowment for a council to provide programing for the young. **PAGE 26.**

FOURTH NETWORK FRONT □ Universal abandons it scheme for as many as a dozen two-hour, made-for-TV movies and, instead, will concentrate on fewer "major" projects. Paramount signs Gillette and Bristol-Myers for its venture. **PAGE 26.**

HEIRS TO OTP'S CHORES □ Some answers begin to emerge on how the office's functions will be absorbed in the Carter reorganization. But there still are questions about the roles of OMB and Commerce. **PAGE 28.**

MERGER OFFICIAL □ Shareholders of Cox Broadcasting and Cox Cable give their approval. Reinsch is elected chairman, Mouse and Harris are elected executive vice presidents. **PAGE 31.**

ABC-TV'S FAMILY GROWS □ Wsoc-TV Charlotte is the latest to join. Network releases boxscore of its 14 new affiliations in the last 18 months. **PAGE 32.**

ABA IN CHICAGO □ The bar association's meeting agenda this week is packed with broadcast-related matters. **PAGE 32.**

NAB FORUMS □ The association's executive meeting starts planning the promotion and formats of "meet-the-public" sessions in Dallas, San Diego and Cambridge, Mass. **PAGE 33.**

PAYING OFF □ WTOP-TV Washington fulfills a fairness-doctrine obligation ordered by the FCC by running Energy Action spots that come down hard on oil companies. **PAGE 37.**

THOSE WATERGATE TAPES □ Broadcasters file briefs in the Supreme Court arguing their right to air them. **PAGE 41.**

PHILADELPHIANS PROTEST □ Two citizen groups will appeal the FCC's July 22 decision to eliminate all but one of its cable-television franchise standards. **PAGE 42.**

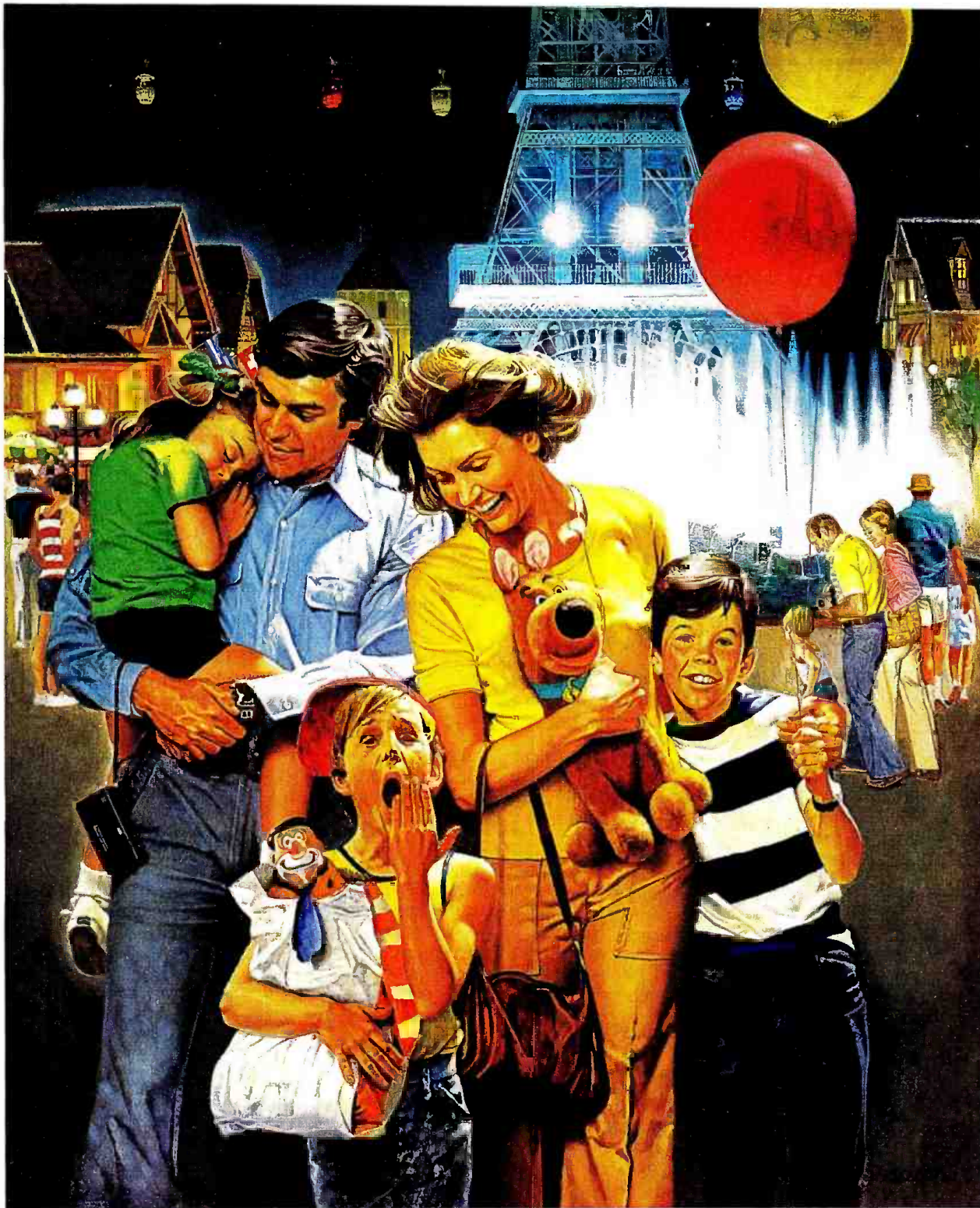
STILL AT LOGGERHEADS □ ABC and NABET remain fixed in their positions as the strike enters its 12th week. Network's Freund and union's Lynch volley on merits of what's asked and what's offered. **PAGE 43.**

ABC'S NEW HIGHS □ The TV network surge is credited with helping the parent company set new records in the second quarter and first half. **PAGE 44.**

FOOTBALL'S PRICE TAG □ Rights payments to the professional clubs and major schools will come to \$82.5 million this season. It's a relatively modest increase over the 1976 total, but just a prelude to a sizable increase next season under new NCAA and NFL contracts. **PAGE 47.**

WOLD'S WORLD □ More than 5,000 radio and television broadcasts, most of them sporting events, are transmitted annually by Robert Wold Co. Mr Wold contends it was desire to out-hustle the competition that lead to his success with occasional networks. **PAGE 73.**

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One in a series of paintings by Joseph Coster depicting Taft Broadcasting Activities

A scrapbook day.

It was a happy day. A family day that brought everyone closer together. Tomorrow's memories, to be relived and enjoyed together.

Family entertainment. It's part of our business and our philosophy. Even though our name is Taft Broadcasting, our themed amusement parks host over 5½ million people a

year. We consider the support of basic family values as our most important job. And we're proud of it.

In addition to our themed amusement parks, our radio and television stations serve seven major markets; and Hanna-Barbera, our television and motion picture arm, counts its audience in the hundreds of millions all around the world.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit®

Insider report: behind the scene, before the fact

No deal

White House's latest suggestion—made last week—that networks rotate coverage of presidential news conferences to avoid pre-emption of daytime programming on all three networks apparently is having no more effect than earlier ones (BROADCASTING, April 18, "Closed Circuit," May 30). Network news executives in Washington said "no" when asked whether there had been any expression of interest in rotating coverage, after White House deputy news secretary, Rex Granum, said White House would be "agreeable" to such coverage.

CBS is said to be particularly hardnosed in its opposition. Idea of reaching accommodation with competitors appears distasteful to networks, and they want discretion to cover news conferences or not, as news judgments dictate. Some executives suspect White House fears President one day will hold news conference and no network will cover it. President Carter has held 12 news conferences, and NBC is only network to skip one; last week's was its second.

Dr. in the house

FCC, which usually looks at television in terms of law and economics, now has someone on board to help it look at television's sociological impact. Dr. John Abel of University of Michigan, sociologist, joins staff of Broadcast Bureau's policy analysis branch, under one-year contract. Officials say he will give commission professional help in reviewing various studies it receives—George Gerbner's violence studies, for instance, and surgeon general's report on effect of television violence on children. Dr. Abel, whose doctorate is in mass communications with emphasis on social psychology, will also do his own studies and oversee work by outside groups.

Schorr to ABC?

Among those who might get bid to work for new ABC News investigative reporting team is Daniel Schorr, who has been off TV since his estrangement from CBS last year. Mr. Schorr has said he'd be interested but thinks his age, 60, and his price—new employer would have to top his CBS salary which he continues to receive until 1979—would be impediments. But Sander Vanocur, head of ABC unit, says he'd "love to have Dan Schorr... he's tough, ambitious, difficult." Mr. Vanocur says he'll take it up with ABC management.

Mr. Schorr meanwhile has put finishing

touches on book, "Clearing the Air," in which he describes his last five years at CBS, when he covered Watergate and CIA. He tells his side of dispute with CBS, and includes details of alleged connection between CBS and CIA, which he says "impinged on my troubles" in his tangle with House of Representatives and network over publication of secret CIA report last year.

Holding pattern

Nobody would have been surprised if Nielsen attempted to increase rates for Nielsen Station Index service in wake of competitor Arbitron's bid to renegotiate its own contracts in major markets (BROADCASTING, June 25). But Nielsen sources say it won't happen—at least not for while. They say rate situation is always "under review" but they are not planning increase. Their last rate-card revision, they report, was in 1973. They say it's impossible to determine what average increase was then, but deny it could be as high as 26% that competition claims it was.

Meanwhile, strategy to combat Arbitron's move is shaping up. Special committee set up by station-rep members of Television Bureau of Advertising is being enlarged to include station members, and its mission, officials say, will be to seek "alternatives" to projected rate hike as well as to Arbitron proposal to hook future rate increases to revenue growth of TV markets. TVB sources also report growing resentment among stations at being asked to renegotiate when they're only halfway through firm contracts. Some stations reportedly are inclined to "let them stew for 15 months," as one executive put it, but Arbitron officials say their own initial soundings are encouraging.

Through the roof

High official at independent KCOP-TV Los Angeles has confided he paid record price of \$100,000 per feature for ITC Entertainment's new package of 15 movies to get first-refusal advantage over competitors when ITC comes around with its next package in couple of years. ITC has become major movie producer, and reports that it has 27 features shooting or in pre-production over next 18 months.

With established major studios turning out fewer and fewer pictures, ITC's volume will take up some slack. Los Angeles is particularly tough market, with all four independent stations strongly battling for their slice of total audience. Six weeks ago, independent KTLA-TV Los Angeles ponied up staggering \$4.25

million to Universal for 50 movies (18 of them made-for-TV's), or \$85,000 per title.

Fellow travelers

NBC Chairman Julian Goodman and NBC News President Richard Wald and their wives are winding up two-week visit to mainland China as guests of People's Republic. NBC sources said they accepted "invitation of several years' standing" that had been extended to all three TV networks.

William S. Paley, CBS Inc. chairman, and Gordon Manning of CBS News, now with NBC News, visited in spring of 1973, and Leonard H. Goldenson, ABC Inc. chairman, and Elmer W. Lower, then head of ABC News, now ABC Inc. vice president for corporate affairs, were there that summer.

Inequality

Discrimination against broadcasting in New York State Board of Regents' decision last week to permit professional advertising (see page 20) is certain to be protested by National Association of Broadcasters and New York broadcasters. Regents approved price mention in print advertising but not broadcast.

Sleeper

In pleasant-surprise department, CBS-TV telecast what it thought was busted sitcom pilot, 20th Century-Fox's *Husbands and Wives*, on Monday, July 18 (10-11 p.m., NYT), and program achieved national Nielsen rating of 18.3, with 37 share, against first-run movie competition on both ABC ("The Effect of Gamma Rays" starring Joanne Woodward, which managed only mid-20's share) and NBC (made-for-TV "The Hunchback of Notre Dame," with low-20's share). Result: CBS has ordered batch of new scripts of *Husbands and Wives*.

Progress

Latest word on compatibility standards for one-inch, helical scan, nonsegmented video-tape recorders is good. Rivals Sony and Ampex left Society of Motion Picture and Television Engineers standards meeting July 7 with agreement in principle (BROADCASTING, July 18), and each company took responsibility to work out exact specifications for different functions of machine. Exchange of information between companies is reported to be going smoothly, and some sources say standards may be on paper as early as October.

Business Briefly

TV only

Alberto Culver Co. □ Company features its Alberto Balsam Conditioner shampoo in 12-week TV drive beginning in late September. Draper Daniels, Chicago, is seeking spots during fringe time in 31 markets. Target: total women.

Valle's Steak Houses □ Restaurant chain is arranging 13-week TV campaign beginning in early September. Arnold & Co., Boston, is scheduling spots in 16 markets during all day parts. Target: women, 25-54.

Kendall Refining Co. □ Company will run 10-week TV drive for its motor oil starting late this month. Creamer/FSR, New York, will pick spots in approximately 20 markets during news and sports time. Target: men, 18-49.

Carl Budding & Co. □ Company features its smoked meats in 16-week TV campaign beginning in mid-August. N.W. Ayer, Chicago, is handling spots in three markets during daytime. Target: women,

Rep appointments

- WWIN(AM) Baltimore and WDDM(FM) Sumter, S.C.: Bernard Howard & Co., New York.
- Missouri Network Inc., Centertown, Mo.: Katz Radio, New York.

18-49.

Stouffers □ Food company focuses on its baked goods in 15-week TV drive starting in mid-September. Creamer/FSR, Pittsburgh, is handling spots in 12 markets during day, fringe and prime time. Target: women, 25-49.

American Optical Corp. □ Subsidiary of Warner-Lambert Co. begins 14-week TV promotion this week. Young & Rubicam, New York, will slate spots in six markets during day and late fringe time. Target: adults, 35 and over.

Lehn & Fink □ Company focuses on its Lysol toilet bowl cleaner in 10-week TV drive starting this week. SSC&B, New York, will handle spots during day and

early fringe time. Target: women, 18-49.

Volume Shoe Co. □ Company schedules eight-week TV buy beginning this week. Gardner Advertising, St. Louis, is placing spots during day and early fringe time. Target: women, 18-49.

Cosby-Hodges Milling Co. □ Company features its Field & Show dog food in eight-week TV promotion starting in early September. Bently Huggins Smith & Whittington, Birmingham, Ala., is buying spots in five markets including New Orleans and Atlanta during fringe and prime access time. Target: adults, 18-49.

Pearl Brewing □ Brewery has scheduled eight-week TV drive starting this week. SFM Media, New York, is placing spots in approximately 16 markets during fringe and prime time. Target: men, 18-49.

Procter & Gamble □ Company places spotlight on its Oxydol cleaner in eight-week TV drive beginning this week. Dancer-Fitzgerald-Sample, New York, will place spots during day, fringe and prime time in approximately 73 markets. Target: women, 18-49.

Ragold □ Company is placing seven-week TV promotion for its Velamints sugar-free breath mints beginning in mid-September. Don Tennant Co., Chicago, is arranging spots in 15 markets during fringe time. Target: adults, 18-49.

California Grape Commission □ Grape association is arranging six-week TV promotion beginning in mid-August. Botsford-Ketchum, Los Angeles, is scheduling spots in 28 markets during fringe time. Target: women, 25-49.

Merchandise Association Inc. □ Catalog retail store plans four-week TV drive beginning in mid-November. Lawrence Dobrow & Associates, Chevy Chase, Md., is picking spots in 22 markets during all day parts. Target: total adults.

American Egg Board □ Association takes four-week TV flight starting in mid-August. Campbell-Mithun, Chicago, is buying spots in about 20 markets during day and prime time. Target: total women.

Columbia Gas System Service Corp. □ Gas company slots four-week TV campaign for its budget payment plan beginning this month. Vic Maitland & Associates, Fort Lauderdale, Fla., will gear spots during news and prime-access time in about 300 markets. Target: total adults.

Lee Pharmaceuticals □ Company is placing four-week TV promotion for its Lee Nails cosmetic division starting in mid-August. Western International Media,

I Love Lucy



179 laughs with
Lucy that have never
been surpassed.

Her zany antics
with Desi Arnaz,
Vivian Vance and

William Frawley are praised as priceless
performances with timeless appeal.
Great for building an audience
any time of the day.



We're clearing the air



We're the four Post-Newsweek television stations and we're in the process of opening up the process of how we serve our communities.

NOBODY EVER ASKED ME!

That's what we're calling it. A three-hour prime time progress report exploring the state of the partnership between us as broadcasters and the people we serve. Spontaneous. In depth. For the first time in television history. Each station in its own way. Because each of us has a local point of view about our own community.

We want to involve as many people as we can in the dialogue. Our managers and department heads. On-air personalities. Members of the

communities and special interest groups. We'll have studio audiences, location cameras and open phone lines to give people a chance to tell

us how they feel. Together we're going to dig into the toughest problems that face our towns. And we're going to look for the best ways for us to work to solve them.

WPLG, Miami, an ABC affiliate, will initiate the concept this Sunday night, August 7—from 7 to 10 PM. WJXT (CBS), Jacksonville, has scheduled its telecast on August 28th. WFSB-TV (CBS), Hartford, on August 29th. WTOP-TV (CBS), Washington, D.C., on September 5.

Let's see what happens.

THE POST-NEWSWEEK STATIONS

There is a difference.

Los Angeles, is arranging spots in about 25 markets during day and fringe time. Target: women, 18-34.

Opryland U.S.A. □ Amusement park has arranged four-week TV campaign starting this week. Eric Ericson & Associates Advertising, Nashville, will seek spots in 13-14 markets during day, fringe and prime time. Target: adults, 18-49, teen-agers and children.

Mobil Chemical □ Consumer plastics department will feature its Hefty tall kitchen bags in 12-week TV promotion beginning in mid-August. Lee King & Partners, Chicago, is picking spots in about 15 markets during day and prime time. Target: women, 25-49.

Ralston Purina □ Company will focus on its Chicken of the Sea tuna in four-week TV campaign starting late this month. N.W. Ayer, New York, will seek spots in seven major markets including Boston, New York and San Diego during day, prime and late fringe time. Target: women, 25-49.

Remington Arms Co. □ Sporting goods company slates four-week TV push for its Peters shotgun shells beginning late this month. Rumrill-Hoyt, Rochester, is buying spots in six markets during news and sports time. Target: men, 18-49.

General Mills □ Company features its Apple Crunchies cereal in four-week TV promotion beginning this week. Needham, Harper & Steers, Chicago, will select spots in about 10 markets during daytime. Target: women, 18-49.

Chiquita □ Bananas will be spotlighted in two four-week TV flights beginning in early September and mid-October. W.B. Doner, Southfield, Mich., is scheduling spots in eight markets during day and prime time. Target: women, 25-49.

General Motors □ Company features its

Chevrolet passenger cars in three-week TV promotion starting this week. Campbell-Ewald, Detroit, has lined up spots in seven markets during fringe and prime time. Target: men, 18-54.

Krugerand □ South African gold coins launches TV campaign in October. Gillen/Kloss & Associates, Newport Beach, Calif., is seeking spots during fringe and prime time in seven to 10 markets. Target: men, 35 and over.

Columbia Pictures □ Film company plans one-week TV promotion for its adventure film "Sinbad & Eye of the Tiger" starting this week. Joel Poss Advertising, Atlanta, is buying spots in seven markets including Nashville and Atlanta during fringe time. Target: adults, 18-34, teen-agers and children.

Jack's Food Systems □ Fast food chain launches three-week TV campaign this week. Pringle, Dixon, Pringle, Atlanta, will arrange spots in three markets during day, fringe and prime time. Target: women, 18-49.

Buena Vista Films □ Walt Disney production of "Herbie Goes to Monte Carlo" is subject of one-week TV promotion beginning this week. Vista Advertising, Burbank, Calif., is placing spots in major markets during day and early fringe time. Target: adults, 25-34, teen-agers and children.

Buster Brown □ Children's shoe company slots two-week TV flight to begin in mid-August. Marvin Advertising, Chicago, will seek spots in 18 markets during day and early fringe time. Target: children.

Radio only

SAS □ Scandinavian Airlines Systems places eight-to-12-week radio buy beginning this week. Scali, McCabe,

Sloves, New York, will handle spots in nine markets including Boston, Dallas and San Francisco. Target: men, 25-54.

Des Moines Chamber of Commerce □ Chamber has arranged seven-week radio drive starting this week. Lord, Sullivan, Yoder, Des Moines, is selecting spots in seven markets including Chicago and Milwaukee. Target: businessmen, 35 and over.

Automatic Data Processing □ Computerized bookkeeping and recordkeeping service firm is placing five-week radio buy beginning in early September. Schaefer Advertising, Valley Forge, Pa., is placing spots in 32 markets including Albany, N.Y., Chicago and Los Angeles. Target: men, 35-64.

Hormel □ Company has scheduled four-week radio push for its speciality meats beginning this week. Creamer/FSR, New York, is handling spots in nine markets including Cleveland and Syracuse. Target: women, 25-49.

British Airways □ British airlines will schedule four-week radio flight starting in September. Media Buying Service, New York, will station spots in 12 major markets including Chicago, New York and Washington. Target: men, 25-64.

Bob Evans □ Company slates three-to-four-week radio drive for its sausages beginning in September. Byers & Bowman, Columbus, Ohio, is placing spots in 10 markets including Baltimore and Philadelphia. Target: women, 25-49.

Valvoline Oil Co. □ Company will feature its Valvoline motor oil in two-week radio push beginning in late September. Fahlgren & Ferriss, Cincinnati, is scheduling spots in about 55 markets including Atlanta, Detroit, Miami and San Francisco. Target: men, 18-49.

United Artists □ Film company takes another one-week radio flight for its James Bond film "The Spy Who Loved Me" starting this week. RDR, New York, has selected spots in at least 25 major markets. Target: adults, 18-49.

Devoe Paints □ Paint company has set one-week radio push for late August. Doe-Anderson Advertising, Louisville, Ky., will select spots in at least 70 markets including Atlanta and Kansas City. Target: adults, 25-49.

Simmons Co. □ Manufacturer focuses on its Beautyrest mattresses in three-week radio push beginning in early September. Young & Rubicam, New York, will place spots in eight markets, including Milwaukee and St. Louis. Target: women, 35-54.

Reynolds Metals □ Materials company arranges three-week radio push for its Reynolds Wrap beginning in late August. J. Walter Thompson, New York, will place spots in about 10 markets including Albany and Syracuse, N.Y. Target: women, 25-64

BAR reports television-network sales as of July 10

ABC \$607,931,300 (33.5%) □ CBS \$604,879,900 (33.3%) □ NBC \$602,289,700 (33.2%)

Day parts	Total minutes week ended July 10	Total dollars week ended July 10	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.	118	\$ 673,900	3,983	\$ 25,200,000	\$ 19,355,400	+30.2
Monday-Friday 10 a.m.-6 p.m.	1,003	12,991,000	26,931	399,863,400	327,115,800	+22.2
Saturday-Sunday Sign-on-6 p.m.	231	3,194,200	8,683	202,831,400	162,393,400	+24.9
Monday-Saturday 6 p.m.-7:30 p.m.	91	2,618,400	2,760	102,730,100	79,260,600	+29.6
Sunday 6 p.m.-7:30 p.m.	17	619,100	587	29,469,000	24,215,300	+21.7
Monday-Sunday 7:30 p.m.-11 p.m.	418	25,196,200	11,470	932,709,300	753,648,700	+23.8
Monday-Sunday 11 p.m.-Sign-off	196	3,654,900	5,542	122,297,700	102,715,800	+19.1
Total	2,074	\$48,947,700	59,956	\$1,815,100,900	\$1,468,705,500	+23.6

Source: Broadcast Advertisers Reports

Better Radio from the NBC Radio Network.

Better radio is not just something we say at NBC. It's something we do, day after day, to serve our affiliates.

Better Radio

We do it on the air with news from the world's largest broadcast news organization. We do it with exclusive features from America's top radio people.

Better Radio

We do it behind the scenes with our exclusive free "Sales Dataline Service," providing monthly information on where the big co-op and retail dollars are.

Better Radio

We do it with custom designed affiliate logos and national advertising highlighting our affiliates. And we do it in regional meetings in all parts of the country to exchange ideas, regularly, with our affiliates.

But all that is just part of the better radio story. Chuck Renwick's got it all at (212) 664-5757.

Maybe you'd better call him.



Monday Memo[®]

A broadcast advertising commentary from Peter A. Mayer, president, Peter A. Mayer Advertising, New Orleans

Money on the bank: Whitney National goes for quiet, quality spots

Some of you may know something about the Whitney National Bank of New Orleans. It is an unusual institution. Founded in 1883, it has never closed its doors. It is as solid a bank as you can find today in this country. It is very much a part of New Orleans and the city's history.

In addition, the Whitney has very few advertising problems with which to contend. How many banks can say that? Because of the Whitney's established place in New Orleans banking, our advertising for this financial institution could afford to take a rather unorthodox direction.

In brief, the TV effort we began two years ago was a love letter from Whitney to New Orleans. Basically, it was our feeling that the bank and the community were one. We wanted the bank's communication to boost the morale of everyone who lives in and loves New Orleans. We wanted an upbeat feeling and a sense of history. We wanted people to nod their heads when they saw our commercials, and say: "That's right . . . That's the way I feel about New Orleans, too."

We felt so strongly about conveying this message that the name of the bank is mentioned only once in the copy. Perhaps 5% of the video portion of these spots shows Whitney's logotype. Not many banks can afford to use this method, yet in spite of the modest emphasis on the bank itself, the Whitney fared exceptionally well in viewer recall research.

A little about the development of one of our institutional commercials:

First we created a slogan: "The Whitney. A great bank for a great city." Then we spent considerable time and dollars to get the finest music and instrumental treatment we could find for the spots. We labored for hours on the copy, trying to create exactly the right mood and to evoke the feelings native New Orleanians have about their city.

Actual production was done with equal care. If we learned one lesson, it was this: Do not stint on production. Every dollar well spent in production pays off many times when the commercial goes on the air.

From this basic spot, we produced another version with music and voice-over. In all, we have produced eight commercials over a period of about two years. We'll probably make more, and they will continue on the air with client enthusiasm, lots of compliments at cocktail parties, grudging admiration from competitors. Most important of all, they sure haven't hurt the bank. Far be it from



Peter A. Mayer was born in Germany and went to New Orleans in 1936. He received a degree in journalism from the University of Missouri and began his advertising career in 1953 in the broadcast department of Fitzgerald Advertising, New Orleans. He was with Walker-Saussy Advertising, New Orleans, from 1959 to 1967 when he left as executive vice president to form his own agency. Peter A. Mayer Advertising specializes in retail and real-estate development accounts.

me to say that the Whitney is better or richer today because of this advertising campaign, but it has certainly reinforced the pre-eminent position the bank holds in the community.

Did we use other media? Of course we did. The theme was a natural for radio and we played the audio versions frequently. And it worked in newspapers, but not with as much drama and excitement as television provided.

I don't want to go into dollars, budgets, or any costs. The main thing to remember about this campaign is that a low-key, altruistic approach, with a particular sensitivity to the whole community, can be effective. It can make you appear as the bank of your community, even though you may not be. If you are the leading bank, so much the better.

Our account supervisor and media department selected with great care the times and stations for the spots. We tried to get isolated 60's. We looked for the better programs with favorable demographics: *60 Minutes*, *Today*, *Tonight*, top-notch movies and news, news. We were after high demographics to influence not only the middle-aged but an increasing share of the young people so every now and then we went into high-rated prime-time fare.

What more can we tell you about this campaign except that from every conceivable standpoint it was a success? It is rare to get fan mail for TV commercials, but we

did. The bank received a number of complimentary letters. The agency received some. It even brought us some new business.

"Okay, so that's nice," you say. "But although this fellow from New Orleans says it works for his bank, I'll never get it past my management group at this time; it's too soft-sell. Right now we've got a specific job to do." Well, sometimes, so does the Whitney. At the moment, our job is to increase savings accounts.

And yet anything we do must reflect our position of quiet dignity and good taste. The last thing we want to do is to be overbearing or too aggressive. So our creative people wrestled with the idea of doing a savings campaign with the following criteria: It had to be in good taste. It had to be truthful. It had to follow the basic position already established, which meant it would communicate savings primarily and the Whitney secondarily.

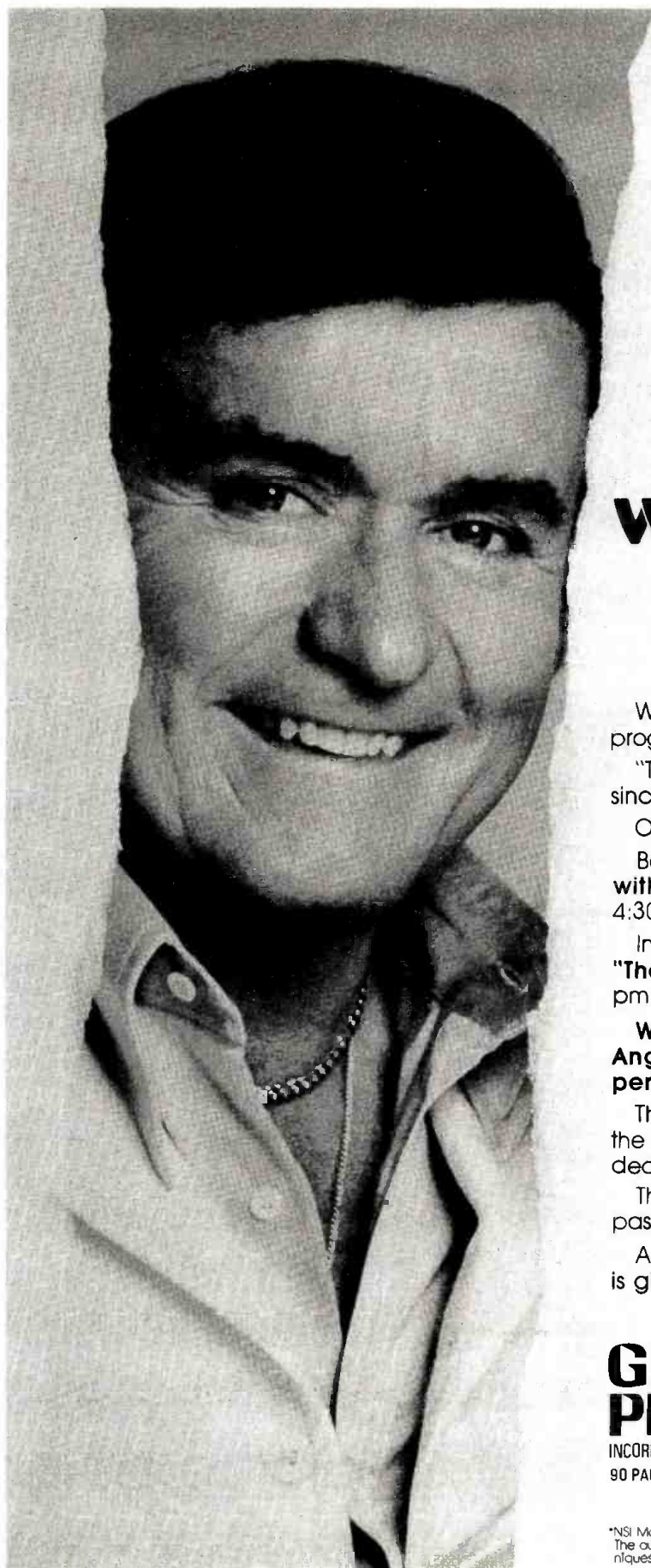
Again, we came up with a theme—"Save for something special at the Whitney"—and had our music source work out a jingle. It had to be warm, optimistic, down to earth. This was a new assignment, and it had to be on the right track, so our creative department made a trial spot and we played it for our advertising group and the president of the bank.

We picked a young person's first car as the first thing worth saving for. Not a new one, either. A used car. And any of you who have had the experience with teenagers know what an important purchase that is. Then we made a list of 15 or 20 things worth saving for, from which we picked about five. The first one is a car; the second a wedding; the third a bike that a youngster saved for himself; the fourth a baby and then a retirement cruise. This campaign is now running. We feel it's doing a good job, but the jury's still out.

Imagine seeing or hearing the jingle 40 or 50 times. You can't get that song out of your mind. You start singing along. The lyrics ring true. These are things worth saving for. The anticipation of the purchase is as joyful as the purchase itself. And there's nothing more rewarding than doing it yourself.

You've seen what we've done for the Whitney—we're quite proud of it. Before I close let me make a few general observations.

We also believe that television is not the be-all and end-all in bank advertising or in any advertising. TV works when you want to communicate emotions as well as facts, to communicate quickly, to communicate to a vast audience. No one can quite explain the magic of television but magic it is. The trick is to use it wisely and well, because when you do, the rewards are very rich indeed.



New York will be seeing a lot more of Mike

WCBS-TV has announced important fall programming plans.

"The Mike Douglas Show," as it has ever since 1968, figures prominently.

Only more so.

Because **WCBS-TV is going all the way with all 90 minutes of Mike** weekdays at 4:30 pm beginning September 5.

In Los Angeles, **KNXT recently opted for "The Mike Douglas Show"** in the 3:30-5:00 pm period.

With women in both New York and Los Angeles, Mike rates No. 1 in his time period.*

These decisions by the CBS O&O stations in the nation's two largest markets say a great deal about "The Mike Douglas Show."

There's no other TV series with such a bright past and such an exciting future.

And that's significant whether your market is giant size, medium or small.

GROUP W PRODUCTIONS

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, NEW YORK 10018

*NSI May 1977

The audience figures shown are estimates, subject to the limitation of the techniques and procedures used by the service noted.

This week

Aug. 1—House Communications Subcommittee hearings 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.

Also in August

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.

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, and Julie Hoover, ABC-TV director of standards. Indian Rock Resort, Fairfield Bay.

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

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, Wis.

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—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. 26-28—Second Northeast Secondary Radio Conference for the exchange of ideas by Northern radio, trade and record representatives. Marriott hotel, Providence, R.I.

Aug. 27—Radio Television News Director Association region 11 conference. Sheraton-Wayfarer, Bedford, N.H.

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—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

June 25-28, 1978—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

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 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.

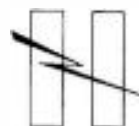
Sept. 21-23—Fall meeting of Minnesota Association of Broadcasters. Guest speakers will be National Association of Broadcasters President Vincent

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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 Monday; Lowell Thomas will be dinner speaker; Fred O'Green, president, Litton Industries, will be second-day luncheon speaker. Antlers hotel, Colorado Springs.

Sept. 26-Oct. 1—"Teleconica '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, WNYV-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. 11-12**—*Alabama Cable Television Association* fall workshop. Holiday Inn Airport, Birmingham. Information: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205) 758-2157.

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—*New England Cable Television Association* fall meeting. Highway hotel, route 93, Concord, N.H. Information: Bill Kenny, Box 321, Tilton, N.H. 03276; (603) 286-4473.

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

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

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

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

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

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

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

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

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

■ **Oct. 19**—Special meeting of the *Association of Maximum Service Telecasters board of directors*. Subjects will include review of comments filed in the FCC proceeding dealing with short-separation VHF drop-ins and with the congressional review of the Communication Act. Franklin C. Snyder, Hearst Radio, will preside. Omni International hotel, Atlanta.

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. 21**—*Kansas Association of Broadcasters* fall management seminar. Site to be announced, Wichita, Kan.

■ **Oct. 22**—*Ohio Associated Press Broadcasters* fall meeting. Ramada Inn, Grove City, Ohio.

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.

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

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

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

Nov. 8-10—Midcon electronic convention and exposition, sponsored by regional *Electronic Representatives Association*. O'Hare International Convention Center and Hyatt Regency O'Hare hotel, Chicago.

Nov. 10-11—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Sheraton Harbor Island Inn hotel, San Diego, Calif.

Nov. 10-13—*National Association of Farm Broadcasters* convention. Crown Center, Kansas City, Mo.

■ **Nov. 10-13**—*American Advertising Federation* western regional conference. Newporter Inn, Newport Beach, Calif.

■ **Nov. 11-20**—*The Virgin Islands International Film Festival* and awards that will include TV productions as a category. St. Thomas, Virgin Islands. Information: J. Hunter Todd, Festival of the Americas, Box VIFF 7789, St. Thomas USVI 00801; (808) 774-7708.

Nov. 13-18—*National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

Nov. 14-15—*National Association of Broadcasters* fall regional meetings for radio, TV and engineering executives. Fairmont hotel, Dallas.

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

■ **Nov. 14-17**—*The National Association of Regulatory Utility Commissioners* annual convention. Hyatt Regency hotel, New Orleans.

Nov. 16-19—Second annual international Videodisc/Home Video Programming Conference, an undertaking of *Visiondisc Corp.* Loeb Conference Facility, New York University, New York.

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

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Screen Test

The results of the TV GUIDE straw poll of television Program Directors reveal that thirteen movies are the most popular and most often shown. And they consistently attract large audiences.

Test your knowledge about the favorite television movies. The answers may surprise you.

1. Which picture is Number 1 in the TV Guide Poll?
☐ a. On the Waterfront
☐ b. Some Like It Hot
☐ c. Casablanca
☐ d. Citizen Kane
2. Which is the most popular Western?
☐ a. Shane
☐ b. The Magnificent Seven
☐ c. High Noon
☐ d. Duel in the Sun
3. What actor appears most in the TV Guide Poll?
☐ a. Cary Grant
☐ b. W.C. Fields
☐ c. Humphrey Bogart
☐ d. Clark Gable
4. Which movie category is most popular on T.V.?
☐ a. Musicals
☐ b. Westerns
☐ c. Detective
☐ d. Action
5. 9 of TV Guide's 13 most popular films are either UA, MGM, Warner Brothers or RKO. These films are now part of which distribution company's library?
☐ a. United Artists Television
☐ b. United Artists Television
☐ c. United Artists Television
☐ d. All of the above

Answers:

1. c, 2. b, 3. c, 4. d, 5. Right

And here's what audiences prefer to see again...and again...and again.

1. Casablanca
2. King Kong
3. The Magnificent Seven
4. The Maltese Falcon
5. The Adventures of Robin Hood
6. The African Queen
7. The Birds
8. Citizen Kane
9. Miracle on 34th Street
10. Girls! Girls! Girls!
11. King Solomon's Mines
12. The Treasure of the Sierra Madre
13. The War of the Worlds

For a reprint of the entire TV Guide article, call your UA-TV rep.

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Satellites and WARC

EDITOR: "Skipper Wanted," an editorial in your July 18 issue, implied that the World Administrative Radio Conference of 1979 may treat the final acts of WARC '77 on broadcasting satellites, wherein channels and orbital parking slots were established for all countries except those in North and South America. Article Twelve of the WARC '77 final acts states that a regional (Region One) conference will convene in 1982 to assign channels and orbit slots for North and South American administrations. Hence, it seems unlikely that such matters will come in for formal consideration at WARC '79. —*Neal K. McNaughton, assistant chief, Broadcast Bureau, FCC, Washington.*

(There are other U.S. authorities who think that the satellite frequencies for North and South America may be at least informally discussed at WARC '79.)

Sent a 'Memo'

EDITOR: Just a short note to say "thank you" for prompting me to contribute to your *Monday Memo* column (July 18). Industry reaction to the article was swift. Cable-related companies applauded the efforts (and I might add several meetings have been arranged to discuss the subject), and colleagues were favorably impressed.

It all adds up to this. BROADCASTING continues to be one of the most important and widely read news publications in our industry. —*Paul Benjou, associate media director, Warren, Muller, Dolobowsky, New York.*

Testing, testing

EDITOR: In response to your article on third-class FCC licenses in the July 4 issue, I have a few remarks. I feel doing away with the FCC tests for that class is a mistake.

I have a third-class license. I may be a bit partial. But I use every day the fundamentals that I learned to pass the test.

If the FCC drops the tests, many radio stations will have problems with the FCC caused by negligence in the operation of a station. —*Richard Yelen, WYZZ(FM) Wilkes-Barre, Pa.*

Hams and CB

EDITOR: Your July 11 article dealing with the FCC's attempts to curtail CB use of external transmitting amplifiers left an erroneous impression about the position of the American Radio Relay League and of radio amateurs. A reader would conclude from your article that amateurs were op-

posed to the commission's proposal in Docket 21116 solely because of the inconvenience they would suffer. Not so.

The overriding reason is that the proposed rules simply will not work. A ban on amplifiers that can work on CBS has some serious technical shortcomings and would tend to drive the present sources of supply underground rather than dry them up. —*David Summer, assistant general manager, membership operations, American Radio Relay League, Newington, Conn.*

Over there

EDITOR: Over here, in the aftermath of a very sad and unnecessary civil war, it was so refreshing to find that my current issue of BROADCASTING arrived earlier than it usually does in Cleveland. The PTT's [Posts, Telephones & Telegraphs] efficiency is typical of the spirit of resurrection that is found in Beirut today.

I am over here doing some consulting work for the Lebanese government, and naturally I turn to BROADCASTING to keep me informed about matters at home.

Keep up the good work. —*John H. Battison, John H. Battison & Associates, Cleveland.*

Up on the farm

EDITOR: Especially pleased that BROADCASTING [July 18] emphasized the economic reporting session at the recent meeting here of the National Association of Farm Broadcasters, as that subject has been a favorite of mine in recent times.

Fluctuating food prices, Russian food purchases, drought, Peruvian anchovy production, etc. have brought a new interest in stomach economics to all sorts of people who never thought about it before. —*Layne R. Beaty, chief, Radio and Television Division, U.S. Department of Agriculture, Washington.*

Computer error

EDITOR: We at Moseley Associates Inc. enjoyed your article in the June 27 issue reporting on the use of computers in front-office and other business applications at broadcasting stations. But in the pictorial report of how computers have been integrated at WNAC-TV Boston, the photograph appearing at the lower right was misidentified. The CRT display and printer appearing in this photograph are those associated with our model DCS-2 digital control system with computer option. This system has been in use at WNAC-TV since 1973. —*John E. Leonard Jr., vice president, marketing, Moseley Associates, Goleta, Calif.*

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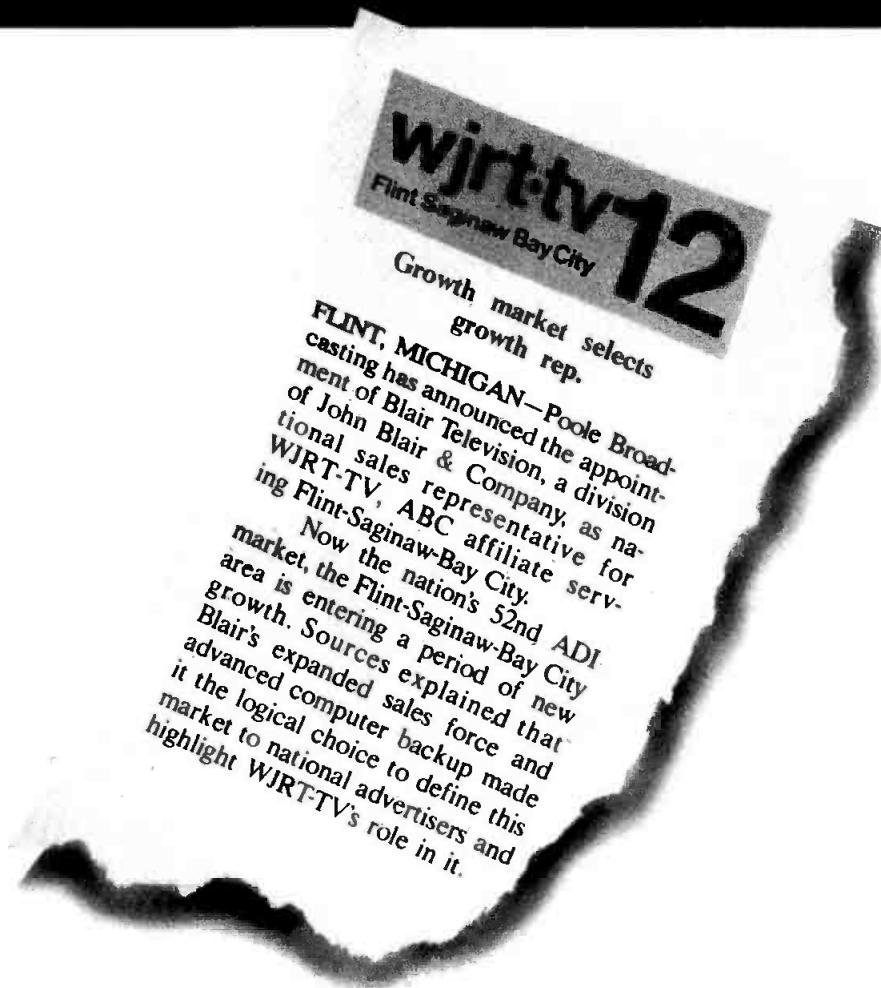
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Phone: 213-463-3148.
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Sandra Klausner, editorial-advertising assistant.



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Top of the Week

Senate Commerce deletes ad ban from saccharin bill

Despite Hollings objection, committee contends restraint would be ducking the main issue

Broadcasters saw a crisis averted last week when the Senate Commerce Committee voted to remove restrictions on broadcast advertising from the controversial saccharin bill.

By a vote of 12 to 3 the committee rejected a proposal by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) to apply the fairness doctrine to advertising of saccharin products, requiring stations that carry commercials for products containing saccharin to devote a "reasonable amount of time" for the presentation of viewpoints about the possible health risks of saccharin. Senator Hollings said in the Commerce Committee's mark-up session last Tuesday that his plan would have given broadcasters more "flexibility" than the proposal adopted earlier by the Human Resources Committee that would require all media to carry health warnings written by the secretary of health, education and welfare.

But the committee instead went for a motion proposed by Senator Howard Cannon (D-Nev.) to strike the broadcast advertising restrictions altogether. Senator Cannon, with vocal support from Senators John Durkin (D-N.H.), Edward Zorinsky (D-Neb.), and Robert Griffin (R-Mich.), argued that by placing restrictions on advertising, the Senate was "ducking" the more fundamental issue of whether saccharin products should be banned altogether.

The Food and Drug Administration has posted notice that it intends to impose such a ban because experiments have shown saccharin to cause cancer in rats. In the original saccharin bill, the advertising restrictions were intended as a trade-off for suspending the FDA ban for 18 months, pending further investigation of the evidence.

Senator John Melcher (D-Mont.) also argued that the requirement in the Hollings proposal that stations keep a log of all the requests they receive for air time to oppose saccharin would be just another form for broadcasters to fill out, and an

especially aggravating burden for small-market radio broadcasters.

Senator Cannon announced that he intends to offer an amendment striking the restrictions on newspaper ads from the saccharin bill when it reaches the Senate floor perhaps this week. He did not do that last week because the Commerce Committee has no jurisdiction over newspapers.

Broadcasters hailed the Commerce Committee vote as a triumph for grassroots lobbying. The National Association of Broadcasters, the Radio Advertising Bureau, the Television Bureau of Advertising, the National Radio Broadcasters Association and the networks had all prodded their constituents to fight the saccharin bill, especially the first version by Senator Edward Kennedy (D-Mass.) that

would have effectively banned saccharin commercials on radio and TV.

The fight will continue to insure that the restrictions stay out of the bill. Last week NAB and RAB sent out more bulletins to their members. Observers were saying there is a slim chance the bill will reach the Senate floor for debate this week, where it is expected the Commerce Committee amendment will be fought by Senator Kennedy. The senator has said that in his opinion the bill would be "gutted" without the advertising restrictions, which he said were designed to guarantee that the consumer gets information about potential harmful effects of saccharin. Staff members on Senator Kennedy's Subcommittee on Health and Scientific Research last week were working on amend-

Same old songs were music to their ears



"Redundant and boring to old hands" was the comment of one old broadcasting hand about the four days of hearings conducted by the House Communications Subcommittee last week on the broadcasting chapter of its Communications Act review. (Pictured above [l to r]: Representative John Murphy [D-N.Y.], subcommittee counsel Chip Shooshan, Chairman Lionel Van Deerlin [D-Calif.])

But in the view of Mr. Van Deerlin while "the subject is well known to you," he said, "it is less well known to us."

Mr. Van Deerlin was replying to a broadcaster who called the Communications Act "a beautiful piece of regulation" that is about to be upset by "people who do not know the business enough." Said the subcommittee chairman: "The laws will always be made by generalists, not experts."

Some of the old hands pointed out privately that Mr. Van Deerlin, with a background in local TV news, is as close to an expert as anyone on the subcommittee. Yet it was he who sat through the entire 12-plus hours of discussion last week, while his colleagues on the subcommittee came and went. It was a case, said one network official, of the "educated getting education while the ignorant are busy doing something else."

Among the exceptions: Representatives Lou Frey (R-Fla.), ranking Republican on the subcommittee; Martin Russo (D-Ill.), and Edward Markey (D-Mass.), whose attendance was more consistent than that of most.

Broadcasters in the audience and on the panels continued to make clear their opposition to the entire review project. However grudgingly, they cooperated nevertheless, accounting for 14 of the 28 witnesses who appeared last week. The sessions addressed the subjects of broadcast structure, ownership, spectrum allocation and First Amendment. **A day-by-day account begins on page 34.**

The subcommittee has more on broadcasting in store for this week, Tuesday through Thursday, when it has scheduled three days of hearings on programing, regulation versus competition and new technologies.

ments to restore the advertising warning restrictions to the bill.

There is a second front to the saccharin campaign—the House, where Florida Democrat Paul Rogers's Health Subcommittee passed a saccharin bill giving the FDA carte blanche to put clamps on advertising if it decides that is necessary. However, an amendment was being worked out last week shifting that authority to the Federal Trade Commission (in consultation with the FCC and FDA), after House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and Consumer Subcommittee Chairman Bob Eckhardt (D-Tex.) complained that the FDA has no jurisdiction over advertising (BROADCASTING, July 25).

Action on the saccharin bills is possible in the full Senate and in the House Commerce Committee this week. If not, the measure will be stalled until after Congress's recess the entire month of August, beginning next Saturday.

The three dissenting senators in the Senate Commerce Committee's vote defeating Senator Hollings's amendment were Senators Hollings, Daniel Inouye (D-Hawaii) and Donald Riegle (D-Mich.).

FCC opts for inquiry on advance notice of station sales

Cautious commission stops short of Hooks proposal for rulemaking intended to give minorities better opportunities for ownership

The FCC delivered a going-away present to Benjamin L. Hooks on his last day in office as a commissioner on Wednesday—

a notice of inquiry into a proposal that licensees give at least 45 days advance notice before selling a station. The idea is aimed at affording minority-group members a greater opportunity to buy broadcast stations.

And while the notice isn't all that Mr. Hooks, who is now the executive director of the National Association for the Advancement of Colored People, wanted (he had proposed that the notice be issued in the form of a rulemaking), he did not seem disappointed. "I'd rather have a notice of rulemaking," he said. "But I'm a pragmatist. We can accomplish the same thing with an inquiry."

The chances of the commission adopting a rulemaking were slim. Mr. Hooks knew, from a brief conversation with him before the meeting, that Chairman Richard E. Wiley would support a notice of inquiry in order to obtain comments on the idea but not a rulemaking. Commissioner Joseph Fogarty seemed to represent the only sure vote, other than Mr.

In Brief

NBC-TV last Thursday (July 28) engineered most **extensive prime-time schedule overhaul** ever this late in season. It also announced long list of special programs to start Sept. 5. Two previously announced series—*CPO Sharkey* and *What Happened to the Class of '65*—were removed for slotting during second season or later. One new series added: Paramount's family comedy *Mulligan's Stew* (Tuesday, 9-10 p.m. NYT, beginning Oct. 25). Four rookie series get new time periods: *Richard Pryor Show* (Tuesday, 8-9 p.m., beginning Sept. 13), *Big Hawaii* (Wednesday, 10-11 p.m., beginning Sept. 21), *Man from Atlantis* (Thursday, 9-10 p.m., beginning Sept. 22), and *Rosetti and Ryan* (Thursday, 10-11 p.m., beginning Sept. 22). Sunday, 8-9 p.m. is still open, to be filled after two-hour Walt Disney movies run their course in late October. New special programming to begin Sept. 5 will dot schedule for entire month, with partial aim of countering ABC's *Washington: Behind Closed Doors* 12-hour mini-series (which airs for six consecutive nights from 9 to 11, starting Sept. 6). Highlights of NBC's stunting include three-hour telecast of "The Hindenberg" movie as counterprogramming on opening night of *Closed Doors*, two-hour celebrity sports challenge called "Us Versus World," Miss Black America beauty pageant, Emmy Awards telecast, rock-music awards show and Ali-Shavers championship fight.

New York State Board of Regents voted unanimously last Thursday (July 28) to **allow 29 professional groups**, including medicine and dentistry, to **advertise** their services on radio, TV, newspapers and magazines. Prices would be permitted in print media but not on TV and radio because prices were "most closely identified with the problem of hucksterism" and "**possibility of abuse seemed to be greater in the electronic media than in printed media**," spokesmen said. Rules would permit "factually accurate and dignified advertising." Spokesman for regents said there was feeling that prices should be barred from radio-TV because this information might be given fleetingly and misunderstood by public, while print provides permanent record. Roger D. Rice, president of Television Bureau of Advertising, promised vigorous effort to have price information included on TV.

Viacom International said it has signed contract covering its agreement in principle to buy WHNB-TV Hartford-New Britain, Conn., for about \$15 million (BROADCASTING, June 20) and has **received \$20 million** in financing commitments from group of institutional lenders, to be used in part to acquire WHNB-TV. Unsecured borrowings, Viacom said, will be available until Nov. 30, 1978, and bear interest at 8.9%, with initial repayment to be made five years from date of first borrowing.

ITC Communications of Arizona has signed contract to purchase **KXTC(FM) Glendale, Ariz.** (Phoenix), for \$550,000 plus \$400,000 covenant not to compete. ITC, which has recently bought KJZZ(AM) Phoenix for \$1,550,000 (BROADCASTING, July 18), is subsidiary of International Tapetronics Inc., Bloomington, Ill. Sellers are Richard Gilbert and his wife, Alma, who have no other broadcast interests. Broker: Richard A. Shaheen.

House-Senate conference committee has agreed on federal **funds for Corporation for Public Broadcasting**: \$152 million, and \$19 million for construction and improvement of educational broadcast facilities. Money is for fiscal 1980; CPB is already funded through 1979.

Claims that Corporation for Public Broadcasting and Public Broadcasting Service during Nixon administration and Clay T. Whitehead, then director of Office of Telecommunications Policy, **violated First Amendment rights of viewers** of public broadcasting stations and **three program producers** will be considered by U.S. District Court in Washington. **Network Project**, New York-based citizens group, and producers had alleged that defendants censored content of public broadcasting by eliminating funding for controversial programming, prescreening programs, requiring program changes before distribution, and warning stations about programs they considered controversial. District court had dismissed claims, but U.S. Court of Appeals in Washington reversed decision, sent case back for consideration.

Customs Court of Appeals in Washington overturned lower court ruling prohibiting foreign government **rebates on television sets** and other electronic products **exported to U.S.** Prohibition had been sought by Zenith Radio Corp. to stop influx of lower-priced goods it says are damaging U.S. industry. Carter administration officials said, however, prohibition would have led to higher consumer prices on TV's, radios and tape recorders.

FCC has **denied renewal** of licensees for **WSWG-AM-FM Greenwood, Miss.**, on grounds that, in case of AM, involve violation of commission's equal employment opportunity rules. Commission, in 4-to-1 vote, also said AM failed to carry out in good faith representations it had made in renewal application and that both stations were lacking in candor, made misrepresentations to commission, failed to establish adequacy of their proposed nonentertainment programming and lacked qualifications required of commission licensees. Commission action results from petition to deny filed by coalition of groups in Greenwood area after AM changed entertainment format from rhythm and blues to country and western—because of alleged financial necessity—and, at same time, replaced three part-time

Hooks's, for a rulemaking.

The commission staff had also been cool to the idea. In a memorandum to the commission two months ago, the Broadcast Bureau criticized the proposal on a number of grounds—it would have an adverse effect on stations involved and the public and would pose enforcement problems, it said. The bureau suggested deferring action until completion of a contract study on impediments to minority ownership that will be conducted under the supervision of the Office of Plans and Policy.

Nevertheless, the commission, at Commissioner Hooks's request, directed the staff to prepare a notice of rulemaking. And the document before the commission last week was hailed by him as "a beautiful job. Let it sail through the commission."

But Chairman Richard E. Wiley quickly introduced the suggestion of an inquiry, in which the commission, he said, could obtain comments without committing itself in a rulemaking. "I don't want to oppose Commissioner Hooks on his last day," he

said.

But he made it clear he had serious reservations about the advance-notice proposal. "It's not a panacea," he said. "It may delay transfers."

The chairman said an inquiry could serve to complement the Office of Plans and Policy study on minority ownership. He also restated his position on how minority-group members might be helped to purchase stations—through loans from the Small Business Administration. He and Commissioner Hooks wrote SBA on June 16, urging it to abandon its policy of refusing loans for broadcast stations, but they have not received an answer.

Commissioner Hooks originally suggested the advance-notice idea at the commission's April minority-ownership conference (BROADCASTING, May 2), as a means of dealing with complaints of minority-group members that they do not learn of desirable properties that are on the market before it is too late to make an offer. And they blamed that on the fact

they lack the social or professional access to those who own stations.

The notice of inquiry, as transformed from the notice of rulemaking, would exclude a number of cases from the advance-notice requirement—pro-forma assignments and transfers, for instance or those in which stations are transferred by gift or by the terms of a will.

The commission's notice seeks comment on a number of questions, including the basic one as to whether the assumption that advance notice "will increase minority purchases while placing a minimal additional burden on broadcasters" is correct. It also asks about specifics. Would local notice—an announcement published in the local newspaper and broadcast on the station involved—be effective in reaching minority buyers throughout the country? And is 45 days the appropriate time period?

Some members of the commission, including Chairman Wiley and Commissioner Robert E. Lee, wondered aloud

black announcers with two white announcers, one of whom worked part-time for FM. Commission was supported by Chairman Richard E. Wiley and Commissioners Abbott Washburn, Joseph Fogarty and Margita White. Commissioner Robert E. Lee dissented and Commissioner James Quello did not participate. Commissioner Benjamin L. Hooks was absent from July 13 meeting, when action, disclosed on Friday, was taken. Charles D. Saunders is 100% owner of both stations, as he was prior to 1970. From 1970 to 1973, he owned 75% and James A. McCullough owned 25%.

□

For first time in seven years *Washington Star* has gone **solidly into black**, reporting operating profit of \$582,000 for second quarter this year. (It showed small profit in fourth quarter of 1975 when *Washington Post* was struck and printing smaller papers.) Second-quarter operating profit of \$5,275,660 and net income of \$2,929,044 for nine months ending June 30 were reported for Washington Star Communications Inc., which owns *Star*; WJLA-TV Washington (sale to Combined Communications pending FCC approval), and other stations.

□

FCC has **waived its cable TV signal carriage rules** to permit system in Arlington, Va., to carry three network signals from Baltimore. Arlington Telecommunications Corp., which is required by franchise to provide experimental services beyond those required by commission, including two-way library data communications and two-way communications services for five schools, said waiver would facilitate full implementation of its planned experimental community service program and would enable it to compete on equal basis with Master Antenna Television Systems in Arlington County. It also said carriage of Baltimore signals would not adversely affect Washington market stations, five of which opposed waiver request. Commission, in granting waiver, cited heavy penetration of MATV in area and relatively light viewing of requested signals. Cable Television Bureau had originally recommended two-year waiver; commission, with only Commissioner Robert E. Lee dissenting, voted for permanent waiver.

□

Donald H. McGannon, chairman and president, Westinghouse Broadcasting Co., elected to fifth one-year term as president, National Urban League, during league's convention in Washington last week.

□

Albert Rubin, VP-business analysis and financial planning, ABC Television, promoted to VP, financial planning and controls, ABC-TV network and ABC Entertainment, with additional responsibility for activities of financial controls department for those divisions. **Jerry Regina**, manager, program budgeting and administration, ABC-owned TV stations, named director of administration, ABC Television.

Alice M. Henderson, director-program clearance, CBS, New York, appointed VP-program practices, Hollywood, CBS-TV, succeeding Richard Kirschner, who became executive producer for CBS-TV program department in Hollywood last April.

□

Wallace Westfeldt joins new ABC News special reporting unit in Washington as executive producer. He was most recently executive producer for public affairs programming for noncommercial WETA-TV Washington, and had been executive producer for NBC's *Huntley-Brinkley Report* and *NBC Nightly News*.

□

David Schoumacher, former ABC and CBS reporter who became anchorman at WJLA-TV Washington last year, has signed long-term, multi-year contract with station, ending speculation he might join *ABC Evening News* team in sub-anchor role.

□

FCC General Counsel **Werner Hartenberger** will leave commission at end of August to join **Dow, Lohnes & Albertson**. In other personnel matters, two members of former Commissioner Benjamin L. Hooks's staff have found new posts: **Norman Blumenthal**, legal assistant, moves to General Counsel's Office, probably as assistant general counsel for legal research and treaties. (William Kehoe, who now heads that division, is expected to head new division handling sunshine law and freedom of information matters.) And **Chester Higgins**, special assistant, will join staff of public information office. Henry Patrick, deputy chief of that office, has resigned, but Mr. Higgins is not expected to fill that slot.



Harold R. Krelstein, 68, chairman, Plough Broadcasting, Memphis, died of cancer at his home July 28. Former chairman of National Association of Broadcasters radio board, he received NAB's Distinguished Service Award this year. Survivors include wife, Arlene, and three children, Richard, Ronald and Karen Krelstein.

□

Continuing **pressmen's strike** in Washington forced BROADCASTING to close its news pages at noon Friday (July 29).

about the legality of the proposal in view of Section 310(d) of the Communications Act. This section prohibits the commission from considering, in connection with a transfer or assignment application, whether the public interest might be served by the sale of the station to a buyer other than the one selected by the seller. However, the notice says the section "does not necessarily preclude action designed to potentially increase the number of buyers from which the licensee may choose."

Commissioner Hooks said the proposal would not interfere with the seller's choice of a buyer. But, he said, "I know people are interested in the highest bidder... We ought to have faith in the American system, that people will not turn down money because of race."

FCC changes course on equal-time law recommendations

The FCC has abandoned a recommendation for amending the equal-time law that it has been making to Congress periodically since 1969. It called for applying the law only to candidates who had demonstrated substantial support among the electorate. The commission decided last week that such an amendment would confront licenses in some states with the burden of validating signatures on candidates' petitions.

The commission, in discussing its Section 315 recommendations at a meeting on May 4, had voted to include the "major candidates test" proposal in a package with two other recommendations (BROADCASTING, May 9). One called for exempting presidential and vice presidential candidates from the equal-time requirements; the other called on Congress to review portions of the Communications Act that affect public broadcasting stations' role in political campaigns. Those two recommendations remain in the package.

The "major candidates test" proposal calls for the exemption from the law of candidates who polled 2% of the vote in the last general election or who received petition support of 1% of the electorate. But the general counsel's office, in drafting the recommendation, discovered that candidates in some states may get on the ballot with signatures of fewer than the 1% of the electorate; in some, no signatures are required.

As a result, there is no state mechanism for validating the signatures. "We question," Deputy General Counsel Larry Secrest said, "whether the commission wants broadcasters to validate signatures in such large numbers." The answer was no.

The commission, in recommending exempting presidential and vice presidential candidates from the law, said in a letter to Congress that there is congressional precedent for such action. It noted that Congress's suspension of Section 315 during the 1960 campaign permitted the broad-

cast debates between then-Senator John F. Kennedy and then-Vice President Richard Nixon and allowed the networks to devote significant amounts of free time to the presidential candidates. It also said there was no evidence to suggest that repeal would result in a significant number of abuses by broadcasters.

Some commissioners, including Chairman Richard E. Wiley and Margita White, would have broadened the exemption. But two commissioners opposed going as far as the commission did. Commissioner Robert E. Lee said that "Section 315 is Congress's problem. I wouldn't tell Congress what to do." Commissioner Benjamin L. Hooks, who was attending his last meeting, had always opposed weakening the equal-time law.

The commission asked Congress to review two sections of the Communications Act. One—312(2) (7)—requires all stations to afford reasonable access to political candidates; failure to do so could result in revocation of license. The section became controversial last year when then-Senator James Buckley (R-C-N.Y.) used it to force public broadcasting stations to carry his political advertising message. The other—399—prohibits a public broadcasting station from editorializing or supporting or opposing political candidates.

FCC tries to determine who can have an FM noncommercial channel

Rulemaking is started; interim standards will be promulgated

The FCC plans to issue a notice of proposed rulemaking next month in an effort to eliminate what some commissioners say may be an antireligion approach to processing applications for FM noncommercial channels. In the meantime, the staff will apply standards on which the Broadcast Bureau and the general counsel's office, which have been at odds over the issue, are in general agreement. Those developments emerged from the commission's meeting last week.

The notice of rulemaking will invite comment on a wide range of options, from opening FM noncommercial channels to any nonprofit organization to limiting their use to full-time accredited (secular or religious) educational institutions. The notice will also contain interim processing standards.

The standards will not be published before then. But Martin Levy, deputy director of the Broadcast Bureau, and Larry Secrest, deputy general counsel, discussed them with the commission at the meeting. The point appears to be to bring commission practice in line with its decision in June to grant Moody Bible Institute's applications for FM noncommercial channels in East Moline, Ill., and Boynton Beach, Fla. (BROADCASTING, June 20).

The Broadcast Bureau had recom-

mended denial of the applications on the ground that Moody Bible does not operate a school in either city. (Institutions with co-located schools routinely qualify.) The general counsel's office, however, noted that the commission regularly grants applications of nonprofit organizations that do not operate a school in the city involved if they claim an educational purpose.

A main point of the new standards is that a religious organization that does not operate a school in the city involved can qualify if it can demonstrate an educational goal and program. This would be the case even if the programming is religious in nature, provided it is also instructional or educational.

TVB defends spot, local TV prices

Rice says that they're relatively stable this year while print rises

The Television Bureau of Advertising moved last week to isolate spot and local television from criticism that television's rates are too high.

Actually, TVB said, print media rates are climbing while those of spot and local TV are relatively stable.

The move came at a time when spot-TV sales appear to be in a protracted slump.

"Agencies which propose lesser-than-television media in the belief they cost less than television while ignoring continuing print rate increases may be doing their clients a disservice," TVB President Roger D. Rice warned in a statement.

"Spot television right now offers countless opportunities for knowledgeable agencies and advertisers. And those agencies which imply that all television rates continue to rise fail to reflect what's happening in today's marketplace."

Agency executives who threaten to switch TV budgets to less efficient media "because of television's increased costs," Mr. Rice said, ignore three key facts.

"One," he said, "spot television and local television account for 59% of advertiser investments in television—almost three out of every five dollars channeled into the medium. These two areas have show relatively stable rates during 1977 but are sometimes overlooked in discussions about television's current pricing structure."

"Two, print rates continue their upward spiral. For example, magazine rates in the first six months of this year have soared an average 10% with almost half the industry's revenue gains coming from higher rates."

"Three, newspaper rates have advanced 9.4% so far this year. Almost all the industry's revenue gains reflect higher prices rather than increased linage."

Mr. Rice said that in looking at media, "the advertiser's chief concern is reaching and selling people efficiently. Spot television offers a lower cost-per-thousand adults than newspapers, magazines or radio. In addition, it provides a matchless

blend of ingredients for successful selling: sight, sound, motion, emotion, in-home demonstration, audience involvement and dazzling color at no extra cost."

Van Deerlin takes firmer control of violence report

He says it's not up to standards, sends it back to drawing boards; but some subcommittee members think it isn't strong enough

The ill-starred House Communications Subcommittee report on television violence suffered another setback last week when the subcommittee voted to postpone action on it. The subcommittee gave itself until Oct. 1 to do something with the report.

Having already undergone five drafts at the staff level, the controversial document (BROADCASTING, July 25) now heads back to the drawing board. And there were indications last week that the next overhaul may result in a watering down of some of the report's basic findings.

"It just wasn't up to the standard of this subcommittee, the same bunch that brought you 'Cable Television: Promise vs. Performance,' and the [Communications Act review] options papers," said Subcommittee Chairman Lionel Van Deerlin (D-Calif.) last week in comparing the violence report to previous documents produced by the subcommittee. Mr. Van Deerlin called "premature," for instance, the report's first finding: that "excessive viewing of violence has harmful effects." He added, "It just seemed we might be rushing headlong into something that might not stand up, and by God, we wanted to be right when we put it out."

There will be a report, Mr. Van Deerlin insisted, if for no other reason than to head off rumors that the subcommittee is holding back the report. The chairman indicated too that he will personally take a stronger hand in the project, which until now has been handled mostly by staff members. "I think the leadership I've provided on this has not been as firm or as helpful as it could have been," he said.

Mr. Van Deerlin said the majority of the subcommittee members, who met with him behind closed doors in his office prior to the scheduled meeting on the report last Tuesday, agreed with him that the report needs improvement. Two notable exceptions were Representatives Henry Waxman (D-Calif.), who in the end offered the motion to postpone action, and Representative Timothy Wirth (D-Colo.). Both made clear at the open session that they were prepared to accept the report as it stands.

Both, too, commented about strong "pressure" from CBS and NBC to change the report. Representative Wirth quoted

CBS Washington Vice President William Leonard, who said in a statement that "the First Amendment has been tossed out the window, [in the report] and the dark hand of government . . . ushered in" (BROADCASTING, July 25).

"What kind of nonsensical rhetoric is that?" Mr. Wirth asked. He added that the "networks are effectively burying their heads on this [TV violence] and have been for some time."

After the meeting Mr. Leonard said he had meant in his statement only to point out that the report lacks a section included in an earlier draft saying the subcommittee has no intention of trying to interfere with broadcast news and entertainment programming. As for Mr. Wirth's attack on his statement, "I'm glad he recognized the nature of my rhetoric," Mr. Leonard said. "I learned it from covering Congress so many years."

Mr. Waxman said a "furor" had been raised by the networks over the recommendation in the report that the Communications Subcommittee staff study restructuring the broadcast industry as a means of creating more competition in programming and cutting down on violence. A letter to subcommittee members from NBC Washington Vice President Peter Kenney expressed concern that such a study might undercut and prejudge the subcommittee's ultimate findings in its total review of the Communications Act.

Said Representative Waxman: "If [the report] looks threatening to the networks, that's their problem."

Other congressmen made similarly strong statements in what was one of the best attended meetings by members of the subcommittee this year. Representative Albert Gore Jr. (D-Tenn.) said in his opinion the first finding of the report—that too much TV violence causes harm and should be stopped—"is not strong enough. Anyone not recognizing that there is too much violence on TV is not

recognizing the true facts." He said he will offer an amendment to make the wording stronger.

Representative Thomas Luken (D-Ohio) said Congress will not shrink from placing controls on TV if it has to. Representative Barbara Mikulski (D-Md.) said in her opinion the report should place more emphasis on the role of citizen participation in bringing reduction in violence. The report should give credit to the National Parent Teachers Association and other grass-roots efforts as "plain old-fashioned organizing," she said.

Representative Martin Russo (D-Ill.) on the other hand, expressed skepticism about the report, saying he thinks the real blame for the amount of violence children see lies with parents. But "I don't think we have the guts on this subcommittee," he said, to tell that to constituents.

Other members—Representatives Marc Marks (R-Pa.) and Carlos Moorhead (R-Calif.)—said they think there is too much violence on TV, but that Congress should be careful to avoid actions that would conflict with broadcasters' First Amendment rights.

Amid the conflicting expressions, Representative Wirth said, "It is pretty clear that this subcommittee can't get a consensus on the report." Representative Lou Frey (R-Fla.), ranking Republican on the subcommittee, argued on the other hand that there should be no "misunderstanding that we aren't going to come up with a report, because we are going to come up with one."

Representative Waxman said the subcommittee's inability to reach agreement to date "raises some question about our ability to do a thorough rewrite" of the Communications Act. He said he hoped, the subcommittee can "pull together" the report and get on with some "real hard decisions."

■ In a related action last week, CBS submitted to the Van Deerlin panel its "final comments" on the TV violence profile of Dr. George Gerbner, dean of the University of Pennsylvania's Annenberg School of Communications. David Blank, CBS vice president and chief economist, said in a 23-page submission that CBS has not swerved from its earlier position in the long-running feud: that the Gerbner research makes TV look worse than it is because it uses too broad a definition of violence and "reveals little about the social consequences of television."

Dr. Blank said CBS does not feel compelled to comment on every violence study that comes out, but that Dr. Gerbner's merited two lengthy analyses because it is federally funded and because "many people . . . have treated the profile and its conclusions as if they were of demonstrated scientific validity." The latest Gerbner study, which showed an increase in violence on the networks in 1976, including during the family viewing period, is prominently mentioned in the Communications Subcommittee's violence report.

The last shall be first. The following should be substituted for the Detroit market in the July 25 issue's "The 500 of fortune" rankings of the top radio stations in the country. A printing error in Arbitron information caused WJR(AM) there to be listed as 10th in the market; it should be number one. The average-person figure should have been 123,000, not 23,000. The other nine stations drop accordingly. Also, in the Washington market, the call letters, for the ninth-ranked station, WFAN(AM), should have been WOOK(FM).

6. Detroit		
1. WJR(AM)	MOR/talk	123,100
2. CKLW(AM)	Contemporary	66,700
3. WRIF(FM)	AOR	49,400
4. WWJ(AM)	Talk/news	38,800
5. WJR-FM	Beautiful music	38,200
6. WDRQ(FM)	Contemporary	36,700
7. WXYZ(AM)	MOR/Contemporary	33,400
8. WMJC(FM)	Contemporary	27,600
9. WJLB(AM)	Black	26,000
10. WWJ-FM	Beautiful music	26,000

Networks ready their benches for new season

**Substitute shows are in the works,
some have already run this summer;
total of 24 replacement possibles
indicates nature of competition**

They range all the way from comic-book hero Spiderman to a young woman whose supernatural powers get her into comic situations to a 21-year-old private eye trying to make like Sam Spade.

These are among the series that are prime contenders to replace the shows that break out of the Nielsen starting gate next month. A few of the back-ups may find themselves pressed into service as early as October.

The one program form conspicuous by its absence among these series-in-reserve is the hard-action cop show. The highly publicized antiviolence crusade of ad agencies, the American Medical Association and the National Parent-Teacher Association, among others, persuaded the networks to steer clear of new cop shows when they put together their 1977-78 prime-time schedules last spring, according to various sources, and that carryover is apparently continuing into second season.

Cutthroat competition among the three networks has resulted in a record number of second-season candidates: 10 on CBS's back burner and seven each on ABC's and NBC's ("Closed Circuit," July 25).

ABC has already telecast five of its seven candidates in their pilot form. MGM Television's *Lucan* boosted its chances when it harvested a 22.2 rating and 41 share on Sunday, May 22 (8-9 p.m. NYT). In production now at MGM, it's a drama about the adjustments to 1977 urban American life of a 20-year-old man



CBS's *Shields and Yarnell*

who was raised by wolves until he was 10.

Another hot ABC prospect, Columbia Pictures Television's fantasy sitcom *Tabitha*, which is basically a continuation of the old *Bewitched* series, chalked up a 16.5 rating and 39 share on Saturday, May 7 (8-8:30 p.m.). A third Nielsen winner for ABC is its pilot of Spelling-Goldberg's *Fantasy Island*, which, in rerun, scored a 17.7 rating and 35 share on Tuesday, July 5 (9-11 p.m.). It stars Ricardo Montalban as the owner of a remote jungle island where people with at least \$50,000 to spend can fulfill their fantasies, however bizarre. ABC's *The Harvey Korman Show* sitcom pilot (executive producer, Hal Dresner) got a disappointing 16.6 rating and 30 share on Thursday, May 19 (9:30-10 p.m.), and a comedy-adventure with a World War II setting, *MacNamara's Band* (with Bernie Kukoff and Jeff Harris as executive producers), didn't help its chances with a 13.5 rating and 26 share on Wednesday, May 11 (8-9 p.m.).

ABC's final two second-season back-ups, still not air-tested, are sitcoms: Jimmy Komack's *Sugar*, a sex comedy focusing on three beautiful women (its original title was *Girls, Girls, Girls*), and *The Primary*

English Class (an ABC Production in association with Joe Hamilton), a gang comedy centering on a young woman teacher and her night-school class of foreigners trying to learn the language.

Four of CBS's summer tryouts are high on its second-season list. CBS sources are talking up *Shields and Yarnell* (Monday, 8:30-9 p.m.) as the musical-comedy find of the year. The series (produced by Frank Peppiatt and John Aylesworth) ended its six-week run on July 25 with a solid mid-30's-share average. CBS will replace it, beginning tonight (Aug. 1), with six weekly episodes of a sitcom called *Szyszynek*, a Rich Eustis/Al Rogers Production, starring Ned Beatty as an ex-Marine turned playground supervisor in Washington.

CBS has three other summer series with second-season possibilities: Norman Lear's *A Year at the Top*, a five-part sitcom-with-music series about two songwriters who make a pact with the devil in exchange for stardom; *The Starland Vocal Band Show* (executive producer, Jerry Weintraub), a musical-variety half-hour that started a six-week run last night (July 31, 8:30-9 p.m.), and Pierre Cosette's *The Keane Brothers*, another half-hour musical-variety series, which checks in for a limited run beginning Friday, Aug. 12 (8-8:30 p.m.).

Two of CBS's other five series have reached the air in pilot form: Time-Life's *World of Darkness* (executive producer, David Susskind), dealing with tales of the occult, which got a 17.2 rating and 31 share on Sunday, April 17 (10-11 p.m.), and Herbert Leonard's *Sparrow*, a tongue-in-cheek detective show, which managed a hardly promising 12.8 rating and 21 share on Jan. 12 (10-11 p.m.). The other CBS prospects are Jimmy Komack's *Another Day* sitcom with David Groh and Joan Hackett, which has a full 13-episode commitment; Jack Webb's *Sam*, a half-hour police series featuring a dog-and-officer team of the Los Angeles police department, and Chuck Fries's *Spiderman*, an action-adventure hour based on Stan Lee's comic-book creation.

Mulligan's Stew looms as potentially



ABC's *Lucan*



NBC's *Mulligan's Stew*

the most promising of NBC's reserves, based on the 20.2 rating and 40 share it delivered on Monday, June 20 (8-9:30 p.m.). *Mulligan's* is a family-hour comedy-drama and NBC has given Paramount Pictures Television, the producer, an order for 13 60-minute episodes.

Quark, a half-hour futuristic sitcom from Columbia Pictures Television (executive producer, David Gerber; it stars Richard Benjamin), delivered a less impressive 11.7 rating and 26 share on Saturday, May 7 (8:30-9 p.m.), but NBC has faith in the concept and has given the go-ahead for eight more episodes.

NBC's one summer possibility is a Stanley Ralph Ross-produced sitcom called *The Kallikaks*, which kicks off a five-week run beginning Wednesday (Aug. 3, 9:30-10 p.m.). It's about a family of life's losers who operate a run-down gas station. Twentieth Century-Fox has picked up a 12-episode commitment from NBC for its 60-minute series, *James at 15*, a drama about the problems of an adolescent American boy.

The final three NBC prospects are from Universal Pictures Television: a commitment for five 60-minute episodes of *Baa Baa Black Sheep*, a World War II series that failed in the Nielsens last season but could do better in a later time period; *Richie Brockleman*, an hour-long private-eye series with comic overtones (the title character is a 21-year-old), which is also getting a five-episode commitment, and *Car Wash*, a sitcom based on the hit movie.

WNBC to go contemporary

WNBC(AM) New York will launch, with a good deal of expensive promotional backing, a new format beginning Sept. 1.

"Herb Schlosser [the president of NBC] has given us the go-ahead to use substantial promotion money to get our own new contemporary format launched," said Charles Warner, the vice president and general manager of WNBC. As part of the start-from-scratch approach, Mr. Warner will not renew the contracts of "Cousin

Bruce" Bruce Morrow, morning man Don Imus and two other DJ's, Joe McCoy and Dick Summer, all of who will be gone as of Sept. 1.

Although research is still going on concerning exactly how the new format will be structured, Mr. Warner said it would encompass hit singles, album cuts and some progressive rock, and would be "stable and consistent."

Bruce Morrow, 41, said that after 19 years as one of the best-known DJ's in the country he'll give up radio for television work (syndicated music specials produced by his company Depaier Enterprises and free-lance reporting for WNBC-TV New York) and for a book contract (he's writing his autobiography, to be called "The Last Radio Show").

'MHMH' successor doesn't draw as well

A.C. Nielsen reports that *Fernwood 2-Nite*, Norman Lear's send-up of TV talk shows, has lost 50% of *Mary Hartman*, *Mary Hartman's* audience in Chicago, 20% of *MHMH's* Los Angeles numbers and 15% of the New York viewers of *MHMH*.

Comparisons between the two shows can be made, according to Nielsen, because *Fernwood 2-Nite* replaced *MHMH* in the same five-nights-a-week time period in each of the three cities.

On WNEW-TV New York, *MHMH's* last week (June 27-July 1) chalked up a 7 rating and 15 share, whereas *Fernwood* (11-11:30 p.m.) is averaging a 6 rating and 13 share in its first two weeks (July 4-15).

On KTTV(TV) Los Angeles, *MHMH* got a 5 rating and 13 share in its last week; *Fernwood* (11-11:30 p.m.) hit a 5 rating and 12 share average in its first Los Angeles week (July 4-8) and dropped to a 4 rating and 9 share the second week (July 11-15).

On WFLD-TV Chicago, the figures for *MHMH's* final week were a 6 rating and 9 share. *Fernwood* (10-10:30 p.m.) has managed only a 3 rating and 5 share average in its first two weeks.

Gary Lieberthal, Mr. Lear's vice presi-

dent for syndication, said he wasn't disappointed with *Fernwood's* ratings. "The last week of *Mary Hartman* was heavily promoted," Mr. Lieberthal said. "If you compare *Fernwood* with the last month of *Mary Hartman*, *Fernwood* is actually doing better in New York and Los Angeles. In Chicago we're up against the fact that both of its major-league baseball teams are in first place and their televised games are getting big ratings."

Fernwood 2-Nite will run through October when, as previously planned, it will be replaced by a new version of the *MHMH* soap-opera format, to be called *Forever Fernwood*.

Montanus succeeds Katleman as MGM TV president

Relocation to West Coast may be prelude to creative, developmental staff additions; Katleman believed joining Bennett in production firm

MGM Television, which has increased its domestic and international sales by about 200% in the past year, shuffled presidents last Tuesday (July 26), with the incumbent, Harris Katleman, voluntarily bowing out in favor of a 13-year MGM veteran, Executive Vice President Edward A. Montanus.

Mr. Montanus will move his base of operations from New York to Los Angeles (where Mr. Katleman was situated). One company source said Mr. Montanus may add some "creative and development personnel" to the West Coast operation, as well as continuing to rely on Robert Morin, MGM's New York-based vice president for domestic syndication, and John Spire, its Los Angeles-based vice president for international syndication.

MGM has its best pilot season in recent years, selling 10 new two-hour episodes of its *How the West Was Won* series as well as a number of episodes of a new 60-minute drama called *Lucan* to ABC for second season, and placing *Logan's Run*, a new sci-fi series based on the MGM theatrical movie, on CBS's fall prime-time schedule.



Montanus

and *CHiPs*, a new police series, on NBC's fall schedule.

In domestic and foreign syndication, according to a company spokesman, MGM has racked up big sales in the last year on the *How the West Was Won* miniseries, on a series of made-for-TV movies called *Tailor-Mades*, and on the off-network reruns of *Medical Center*, among other product.

Mr. Katleman resigned "with great regret," according to a statement issued by MGM. But, the statement continued, quoting Mr. Katleman, "I feel the time is right for me to move on to new challenges without the daily burden of executive and administrative responsibility." One reliable, although unconfirmed, report was that Mr. Katleman has joined forces with Harve Bennett, who left Universal recently after serving as executive producer of *The Six Million Dollar Man* and *The Bionic Woman*, to form their own TV-production company, which will operate out of Columbia Pictures Television in Los Angeles.

Markle-funded study urges radio and TV council for young

Other recommendations: legislation for such a national endowment, search for alternate system of presenting children's fare

A 10-month study has concluded that a National Endowment for Children's Broadcasting, to underwrite "many kinds of radio and television programs for children," is not economically or politically feasible now, but that "a prestigious private-sector National Council for Children and Television" should be established to work for betterment of children's programming.

In addition, the study leaders recommend that legislation to create a national endowment be introduced in Congress even though its chances don't look good, because the legislation would focus attention on the problems and issues—and just might get enacted. The leaders also recommend that alternative distribution systems for children's programs be developed, starting with pay cable.

The study was conducted by the Center for Action Research, Princeton, N.J., under a grant from the John and Mary R. Markle Foundation. It was directed by Eliot A. Daley, chairman of the center, who was credited with conceiving the idea of a national endowment, and Dr. Nicholas B. Van Dyck, the center's president, over the period from Sept. 1, 1976, through June 30 of this year.

A large part of the study consisted of interviews with 218 "decision makers" in commercial and public broadcasting, advertising, education, child psychology, programming, federal agencies, Congress and consumer advocacy.

The report, entitled "Toward a National

Endowment for Children's Broadcasting" and being distributed by the center, says that "it is the consensus of participants [those interviewed] that the present state of the children's broadcasting environment, the economic priorities of the broadcast industry and the future possibilities of children's programming give rise to the need for a National Endowment for Children's Broadcasting."

The endowment deemed "most adequate" would be wholly funded by the federal government and would underwrite—not itself produce—TV and radio programs for presentation in prime time or in traditional children's time, on commercial broadcasting, public broadcast or cable. Its total cost, if operated on the scale projected for it, would be \$40 million a year.

Its "optimal objectives" would be the funding of 20,000 person/days a year in research, public education and training (\$5 million) and an annual total of 200 hours of children's TV programming, including promotion to build audiences, plus 200 hours of children's radio programming (\$32 million), with administrative costs put at \$3 million.

In general, the endowment would provide up to a designated percentage of the total costs of a program. Programs to be carried by the Public Broadcasting Service would get the rest of their money from the Corporation for Public Broadcasting or corporate or foundation grants; those going on cable would get the rest from government, tax-exempt industry contributions and foundations, and those going on commercial stations with advertising would get the rest from advertisers, broadcasters or syndicators.

But the idea of federal funding was criticized, the report says, on First Amendment grounds, among others—including the contention of citizen-group spokespeople that taxpayers shouldn't have to remedy broadcasters' shortcomings, and that federal funding would "lead to unjust enrichment of an already profitable broadcast industry." Private funding also was criticized on several grounds, including the fear that corporate donors would run the show and, like commercial broadcasters, tend to program for mass audiences.

The National Council for Children and Television envisioned in the report would be composed of "nationally recognized and personally committed persons who will lend their energy and influence" to see that the issues of children and broadcasting "receive continuing attention at the highest levels of government, education and industry," to advance the cause in general.

The report was not wholly critical of broadcasters' programming for children, but concluded that "the major portion of the child's broadcast environment consists of adult programming." It also stressed the multiplication of distribution system that may result from satellites, computers, fiber optics and other technological developments, perhaps leading eventually to a sort of "vast TV juke box."

Universal takes different tack with movie plan; Paramount signs two sponsors for fourth network

Observers cite clearance problems with network affiliates

The latest news from the fourth-network front is that Universal Pictures Television has abandoned the scheme it was floating six weeks ago to produce as many as a dozen two-hour made-for-TV movies (BROADCASTING, June 20).

Meanwhile, Paramount Pictures Television said it has signed Gillette (BBDO) and Bristol-Myers (direct) for full 52-week commitments to its proposed three hours a week of fourth-network programming encompassing 22 new 60-minute episodes of *Star Trek* and an equal number of original two-hour made-for-TV movies. Bristol-Myers has offered to buy two minutes a week and Gillette 90 seconds a week.

Universal, according to Al Masini, the president of Telerep Inc., New York, and the motivating force behind Operation Prime Time, will produce three or four "major projects" (rather than a dozen movies) along the lines of OPT's first venture, the six-hour miniseries, *Testimony of Two Men*.

Mr. Masini envisions OPT as an "occasional network" rather than as a fourth network, and he's convinced that the only way to make an impact is for OPT to sign on a number of major-market network affiliates to supplement the line-up of independent stations.

Network affiliates, he added, will be much more willing to go along with OPT if their prime-time schedules are interrupted only three or four times in a calendar year for promotable miniseries rather than a dozen times a year for run-of-the-mill made-for-TV movies.

Industry insiders say Paramount's biggest stumbling block will be getting an affiliate to dump three hours' worth of network programming each week. (Saturday from 8 to 11 p.m. NYT is the time period Paramount appears to have settled on.) One rep source said Paramount would permit a network affiliate to delay the two-hour movie until, say, Saturday at 11:30 p.m.

A further problem with network affiliates, according to those sources, is that instead of paying them compensation, the way their networks do, Paramount is asking them to pay some fairly substantial sums of money to get the fourth network off the ground. Paramount will also arrogate to itself 40 of the 30-second spots within the three-hour block each week, those sources say, and will parcel out 28 30-second spots to the stations within each week's programming package.

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Answers begin to emerge on how OTP's functions are to be absorbed

But there are still questions being asked about shift of work to Commerce and role of OMB in dispute over allocations

For months, the nation's telecommunications community waited for President Carter to announce his plans for reorganizing the Office of Telecommunications Policy. OTP's days were numbered, it was generally assumed, but what shape would the new instrument of telecommunications policy-making take? Two weeks after the President announced his plans for OTP and its functions, in a message proposing reorganization of the entire executive branch (BROADCASTING, July 18), there are those in Congress who still don't know. But they are trying to find out; and in the process, they may be reducing areas of possible tension between Congress and the White House.

The passage in the message dealing with OTP is terse. It says that much of OTP's work could be more effectively performed outside the Executive Office and that it would be necessary to retain only a small staff to provide the President with "immediate advice on telecommunications and information policy, especially on national security, emergency preparedness and privacy issues." The Office of Management and Budget, it adds, "would take responsibility for federal telecommunications procurement and management policy and arbitration of interagency disputes about frequency allocation."

"All other functions except developing presidential policy options," it says, "would be transferred to a new office within the Department of Commerce, headed by a new assistant secretary for communications and information, who will perform many of the functions previously performed by the head of the OTP."

For Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, and his aide, Mary Jo Manning, the message was not a model of clarity. Senator Hollings's concern, along with that of Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, is that the agency that handles telecommunications matters and is answerable to Congress be one of substantive, not apparent, authority. (Mrs. Manning said she didn't want "a figurehead" testifying on communications matters.) And the message was not reassuring on that point.

For instance, the message says OMB will be responsible for management policy. Does that mean it will manage the federal government's telecommunications systems? As for OMB arbitrating in-

teragency disputes regarding frequency allocations, does that mean the real power to assign frequencies to government users will reside with OMB?

And what of the phrase reserving to the White House the development of presidential policy options? Is the Domestic Council to make policy without any contribution from Commerce? To some, this sounded like "a Nixon White House" approach, as one observer put it, one in which policy would be made by presidential aides beyond the reach of Congress.

However, there were signs that the tensions may be relaxed. Mrs. Manning, in talks with White House aides, received assurances on at least some of those points. For instance, the kind of "management" function OMB would engage in would be limited to that which it normally performs in dealing with budget requests of agencies of government. And as for arbitrating disputes on frequency allocations, OMB's role would be similar to the limited one it performs now in arbitrating disputes among agencies in other areas; it would not attempt to usurp Commerce's basic authority to make such decisions.

As for communications policy, White House aides have said it would be developed in the same manner that policy in other areas is developed. The responsibility would be handled principally by Commerce, with policy decisions requiring presidential attention being staffed through the Domestic Council, which is headed by Stuart Eizenstat.

Two or three persons are expected to be added to the council to specialize in telecommunications matters. The first one almost certainly will be Richard Neustadt, a White House aide who has been serving as liaison with OTP since the days of the transition. Barry Jagoda, special assistant to the President for media and public affairs, and Si Lazarus and Steven Simmons, already members of Mr. Eizenstat's staff, are also expected to play a role in telecommunications matters, though on a less than full-time basis. So are members of the Council of Economic Advisers.

OMB Director Bert Lance may discuss those and other matters relating to OTP when he testifies before the Senate Government Affairs Committee today (Aug. 1) on the reorganization plan. But Mrs. Manning said that the issues left clouded in the message should be clarified by the President, perhaps in an executive order.

In one area, at least, an atmosphere of compromise and accommodation seems to be displacing one of possible confrontation. Senator Hollings and Representative Van Deerlin, in anticipation of the President's message, had urged the creation of a National Telecommunications Administration within Commerce, which would incorporate the functions of OTP and those of Commerce's Office of Telecommunications, and would report to the secretary through the undersecretary (BROADCASTING, July 18). The message, in proposing the creation only of a new assistant secretary, did not seem designed to accommodate that suggestion.

However, White House officials last

week said nothing in the plan precludes the creation of an administration that would incorporate the functions of OTP and OT. "There is no objection here to an administration," one aide said. (Indeed, he added, "OT and OTP will be merged, no matter what the organization is called.") However, under the President's plan, the administration would have to be headed by an assistant secretary.

A proposal along those lines would probably be acceptable to Senator Hollings and Representative Van Deerlin. It would provide the "coherence" they sought in an administration, though not the visibility and status an administration headed by an administrator—who would be of higher rank than an assistant secretary—would be more likely to assure.

Meanwhile, the first congressional testimony on the proposed reorganization plan was taken last week by the Senate Government Affairs Committee. Steven A. Levy, who is a third-year law student at the University of Chicago but who already holds a PhD degree in international relations, urged the committee to recommend the creation in the Executive Office of a single office with express authority to coordinate all communications programs within the executive branch. Mr. Levy, who worked at OTP last summer, said the lack of a coordination function in the President's plan is a serious drawback. OTP's failure to use the coordinating powers it had, he said, has handicapped the U.S. in negotiating with foreign countries on communications matters.

Senator Abraham A. Ribicoff (D-Conn.), chairman of the committee, said he was "impressed" by the testimony and promised to pass along Mr. Levy's recommendation in the committee's report on the proposed reorganization. The plan becomes effective within 60 legislative days of issuance unless vetoed by either House of Congress.

And over at OTP, Acting Director William Thaler is reshaping his forces for a final assault on a number of projects. He has set up nine teams and given each a specific task to complete within the next four to six months. OTP probably has no more than six months of existence left.

Three of the projects are assigned to teams headed by outside consultants hired since the Carter administration came to power—Frank Lloyd, former director of Citizens Communications Center, who is helping to draft public broadcasting policy; Nick Miller, a former member of the Senate Communications Subcommittee staff, who is working on a background paper on common carrier matters; and Robert Lissett, formerly of ABC and CBS, who is attempting to develop policy on government use of audio visual materials. One of the other nine teams, headed by Gregg Skall, acting general counsel, is preparing a background paper and options on broadcast reregulation, a subject that has interested OTP since the days of its first director, Clay T. Whitehead.

Greater efficiency of resources isn't the only reason Dr. Thaler gives for creating the teams. Another is to maintain

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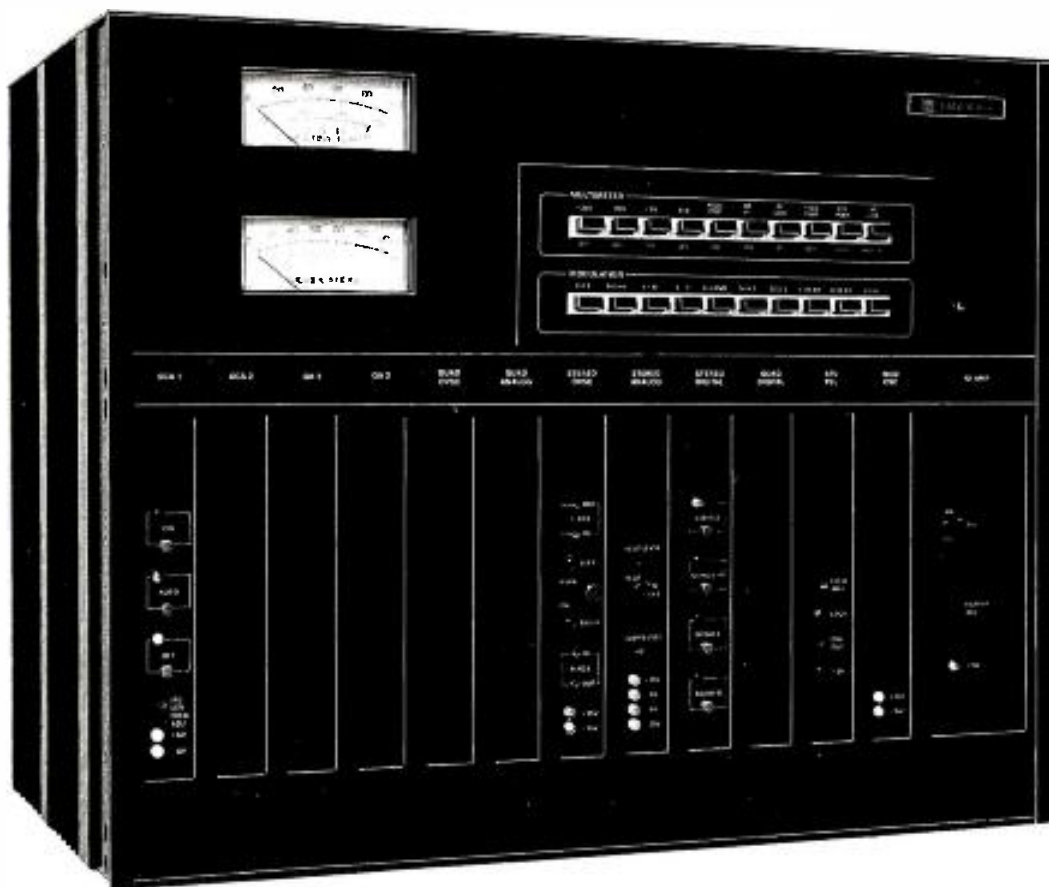
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morale—by “giving people a reason to perform”—as White House and Congress discuss—and in the process shape—the organization whose creation will spell the end of OTP. President Carter has promised that no one will lose his job as a result of reorganization, and Dr. Thaler said he expects OTP’s personnel to be absorbed by Commerce. But he also noted that line agencies do not have the same grade structure found in the Executive Office. “The average grade level,” he said, “will be much lower.”

Changing Hands

Announced

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

■ **WIPC(AM)** Lake Wales, Fla.: Sold by Olivia Broadcasting Co. to Salter Broadcasting Co. for \$200,000. Seller is owned by George Olivia Jr. and his wife, Gertrude, who also own **WAKA(AM)** Gainesville, Fla., and **WPAX(AM)** Thomasville and **WSIZ(AM)** Ocala, both Georgia. Buyer is owned by Russell G. Salter and his family who own **WFVR(AM)**-**WKDD(FM)** Aurora, **WBEL(AM)** South Beloit and **WRWC(FM)** Rockton, all Illinois. **WIPC** is 1 kw daytimer on 1280 khz.

■ **WVXX-FM** Highland Park, Ill.: Sold by Vanguard Communications Inc. to **WVXX** Inc. for \$183,750. Seller is owned by James F. Hoffman, who also owns

WVXX(AM) Highland Park. Buyer is owned by Howard Warshaw and his wife, Miriam (25% each), and her brother, Marvin B. Kosofsky (50%), who also own **KEST(AM)** San Francisco; **KPPC(AM)** Pasadena-**KMAX(FM)** Arcadia, Calif.; **KUXL(AM)** Golden Valley, Minn.; **WARO(AM)** Canonsburg, Pa.; **WYLO(AM)** Jackson, Wis., and **WTHE(AM)** Mineola, N.Y. **WVXX-FM** is on 103.1 mhz with 3 kw and antenna 150 feet above average terrain. Broker: Richard A. Shaheen.

■ Other station sales announced last week by the FCC include: **WVNS(FM)** Tuskegee, Ala.; **WFLB(AM)** Fayetteville, N.C.; **KOOS(AM)** Coos Bay, Ore.; **WHLF(AM)**-**WIKI(FM)** Centerville, Tenn. and **KANI(AM)** Wharton, Tex. (see page 58).

Approved

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

■ **WQAD-TV** Moline, Ill.: Sold by Moline Television Corp. to Quad-Cities Communications Corp. for \$9,625,000, plus \$375,000 covenant not to compete. Seller is principally owned by Francis J. Coyle and Arthur W. Swift, who have no other broadcast interests. Mr. Swift will remain with station under new owners. Buyer is wholly owned by Des Moines (Iowa) Register and Tribune Co. Publicly owned Register and Tribune is substantially held (15%) by family of late Gardner Cowles, principal owners of Minneapolis Star and Tribune Co., owner of **KTVH(TV)** Wichita,

Kan., and, subject to FCC approval, of **WDRB-TV** Louisville, Ky. (BROADCASTING, May 23). Other principals of buyer are David Kruidenier, president, and Michael G. Gartner, executive vice president, who will be named chairman of Quad-Cities. **WQAD-TV** is ABC affiliate on ch. 8 with 282 kw visual, 56.2 kw aural and antenna 1,010 feet above average terrain.

■ **WWSH(FM)** Philadelphia: Sold by United Artists Broadcasting Inc. to Cox Broadcasting Corp. for \$3.6 million, plus \$650,000 covenant not to compete. United Artists, subsidiary of publicly held Transamerica Corp., San Francisco, recently received FCC approval of sale of its 64% of **WUAB(TV)** Lorain, Ohio, to Gaylord Broadcasting (BROADCASTING, July 18). United Artists still owns **WRIK-TV** Ponce, P.R. Buyer is Atlanta-based group owner of **WSB-AM-FM-TV** there; **WSOC-AM-FM-TV** Charlotte, N.C.; **WHIO-AM-FM-TV** Dayton, Ohio; **KFI(AM)**-**KOST(FM)** Los Angeles; **WIOD(AM)**-**WAIA(FM)** Miami; **KTVU(TV)** Oakland-San Francisco; **WIICTV** Pittsburgh, and recently received FCC approval of its \$3.9-million purchase of **WLIF(FM)** Baltimore. Principal stockholders in Cox also control *Atlanta Journal* and *Constitution*, *Dayton (Ohio) News* and *Journal-Herald*, *Miami News* and other newspapers in Southeast, Midwest and Texas. Cox Broadcasting also owns Cox Cable Communications Inc. and publishes trade and special-interest magazines. Clifford M. Kirtland Jr. is president. **WWSH** operates on 106.1 mhz with 19 kw and antenna 740 feet above average terrain.

■ **WNIC-AM-FM** Dearborn, Mich. (Detroit): Sold by State Mutual Life Assurance Co. of American to Marvin Josephson Associates for \$3,850,000. Seller, Worcester, Mass.-based mutual insurance company, has also sold **WSMW-TV** Worcester to Sibos Inc. for \$550,000 (BROADCASTING, May 2). W. Douglas Bell is president, and Edmund T. Bennet is executive vice president. Buyer is publicly traded talent agency headquartered in New York. Marvin Josephson is president and principal stockholder (41.9%). This is company's first broadcast acquisition. **WNIC** is on 1310 khz with 5 kw full time. **WNIC-FM** is on 100.3 mhz with 50 kw and antenna 400 feet above average terrain.

■ **WBTB-TV** Newark, N.J.: 80% of Blonder-Tongue Broadcasting, licensee, sold by Issac Blonder and Ben Tongue to Wometco Enterprises Inc. for \$1.7 million. Messrs. Blonder and Tongue are also permittees of **WQTV(TV)** Boston and own Blonder-Tongue Laboratories, BT Vision (franchise for **WBTB-TV** subscription television service), and Blonder-Tongue Licensing. Mr. Blonder also has interest in franchisee for **WQTV** STV operations. Buyer is publicly traded broadcast group, theater owner, vending machine operator, Coca-Cola bottler and has bought, subject to FCC approval, **WZZM-TV** Grand Rapids, Mich., for \$14 million (BROADCASTING, Dec. 20, 1976). It owns **WLOS-AM-TV** Asheville, N.C.; **WTVJ(TV)** Miami, and **KVOS-TV** Bellingham, Wash. (Vancouver,

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B.C.). Mitchell Wolfson is president. WBTB-TV is independent on ch. 68 with 795.25 kw visual, 799.75 kw aural and antenna 968 feet above average terrain.

■ **KGLO(AM)** Mason City, Iowa: Sold by Lee Enterprises to B-Y Communications Inc. for \$750,000. Seller, based in Davenport, Iowa, is group owner of KGLO-TV Mason City; WTAD(AM)-WQCY(FM) Quincy, Ill.; KEYC-FM-TV Mankato, Minn.; KHQA-TV Hannibal, Mo. (Quincy, Ill.); WSAZ-TV Huntington, W. Va., and KGMB-TV Honolulu. It also owns 16 newspapers. Buyer is owned by Gerald J. Bretey and Donald (Frank) Yanda Jr., general manager and sales manager, respectively, of WMT-AM-FM Cedar Rapids, Iowa. KGLO operates on 1300 khz with 5 kw.

■ **WRKT-AM-FM** Cocoa Beach, Fla.: Sold by Bucks County Radio News Inc. to Robert B. Taylor for \$650,000. Seller is owned by Chester Pike and his mother, Velma (51%), and George G. Matthews (49%). They have no other broadcast interests. Buyer formerly owned WBUK(AM) Portage, Mich., which he sold for \$200,000 (BROADCASTING, May 3, 1976), and has no other broadcast interests. WRKT operates on 1300 khz with 5 kw day and 1 kw night. WRKT-FM is on 104.1 mhz with 30 kw and antenna 165 feet above average terrain.

■ **KANE(AM)** New Iberia, La.: Sold by George Thomas and James Davidson to Arthur Suberbielle and seven others for \$629,000. Neither Mr. Thomas (75%) nor Mr. Davidson (25%) has other broadcast interests. Mr. Suberbielle (25% buyer) is general manager of KANE. Other buyers are: Patrick Caffery, fertilizer distributor there (10%), Kenneth J. Romero, KANE employe (5%), and four New Iberia physicians: Roy L. Landry (16%), Michael and Gerald Halphen, brothers (11% each), and Vernon Voorhies (11%). KANE is on 1240 khz with 1 kw day and 250 w night.

■ Other station sales approved by the FCC last week include: KKOK(AM) Lompoc, Calif.; KHLO(AM) Hilo, Hawaii; WJCD-AM-FM Seymour, Ind.; WLIT(AM) Steubenville, Ohio; KCAD(AM) Abilene, Tex., and KHLB(AM) Burnet, Tex. (see page 58).

Cox merger is official

Stockholders approve buy-up of shares in cable firm; Reinsch named chairman, Kirtland remains as president

The merger of Cox Cable Communications into Cox Broadcasting Corp. (BROADCASTING, Feb. 28, et seq.) took effect at the close of business July 22, following approval by shareholders of the two companies earlier in the day.

Cox Broadcasting, which already owned about 56% of the Cox Cable stock, will pay Cox Cable minority stockholders 0.43 of one share of Cox Broadcasting stock plus



Reinsch



Kirtland



Mouse



Harris

\$10.83 in cash—together valued at about \$24—for each Cox Cable share. With 1,569,850 shares publicly owned, the transaction has a value of approximately \$37.7 million.

In the board meeting that followed the votes by the shareholders, J. Leonard Reinsch, chairman of Cox Cable and former head of Cox Broadcasting, was named chairman of Cox Broadcasting. He succeeds Robert W. Chambers, whose wife, Anne Cox Chambers, is now U.S. ambassador to Belgium. Mr. Chambers remains as a board member. Mrs. Chambers has resigned as a director because of her new responsibilities. Garner Anthony, chairman of Cox Enterprises and husband of Barbara Cox Anthony, was reappointed chairman of the executive committee. (Cox Enterprises, a privately owned company controlled by the Cox family, publishes the *Atlanta Constitution* and 12 other daily newspapers in four states.)

Clifford M. Kirtland Jr., president and

chief executive officer of Cox Broadcasting, said that Stanley G. Mouse and Henry W. Harris had been elected executive vice presidents. Mr. Mouse, who had been a group vice president, will continue as head of broadcast operations. Mr. Harris will continue as president of Cox Cable Communications, which becomes a wholly owned subsidiary of Cox Broadcasting as a result of the merger.

Cox Broadcasting shareholders elected a new member of the board of directors: William Kimball, who had served as a director of Cox Cable.

Mr. Kirtland said consolidated results of the merged operations will be reported for the first time at the end of the third quarter but that on a pro forma basis for the first six months of 1977, net income before the cumulative effect of an accounting change was \$1.82 per share, compared with pre-merger results of \$1.90 per share.

Mr. Kirtland reported that Cox Broadcasting has completed its acquisition of

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Announces the formation of a new independent media brokerage company in Dallas, Texas. Hayslett/Magruder acquired the company from Doubleday Media and will dedicate themselves to continuing the full complement of brokerage, consulting, and appraisal services initiated by Doubleday Media.

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WLIF(FM) Baltimore from Sudbrink Broadcasting for \$3.9 million and has received FCC approval of its purchase of WWSH(FM) Philadelphia from United Artists Broadcasting for about \$4.2 million. He said these additions, plus the company's substantially increased commitment to cable through the merger, put Cox in good position for the future in mass communications.

He said Cox Cable had just completed acquisition of a 12,000-subscriber system in Eureka, Calif., and will continue to expand through both new franchise competition and additional purchases.

Cox Broadcasting owns five TV stations, five AM's and, once it closes its WWSH(FM) purchase, seven FM's and the Christal Co. and Telerep Inc. station representation firms. It is also engaged in business publishing, motion picture production and automobile auction services and now, 40 cable television systems in 17 states serving 460,000 subscribers.

Broadcast-related items jam agenda for ABA in Chicago

Among topics: lawyer advertising, fair trial and free press in coverage

When the American Bar Association holds its annual meeting in Chicago this

week, communications concerns won't be the only items on the agenda. But with lawyer advertising guidelines as well as fair trial and free press standards to be revised, and panels of specific broadcast interest, communications attorneys should find a full schedule.

The meeting, Aug. 4-10, begins with a public hearing on the issue of lawyer advertising in the wake of the Supreme Court's June 27 ruling against such a prohibition. Comments currently are being solicited (BROADCASTING, July 18), and will be reviewed. Guideline recommendations will then be presented by an ABA task force and considered by the House of Delegates the following week (see story page 40). A panel of attorneys will be questioned on lawyer advertising by a group including broadcasters Timothy O'Brien, ABC-TV; Dillon Smith, WMAQ-TV Chicago, and Nina Totenberg, National Public Radio.

The call for comment also has gone out regarding fair trial and free press, with a convention hearing to be held on issues including judicial restrictive orders, contempt hearings, reporter standing in court and reporter privilege. Among those planning to testify is J. Laurent Scharff, Pierson, Ball & Dowd, Washington, on behalf of the Radio Television News Director's Association.

Thirty journalists, jurists, lawyers and government officials are scheduled to participate in a media and the law session entitled "Gag Orders and the Political Trial."

Among those signed up from the broadcast community are Lee Hanna, vice president and general manager of NBC's WMAQ-TV Chicago, and Daniel Schorr, former CBS correspondent.

Another panel, entitled "Television and Films: Subverters of the Bill of Rights?" will feature Ronald Austin, television writer and producer; Geoffrey Cowan, Levine & Krom, Beverly Hills, Calif., and professor, UCLA, and David Rintels, president, Writers Guild of America West, among others.

Among other issues to be considered by the ABA House of Delegates are proposals to "eliminate as far as possible FCC involvement in day-to-day editorial decisions relating to news and public affairs programming."

WSOC-TV ships on with ABC-TV

Charlotte VHF leaves NBC-TV after more than two decades; ABC-TV releases rundown on how its primary affiliations grew to 195

ABC-TV claimed another affiliation victory last week, announcing the signing of Cox Broadcasting's WSOC-TV Charlotte, N.C., in the country's 33d television market.

WSOC-TV, on channel 9, has been an NBC-TV affiliate for some 20 years. It will replace WCCB(TV) Charlotte, which is on channel 18, in the ABC primary line-up on a date to be determined.

NBC presumably will move its affiliation in the market to either WCCB or WRET-TV, a channel 36 independent. The other commercial station there is WBTV(TV), on channel 3, a long-time CBS outlet.

James E. Duffy, president of the ABC TV Network, hailed WSOC-TV as "a leading broadcasting force in Charlotte for many years," and Freeman Jones, vice president and general manager of the station, responded that "we are pleased to join forces with the nation's most popular and innovative network, for we feel that WSOC-TV and ABC, united, can best serve the citizens of Charlotte."

Stanley G. Mouse, executive vice president of Cox's broadcasting division, noted that with the switch, Cox stations will now be affiliated with each of the three networks and that this "makes it possible for Cox Broadcasting to work with the strong management teams of each network."

Richard L. Beesmyer, ABC TV Network vice president, was credited by ABC as its principal negotiator with WSOC-TV.

WSOC-TV represents the 16th affiliation change for ABC in the past year and a half, according to a list compiled by ABC. In addition, the list shows six satellites as having moved over. It also shows one ABC affiliate defection—KMVT(TV) Twin Falls, Idaho, which switched to NBC-TV. Since Jan. 1, 1976, according to the list, ABC's line-up of primary affiliates has grown to

Western States Radio Corp.,
an affiliate of

Children's Television Workshop

has acquired radio station

KACY

Oxnard • Santa Barbara, California

Heller-Oak
Communications Finance Corp.
assisted in this transaction

Lake Charlevoix Cable TV Co.,

a limited partnership,
has acquired the assets of

Lake Charlevoix Cable TV, Inc.

Heller-Oak
Communications Finance Corp.
assisted in this transaction

195 stations from 182.

The count shows more CBS than NBC affiliates as having moved to ABC. The tally of ex-CBS affiliates comes to eight stations and the satellites of four of them, plus one other satellite. In two instances, however, it is known that CBS initiated the changes. One was in Spokane, Wash., where CBS moved from KXLY-TV to KREM-TV and ABC then affiliated with KXLY-TV. The other was in Milwaukee, where CBS moved from WISN-TV to WITI-TV and ABC then took on WISN-TV. In addition, CBS sources when queried said that in another instance in ABC's list, Rapid City, S.D., CBS's affiliate went off the air and CBS never had an affiliation with its successor, KEVN-TV, shown by ABC as a former CBS affiliate. And their loss of satellite KVII-TV Sayre, Okla., they said, occurred because the CBS affiliate sold it to ABC's affiliate.

ABC's list shows five affiliates from NBC, not counting WSOC-TV.

The list follows ("acquired" means ABC obtained a primary affiliate in a market where it had no primary before; "switch" means a switch of primary affiliations within a market):

1976—Acquired KVII-TV Sayre, Okla., a channel 8 satellite of KVII-TV Amarillo, Tex., from CBS Jan. 29; acquired KRGV-TV Weslaco, Tex., on channel 5, from NBC March 15; acquired KEVN-TV Rapid City, S.D. (channel 7) and its channel 5 satellite KIVV-TV Lead, S.D., from CBS July 11; switched to KXLY-TV Spokane, Wash., on channel 4 and formerly with CBS, on Aug. 8; acquired KXLF-TV Butte, Mont., on channel 4, and channel 8 satellite KPAX-TV Missoula, Mont., from CBS on Aug. 30; acquired channel 40 KDUB-TV Dubuque, Iowa, and channel 27 WECA-TV Tallahassee, Fla., both new stations, on Sept. 12 and 16, and acquired channel 8 WGTO-TV Sault Ste. Marie, Mich., a new satellite of WGTU-TV Traverse City, Mich., on Oct. 29.

In 1977: Acquired WBOY-TV Clarksburg, W.Va., on channel 12, from NBC on Jan. 3; switched to WISN-TV Milwaukee, a channel 12 station affiliated with CBS, on March 27; lost KMTV Twin Falls to NBC on May 1; switched to WPRI-TV Providence, R.I., a channel 12 CBS outlet, and to KGTU-TV San Diego, a channel 10 NBC station, both on June 27; is switching to WBRZ-TV Baton Rouge, a channel 2 NBC outlet, tentatively effective Oct. 1; signed to switch to WAAY-TV Huntsville, Ala., a channel 31 NBC outlet, on a date to be announced; acquired KWTX-TV Waco, Tex., a channel 10 CBS station, and channel 3 satellite KBTX-TV Bryan, Tex., effective Sept. 1; acquired WCBI-TV Columbus, Miss., a channel 4 CBS outlet, effective Aug. 28; signed to switch to channel 10 WTEN-TV Albany, N.Y., and acquired its channel 19 satellite WDCB-TV Adams, Mass., both now on CBS, effective on a date to be announced.

ABC officials estimated that the affiliation changes in the past year and a half had improved their network's service to 3,294,000 homes and had made that service available to 805,000 homes that couldn't get it before.

NAB gears up for fall public forums

Executive committee sets slate of three—Cambridge, San Diego and Dallas—with a Q&A format

The executive committee of the National Association of Broadcasters, meeting in Washington last Monday, began organizational work for the association's planned "meet-the-public" meetings this fall.

Plans now are for three meetings between members of the NAB TV code review board, one member of the NAB radio code board on a panel, and the TV viewers. They are scheduled for Cambridge, Mass., Oct. 18; San Diego, Nov. 11, and Dallas, Nov. 15. At each session, the NAB panel, with nearly all NAB vice presidents also available in the audience, is to answer written questions from the audience, drawn at random from a fishbowl, just as at the FCC's regional meetings of recent years.

A local broadcast news personality will be sought to moderate each session; NAB President Vincent Wasilewski will do introductions. Each session will be promoted a month in advance to national and local news media. Cost of the Cambridge meeting is expected to run from \$2,400 to \$4,372; that for the San Diego gathering, \$4,194 to \$6,401.

The idea for the meetings grew out of the NAB TV board's effort to respond to public demands for reduced TV violence, but questions are encouraged on all facets of TV.

Description of the plans written by NAB senior vice president for public affairs, Thomas Swafford, anticipates that the meetings will go late into the night, and that there will be some "crazies" in the audience, making it necessary for NAB to hire one or two security guards at each meeting. It also cautions NAB spokesmen to answer questions "as frankly and openly as possible. Any waffling would probably be greeted by jeers and cause much hostility."

At the same meeting last week, the executive committee directed that a task force be created to try to increase minority ownership in broadcasting. NAB joint board Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., said the issue of minority participation, raised with increasing frequency by blacks and other minorities is one to which private industry should be able to respond.

The committee also discussed next year's annual convention in Las Vegas, April 9-12, the theme for which will be international communications and new technology.

The executive committee also appointed new members to NAB committees, including two new committees: the public affairs committee under William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., and the radio services committee under Bill Sims of Wycom Corp., Laramie, Wyo. The latter is

an umbrella group for three committees that replace the NAB small market radio and radio information office committees. The three represent small, medium and large radio markets.

The committees and their chairmen are: by-laws—John Anderson of WCCW-AM-FM Traverse City, Mich.; membership—Jack Younts, WEEB(AM) Southern Pines, N.C.; First Amendment—Herbert Hobler, WHWH(AM) Princeton, N.J.; congressional liaison—Eugene Cowen, ABC, and Jerry Lee, WDVR(FM) Philadelphia; research—Dan Kops, WAVZ(AM)-WKCI(FM) New Haven-Hamden, Conn.; deregulation—Richard Chapin, KFOR-AM-FM Lincoln, Neb.; children's TV—co-chairmen Kathryn Broman, Springfield Television Broadcasting, Springfield, Mass., and Robert Gordon, WCPO-TV Cincinnati; public affairs—Mr. O'Shaughnessy; radio services—Mr. Sims, chairman of the small market subcommittee and over-all for one year; with Carl Venters Jr., WPTF(AM)-WQDR(FM) Raleigh, N.C., leading the medium-market subcommittee, and Jack Thayer, NBC Radio, N.Y., leading the large-market subcommittee; 100-plus market television committee—Bill Bengtson, KOAM-TV Pittsburg, Kan.; NAB board site committee—Paul Reid, WBHB(AM) Fitzgerald, Ga.; Television Information Office representatives—Mrs. Broman, Thomas Bolger, WMTV-TV Madison, Wis., and Leslie G. Arries, WBEN-TV Buffalo, N.Y.

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Broadcasting's turn in barrel before Communications Act review

Monday: making the case for and against the network structure

When people talk of "network dominance," they are really referring to the fact that network TV shows are the ones most watched—and that isn't bad, said NBC Vice Chairman David Adams at the opening day of broadcast hearings before the House Communications Subcommittee last Monday (July 25).

His point became central to a dispute that runs to the core of the subcommittee's Communications Act review project: Should Congress tamper with a TV system that in theory is to be locally controlled, but in practice is dominated by national program sources? No, it should not, Mr. Adams argued. "Listen to the audience. Network entertainment... is most preferred by local audiences."

What the public sees on TV is what it picked, Mr. Adams said. Program selection is very democratic: "I think that free exercise of choice is basically what the First Amendment is about." He said further in defense of the networks, "We are not an organization that forces on affiliates programs for helpless and indifferent viewers."

But the Rev. Everett Parker of the United Church of Christ disagreed vehemently. Referring to the "curse" of network control, he argued that it cannot be proved that viewers prefer national over local programming, because the viewers "have never really had a choice." The success of many local news programs suggests to him that what viewers want is more local shows.

Dr. Parker argued further that the networks do not really program for a national audience. In prime time they aim their shows at the viewers the advertisers want to reach: the 18-to-34-year olds—"the young impulse buyers," he said.

Erik Barnouw, author of works on broadcast history, said on the other hand that mass-audience programming is "what

I'm for," especially shows such as *Roots* that expose viewers to experiences they have never had. However, "the trouble with programming is that it's formula-written," he said, asserting that eight of 10 network shows are written to fit a formula. *Mary Tyler Moore*, he said, is an example of one that was not.

Mr. Adams argued that "it would be unwise" for the subcommittee to undertake a restructuring of the broadcast industry, especially now, in the midst of rapid advancement in communications technologies. Particularly distasteful to him are proposals aired in Subcommittee Counsel Harry M. (Chip) Shooshan's broadcast options paper for future auctioning or leasing of broadcast channels. "A snare and a delusion," Mr. Adams called the suggestion. He argued that with strong possibility of losing a license at auction at the end of his term, the broadcaster "would maximize profits without regard to any other consideration."

But Drs. Parker and Barnouw argued that the system of allocating licenses should be more open to minorities and other applicants than it is now. Specifically, they proposed repeal of the 1952 amendment to the Communications Act that prohibits the FCC from considering outside applicants for a license when an owner sells to another party. "Otherwise," Dr. Parker said, "the trend will continue with a few owners gobbling up all the stations."

Marcus Cohn of the Washington law firm of Cohn & Marks proposed authorizing the FCC to give four- or five-year licenses as reward to stations that have done clearly superior work over the previous term; those who had done a merely possible job would receive the current three-year term.

Mr. Cohn also expressed concern that government be kept out of broadcast program decision-making. "If I had my druthers, I would always opt for the First Amendment," he said, drawing fire from

Representative John Murphy (D-N.Y.), who argued that "that's the easy way out—to forget your responsibilities" to the public. Mr. Murphy urged consideration of the bill he introduced earlier this year that would attempt to cut down TV violence by requiring stations to get at least half of their programming from sources other than the networks and also requiring the networks to divest themselves of all but one TV station.

Dr. Parker disputed the notion that the government restrains broadcasters' freedom of speech. "It isn't the FCC getting in the way of the First Amendment," he said. "The FCC is a paper tiger and we all know it. It's the networks... When they refuse to prescreen, they are violating stations' First Amendment rights."

Ernest Jennes of the law firm of Covington & Burling maintained that tensions in the present system of broadcasting—among the FCC, Congress, the courts, the public and broadcasters—are "healthy." He urged that Congress use "great restraint" in tampering with the existing structures.

Tuesday: Daytimers seek more time to broadcast, TV says subcommittee should stay out of spectrum-allocation business

The second day's discussion on spectrum—what subcommittee Chairman Lionel Van Deerlin (D-Calif.) called the "least sexy but most important aspect of broadcasting"—opened with an appeal that daytime-only radio stations be allowed to become full-time operations.

Representative Paul Findley (R-Ill.) urged the subcommittee to consider a bill he introduced last month directing the FCC to "maximize" radio nighttime service. The measure would leave it to the commission to determine how to do that. One suggestion came, however, from Ray Livesay, chairman of the Daytime Broadcasters Association, to reclassify at least 12 of 25 clear channels as local full-time channels, thereby allowing more daytime operations that currently must leave the air to protect the clear-channel signals that stay on. By Mr. Livesay's count about 44 million people currently receive no local nighttime AM service.

Representative Findley's bill would also prohibit the FCC from permitting any station to go on the air with more than 50,000 watts, the current maximum power permitted.

Len Hensel of WSM-AM-FM Nashville, chairman of the National Association of Broadcasters radio board, asked that clear-channel stations such as his be permitted more power—to counteract, he said, the encroachment in this country of skywave broadcasts from Latin America.

With the exception of the daytimer problem, broadcasters at the session Tuesday defended the FCC's allocation of broadcast frequencies against possible meddling by Mr. Van Deerlin's subcommittee. Joseph M. Costello of KSMI-FM Donaldsonville, La., said if it were up to him to redesign the system, he would do it



"Overview" panelists at the Monday hearing were (l to r): the Rev. Everett Parker, Office of Communications, United Church of Christ; Marcus Cohn, Cohn & Marks; Erik Barnouw, broadcast historian and author; Ernest Jennes, Covington & Burling, and David Adams, NBC.



Participants in the Tuesday session on "Broadcasting and the spectrum" (l to r): Charles Thornton, WTRIAM Brunswick, Md.; Robert Crandall, Council on Wage and Price Stability; A. James Ebel, KOLN-TV Lincoln Neb.; Lee Knauer, National Translator Association; Richard Block, Council for UHF Broadcasting; Ray Livesay, WLBB-AM-FM Mattoon, Ill., Daytime Broadcasters Association; Len Hensen, WSM-AM-FM Nashville, and Joseph M. Costello, KSMI-FM Donaldsonville, La. Subcommittee Chairman Lionel Van Deerlin is in foreground with back to camera.

the same way. "It's worked pretty damn well."

A. James Ebel of KOLN-TV Lincoln, Neb., said, "I don't think Congress should get into the business of legislating frequency allocations." When discussion turned to UHF stations' problems, Mr. Ebel argued that Congress should not think that just because some UHF space has gone unfilled, that portion of the spectrum is inefficiently used. As FM did, UHF will grow and fill the space, he said.

Robert Crandall of the Council on Wage and Price Stability, disagreed, however, and predicted there will be little growth in UHF unless new TV networks were to be created. He suggested Congress look at other ways to improve TV service to local communities, including "by wire."

Mr. Crandall also said his figures show the most efficient way to improve UHF reception is to increase the power, a suggestion Richard Block of the Council for UHF Broadcasting found "shocking and insensitive." Mr. Block repeated CUB's position that improvements should be made in UHF tuners to make UHF "as sensitive as VHF."

Lee Knauer of the National Translator Association urged that the FCC return channels 70 to 83 to UHF (after it decided several years ago to make UHF share the space with land-mobile radio). UHF, both he and Mr. Ebel argued, is the best way to improve TV service to rural areas.

There was not much support expressed at the session for the idea of auctioning frequency space, one of several alternative allocation schemes discussed in the spectrum options paper by the subcommittee's staff engineer, Chuck Jackson. Mr. Costello said the present system makes it possible for an "independent person" such as himself to enter broadcasting. "If we had to chance that on an auction or lottery, whatever talent and abilities would go by the wayside."

Mr. Costello urged passage of legislation to require all AM receivers to include FM capacity. Mr. Van Deerlin, who co-sponsored AM-FM all-channel legislation in previous Congresses, said, however, that he would limit the scope of it to car radios, where "there is no free market." If Congress were to place the same requirement on all other radio manufacturers—"where there is a free market"—"we

would perhaps be interfering with the choice of radio purchasers" of AM-only or FM-only receivers, he said.

Wednesday: 'round and 'round on fairness and equal time

"There isn't any doubt about the chilling effect of the fairness doctrine," NBC newsman Bill Monroe told the subcommittee when it met Wednesday on broadcasting and the First Amendment. With the possibility of a complaint the FCC might step in every time a station does a controversial program, "there's no way for a station manager not to feel hassled by the government," he said.

Mr. Monroe, moderator of *Meet the Press* and a perennial witness on broadcast First Amendment issues, was joined in opposition to the fairness doctrine by Ernest Schultz of KTVY(TV) Oklahoma City and president-elect of the Radio Television News Directors Association. Mr. Schultz cited the example of one station, KREM-TV Spokane, Wash., which he said spent \$20,000, 480 man hours and 21 months in a fight against a fairness complaint. The station won, but the example shows how "one complaint can ruin the whole profit-and-loss picture," he said.

On the same side of the issue was Subcommittee Chairman Van Deerlin, who said that although the First Amendment was intended to protect the people's, not

broadcasting's, rights, the people "are ill-served if broadcasting doesn't have full First Amendment protection equal to that of the print medium." Senator William Proxmire (D-Wis.), an author of the legislation that made the fairness doctrine law in 1959, appeared to testify that "I want to repudiate my child." He termed the doctrine "a tragic mistake." Mr. Proxmire has introduced legislation to repeal the fairness doctrine and equal time, and to prohibit government from intruding in any programing decisions.

On the opposing side were Charles Firestone of the Citizens Communications Center, and Roscoe L. Barrow, a professor at the University of California's Hastings College of Law. Mr. Firestone argued that in granting licenses, the government set up the broadcaster as a "private censor." "There has to be some return to the public," he said. "We need a limited system of access as envisioned by the Supreme Court." Mr. Firestone proposed that as an alternative to the fairness doctrine some unspecified amount of TV time be made available for citizens to express their viewpoints on controversial issues.

His plan was called "subversive of the First Amendment" by Mr. Monroe, who said it was another way of "adding government involvement" in media decisions. Mr. Schultz argued that there are "already enormous amounts of access" on radio talk shows, but that the experience of those shows, where the subjects discussed are often trivial, demonstrates that access programing may not be a practical way of bringing about the diversity Mr. Firestone seeks.

Mr. Barrow argued that if there were no fairness doctrine, which he strongly supports, there would be a concentration of opinion—of both newspapers and broadcasters—on the conservative end of the political spectrum. Publishers and station managers, businessmen all, tend to share those views, he said. Mr. Monroe countered that he thought prevailing opinion paints the networks as liberal.

Mr. Barrow also argued that there is a "difference in degree" between the First Amendment protection for news and that



"Broadcasting and the First Amendment" was the topic of discussion Wednesday for (l to r): Charles Firestone, Citizens Communications Center; Bill Monroe, NBC News; Senator William Proxmire (D-Wis.); Roscoe L. Barrow, Hastings College of Law, University of California; and Ernest Schultz, KTVY(TV) Oklahoma City, Radio Television News Directors Association.



Participants at the Thursday panel, "Industry structure and ownership," were (l to r): Ragan Henry, Broadcast Enterprises Network; Charles Tate, Booker T. Washington Foundation; Donald B. Curran, Kaiser Broadcasting; John Dimling, National Association of Broadcasters; William Lucas, Rand Corp.; David Blank, CBS; Leland Johnson, Rand Corp., and Ray Johnson, KTVL(TV) Medford, Ore.

for entertainment and commercials. "Your're talking about two entirely different aspects of the public interest," he said. Mr. Monroe and Schultz disagreed again, however, saying news and entertainment all counts as programing and should be uniformly immune from government intervention.

Neither Mr. Monroe nor Mr. Schultz thought repeal of the fairness doctrine would change the way the news is reported in theirs and most other news operations. At most, viewers would begin to detect more "boldness" in three to five years, Mr. Monroe said.

The roundtable discussion drew out several of the subcommittee members on the issue. Representative Frey said, for example, that even in towns with only one broadcast station, he would rather "chance abuse" in news reporting, than continue the fairness obligation. Representative Russo argued, on the other hand, said that without the doctrine, the networks "would have a field day on us [Congress]." Representative Charles Carney (D-Ohio) concurred, asking, "Do these people have responsibilities? Do

they have the right to go off half-cocked in the name of the First Amendment?"

Representative Gore, on the other hand, suggested rather than judge the fairness of each broadcast story, he would ask for some over-all fairness accounting when a station comes up for renewal.

Thursday: The outs want in on ownership; the ins want to keep what they've already got

Broadcasters appearing at the fourth session before the Van Deerlin subcommittee last week defended the status quo in broadcasting structure and ownership. Ray Johnson of KTVL(TV) Medford, Ore., for instance, said that despite current problems with ABC over the controversial new program, *Soap*, his stations have a "healthy, arms-length relationship" with the networks.

He said he canceled *Soap* at KTVL because of complaints from viewers; he generally reschedules sensitive programs for late-evening broadcast an average of twice a month. But network compensation to his station brings in 25%-28% of the

revenues, he said, and without network news, public-affairs and entertainment, his station "could not possibly program to the public at the present high level of performance."

Mr. Johnson said multiple ownership, including network ownership of local stations, provides revenues for public-affairs programs stations and networks might not be able to afford otherwise.

He and Donald Curran, president of Kaiser Broadcasting, San Francisco, also defended newspaper-broadcast crossownerships. "The ability to intermix all states of the [media] art available is a natural thing unless you find yourself in a true antitrust situation," where one owner holds all the major media outlets in a community, Mr. Curran said.

Several blacks testified at the meeting that their concern is not over multiple ownerships, but rather their obtaining together a single ownership. Representative William Clay (D-Mo.), chairman of the communications task force of the Congressional Black Caucus, said blacks are concerned from reading the subcommittee staff's options papers that the subcommittee does not care about the low level of black ownership in broadcasting.

Representative Clay said about 300 blacks and other minority representatives met at the Capitol last Monday in a seven-hour closed session on minority participation in communications. He carried their list of suggestions to the subcommittee, including (1) that the FCC become more involved in station sales by requiring owners to announce 45 days in advance their intent to sell stations (the FCC last week, in fact, announced an inquiry into that matter, see page 20); (2) that the FCC implement its proposal for VHF drop-ins and insure that the new stations go to new rather than existing owners; (3) that the subcommittee study the ratings services, which he said discriminate by their methods against stations that program for minority audiences, and (4) that the subcommittee consider requiring a percentage of radio and TV transfers to go to minorities.

Charles Tate of the Booker T. Washington Foundation, Washington, urged that government create "standards" for minority ownership; if lending institutions had assurance that some properties had to be sold to minorities, money to finance a station might be easier to find, he said.

Ragan Henry, president of the Broadcast Enterprises Network, a black-owned firm that is licensee of radio stations in Atlanta, Cincinnati, Charlotte, N.C., and Clearwater, Fla., said as things stand now, minorities have to look for established, urban market, stations that promise the cash flow needed to pay back big bank loans. Few blacks, he said have enough cash to purchase new stations.

Nearly all the participants agreed that localism is a valuable—and profitable—policy in broadcasting. Dr. Blank called localism "a significant part of the political and social scene," and cited figures showing that TV viewers watch two and half times as much local news as network news.



**READY...
AIM...**

Making the most of a fairness opportunity

Energy Action spots now running on WTOP-TV come down hard in favor of oil-company divestiture

Sixty- and 30-second spots doing a not-too-subtle number on American oil companies began running on WTOP-TV Washington last week.

In one, a citizen is held up at gasoline-nozzle point by a man dressed as an Arab who later tosses off his burnoose to reveal himself as a Western corporate executive. The message: The oil companies blamed the Arab boycott for sky-high gasoline prices that resulted in a doubling of the companies' profits.

In another, a witness testifying before Senator Edward Kennedy's (D-Mass.) antitrust subcommittee, says, "We can't afford an energy industry dominated by a few giant companies who control most of our oil from the ground to the gasoline pump."

A third focuses on children and then adults playing board games. The children are playing a children's game but the adults, it develops, are playing with real money on a board with squares marked "oil wells," "natural gas," "gas stations," "coal" and "nuclear." As the spot ends, an executive counts his money with obvious glee as the other players, including a pregnant woman, look on in dismay.

The final one simply shows hands literally wringing paper money out of an outline map (it appears to be sponge rubber) of the U.S. The voice-over message is that the oil companies think it is "all right" for a handful of giant companies to control all energy resources.

The tag line on each: "We'd better break up the oil monopoly, before it breaks us."

The four spots, which will run a total of 30 times over the next 12 weeks, often in or adjacent to news shows, constitute payment of a fairness-doctrine obligation the FCC said WTOP-TV incurred as a result of running 53 times a Texaco ad that spoke of the benefits to the public of an integrated oil company. The commission said the ad was an oil-industry argument against legislation aimed at breaking up the oil companies (BROADCASTING, April 11).

Energy Action Committee Inc., a public-interest group, and Senators Birch Bayh (D-Ind.) and James Abourezk (D-S.D.), who are backing the divestiture legislation, filed the fairness complaint. Energy Action, provided the spots, which were produced by Glen Percy of the Public Media Center, a public-interest advertising agency in San Francisco, and Arnold Bennett, of the Bennett Agency, a political media firm, in Alexandria, Va.

But WTOP-TV itself had a large hand in



One of the Energy Action spots.

the production. It contributed the use of film crews and its editing facilities, as well as the time. James F. Flug, who provided a preview showing of the spots at a news conference on Capitol Hill last week, thanked WTOP-TV for its "extraordinary cooperation." He estimated the cost to the station—of facilities and time—at between \$50,000 and \$100,000. A WTOP-TV official said the station had not placed a dollar value on this project.

Mr. Flug, (who appeared in one of the spots as the witness testifying before Senator Kennedy in an actual hearing), made no apologies for the heavy-handedness of the spots. He estimated that the oil companies are spending \$100 million this year on a promotional campaign to polish their image, and said public interest groups lack the resources to match such an effort. Accordingly, he said, "we had to pack an awful lot of attention in a short space, to make up in intensity what we lack in quantity." The oil companies' ads, he said, are

often subtly done.

Mr. Flug will offer the spots to the networks, individual stations and cable television systems as public-service announcements. However, if past experience is any guide there will be few takers. Energy Action followed up the FCC decision in April with letters to the three networks asking them to review, in light of the opinion, the oil-company institutional ads they were running and offering to aid them in identifying implicit issues in proposed ads before they are run and in meeting any unmet fairness-doctrine obligations they discover. Network legal departments responded with letters saying the networks were not carrying issue messages and "didn't need our help," Mr. Flug said.

Study says TV co-op ad dollars growing

Stations reporting in Gaynor survey posted increases, but lament lack of standard billing and verification procedures

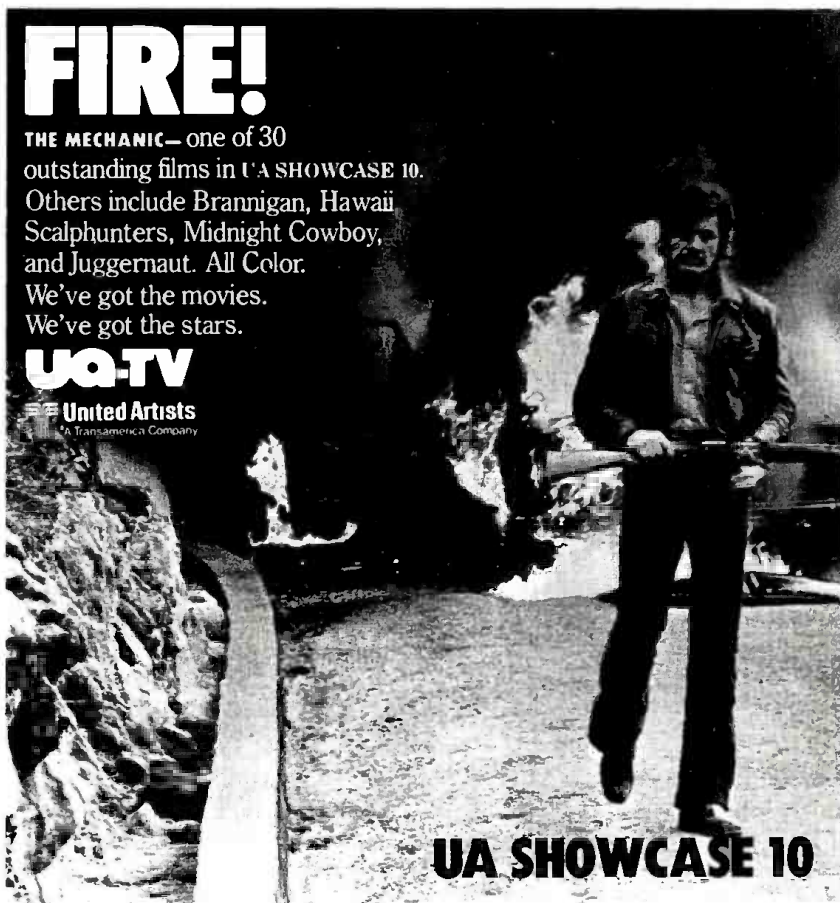
Television stations are receiving more co-op advertising each year, according to a study completed by Gaynor Media Corp., New York media planning-buying service.

Based on returns of 52 TV stations out of 168 surveyed, Gaynor said that 85% of the outlets reported an average 31% increase in co-op billings over the past five

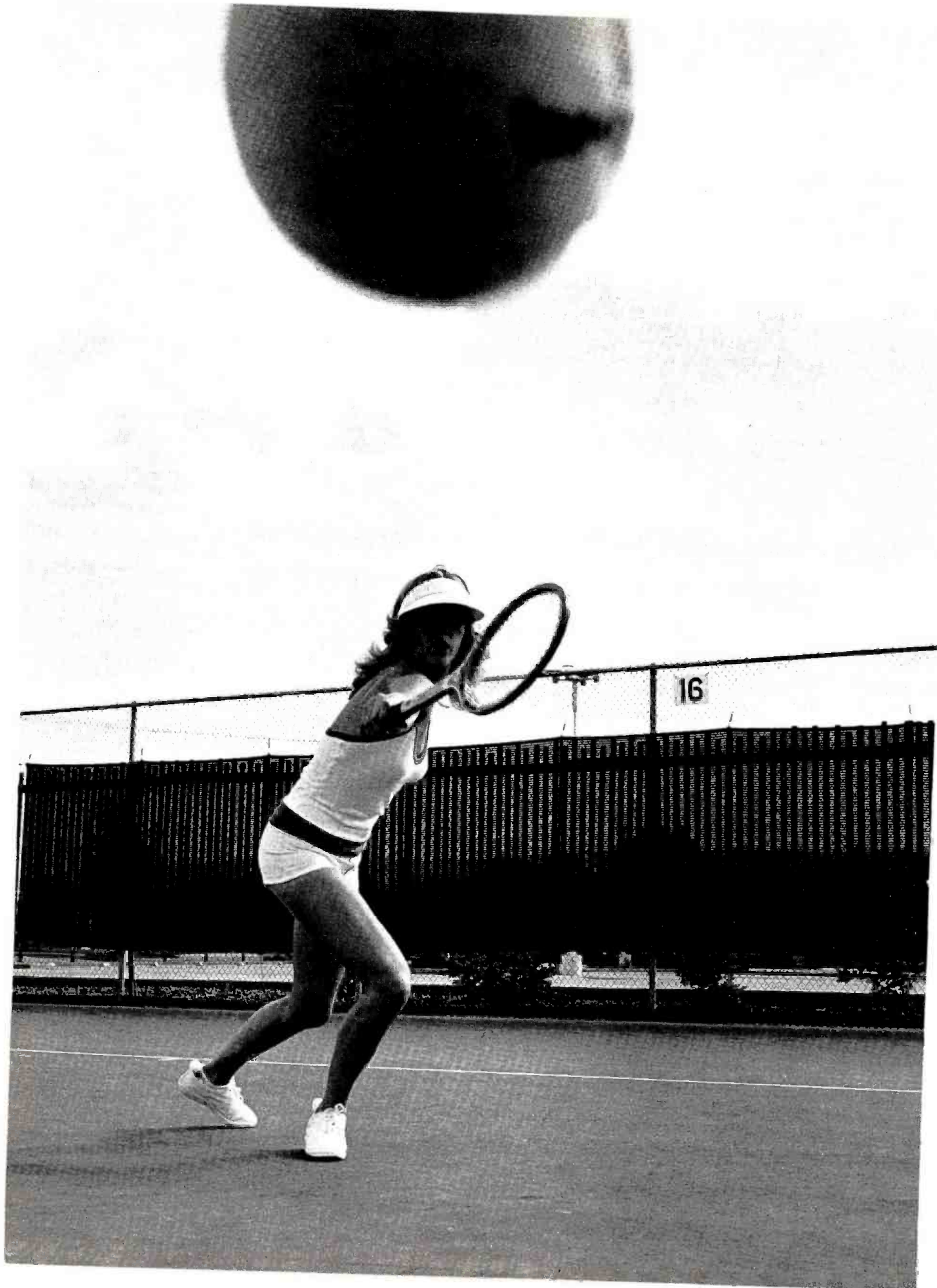
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UA SHOWCASE 10



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VPR-1 is a High Band Color recorder designed to deliver the finest audio and video program material. Totally new signal concepts elevate the VPR-1 far above other helicals.

The real magic, though, comes from the optional Automatic Scan Tracking (AST) accessory. AST delivers slow motion and still-frame material, directly from tape, without a noise bar. And AST means absolute tape interchange, even across wide extremes of temperature and humidity. The pictures are sharp, color true, and just the ticket for special effects and instructional programs. AST even helps in post production editing, where the touch of a finger

unfolds a frame at a time in the manual jogging mode.

You'll want to add a TBC-1 digital time base corrector to your VPR-1 system; it's the only TBC on the market that can handle AST special effects work.

A companion unit, the new VPR-10 portable one-inch recorder, takes a full hour of battery-powered material in the field, automatically back-spaces every shot for a smooth assemble edit, and provides audio and video verification playback. VPR-10 tapes are compatible with VPR-1 tapes, so you can take advantage of all VPR-1 special effects capability.

It's been a long wait for a broadcast quality one-inch system with full special effects, but the wait is over. VPR-1 takes you all the way down to a frame at a time.



AMPEX

years and 87% said they had an average 35% gain in co-op money over the past 12 months.

Gaynor's study showed that 65% of the stations reported that most co-op commercials are produced by the manufacturer or the national advertiser but indicated that a substantial percentage of commercials are produced locally.

"Billing and verification procedures continue to impede the growth of TV co-op," said Gaynor. "There remains a need for more widespread use of nationally accepted verification formats."

The verification format developed by the Association of National Advertisers is used by 46% of the respondent stations, but a number of the remainder pointed out they had never heard of the ANA form.

Advertising Briefs

Sweep schedules. Arbitron's November TV sweep this year will be conducted Nov. 2-29 and its October-November radio surveys will run Oct. 20-Nov. 16, latter for four weeks instead of usual three. Arbitron said radio survey will again include Oct. 30 change to standard time and that it's "remotely possible" it will include "one or two" World Series games, if series is delayed by playoffs or bad weather. Nielsen November TV sweep will be Nov. 3-30.

Training film. Television Bureau of Advertising is making available to TV stations video tape produced by Arbitron which explains television ratings and their uses. Tape, 40-minutes long, is designed to show salesmen and managers how to use Arbitron television reports in selling, buying, programing and planning. It is available from TVB at a two-week rental fee of \$30 or purchase price of \$60.

Anita stays. Florida Citrus Commission announced it will continue to use Anita Bryant as its spokesperson in advertising, contrary to rumors that she would be fired due to national publicity from her crusade to repeal Dade county, Fla., ordinance banning housing and job discrimination against homosexuals.

Burke firm testing new radio research using telephone

Buying habits, plus demographics, will be offered if it works

Burke Marketing Research of Cincinnati is test-marketing a new radio-measurement service that could be ready to open for business as early as next spring.

"We're planning to provide radio stations with much more than the demographics—the age and the sex—of their

listeners," said Harry Bolger, Burke's vice president for corporate development, who is based in New York.

The information will be gathered by telephone calls rather than through diaries, Mr. Bolger continued, and Burke's additional service will include "a detailed probing of what our respondent listened to on the radio the previous day, whether it was on his car radio while he was driving to work or at the restaurant where he ate lunch. We'll try to pick up listening that other surveys don't catch."

Mr. Bolger said Burke's questioners would also get their subjects to talk about what sodas, brands of beer and wine they drink, what car they drive and which airlines they've used in the past year—all categories that heavily advertise in radio.

Burke's questioners will also find out how much television their respondents watch and what newspapers they read—data that would tell the questioners, for example, whether a habitual radio listener might not read newspapers or watch much TV, which would prove that advertisers shouldn't rely only on newspapers and television but should also get their messages on radio.

The test-marketing is now under way in Boston (an earlier test was conducted in Cincinnati), with up to 16 questioners placing more than 2,000 calls, and then calling again a week later to compare the responses and work up a cumulative report.

Burke Marketing claims to be the fifth-highest-grossing research company (\$20 million in the last fiscal year).

ABA works on guidelines for lawyer advertising

Two proposed guidelines for lawyer advertising have been received by the American Bar Association's task force on advertising and will be considered for adoption by the ABA's House of Delegates during the second week of August.

The ABA earlier had asked for comments on the issue (BROADCASTING, July 18). The two proposals the task force have formulated, according to the ABA, are concerned with print ads, and authorize radio and television commercials "only if and as authorized by state courts or other agencies responsible for regulating lawyers' conduct."

The proposals include one that would list the categories of information that could be featured, with provisions for review before the ABA, and the second would allow publication of any information not "false, fraudulent, misleading or deceptive."

A public hearing will be held on Aug. 4 on the proposals. The National Association of Broadcasters has said it will send a representative to testify against any discrimination against the broadcast media. The House of Delegates will then consider these and any other proposals and make the final decision the week of Aug. 7.



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Broadcasters argue for right to air Watergate tapes

Briefs filed with Supreme Court cite public's right to know, First Amendment guarantees

Listening to the White House tapes that were introduced in the Watergate cover-up trial adds considerably to an understanding of what was meant by participants "in the cataclysmic events" that have come to be known under the heading of Watergate. Former President Nixon's right to privacy cannot outweigh the value the public will derive from listening to the tapes, particularly since the tapes have already been played in a public forum, the courtroom.

The commercial networks, Public Broadcasting Service and the Radio Television News Directors Association make those points in a brief urging the U.S. Supreme Court to affirm the decision of the U.S. Court of Appeals in Washington permitting broadcasters to copy the tapes admitted as evidence in the trial of former Attorney General John Mitchell and other top Nixon administration aides, and broadcast them. The high court will hold oral argument in the case in the session beginning in October.

The brief quotes CBS News correspondent Fred Graham in support of the proposition regarding the special importance of hearing the tapes: "In perhaps the most important trial in this country's history from the standpoint of informing the public, I have found the broadcast media handicapped because of the crucial role of the tapes. As I listen to the tapes in the courtroom, I find that I understand Watergate in a way that I had never understood it before, even though I have reported almost exclusively on Watergate for the past 18 months."

The brief contends that the tapes which were introduced in the trial are as much a part of the record "as are the docket sheets, pleadings and transcripts." And, like any other public record, the brief adds, they "are subject to the public's right to inspect and copy."

The constitutional guarantees of a free press and public trial support the request to copy and broadcast the tapes, the broadcasters add. The "overriding importance" to the democratic form of government of full and accurate reporting of judicial proceedings "demonstrate the necessity for affording considerable weight to First Amendment precepts in determining this appeal," the brief says.

And the function of the Sixth Amendment's guarantee of a public trial in addition to protecting the defendant's rights to a fair trial, the brief says, "is to afford the public the opportunity to observe and criticize the operation of its judicial institutions."

Talking to RTNDA. Add to list of speakers for Sept. 15-17 convention in San Francisco of Radio Television News Directors Association: ABC newsmen Ted Koppel, lunch Thursday, Sept. 15; CBS newsmen Charles Osgood, lunch Friday, and NBC Chairman Julian Goodman, lunch Saturday.

Full of energy. CBS-TV will devote entire nighttime schedule on Aug. 31 (8-11 p.m.) to special report, *Where We Stand: Energy*. Special will be produced by CBS News and will assess energy supplies worldwide, examine President Carter's energy plan, and discuss contentions there is sufficient energy for foreseeable future.

Bagehot fellows. Thomas Richman, New Hampshire public television network, and William Glasgall, AP, were among 10 journalists chosen as Walter Bagehot Fellows in economics and business journalism. Nine-month program at Columbia University Graduate School of Journalism includes tuition and \$13,500 stipend. Named to direct program was Chris Welles, freelancer and former business editor of *Life* and *Saturday Evening Post*. He succeeds Soma Golden, who returns to editorial board of *New York Times*. Program's namesake, Walter Bagehot, was 19th century economist and one-time editor of *The Economist*.

Correction. BROADCASTING's July 18 issue reported that Robert Siegenthaler had been named ABC News vice president in charge of instant specials. Mr. Siegenthaler's correct title is executive producer of instant news specials.

Reporter backs source who was fired by NYPD

Borgen testifies in defense of policeman who he says was working undercover with Mafia

The question of television reporters and their confidential sources emerged in an unusual context in New York last month when Edward T. Flotard filed a lawsuit against the New York City police department for dismissing him from the force.

The department argued that Mr. Flotard was loan-sharking for organized crime and had to be dismissed. But Mr. Flotard said he was infiltrating organized crime as an undercover source for Chris Borgen, a reporter who works the crime beat for WCBS-TV New York. (Mr. Borgen, a former New York City detective, has served as go-between in helping to secure the release of hostages on four separate occasions since 1970, the latest incident occurring on July 19 in the Bronx.)

In the lawsuit, Mr. Borgen has filed a statement for Mr. Flotard's lawyer affirming that Mr. Flotard was trying to develop connections within some Mafia families in

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- ... Plus the most appealing personalities and the most creative production techniques.



*Source: NSI May '76-May '77 comparison. Audience data are estimates, subject to qualifications on request.

New York in order to feed exclusive information on the rackets to WCBS-TV. Mr. Borgen said also that loan-sharking was part of Mr. Flotard's ruse.

Station executives at WCBS-TV said that although they didn't know about his dealings with Mr. Flotard, they had no problem with such a relationship. "Reporters develop sources that are valuable to them, and they protect those relationships," said Tom Leahy, vice president and general manager of WCBS-TV. "Our management respects the fact that those relationships are confidential."

SDX backs 315 repeal bill

Richard Leonard, editor of *Milwaukee Journal* and national president of Sigma Delta Chi, has urged the 32,000-member organization he heads to get behind Senator William Proxmire's (D-Wis.) bill to repeal broadcasting's fairness doctrine. Mr. Leonard said he agrees with Mr. Proxmire that "newspapers, operating without governmental regulation and with full constitutional freedom, have become increasingly responsible. Broadcasters, given those same rights, would also be fair." The Proxmire bill, S. 22, attempts to remove government from any broadcast program decision-making and would specifically repeal the fairness doctrine and all of Section 315, the so-called "equal time" provision of the Communications Act.

Cablecasting®

Philadelphia groups appeal FCC's latest cable promulgation

They add to court appeal of postponement of '77 deadline new ruling on franchises

The FCC decision on July 22 to eliminate all but one of its cable-television franchise standards (BROADCASTING, July 25) will be appealed by two citizen groups in Pennsylvania.

The Philadelphia Community Cable Coalition and the Citizens for Cable Communications in Pennsylvania had appealed the commission's earlier decision to postpone for one year the March 1, 1977, deadline for pre-1972 cable systems. With the commission's latest decision on franchises, the groups have amended their appeal to attack that action as well.

Besides retaining only the 3% limit on franchise fees that communities can impose—5%, if that can be justified—the commission changed the timetable by which the franchises complying with that standard must be filed. The new rule does not require pre-1972 franchises to be brought into compliance until 15 years after they took effect, or the date the franchise would normally expire, whichever occurs first.

Cable Briefs

From far away. Southern Satellite Systems, Tulsa, Okla.-based common-carrier firm, is offering Cox Broadcasting Corp.'s KTVU(TV) Oakland-San Francisco to cable systems via satellite beginning Aug. 1, 1978. SSS already delivers Turner Communications Corp.'s WTCG(TV) Atlanta to some 500,000 cable subscribers as independent distant signal (BROADCASTING, Dec. 20, 1976). Announcement was made July 25 during Cable Television Administration and Marketing Society meeting at Century Plaza hotel in Los Angeles.

HBO for free. Home Box Office is offering free evening of its programming to all subscribers of HBO's 350 affiliated cable systems in 45 states on Aug. 11. Schedule will include two movies, "All Screwed Up" and "The Other Side of the Mountain"; "Raquel—Live," part of HBO's *Standing Room Only* Las Vegas-type reviews, and live coverage of World Team Tennis match. Subscriber attraction promotion will be backed up with TV, radio and newspaper ads and direct mail promotion. HBO hopes effort will result in systems attracting new HBO subscribers "totaling between one and three percent of their basic cable subscribers."

UA-Columbia borrows. UA-Columbia Inc., Westport, Conn., MSO, has reached agreement in principle with three insurance companies for placement of \$11 million in long-term debentures bearing interest rate of 8 7/8% and repayable over period from 1980 to 1992. Lenders are Mutual Insurance Co. of New York, Aetna Life Insurance Co. and Home Life Insurance Co. Proceeds to be used as needed to construct systems newly franchised areas in northern New Jersey.

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QUBE for Columbus. Warner Cable Corp., New York, has a new name and identifying symbol—QUBE—for its two-way communication service to begin later this year in Columbus, Ohio (BROADCASTING, Feb. 14.)

The new service will enable television viewers to "participate" in a number of video program approaches via a home terminal connected to their television set. By touching buttons on the terminal, according to Warner Cable, subscribers can receive 30 different channels of video and other information, select programs, play interactive games, take tests, register their opinions and participate at home in television programs and events. (See page 54.)

Still at loggerheads: ABC, NABET

Network, union remain fixed in their positions as arbitration resumes

The strike by the National Association of Broadcast Employees and Technicians against ABC is entering its 12th week with no settlement in sight.

"It's simply a matter of money," insisted Edward A. Lynch, international president of NABET, last week.

"Saying it's simply money is too simplistic," countered Richard L. Freund, vice president of labor relations, ABC. "We want working conditions that will enable us to operate as freely as our competitors. Since working conditions are tied to money in some way, you can say the strike indirectly concerns money, but it's more than that."

Neither the union nor management is sanguine about prospects for an early settlement of the strike, although talks were resumed last Wednesday (July 27) in Washington through the intervention of the Federal Mediation and Conciliation Service, after a recess of several weeks.

The protracted no-work siege has taken its toll. About 1,600 NABET members, mainly technicians, are off the job. Most technicians earn \$401 weekly, and for the 11 weeks lost, they've given up \$4,400 each in salaries. ABC, too, has suffered. It concedes that some of its news and entertainment programs have had technical foul-ups or have had to be canceled. The union and ABC agree, however, that the walk-out has had a minimal impact on commercial sponsorship.

The union's basic argument is that ABC for years has "cried poverty" and therefore its contract terms have lagged behind NBC's (also negotiated by NABET) and CBS's (handled by the International Brotherhood of Electrical Workers). NABET's rationale is now that ABC has prospered in prime-time, it should, in the words of Mr. Lynch, "pass a little of that money around."

ABC's stance is that the company has offered an economic package that is equal to or better than that accepted at CBS or NBC and is larger than any offered to NABET. In a statement to ABC employees recently, Leonard H. Goldenson, chairman, and Elton H. Rule, president, said the company cannot accept a settlement that "leaves us at a severe disadvantage in our ability to operate as freely as our principal competitors." In the area of news, where ABC is making a concentrated effort to improve, they said, the company must have work rules that permit it to compete on an even basis with CBS and NBC.

Mr. Lynch scoffed at this statement, saying, "ABC always has had the opportunity to compete on an even basis with CBS or NBC; the work rules didn't keep them from competing."

NABET and ABC have differing interpretations of what the various issues involved in the strike mean.

For example, Mr. Lynch took exception to ABC's claim that its economic package is equal to or better than CBS's or NBC's. "For the past year we have been getting \$9 per week behind NBC—\$401 to \$410," he said. "CBS now is at \$432 a week. Under the new ABC proposal we would go up to \$440 in the first year, and NBC goes up to that figure in the fall. This means we were behind NBC for \$9 a week for a whole year and behind CBS by \$31 for a year."

"In addition, in the important fringe areas—pensions, insurance, hospitalization and welfare—ABC is behind both CBS and NBC."

Mr. Freund said that because contracts do not expire at the same time, there are periods when ABC is ahead of NBC or CBS at a given time and vice-versa. For example, he said, ABC's proposal would bring its employees immediately up to NBC's level and in the final year of a proposed four-year contract the salaries of most technicians would climb to \$528 per week from the present \$401.

"The union is asking for a 25% increase in each of two years of a two-year contract," Mr. Freund said pointedly. Mr. Lynch chuckled when asked about the 25% increase and indicated it was only a negotiating point when he remarked: "You know, we're all in show business."

One of the key working-conditions issues is a proposal by ABC to give the company the right to delay the first meal period for crews engaged in electronic news gathering. ABC said CBS and NBC have this right. As a penalty, Mr. Freund continued, ABC would agree to pay straight time for the first hour missed and half-time for each additional hour. He reported that NBC and CBS pay only half-time.

Mr. Lynch said the union is insisting that straight time be paid for the meal period missed or delayed. The reason, he said, is that invariably when a meal period

is missed, it is not delayed and made up subsequently and therefore should be reimbursed fully.

Another condition ABC is seeking is the right to hire per diem workers outside a 125-mile radius from owned stations and Washington for ENG operations only. ABC said NBC and CBS have this right in somewhat different forms. ABC has offered to place percentage limitations on the use of per diems for this work. ABC also has proposed that these per diem workers would join NABET so that they would be covered by the agreement.

Mr. Lynch replied that the union is opposed to this demand because it would tend to avoid the hiring of regular employees. He claimed, too, the proposal would not entitle the casual workers to many of the fringe benefits which regular employees are guaranteed, and said, "You must remember that fringe benefits amount to about 30% of the total compensation for a worker."

Mr. Freund denied it would reduce employment at all but said it made sense in instances where a story broke in a locale not ordinarily covered. He stressed ABC was asking only a limited use of this right.

ABC also has asked for the elimination of the "two-day lock" on the daily schedule for ENG groups. Mr. Freund said that the "lock" (two days prior notice for work assignments) is "unrealistic" because news events cannot be scheduled and when news breaks, it must be covered.

NABET's stance on this issue, according to Mr. Lynch, is that it is acceptable but must be compensated on the basis of overtime. He said if a worker without two-day prior notice is told to come in earlier than usual he should be paid, then added: "This is another example of what we mean when we say this strike basically is over money."

Another condition ABC is seeking is the right to suspend a technician when it deems it necessary. At present, the question of suspension must go to arbitration.

Mr. Lynch conceded that CBS and NBC have the right to suspend and ABC has not. He said both CBS and NBC have used this right with restraint, and added: "We're alarmed to give ABC this right. During the entire negotiation, whenever

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this subject came up, you could see management was drooling to have this right. Their entire approach has been vindictive."

Although ABC's television and radio stations and networks have continued operations since the strike started May 16, they have been affected adversely from time to time. This was brought out in testimony by ABC officials before a recent hearing of the New York State Labor Department concerning unemployment insurance benefits for the strikers (the department ruled they were entitled to the benefits).

Julius Barnathan, president, broadcast operations and engineering of ABC, said ABC's TV coverage of news, major sporting events and most in-studio production have been reduced to scope. In the coverage of a number of major league baseball games, he testified, there was a reduction in the amount of technical equipment utilized.

"Nonunion personnel and other ABC non-NABET union employees in New York have been subjected to constant harassment and abuse by NABET pickets, and are required to work long hours in order to keep the company on the air," Mr. Barnathan stated. "As a result of the necessity of utilizing approximately 350 nonunion company personnel to do the work of striking engineers in New York, the work normally performed by the nonunion personnel has suffered."

Nicholas Archer, vice president, televi-

sion news services, ABC News, said as a result of the strike, ABC News has lost and will continue to lose most of its ENG capabilities. He said ABC News must rely almost exclusively on film cameras and is prevented from broadcasting stories breaking shortly before air time and transmitting live stories from the field during the course of news broadcasts or emergency bulletins.

"During the few occasions when ABC has attempted to utilize a portable camera, the management crew has been subjected to severe harassment by picketing NABET strikers," Mr. Archer stated. "These pickets physically surrounded news reporters attempting to broadcast stories, blocked ABC vehicles and have prevented the management crew from moving freely around the site of news events."

Mr. Lynch said he had "no idea of what they're talking about." ABC characterizes "everything we do as interfering with their jobs and livelihoods," he said, "but they don't care about our jobs and livelihoods." He said Mr. Barnathan's and Mr. Archer's statements were "mostly lies."

NAB asks FCC to back up on roadside radio

The National Association of Broadcasters has asked the FCC to reconsider portions of the commission's order establishing the Travelers Information Service, or roadside radio. NAB cited five areas it says require attention: possible conflict with the 1979 World Administrative Radio Conference, lack of technical standards for roadside stations, need for a procedural and administrative framework to coordinate possible conflicts with existing services, and the desirability of requiring public notice of TIS applications. NAB also asked the commission to stay the July 29 effective date pending conclusion of WARC '79 or at least until action on the petition for reconsideration is completed.

Technical Briefs

Across the ocean. FCC Chief Engineer Raymond E. Spence Jr., will be keynote speaker at first U.S./Southeast Asian Telecommunications Conference and Exhibition to be held in Singapore, Jan. 19-21, 1978, and sponsored by Electronic Industries Association's Communications Division. Event will include technical and application seminars and associated telecommunications equipment displays.

Kilowatts for Kuwait. CCA Electronics has shipped two 10 kw FM transmitters to Arabian Gulf state of Kuwait. Parallel-operated transmitters will provide Kuwait with its first FM-stereo broadcast service. CCA, based in Cherry Hill, N.J., provided transmitters under \$250,000 turnkey contract, and CCA engineers will install transmitters on island of Failaka just off coast of Kuwait.

Finance

ABC-TV's success reflected in parent's record for quarter, half

Company sets new highs with credit to broadcasting, publishing divisions

ABC Inc. reported record revenues, net income and per-share earnings for 1977's second quarter. Chairman Leonard H. Goldenson and President Elton H. Rule said it was the highest quarter—and the first half of 1977 the highest six-month period—in the company's history.

They said the ABC-TV network's performance was "particularly impressive," with second-quarter revenues up more than 30% from a year ago and profits up more than that.

For the quarter ended July 2, net income rose 63% to \$33.8 million (\$1.86 a share) on a 21% rise in revenues to \$382.0 million. For the first six months, earnings were \$52.7 million (\$2.91 a share), an improvement of 73% in earnings and 67% in per-share over the \$30.4 million (\$1.74 per share) reported for the first half of 1976. Six-months revenues rose 21% to \$760.0 million from \$629.6 million a year ago.

"Our excellent second-quarter results," Mr. Goldenson and Mr. Rule said, "were achieved in a very healthy advertising environment in broadcasting and publishing alike. The performance of the ABC TV Network within this context was particularly impressive; because of its continued strong prime-time ratings and its growth in other parts of the day, its revenues rose over 30% in the second quarter, while its profits grew even more substantially."

"The strength of local advertising and our owned television stations' ratings performance enabled them to post record second-quarter revenues and profits. The ABC Radio division established new second-quarter records for revenues and profits."

ABC's farm and leisure publishing operations also reached record second-quarter levels, they continued, while ABC Records had "substantial" second-quarter operating losses, ABC Record and Tape Sales and Word Inc. had "modest" losses, and ABC Theaters showed declines "primarily due to the scarcity of strong theatrical films in distribution." Outdoor leisure attractions showed "slight revenue and profit gains" from the second quarter of 1976, "before consideration of the \$3.5-million write-off which affected year-earlier results."

As for the rest of the year, Mr. Goldenson and Mr. Rule said "the continuing across-the-board strength of our television, radio and publishing operations, combined with the satisfactory condition of the general economy, indicates that the outlook for ABC for the rest of 1977 is exceptionally bright."

SSI HAS SPECTACULAR ENTERTAINMENT AND GREAT SPECIALS!

"Don Kirshner's New Rock Concert" now entering its fifth successful year.

"Black Athletes Hall Of Fame Award Presentations" Hosted by Bill Cosby. A 90-minute sports/entertainment extravaganza.

"Miss American Teen-Ager Special" with 18-years of proven performance on TV.

"Coral Jungle"—four new programs with Leonard Nimoy. Ratings history which shows it's #1 in its time periods in most markets.

CALL US AT SSI—WE'VE GOT WHAT YOU WANT!

SYNDICAST
SERVICES INC.

AND...

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

Company	Period/Ended	Current and change					Year earlier		
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Chris Craft.....	9 mo. 5/31	65,673,000	+30.0	6,433,000	+524.5	1.05	50,483,000	1,030,000	.05
Cohu.....	6 mo. 6/30	8,766,490	+19.8	303,295	+371.1	.17	7,313,348	111,864	.06
Combined Communications.....	6 mo. 6/30	113,413,000	+ 5.9	9,312,000	+ 49.0	1.41	107,027,000	6,249,000	1.02
Cox Cable.....	6 mo. 6/30	22,066,042	+23.4	2,383,398	+ 39.7	.67	17,877,836	1,705,977	.48
Walt Disney Productions.....	9 mo. 6/30	424,628,000	+ 5.1	49,969,000	+ 3.9	1.57	403,909,000	48,063,000	1.50
Filmways.....	3 mo. 5/31	31,464,000	+16.0	448,000	+ 5.4	.18	27,122,000	425,000	.17
General Instrument.....	13 wks. 5/29	124,127,000	+15.7	5,137,000	+ 59.7	.63	107,198,000	3,216,000	.38
Gross Telecasting.....	6 mo. 6/30	3,990,829	+10.0	861,282	+ 26.0	1.00	3,624,966	683,512	.85
Harte-Hanks.....	6 mo. 6/30	68,488,000	+27.8	5,822,000	+ 21.4	1.30	53,574,000	4,795,000	1.09
Kingtip Communications.....	9 mo. 6/30	1,846,136	+10.1	86,650	- 59.4	.19	1,676,014	213,288	.46
McGraw-Hill.....	6 mo. 6/30	284,506,000	+12.6	16,907,000	+ 51.4	.68	252,551,000	11,163,000	.45
Media General.....	6 mo. 6/30	103,207,000	+ 7.5	7,223,000	- 3.1	.97	95,958,100	7,448,000	1.02
Metromedia.....	26 wks. 7/3	148,958,363	+20.2	15,310,873	- 10.6	2.26	123,867,039	13,820,712	2.04
3M.....	6 mo. 6/30	1,491,000,000	+12.9	195,200,000	+ 18.7	1.69	1,720,000,000	164,400,000	1.43
Multimedia.....	6 mo. 6/30	42,949,298	+18.2	5,216,505	+ 18.1	.24	36,326,352	4,415,423	.18
New York Times.....	6 mo. 6/30	244,270,000	+12.9	12,320,000	+ 38.8	1.07	216,300,000	8,870,000	.78
Post Corp.....	6 mo. 6/30	16,684,017	+41.3	1,302,601	+ 63.3	1.46	11,802,975	798,174	.91
Schering-Plough.....	6 mo. 6/30	473,520,000	+ 7.6	88,270,000	+ 10.1	1.63	439,740,000	80,130,000	1.48
Scripps-Howard.....	6 mo. 6/30	23,816,000	+ 3.4	5,308,000	- 5	2.05	23,031,000	5,330,000	2.06
Taft.....	3 mo. 6/30	33,166,947	+22.8	4,235,837	+ 28.0	1.04	26,996,646	3,321,644	.82
J. Walter Thompson.....	6 mo. 6/30	84,521,000	+23.2	3,630,000	+120.8	1.26	68,644,000	1,644,000	.60
Time Inc.....	6 mo. 6/30	579,186,000	+17.2	40,187,000	+ 30.7	1.98	494,185,000	30,735,000	1.53
Viacom.....	6 mo. 7/2	26,651,000	+17.2	2,509,000	+ 39.8	.63	22,738,000	1,798,000	.47
Warner Communications.....	6 mo. 6/30	473,040,000	+25.6	34,278,000	+ 8.4	2.36	376,576,000	31,619,000	1.87
Wometco.....	6 mo. 6/18	97,085,000	+ 7.6	6,087,000	- 10.0	.66	90,190,000	6,760,000	.73
Zenith Radio.....	6 mo. 6/30	483,100,000	+ 7.3	13,500,000	- 11.8	.72	450,000,000	15,200,000	.81

NH&S to repurchase

Company joins growing list of agencies recalling stock

Shareholders of Needham, Harper & Steers, New York, have approved a proposal for the agency to go private through buying outside stock at \$13.50 per share.

Agency employees now own 49% of the 836,465 shares outstanding. Buying outside shares will cost NH&S about \$6.2 million. When the agency went public in April 1972, its shares were traded at \$23.

In recent years advertising agencies that have reverted to private status are Clinton E. Frank, Chicago; McCaffrey & McCall, New York, and Tracy-Locke, Dallas.

Wells, Rich, Greene, New York, which went public in 1968, has proposed to go the private route but its plan has not yet been voted upon by shareholders. The transaction would occur as part of the settlement of stockholder litigation related to the 1974 exchange offer of \$3 cash and an \$8 10-year debenture for each share.

CCC making most of it

The second quarter of 1977 was the most profitable in the history of Capital Cities Communications, Chairman Thomas S. Murphy reported last week. Net income for the quarter was \$12,046,000, or \$1.61 per share, for a 12% gain over the 1976 period. Net revenues for the quarter were \$80,806,000, up 43.7%.

For the six months ended June 30, revenues were up 40.4% to \$143,840,000 and net income was \$20,385,000 (\$2.72 a

share) as compared with \$17,571,000 (\$2.26 a share) in the 1976 first half.

Mr. Murphy said revenue gains were mainly attributable to medical publications acquired by Capcities last December and the Kansas City, Mo., *Star* since its ac-

quisition on Feb. 15. Most of the earnings increase, he said, came from other publishing operations. He said that business currently booked indicates "moderate third-quarter increases except for television national spot revenues."

One (or two) for the road.

Thomson-CSF Laboratories keeps breaking conventional sound barriers (cords and booms) with RF microphone systems that offer reliable transmission with excellent range and true high fidelity.

First, the RM-102 single channel portable system provides one full diversity channel for field and remote broadcast use. Or, if multiple channels are needed, where no AC power is available, the RM-104 solves the problem. Two full diversity channels can capture action dialog on the set or in the field, making it fully usable for filming or taping. 950 MHz diversity reception achieves drop-out free performance, and both systems come with transmitters and antennae so they're complete and completely portable.

Now Portability Plus. Thomson-CSF takes portability a step further with its new ENG 101 single channel miniature, portable diversity microphone system, specifically designed for use with today's miniature ENG cameras.



Model ENG 101 transmitter and receiver.



RM-102 transmitter and receiver.

THOMSON-CSF LABORATORIES, INC.

37 Brownhouse Rd., Stamford, CT 06902
(203) 327-7700/TWX (710) 474-3346

WIOD Is Football

When the Miami Dolphins play, their cheering "Dol-Fans" turn the stands into a sea of white. WIOD—which has broadcast every Dolphins

game since the birth of the team—began the waving white handkerchief tradition at the Orange Bowl. For the 12th consecutive year, WIOD again will be bringing South Floridians the exciting action of all the Dolphins games. 610 Radio's involvement with the Dolphins is total, with daily reports beginning with training camp and ending, hopefully, with the Super Bowl. WIOD means sports to South Florida. In addition to the station's intensive coverage of the Dolphins, sports fans in Miami/

Ft. Lauderdale hear Notre Dame football, two additional NFL games, post season college bowl clashes, NFL playoffs and the AFC championship finale, for a total of 50 pro football games. WIOD is more than just scores. In South Florida, WIOD is football.

WIOD 610 RADIO MIAMI

Cox radio stations are represented by The Christal Company.

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WSB TV-AM-FM
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WIIIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore



Football rights rise slightly to \$82.5 million, but get set to soar in '78

However, there's little chagrin among broadcasters who report brisk sales at network, local levels; Super Bowl minute to cost \$350,000

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Football, agonizing about its rising costs, will find little balm in the \$82,555,292 that broadcasters will pay for the right to cover the action in football stadiums this year.

The rights figure is a little less than \$1 million more than the \$81,578,075 paid by radio and television last season.

However, it's a lame-duck situation: The National Collegiate Athletic Association's new four-year contract with ABC-TV goes into effect in 1978 with a sizable 64% increase in payments (BROADCASTING, June 20). In addition, the current National Football League's contracts with the TV networks comes up for renewal after this year.

According to BROADCASTING's annual survey of the networks, college and professional clubs, here's how the 1977 radio-TV rights package breaks down:

■ \$76,400,000 from the television and

radio networks for professional and college games. The multiyear contracts with the pros would have kept this figure intact (\$75,400,000 in 1976), except for an adjustment engendered by the moving of the Super Bowl into a 6 p.m. NYT start.

■ \$3,645,000 from local radio outlets for rights to NFL games (exhibition and regular season). This is barely more than 1976's \$3,620,000.

■ \$653,000 in local TV rights to NFL preseason games, a drop from last year's \$796,000.

■ \$1,857,292 for local radio and delayed TV rights to football of schools and colleges. This is substantially above last year's comparable figure of \$1,762,075.

Here is a rundown of how and when the



Scoring. More than 31 million TV homes were tuned to this action in the coverage of Super Bowl XI on NBC-TV, Super Bowl XII, unlike this later-afternoon action from last season's championship (Oakland Raider Peter Banaszak scores a touchdown), will be held in prime time on CBS-TV, partly accounting for a jump in per-minute prices for advertising from \$250,000 to \$350,000.

radio and television networks plan to use the football coverage they have bought for this season:

ABC-TV's pro schedule opens Friday, Aug. 26, with the Miami Dolphins at the Minnesota Vikings, the first of three preseason games. The others are Chicago Bears at St. Louis on Friday, Sept. 2, and San Francisco 49ers at Oakland Raiders on Saturday, Sept. 3.

Fourteen *Monday Night Football* contests are scheduled, starting Sept. 19 with San Francisco at Pittsburgh Steelers, but one of them—the final, on Dec. 17, between Minnesota and Detroit—will be on Saturday. The games are priced at \$124,000 a minute (up from \$105,000 last year) and are sold out.

ABC-TV also has the National Collegi-

The price the networks will pay for football

ABC-TV	Rights	Starting Date	CBS Radio	Rights	Starting Date
Hall of Fame Game	Undisclosed	Aug. 26	Cotton Bowl	(4)	Jan. 2
NFL preseason games	(1)	Sept. 2	Fiesta Bowl	(4)	Dec. 25
NCAA college games	\$16,000,000	Sept. 10	NFC Championship	(4)	Jan. 1
NFL Monday Night Football	11,500,000	Sept. 19	Sun Bowl	(4)	Dec. 31
Liberty Bowl	Undisclosed	Dec. 19	Super Bowl	(4)	Jan. 15
Gator Bowl	Undisclosed	Dec. 30			
Sugar Bowl	Undisclosed	Jan. 2			
			Mutual Radio		
			NFL football	Undisclosed	Sept. 18
			Notre Dame football, NCAA wildcards	Undisclosed	Sept. 10
			Liberty Bowl	Undisclosed	Dec. 19
			Gator Bowl	Undisclosed	Dec. 30
			Astro-Bluebonnet	Undisclosed	Dec. 31
			East-West Shrine	Undisclosed	Dec. 31
			Orange Bowl	Undisclosed	Jan. 2
			Sugar Bowl	Undisclosed	Jan. 2
			Senior Bowl	Undisclosed	Jan. 12
			Pro Bowl	Undisclosed	Jan. 23
			NBC Radio		
			Rose Bowl	(4)	Jan. 2
			All networks announced rights	\$74,100,000	
			Estimated for unannounced games and series	\$2,300,000	
			Grand total for networks	\$76,400,000	
			(1) Rights included in NFL package.		
			(2) Rights included in NFL National Football Conference package.		
			(3) Rights included in AFL American Football Conference package.		
			(4) Radio rights included in TV contract.		

CBS-TV

NFC preseason games	(2)	Aug. 14
NFC games	\$22,000,000	Sept. 18
NFC divisional playoffs	(2)	Dec. 26
Fiesta Bowl	Undisclosed	Dec. 25
NFC Championship	(2)	Jan. 1
Cotton Bowl	Undisclosed	Jan. 2
Sun Bowl	Undisclosed	Dec. 31
Super Bowl	4,000,000	Jan. 15

NBC-TV

AFC preseason games	(3)	Aug. 19
AFC games	\$16,600,000	Sept. 18
AFC division playoffs	(3)	Dec. 24
AFC Championship	(3)	Jan. 1
Rose Bowl	\$1,400,000	Jan. 2
Orange Bowl	\$800,000	Jan. 2
Senior Bowl	\$100,000	Jan. 7

ate Athletic Association schedule again. It starts Saturday, Sept. 10, with Notre Dame at Pittsburgh (4-7:30 NYT), followed on Monday, Sept. 12, by UCLA at Houston in the otherwise all-pro *Monday Night Football* slot. The Saturday-afternoon college schedule gets going in earnest on Sept. 17. In all, 13 national and 28 regional games will be covered, with each market receiving 20 games during the season.

On the Friday after Thanksgiving there'll be two college games: Nebraska at Oklahoma at 2-5:30 NYT and Southern California-UCLA at 9 p.m. to conclusion. Army-Navy will be the second game of a doubleheader the following day.

Minutes in the NCAA schedule are priced at \$65,000 each, and they're all gone, too.

ABC-TV has three college bowls: The Liberty Bowl on Monday, Dec. 19, the Gator Bowl on Friday, Dec. 30, and the

Sugar Bowl on Jan. 2. Minutes in the Liberty Bowl were pegged at \$70,000 each (up from \$65,000 last year and have been sold. There are some availabilities in the Gator and Sugar bowls, the former at \$60,000 a minute, the latter at \$100,000. Last year Gator Bowl minutes went for \$52,000 each and Sugar Bowl minutes for \$65,000 each.

CBS-TV will have three preseason pro games, starting Sunday, Aug. 14, with the Baltimore Colts at Houston Oilers (3:45-7 p.m. NYT).

CBS-TV's 88-game regular-season schedule will start Sunday, Sept. 18, with six regional games followed by the Dallas Cowboys at Minnesota Vikings, in a national telecast. There will also be doubleheaders on seven other Sundays. In addition, CBS will have the two NFC play-offs on Monday, Dec. 26, the NFC championship game on Sunday, Jan. 1, and—

this being CBS's year in the alternation with NBC—the Super Bowl game, to be played Sunday, Jan. 15, at the Louisiana Superdome in New Orleans.

Minute prices in the preseason games are about \$56,000 (up from \$50,000 to \$54,000 last year), and those in the regular-season schedule range from \$64,000 to \$104,000 at the outset to \$140,000 for the Thanksgiving Day (Nov. 24) game between the Chicago Bears and Detroit Lions (up from \$56,000 to a Thanksgiving Day high of \$120,000 a year ago). The Dec. 26 play-offs are priced at \$140,000 a minute (up from \$120,000 to \$126,000) and the Jan. 1 NFC championship at \$170,000 (up from \$150,000).

Minutes in the Super Bowl have been pegged at a record \$350,000 each since the starting time was moved to 6 p.m. NYT. (A year ago on NBC the Super Bowl, played in the afternoon, was priced at

Local radio's pre- and regular-season NFL coverage

AFC East

Team	Originator	Regional network; games scheduled; rights holder
Baltimore Colts	WCBM Baltimore	regional net. of 28; six exhib. and 14 regular season; station holds rights.
Buffalo Bills	WKBW Buffalo	regional net. of four; six exhib. and 14 regular season; station holds rights.
Miami Dolphins	WIOD Miami	regional net. of 16; six exhib. and 14 regular season; station holds rights.
New England Patriots	WBZ Boston	regional net. of six; six exhib. and 14 regular season; station holds rights.
New York Jets	WOR New York	no regional net; seven exhib. and 14 regular season; station holds rights.

AFC CENTRAL

Cincinnati Bengals	WLW Cincinnati	Regional net. of 43; six exhib. and 14 regular season; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net. of 33; six exhib. and 14 regular season; station holds rights.
Houston Oilers	KTRH Houston	Regional net. of 10; six exhib. and 14 regular season; team retains rights.
Pittsburgh Steelers	WTAE(AM)/ WXXK(FM) Pittsburgh	Regional net. of 35; six exhib. and 14 regular season; stations hold rights.

AFC West

Denver Broncos	KOA Denver	Regional net. of 40; six exhib. and 14 regular season; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of 63; six exhib. and 14 regular season; station holds rights.
Oakland Raiders	KGO San Francisco	Regional net. of six; six exhib. and 14 regular season; Bob Speck Productions holds rights.
San Diego Chargers	KSDO San Diego	regional net. of two; six exhib. and 14 regular season; station holds rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 27; six exhib. and 14 regular season; separate unit of station and team handles under five-year contract.

NFC East

Dallas Cowboys	KRLD Dallas	Regional net. of 100 plus; six exhib. and 14 regular season; station holds rights.
New York Giants	WNEW New York	No regional net; six exhib. and 14 regular season; station holds rights.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 10; six exhib. and 14 regular season; station holds rights.
St. Louis Cardinals	KMOX St. Louis	Regional net. TBA; six exhib. and 14 regular season; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of 60; six exhib. and 14 regular season; station holds rights, Metro Communications sets up network.

NFC Central

Chicago Bears	WBBM Chicago	No regional net.; seven exhib. and 14 regular season; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 25; six exhib. and 14 regular season; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 75; six exhib. and 14 regular season; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of 28; six exhib. and 14 regular season; Twin City Federal Savings and Loan Association holds rights.
Tampa Bay Buccaneers	WFLA Tampa	Regional net. of 38; six exhib. and 14 regular season; Brooks-Gallogly Productions holds rights.

NFC West

Atlanta Falcons	WGST Atlanta	Regional net. of 58; six exhib. and 14 regular season; station holds rights.
Los Angeles Rams	KMPC Los Angeles	Regional net. of 20; six exhib. and 14 regular season; Bob Speck Productions holds rights.
New Orleans Saints	WGSO New Orleans	Regional net. of 55; six exhib. and 14 regular season; station holds rights.
San Francisco 49ers	KSFO San Francisco	One other station on regional network; six exhib. and 14 regular season; station holds rights.

\$250,000 a minute; the year before, on CBS, also in the afternoon, it was \$230,000.)

NFL Today, the 30-minute pregame show, will again be presented, this year with minute prices starting at \$24,000 and going up to \$56,000 on the day of the championship game. There'll also be a postgame show, with minutes starting at \$42,000 and reaching \$74,000 in the wrapup that follows the championship. (Last year *NFL Today's* comparable range was from \$21,000 to \$50,000 and the postgame show's was \$36,000 to \$70,000.)

CBS-TV will also have three college bowls: the Fiesta Bowl on Sunday, Dec. 25, at 3 p.m. NYT, the Sun Bowl on Saturday, Dec. 31, at 1:30 NYT, and the Cotton Bowl on Monday, Jan. 2, at 2 p.m. NYT. Minutes in the first two are priced at \$45,000, in the Cotton Bowl at \$145,000.

NBC-TV opens its pro football year Friday, Aug. 19, with the first of three preseason night games. The opener will match the defending NFC champion Minnesota Vikings against the Baltimore Colts at Baltimore (8:30 p.m. NYT).

NBC-TV's 93-game regular-season schedule opens Sunday, Sept. 18, with six regional contests. There will be seven doubleheaders during the regular season, plus the AFC playoffs from 1 to 7 p.m. on Saturday, Dec. 24, and the AFC championship game on Sunday, Jan. 1.

One-minute prices in NBC's regular-season games average \$74,000 (up from \$60,000-\$70,000 last year) and reach \$120,000 in the Thanksgiving Day game. The AFC playoffs are priced at \$130,000 a minute (up from \$104,000) and the championship at \$150,000 (up from \$124,000). For the preseason games the minute price is \$60,000 (up from \$50,000).

NBC will again have a 30-minute pregame feature. Minutes in it are priced at \$35,000 (versus \$30,000 last year).

The NBC television schedule also provides for three college bowl games: the Rose Bowl on Monday, Jan. 2, at 4:45 p.m. NYT, with minutes priced at \$180,000 (up from \$170,000 last year); the Orange Bowl that night (8 p.m. NYT), with minutes at \$140,000 (down from \$150,000 last year), and the Senior Bowl on Saturday, Jan. 7, at 2 p.m. NYT, with minutes at \$40,000 (up from \$35,000).

NBC officials say positions in the regular-season pro games are sold out, the playoffs are more than 90% sold, the AFC championship 95% sold, both the Rose and Orange bowls 100% sold and the Senior Bowl 85% sold.

The Mutual Broadcasting System, which has emerged as the radio network with the most extensive football coverage,

Local TV preseason NFL coverage

AFC East

Team	Originator	Regional network; games scheduled; rights holder
Baltimore Colts	WMAR-TV Baltimore	No regional net.; one live, two tape delay; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; three tape delay; station holds rights.
Miami Dolphins	WTVJ Miami	No regional net.; three live, two tape delay; station holds rights.
New England Patriots	WBZ-TV Boston	Regional net. not set; three live, three tape delay; team holds rights.
New York Jets	WNEW-TV New York	No regional net.; two live, one tape delay; station holds rights.

AFC Central

Cincinnati Bengals	WLWT Cincinnati	Two on regional net.; two live, three tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	One other station on regional net.; three tape delay; station holds rights.
Houston Oilers	KPRC-TV Houston	No regional net.; one live, one tape delay; station holds rights.
Pittsburgh Steelers	WIICTV Pittsburgh	Three on regional net.; two live, two tape delay; station holds rights.

AFC West

Denver Broncos	KBTB Denver	One other station on regional net.; three live, one tape delay; station holds rights.
Kansas City Chiefs	KMBC-TV Kansas City	No regional net. six, with live-tape delay split not announced; station holds rights.
Oakland Raiders	KRON San Francisco	May be one other station on feed; one live, five tape delay; Bob Speck Productions holds rights.
San Diego Chargers	XETV Tijuana-San Diego	No regional net; three live, three tape delay; team holds rights.
Seattle Seahawks	KIRO-TV Seattle	No regional net.; two live, four tape delay; station holds rights.

NFC East

Dallas Cowboys	KXAS-TV Dallas-Fort Worth	No regional net.; four tape delay, two live; Eddie Barker and Associates holds rights.
New York Giants	WPIX New York	No regional net.; two live, four tape delay; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	No regional net; two live, three tape delay; station holds rights.
St. Louis Cardinals		No local preseason telecasts planned. Rights bids from three local organizations considered inadequate, according to team spokesman.
Washington Redskins	WJLA-TV Washington	Regional net. of 11; five live; station holds rights.

NFC Central

Chicago Bears	WBBM-TV Chicago	No regional net.; three live, two tape delay; station holds rights.
Detroit Lions	WWJ-TV Detroit	Plans not set for regional net; three live, two tape delay; station holds rights.
Green Bay Packers	WLUK-TV Green Bay	Regional net. of six; three live, three tape delay; station holds rights.
Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	Regional net. of two; three live, one tape delay; Twin City Federal Savings and Loan Association is rights holder.
Tampa Bay Buccaneers	WTVT Tampa-St. Petersburg	One other station on regional net; two live four tape delay; station holds rights.

NFC West

Atlanta Falcons	WTCG Atlanta	No regional net.; four live, two tape delay; station holds rights.
New Orleans Saints	WWL-TV New Orleans	One other station on regional net.; two live, four tape delay; station holds rights.
Los Angeles Rams	KNXT Los Angeles	No regional net.; two live, four tape delay; station holds rights.
San Francisco 49ers	KBHK-TV San Francisco	One other station on regional net.; two live, one tape delay; team holds rights.

will restake its claim this season with a record high of 60 games, according to President C. Edward Little.

All 11 games of Notre Dame will again be offered, starting with the Sept. 10 opener with Pittsburgh. MBS's college slate will be augmented by four wild-card NCAA games later in the season.

Mutual will do an encore of its 1976 pro coverage with radio play-by-play of 13 Monday night NFL games along with 14 Sunday afternoons of NFL action. A fillip will be five Saturday pro games in December after the NCAA regular-season winds up. Mutual is also set for the first round of the NFL playoffs in December, the AFC championship on Jan. 1 and the Pro Bowl on Jan. 23, 1978.

The radio network will be covering the following college post-season bowls: Liberty, Dec. 19; Gator, Dec. 30; Astro Bluebonnet, Dec. 31; East-West Shrine Dec. 31; Sugar, Jan. 2; Orange, Jan. 2, and Senior Jan. 12.

The Mutual Black Network for the second time in three years will offer radio coverage of top black college football, commencing Sept. 17 with the Grambling-Morgan State clash in New York. The 11-game package will feature at least two contests from each of the four black college conferences. The finale Nov. 26 will feature Grambling against Southern in the Bayou Classic to be played in New Orleans.

Mizlou Productions, New York is expecting at least an 85% clearance for the

What the major schools get from local-regional radio and local TV

Conference	Teams	Radio stations	TV stations	Total rights
Atlantic Coast	7	270	10	\$128,000
Big Eight	8	307	19	206,760
Big Ten	10	308	20	327,000
Ivy	8	14	3	13,825
Mid American	10	34	3	11,430
Pacific Eight	8	104	16	262,777
Southeastern	10	601	58	344,800
Southwest	9	155	15	145,000
Western Athletic	8	69	3	76,500
Others and independents*	47	467	62	341,200
Totals	125	2,329	209	1,857,292

*Independent figures do not include Notre Dame.

six bowl games it plans to distribute to television stations on a barter basis, according to Mizlou's president, Vic Piano. The six: the Hall of Fame Bowl from Birmingham, Ala., on Dec. 22 (8-11 p.m., NYT); the Tangerine Bowl from Orlando, Fla., on Dec. 23 (8-11 p.m.); the Blue-Grey Bowl from Montgomery, Ala., on Dec. 30 (2-5 p.m.); the Peach Bowl from Atlanta, on Dec. 31 (noon-3 p.m.); the Astro-Bluebonnet Bowl from Houston, also on Dec. 31 (8-11 p.m.); and the Challenge Bowl from Seattle, on Jan. 15 (which starts at 1 p.m.).

The Robert Wold Co., Los Angeles, will distribute the 53d annual East-West Shrine Game from Stanford Stadium in Palo Alto, Calif., on Dec. 31 (4-7 p.m.) to at least 80% of the country, according to a source at Wold. It's a straight television barter arrangement, with 12 minutes set aside for national advertisers (who are getting a \$2.60 C-P-M guarantee from the Wold Co. on an estimated rating of 6.0) and 12 minutes given over to the stations.

The new Can-Am (for Canadian-American) Bowl from Tampa, Fla. (1-4 p.m.), will be nationally distributed by Bob Dudley and a New York-based company of his called Sports Spectacular. He says he's aiming at a \$2.50 C-P-M to advertisers (on a 5 or 6 rating) and hopes to get 80 to 85% clearance on a barter arrangement.

The briskness of network football sales was repeated at the local level.

Harold K. Deutsch, vice president and general manager of WCBM(AM) Baltimore reported a month ago that there was a waiting list not only for Colts in-game spots, but also for the pregame and postgame shows.

Richard Carr, general manager of WGST(AM) Atlanta, said all Falcons availabilities were gone by May 15.

Joel Day, marketing manager of KOA(AM) Denver, said it was still winter (March 7) when the station's Broncos availabilities were sold out.

WIOD(AM) Miami's Bill Vines: "The Dolphins were sold out by July 4."

Major network-TV sponsors

A/C-Delco (Campbell-Ewald): NBC, AFC games; CBS, NFC games.

Allstate (Leo Burnett): CBS, NFC games.

Anheuser-Busch (D'Arcy-MacManus & Masius): NBC, AFC games, playoffs, championships, Rose

Bowl, Orange Bowl; CBS, NFC games.

Avis (Doyle Dane Bernbach): NBC, AFC games, playoffs, championships; CBS, NFC games.

Boeing (Cole & Weber): ABC, NFL games.

Chevrolet (Campbell-Ewald): ABC, NCAA games.

Chrysler (BBDO): NBC, AFC games, playoffs, championships, Rose Bowl, Senior Bowl.

Commercial Credit Corp. (W.B. Doner): ABC, NFL games.

Consolidated Cigar (David Oksner & Mitchnech): CBS, NFC games.

Cotton Inc. (Ogilvy & Mather): NBC, AFC playoffs.

Eastman Kodak (J. Walter Thomson): CBS, NFC games.

Exxon (McCann-Erickson): CBS, NFC games.

Fireman's Fund (Cunningham & Walsh): ABC, NCAA games.

Firestone (Sweeney & James): CBS, NFC games.

Ford Motor (J. Walter Thompson): CBS, NFC games.

Georgia-Pacific (McCann-Erickson): NBC, AFC games.

Goodyear (Campbell-Ewald): NBC, Rose Bowl, Orange Bowl; Goodyear (Cunningham & Walsh): ABC, NFL and NCAA games.

Hertz (Ted Bates): NBC, AFC games; CBS, NFC games.

Homes Insurance (Albert Frank-Guenther Law): NBC, AFC games.

Merrill Lynch, Pierce, Fenner & Smith (Ogilvy & Mather): CBS, NFC games.

Metropolitan Life (Young & Rubicam): ABC, NFL games.

Miller Brewing (McCann-Erickson): NBC, Senior Bowl; ABC, NFL and NCAA games; CBS, NFC games.

Mobil (Doyle Dane Bernbach): NBC, AFC games; CBS, NFC games.

National Auto Parts Association (Independent Media): NBC, AFC games

North American Phillips (McCaffrey & McCall): NBC, AFC games; CBS, NFC games.

Owens-Illinois (Vitt Media): NBC, AFC championships, Rose Bowl.

Pennzoil (Eisaman, Johns & Laws): NBC, AFC games

Polaroid (Doyle Dane Bernbach): CBS, NFC games.

Pontiac (D'Arcy-MacManus & Masius): NBC, Orange Bowl.

Radio Shack (Central Advertising): CBS, NFC games.

Ryder Truck (Mike Sloan Inc.): CBS, NFC games.

Schlitz (Cunningham & Walsh): NBC, AFC games, playoffs, championships; CBS, NFC games.

Schlitz (C&W and Leo Burnett): ABC, NCAA games.

Sears (Foote, Cone & Belding): CBS, NFC games.

Sony (Doyle Dane Bernbach): CBS, NFC games.

Texaco (Benton & Bowles): ABC, NCAA games.

Transamerica (Hoffer, Dieterich & Brown): NBC, Rose Bowl.

Union Carbide (Ogilvy & Mather): CBS, NFC games.

U.S. Navy (Ted Bates): NBC, AFC games.

U.S. Tobacco (Warwick, Welsh & Miller): ABC, NFL and NCAA games.

Warner-Lambert (J. Walter Thompson): NBC, AFC games.

Wendys (Clifford A. Botway): NBC, AFC games.

Weyerhaeuser (Cole & Weber): ABC, NFL and NCAA games.

Xerox (Needham, Harper & Steers): ABC, NCAA games.

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"NCAA Football Highlights" The greats of the 1976 season and projections on the 1977 season, hosted by Bill Fleming.

"The Racers" hosted by Johnny Rutherford. In its second season.

"53rd Annual East-West Shrine Game:" with an impressive ratings record 75% coverage in 1976 and 10 million total audience.

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SYNDICAST
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AND...

The Broadcasting Playlist Aug 1

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
3 1	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
1 2	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
2 3	<i>I'm in You</i> □ Peter Frampton	A&M
4 4	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
7 5	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
10 6	<i>Best of My Love</i> □ Emotions	Columbia
8 7	<i>Higher and Higher</i> □ Rita Coolidge	A&M
5 8	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
6 9	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
17 10	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
13 11	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
12 12	<i>Margaritaville</i> □ Jimmy Buffet	ABC
15 13	<i>Easy</i> □ Commodores	Motown
19 14	<i>Barracuda</i> □ Heart	Portrait/CBS
20 15	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
14 16	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
23 17	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
22 18	<i>You and Me</i> □ Alice Cooper	Warner Bros.
21 19	<i>Handy Man</i> □ James Taylor	Columbia
31 20	<i>Float On</i> □ Floaters	ABC
9 21	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
24 22	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
29 23	<i>Black Betty</i> □ Ram Jam	Epic
25 24	<i>It's Sad to Belong</i> □ England Dan & John Coley	Big Tree
11 25	<i>Lonely Boy</i> □ Andrew Gold	Asylum
30 26	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
27 27	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
26 28	<i>Christine Sixteen</i> □ Kiss	Casablanca
32 29	<i>Ariel</i> □ Dean Friedman	Lifesong
16 30	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
18 31	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
42 32	<i>Give a Little Bit</i> □ Supertramp	A&M
41 33	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
34 34	<i>Life in the Fast Lane</i> □ Eagles	Elektra
37 35	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
— 36	<i>Theme from "Star Wars"</i> □ London Sym.	20th Century
33 37	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
38 38	<i>You're My World</i> □ Helen Reddy	Capitol
46 39	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
43 40	<i>Strawberry Letter</i> □ Bros. Johnson	A&M
35 41	<i>I'm Your Boogie Man</i> □ K.C./Sunshine Band	TK
44 42	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
49 43	<i>That's Rock 'n' Roll</i> □ Shaun Cassidy	Warner Bros.
40 44	<i>When I Need You</i> □ Leo Sayer	Warner Bros.
39 45	<i>High School Dance</i> □ Syvivers	Capitol
— 46	<i>Jungle Love</i> □ Steve Miller Band	Capitol
— 47	<i>On and On</i> □ Stephen Bishop	ABC
50 48	<i>Cold as Ice</i> □ Foreigner	Atlantic
28 49	<i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l
— 50	<i>Edge of the Universe</i> □ Bee Gees	RSO

Playback

Report from Big D. Disco is fading in Dallas, reports Charles Van Dyke, who's just returned to that city—by way of KHJ(AM) Los Angeles—as music director of top rocker KLIF(AM). Things have changed since he began his career in that Texas city 10 years ago. What works for KLIF at the moment: The likes of Peter Frampton, Fleetwood Mac and Rita Coolidge. "But this is a funny part of the country because of the influences here," Van Dyke says. "We get a tremendous amount of mileage out of *Luckenbach, Texas* [RCA] by Waylon Jennings, for example. While it was not a national smash on top 40, it went full tilt for us." On the horizon, he predicts, is "real music." Some records on the current KLIF chart—like *Undercover Angel* (Atlantic) by Alan O'Day, or *Da Doo Ron Ron* (Warner Bros.) by Shaun Cassidy are "not fine, credible music. Again, Fleetwood Mac and Frampton make phenomenal music." FM is large in Dallas, Van Dyke reports, with 56% of listeners tuning on that side of the dial. It's a problem his AM has to deal with. The solution: a music list that's tailored to the audience by research, listener involvement on the air, contests, unusual promotions and information services. "AM has something about it that can make it more fun than FM... and we're trying to increase the exotic nature of the station. There's more to it than music." The research behind the music Van Dyke calls increasingly important. His *modus operandi*: "If we've done our homework right, and if the song does well, it never leaves our system. It starts in a 'new exposure' category, then goes to a 'full exposure' category, then to a 'heavy rotation' category and then back down the same track into a couple of times a day category."

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
2 1	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
4 2	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
8 3	<i>Rollin' With the Flow</i> □ Charlie Rich	Epic
1 4	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
24 5	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
22 6	<i>Play Born to Lose Again</i> □ Dotsey	RCA
25 7	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
7 8	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
— 9	<i>Cowboys Ain't Supposed to Cry</i> □ Moe Bandy	Columbia
11 10	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.
6 11	<i>I'll Be Leaving Alone</i> □ Charley Pride	RCA
10 12	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
9 13	<i>Margaritaville</i> □ Jimmy Buffet	ABC
5 14	<i>A Tear Fell</i> □ Jimmy "Crash" Craddock	ABC/Dot
13 15	<i>Cheap Perfume</i> □ Bobby Borchers	Playboy
12 16	<i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia
— 17	<i>Till the End</i> □ Vern Gosdin	Elektra
— 18	<i>Don't It Make My Brown Eyes</i> □ C. Gayle	United Artists
17 19	<i>Country Party</i> □ Johnny Lee	GRT
16 20	<i>Sunflower</i> □ Glen Campbell	Capitol
15 21	<i>If You Want Me</i> □ Billie Jo Spears	United Artists
— 22	<i>In the Jailhouse Now</i> □ Sonny James	Columbia
— 23	<i>Southern California</i> □ George Jones & Tammy Wynette	Epic
18 24	<i>If Practice Makes Perfect</i> □ Johnny Rodriguez	Mercury

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

Fates & Fortunes[®]

Media

Gil Rosenwald, station manager, WHK(AM)-WMMs(FM) Cleveland, named VP-general manager.

A. William Lee, VP-general manager, WKMF(AM)-WGMZ(FM) Flint, Mich., named to same post, co-owned WHCN(AM) Hartford, Conn.

James M. Bennis, account executive, KNBC-TV Los Angeles, joins KFIG(FM) Fresno, Calif., as general manager. **Barbara Daldoris**, KFIG business manager, promoted to station manager, and **Miles Sexton**, promotions-public relations director, named marketing director.

Arthur Camilo, sales manager, WMMR(FM) Philadelphia, joins WIOQ(FM) there as general manager.

Pete Kelly, sales manager, KGVO(AM) Missoula, Mont., appointed station manager.

Drew Q. Brinckerhoff, VP-personnel, CBS Inc., New York, appointed VP-facilities, responsible for buildings, production plants and real estate worldwide.

Erik Foxx, music director-air personality, WOW(AM) Omaha, appointed operations manager.



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* The Wall Street Journal, 1977

C. David Bennett, program director, WIKZ(FM) Chambersburg, Pa., promoted to operations manager, WIKZ and co-owned WCHA(AM) there.

Towle Tompkins, announcer, WBGW(FM) Bangor, Me., promoted to operations manager. **Dolores Ashe**, manager of data processing for WBGW and co-owned WABI-AM-TV there, appointed traffic director.

Alice Marshall, traffic supervisor, KIRO-TV Seattle, promoted to director of operations and traffic.

John F. Tarquinio, director of Performing Arts Center of Stockton State College, Pomona, N.J., named manager, press information, WCAU-TV Philadelphia.

Cynthia Patrasso, promotion coordinator, WFLD-TV Chicago, rejoins WGN-TV there as on-air promotion manager.

Edmond R. Nickerson, promotion coordinator, WPRI-TV Providence, R.I., appointed promotion manager.

Saimi Rote Goodman, graduate, Butler University, Indianapolis, joins WIRE(AM) there as public affairs director.

Victor S. Falk III, member of legal department, Wometco Enterprises, Miami, elected assistant secretary.

Evelyn Wolf, assistant to certified public accountant in New York, named business manager, Hall Communications, station group owner there.

N. Joseph Potts, controller, noncommercial WPBT(TV) Miami, named VP, finance and administration, for parent, Community Television Foundation of South Florida.

Lamont A. McLoughlin, director of development, noncommercial WGTE-TV Toledo, Ohio, named director of development and administration, WGTE-TV-FM.

Newly elected officers, Colorado Broadcasters Association: **John J. Miller**, KCOL-AM-FM Fort Collins, president; **Stephen A. Heater**, KSPN(FM) Aspen and KVMN(FM) Pueblo, president-elect; **Joseph J. Tennesen**, KFAA(AM)-KFKZ(FM) Greeley, secretary/treasurer. Directors elected: **J. Kelly Schofield**, KGIW(AM)-KALQ-FM Alamosa; **Jay Gardner**, KRDO-AM-FM-TV Colorado Springs, and **Ted Foster**, KIUP(AM)-KRJS(FM) Durango.

Dr. Robert Curvin, associate professor, Brooklyn College, New York, appointed member, board of trustees, noncommercial WNET(TV) New York.

Broadcast Advertising

Mark B. Bollman Jr., president, McDonald & Little advertising, Atlanta, joins N.W. Ayer, New York, as senior VP-management supervisor.

Stephen C. Kahler, chief financial officer, BBDO International, and **Willi Schalk**, managing director, of Team/GmbH, BBDO West Ger-

man subsidiary, elected senior VP's.

Ronald J. Urlich, inter-agency affairs executive, Benton & Bowles International, New York, elected VP of parent, Benton & Bowles Inc.

John Kaiser Jr., **Luisa Laviola**, **Stanley J. Adams** and **Richard C. Pillsbury III**, account supervisors, Dancer-Fitzgerald-Sample, New York, promoted to VP's.

Michael Deacon, creative director, Holland Dreves Reilly advertising and public relations, Omaha, named VP-creative director.

Staff changes, D'Arcy-MacManus & Masius: **John W. Crawford**, account executive, promoted to senior account executive, sales promotion, Bloomfield Hills office; **J. David Walter**, senior producer, Campbell-Ewald, Detroit, joins Bloomfield Hills office in same capacity; **Thomas W. Jonas**, account executive, Monsanto Co., joins St. Louis office in same post. **David A. Mann**, media director from Glenn, Bozell & Jacobs, Dallas, joins St. Louis office as associate media director. **Lawrence L. Lippert**, time buyer from Chromalloy Photographic, St. Louis, joins DM&M in same post. **Robert D. Houston Sr.**, associate creative director, Bonsib & Centlivre, Fort Wayne, Ind., joins St. Louis office as senior art director.

Staff changes, J. Walter Thompson, Chicago: **Ron Kuykendall**, communications specialist, promoted to communications supervisor, public relations department; **Sheryl Johnson**, public relations director, Prime Time School Television, joins as account representative; **Beverly Dashe**, media buyer-planner, Marvin H. Frank, joins as local market broadcast buyer, and **Alex Bachnick**, graduate, Art Center, Los Angeles, joins as staff photographer.

Staff changes, Tatham-Laird & Kudner, Chicago: **Robert I. Bassindale**, creative director, New York office, transfers to Chicago; **T.J. Williams**, from Kenyon & Eckhardt, New York, returns to TLK as account supervisor; **Beth Burns-Zoeller**, broadcast buyer, Lee King & Partners, Chicago, joins TLK in same capacity; **Nan A. Necas**, assistant account executive, Leo Burnett, joins TLK as in same post; **Jody L. Goldblatt**, TLK assistant account executive, promoted to account executive.

William L. Abrams, copy VP, Warren, Muller, Dolobowsky, New York, and **Harriet Olgun**, independent creative consultant, join Kenyon & Eckhardt, New York, as associate creative directors. **Warren Holopigan**, print traffic coordinator, Benton & Bowles, named K&E account coordinator. **Kathy Grezlink** and **Marty Choinski**, K&E assistant buyers, promoted to media buyers.

Lewis Hankin, media planner, Post-Keyes-Gardner, and **Bernard Weisner**, media director, Kelly, Scott & Madison, join Needham, Harper & Steers, Chicago, as media supervisors. **Marianne Vandevort**, senior buyer-planner and spot TV coordinator, Leo Burnett, joins NH&S as assistant media supervisor.

Carol Soker, accounting supervisor-media planner, Ted Thompson & Partners, San Fran-

cisco, appointed controller. **Sue Appelbaum**, freelance media planner, formerly with Honig-Cooper & Harrington, San Francisco, joins TT&P as media manager.

Jo Ann Kessler, broadcast business manager, Cunningham & Walsh, New York, appointed supervisor, broadcast business affairs.

Alan Reiss, advertising manager, American Cynamid Co., New York, joins Keenan & McLaughlin, New York, as creative marketing manager.

J. Paul Jannuzzo, deputy director of advertising and sales promotion, headquarters corporate relations and advertising department, ITT, New York, promoted to director of advertising and sales promotion.

William Bernbach, chairman of executive committee, Doyle Dane Bernbach, and **Arthur Keylor**, group VP, Time Inc., named trustees of American Association of Advertising Agencies, New York.

Paul F. Keber, account executive, WCBs(AM) New York, appointed account executive, CBS Radio Spot Sales there. **Sue Ann Barnes**, account executive, KNX-FM Los Angeles, joins CBS Radio Spot Sales there as account executive.

Pat Jackson, senior estimator at Air Time Inc., New York, appointed media group supervisor there. **Barry Hoffman**, senior media buyer with John F. Murray Advertising, New York, named to same post with Air Time.

Doug Wildfoerster, regional sales manager, Intermountain Network, Salt Lake City, named VP in charge of Western sales, overseeing sales offices in Los Angeles, San Francisco, Seattle and Portland, Ore.

Michael Eigner, national sales manager, KTLA(TV) Los Angeles and based in New York, named general sales manager and relocated to Los Angeles.

Jeffrey Hedges, general sales manager, WKYS(FM) Washington, assumes additional duties as general sales manager of co-owned WRC(AM) there. Both stations are NBC-owned.

Doyle Padden, sales manager, KGOU(FM) Norman, Okla., joins KZUE(FM) Oklahoma City in same position.

Don B. Williams, account executive, KLEO(AM) Wichita, Kan., promoted to sales manager.

Glenn Wright, assistant national sales manager, KIRO-TV Seattle, promoted to national sales manager.

Aaron Olander, account executive, WKW-TV Cleveland, appointed marketing services director.

Leonard Goldman, salesman, WBZ-TV Boston, named local sales manager.

Newly elected officers, Station Representatives Association, New York: **Adam Young**, Adam Young Inc., president, replacing **James L. Greenwald**, Katz Agency; **John J. Walters Jr.**, Harrington, Richter & Parsons, and **Sal Agovino**, Katz Radio, VP's; **Sam Brownstein**, Pro/Meeker, secretary, and **Sam Barron**, Storer Television Sales, treasurer. Mr. Young was among founders of SRA in 1948 and served as its president in 1955 and 1956.

Leta Yu, account executive, RKO Radio Representatives, Los Angeles, and **Jeff Osborne**, account executive, Blair Television, San Fran-

cisco join KPIX(TV) San Francisco in same posts.

Peggy Back, media director, Goldberg/Marchesano advertising, Washington, joins WTOP-TV there as account executive.

Edward J. Mahoney, account executive, KREM-TV Spokane, Wash., and **Janice Silva**, account executive, KINK(FM) Portland, Ore., named to same positions, KING-TV Seattle. All are King Broadcasting stations.

Kirbee Johnston Dudley, traffic coordinator, KYUU-FM San Francisco, named account executive.

Judy Richardson, promotion director, WLEE(AM) Richmond, Va., named account executive.

Jack Dicoskey, air personality, WLW(AM) Cincinnati, joins WLTV(FM) Fairfield, Ohio, as account executive.

Patrick Pencola, men's clothing retailer, Smithfield, Va., joins WEOO(AM) there as sales representative.

Neva Mayfield, from RKO Sales, Atlanta, and **Allcia Day**, from Dora-Clayton Agency rep firm there, join sales staff of WXLl(AM) Decatur, Ga.

Ron Conner, newsfilm editor, KTAR-TV Mesa (Phoenix), Ariz., named chief cinematographer, commercial production department.

Programing

David Garcia Jr., manager, film production operations, NBC-TV, West Coast, appointed director, dramatic program development, NBC-TV, West Coast. **Phyllis Tucker**, research associate-program research, NBC-TV, Los Angeles, named manager-variety programs, NBC-TV, West Coast.

Ben De Augusta, sales service manager, Westinghouse Broadcasting, New York, named director of operations, Worldvision Enterprises there.

Jay I. Mitchell, station manager, WHCN(FM) Hartford, Conn., named corporate program manager for parent, Beck-Ross Communications, group station owner based in Hartford.

Roger L. Mayer, VP in charge of administration, Metro-Goldwyn-Mayer, and executive VP in charge of MGM Laboratories, Culver City, Calif., assumes additional responsibility of overseeing studio's facilities rental division.

Douglas A. Weiss, executive assistant to president of Video City, production subsidiary of Teletronics International, North Miami, Fla., appointed VP-general manager.

Grant Norlin, Eastern sales manager, ABC-TV Spot Sales, New York, named Eastern division account executive, Multimedia Program Productions.

Keith Allen, program director, KPRI(FM) San Diego joins WKLS(FM) Atlanta in same capacity.

Terry Armbruster, operations director, Kalamusic, beautiful-music program syndication firm, Kalamazoo, Mich., named program manager, co-owned WQLR(FM) there.

John Barry, acting production manager, KIRO-TV Seattle, promoted to production manager.

Margie Boule, associate producer, KING-TV Seattle, joins KATU-TV Portland, Ore., as associ-

ate producer/co-host of live morning show.

Nancy J. Herigstad, assistant in public affairs department, KVOs-TV Bellingham, Wash., named producer of public affairs programs.

Nolan Johannes, producer-host, public affairs program, WKBW-TV Buffalo, N.Y., named public affairs director.

Linda Rader, supervisor of film operations, KNBC(TV) Los Angeles, appointed unit manager-production supervisor.

Cleveland Wheeler, air personality, WMAK(AM) Nashville, named music director. **Don Gatlin**, air personality, named assistant program director and will handle promotions.

Ed Thurman, morning newsman, WWWY(FM) Columbus, Ind., promoted to sports director.

Gary Hahn, assistant sports director, WIRE(AM) Indianapolis, joins WAVE(AM) Louisville, Ky., as sportscaster.

Fred Flaxman, director of programing, non-commercial WETA-TV Washington, elected VP-program development.

Roberta (Tobe) Snow, director of educative services, noncommercial WGTE-TV Toledo, Ohio, named director, program development.

Alvin Goldstein, senior producer, National Public Affairs Center for Television, Washington, joins noncommercial KTCA-TV St. Paul as director of public affairs programs. This corrects item in July 11 "Fates & Fortunes" that put William P. Kobin, KCTA-TV president-general manager in that position.

Don Simon, acting director of instructional television, noncommercial WLIW(TV) Garden

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212-751-3394

City, N.Y., named director of instructional television.

Rachel Oas, music coordinator, noncommercial WKMS-FM Murray, Ky., promoted to program director.

Broadcast Journalism

Wallace Westfeldt, executive producer for public affairs programming, noncommercial WETA-TV Washington, joins ABC News there as executive producer, special reporting unit.

John E. Ghilain, senior administrator-talent and program administration, NBC-TV, New York, named director-news contract administration, NBC Inc.

Irwin Safchik, executive news producer, KNBC(TV) Los Angeles, promoted to director of news.

Robert Gilmartin, news director, WKRC-TV Cincinnati, joins KHOU-TV Houston in same post.

Frank Barnako Jr., news manager, WRC(AM) Washington, named director of news and public affairs, WRC and co-owned WKYS(FM) there. Both are NBC-owned stations.

Michael Hammond, news director, WKDA(AM)-WKDF(FM) Nashville, named director of news and public affairs for parent, Dick Broadcasting Corp. He will supervise news operations of WKDA, WKDF and co-owned WIVK-AM-FM Knoxville, Tenn.

Kathy Culpepper, reporter/public affairs director, WEOO(AM) Smithfield, Va., named news director.

Ron Talley, investigative reporter, KTAR-TV Mesa, (Phoenix) Ariz., promoted to assignment editor.

Pam Holliday, news producer-reporter, KTVY(TV) Oklahoma City, appointed newscaster and producer, weekend newscasts.

Mary Alice Kellogg, associate editor, *Newsweek* magazine, New York, joins WCBS-TV there as news correspondent.

Lloyd Kramer, reporter-producer, WBAL-TV Baltimore, joins WNAC-TV Boston as reporter.

Tony C. Pagnotti, reporter-anchor, WLOS-TV Asheville, N.C., joins WTVN-TV Columbus, Ohio, as reporter.

Lee Loring, public affairs producer, Maine Public Broadcasting Network, Orono, joins WCSH(TV) Portland, Me., as reporter.

George Lester, from KIKK(AM) Pasadena, Tex., and **Olin Murrell**, from WOAI(AM) San Antonio, Tex., join KTRH(AM) Houston as reporters.

Paul Heagen, news director, KIML(AM) Gillette, Wyo., joins KPRO(AM) Riverside, Calif., as reporter.

Bonnie Rollins, assistant editor, Commodity News Services, Kansas City, Kan., promoted to production manager, broadcast services. **Jim Abbott**, sales manager, CNS's Farm Radio News, broadcast services, appointed sales manager. **Bill Wilson**, graduate, Ohio State University, joins CNS as writer, broadcast services.

Charles A. Whitehurst, president and general manager, WFMV-TV Greensboro, N.C., named to board of directors of Associated Press Broadcasters.

Cable

Newly appointed executives for new QUBE division of Warner Cable Corp., New York, established to provide two-way communications service for about 100,000 cable homes later this year in Columbus, Ohio: **J. Ronald Castell**, marketing manager, WBNS-AM-TV Columbus, appointed VP-marketing; **James L. Fischer**, manager of special projects for Warner Cable, named VP-operations; **Dr. Vivian Horner**, director of research for *The Electric Company* series, Children's Television Workshop, New York; appointed VP-educational and children's programming, and **Harlan P. Kleiman**, VP-programming for Home Box Office, New York, joins as VP-premium programming.

Benjamin Pellegrino, VP-controller of Viacom subsidiary, Tele-Vue Systems, New York, assumes additional duties as controller of communications division, with financial responsibility for Cleveland system and systems under construction in Dayton, Ohio, and Salem, Ore.

Equipment & Engineering

Jerry Stahler, director, technical operations, KNXT(TV) Los Angeles, named general manager, engineering and operations technology, CBS Television Stations division, New York.

Charles V. Andersen, VP-general manager, Ampex International, and **Charles A. Steinberg**, VP, audio-video and data products divisions, elected executive VP's, Ampex Corp., Redwood City, Calif.

John E. Fox, director of marketing requirements and business planning, Satellite Business Systems, McLean, Va., named VP, marketing. **Robert J. Perry**, director of finance, appointed VP, plans and controls.

Ellis Mills, plant superintendent, Deluxe Laboratories, Hollywood, appointed assistant VP-plant superintendent, responsible for scheduling and production as well as management of film-processing operation.

Bud Yankowski, engineer, Ampro Broadcasting, Feasterville, Pa., promoted to manager of engineering.

W. James Pashley Jr., district manager, RCA, Pittsburgh, appointed manager, marketing development, Indianapolis.

James T. Kubit, sales engineer, International Video Corp., Sunnyvale, Calif., named field sales engineer, Western region, for Telemation, Palo Alto, Calif.

Allied Fields

Carlos Valle Roberts, acting chief, Office of Plans and Policy, FCC, named chief. **James J. (Steve) Crane**, chief, Policy Analysis Branch, returns to former position as broadcast specialist, reregulation staff, office of chief, policy and rules division, Broadcast Bureau. **Maurice P. Talbot Jr.**, hearing division trial attorney in FCC's Common Carrier Bureau, joins staff of Commissioner Margita White as legal assistant. Mr. Talbot, who is engineer as well as attorney, replaces **Emmett B. (Jay) Kitchen Jr.**, engineering assistant, who joins National Association of Business & Educational Radio as vice president and assistant general manager.

Colonel Bob Cranston, director of electronic media, American Forces Radio and Television Service, Washington, named director of AFRTS, with over-all responsibility for overseas news service based in Washington and programming service based in Los Angeles. **Captain Kirk Logie**, chief, information programming development service, named manager, AFRTS, Washington. **Captain Jack McDonald**, commander of naval station in Iceland, named manager of AFRTS, Los Angeles.

Raymond A. Leiter, manager of marketing information processing, BBDO, New York, joins W.R. Simmons & Associates Research there as VP, director of data systems and operations.

John G. Curren Jr., account executive, KXAS-TV Fort Worth, joins Arbitron, Dallas, as account executive, Southern television station sales.

Charles Firestone, leaves Citizens Communications Center, Washington public interest law firm, later this month to become director of communications law program, University of California at Los Angeles Law School, and adjunct professor of law. He succeeds **Tracy Westen**, who is to join Federal Trade Commission staff as deputy director of Bureau of Consumer Protection. **Edwina Dowell** leaves Citizens this month to join House Communications Subcommittee staff.

Don Johnston, president-chief executive officer of J. Walter Thompson Co., New York, named to board of trustees of Johns Hopkins University.

Deaths

Jim Shumaker, 60, retired VP-Southwestern regional manager, A.C. Nielsen, died of heart attack at his home in Ventura, Calif., July 20. He joined Nielsen, Chicago, in 1958 as account executive. In 1961 he moved to Los Angeles in position he kept until he retired in 1975 due to ill health. He is survived by his wife, June.

Nicholas G. Frunzi, 44, general manager, WDMT(FM) Cleveland, died of heart attack July 12 at Hillcrest hospital there. Before joining WDMT in 1973 he was general manager of WQAL(FM) there. He is survived by his wife, Florence, and three sons.

Ted A. Froming, 56, chief engineer, KEYT(TV) Santa Barbara, Calif., died of cancer at his home there July 16. Before joining KEYT in 1953 he was chief engineer, KAFY(AM) Bakersfield, Calif. Survivors include his wife, Nancy, and daughter, Susan.

Catherine Clymer, 51, immediate past VP of American Women in Radio and Television, died of cancer July 10 in El Dorado, Kan. She was on staff at BBDO, Los Angeles, for 16 years, handling commercial integration for *Lassie* TV series during 10 of those. She later became broadcast supervisor in charge of daytime TV. At time of death she was public relations director for Sebring Products, Los Angeles.

Kay Russell, 64, hostess of WSYR-TV Syracuse, N.Y., *Ladies Day* program for 27 years, died July 21 of injuries suffered in automobile accident near Warners, N.Y., Syracuse suburb. Miss Russell, whose real name was Joan Holland, joined WSYR-TV in 1950 for first *Ladies Day* telecast. She was also hostess of WSYR-AM-FM's daily hour-long program, *Woman's World*. Survivors include three sons.

Where Things Stand

Monthly status report on major issues in electronic communications

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Agency for Consumer Protection. Legislation to create Agency for Consumer Protection, supported by Carter administration, is apparently dead for this year in both houses of Congress. Senate Majority Leader Robert Byrd (W.Va.) says bill will not be called up there until House considers it; House version is 20-25 votes short of majority (BROADCASTING, June 13). Senate's bill has provision sought by National Association of Broadcasters to prevent proposed agency's involvement in broadcast license renewal proceedings at FCC. House bill does not. Proposed agency could only act as advocate, would have no regulatory authority.

Antitrust/networks. Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years. This and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS, and they say they will not settle with government (BROADCASTING, Nov. 22, 1976). Other objections to consent agreement have appeared (BROADCASTING, March 30), and Justice and NBC have modified portions of proposed settlement (BROADCASTING, May 16). Matter is now pending before Judge Robert Kelleher of U.S. District Court in Los Angeles.

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, has been reintroduced in House and Senate. Telephone companies argue that rates of home telephone users might have to go up if "cream skimming" by specialized common carriers in private-lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. To combat effects of Bell bill, Representative Timothy Wirth (D-Colo.) and Senator Gary Hart (D-Colo.) have introduced resolutions in respective houses reaffirming competition as soundest business practice in all areas where possible. Outside Congress, Bell bill is opposed by National Cable Television Association, which argues it would squelch cable growth, and Association for Independent Television Stations which says bill would increase program-transmission costs.

Broadcasting in Congress. Closed-circuit broadcast test now in progress in House of Representatives may lead eventually to daily live coverage of floor proceedings in House, available for carriage on commercial and public radio and TV. Source in House Speaker Thomas P. (Tip) O'Neill's (D-Mass.) office predicts House will vote for House-operated

broadcast feed, although at least one measure in hopper (by Representative B.F. Sisk [D-Calif.]) would have three networks and Public Broadcasting Service handling coverage as pool. House experiment concludes Sept. 15. In Senate, measure by Majority Leader Robert Byrd (W. Va.) to institute closed-circuit coverage of Senate is on shelf.

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

Carter and broadcasting. President is going on air at unprecedented clip: 12 televised news conferences, "fireside chat," energy talks from Oval Office and to joint congressional session, speech to UN, NBC's *Day with President Carter*, PBS coverage of town meeting in Clinton Mass., CBS Radio call-in show (BROADCASTING, April 25), local question-and-answer show on KNXT(TV) Los Angeles (BROADCASTING, May 23).

Children's TV. U.S. Court of Appeals in Washington has upheld FCC 1974 policy statement on children's television, turned down appeal from that statement by Action for Children's Television (BROADCASTING, July 11).

Closed captioning. FCC has allowed use of portion of TV vertical blanking interval for encoded (closed) captioning of programming for benefit of hearing impaired. Public Broadcasting Service is moving ahead with technical aspects of closed captioning and President Carter has written commercial networks urging their involvement (BROADCASTING, Feb. 28). Network reaction has been tentative (BROADCASTING, March 14).

Communications Act. House Communications Subcommittee is in process of revamping entire Communications Act of 1934. It is currently holding hearings, see story, "Top of the Week." Subcommittee chairman, Lionel Van Deerlin (Calif.), said he hopes to have bill on paper by January 1978. Project has been subject of heated disputes. Despite repeated attempts by Mr. Van Deerlin and subcommittee ranking Republican, Lou Frey (Fla.), to reassure broadcasters, industry has taken hard-line stance against entire project. Networks and National Association of Broadcasters argue

Aug 22

Local television in the United States does many things well. But it does nothing better than its local TV journalism. Professionally, it's both a pinnacle and a pride and joy.

That's what we will chronicle in our August 22 special, another annual visit to familiar yet ever-changing terrain. As have its predecessors, this year's survey will examine.

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□ And competition. Where the news leaders are. What the new formats look like. Who's setting the pace in news innovation.

□ Along with the technology that makes it work. The latest developments in hardware—ENG-wise and otherwise—and the latest techniques in using it.

All in all, the medium's most comprehensive assessment of what TV's journalists have been up to in the past 12 months, and where they're headed next.

You belong in Broadcasting Aug 22

that present act works well and should not be tinkered with.

Crossownership (newspaper-broadcast). U.S. Court of Appeals in Washington has overturned FCC's policy allowing newspaper-broadcast crossownerships in same market, unless such multimedia holdings can be shown to be in public interest. Court ordered commission to develop rules under which divestiture of crossownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (BROADCASTING, March 7). National Association of Broadcasters, FCC, and newspaper publishers are seeking Supreme Court review (BROADCASTING, March 4); commission contended in its petition for review that appeals court "usurped" FCC's power (BROADCASTING, April 25). Representative Samuel Devine (R-Ohio) ranking Republican on House Commerce Committee has introduced legislation (H.R. 5577) to prohibit FCC from considering newspaper crossownerships in broadcast license proceedings and to prohibit divestiture of crossowned media.

Crossownership (television-cable television). FCC has amended its rules so that divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25). Pending before appeals court are petitions by three crossowners for stay of August deadline for divestiture.

Drug advertising. Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on proposed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters. In Congress, Senator Ernest Hollings (D-S.C.) has announced his Communications Subcommittee will undertake inquiry into broadcast advertising, with emphasis on effects of advertising of OTC drugs and sugared products to children (BROADCASTING, June 20).

EEO guidelines. FCC has begun rulemaking to adopt for cable television equal opportunity guidelines that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2, 1976). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31, 1976) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings has been clarified by appeals court in upholding FCC decisions involving WABC-TV New York and WJLA-TV Washington (BROADCASTING, April 18).

Fairness doctrine legislation. Senator William Proxmire (D-Wis.) has reintroduced his bill to abolish fairness doctrine, entire Section 315 (equal time) of Communications Act, and make clear that government cannot intrude in any fashion in broadcast programming decisions. "Now is the time to make broadcasters fully equal to publishers," senator said in introducing bill (BROADCASTING, Jan. 7). Similar bill has been introduced in House by Representative Robert Drinan (D-Mass.).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4). In light of court decision NAB has dropped policy of mandatory subscription to TV code. Special NAB committee is considering proposals to strengthen guidelines for treatment of violence and sex in TV code, despite threats by Writers Guild of America that it will take any such guidelines to court (BROADCASTING, July 25).

FCC fees. U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (BROADCASTING, Jan. 3) but insists that Congress will have to give commission authority to collect fees again (BROADCASTING, June 27). And Congress says to hold up on refunds while it tries to come up with solution (BROADCASTING, March 24). National Association of Broadcasters, in letter to FCC Chairman Richard Wiley, has asked for "immediate refund of all fees illegally assessed to broadcast licensees" (BROADCASTING, May 23).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission concluded public hearings on first phase of proposal—involving energy, cholesterol, natural, organic and health food claims—in January. FTC presiding officer and staff are preparing reports, with latter study expected to call for significant changes in proposed rule, and perhaps new proposal. Hearings on next two phases of rulemaking proposal, which also concern nutrition claims and comparisons, will not be held until first phase is completed; process is expected to be lengthy (BROADCASTING, Dec. 13, 1976).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't

(BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WBAI(FM) New York for broadcast of George Carlin comedy album. Appeals Court, by 5-to-4 vote, rejected FCC's request for rehearing, and commission has decided to take case to Supreme Court (BROADCASTING, July 25). FCC, meanwhile, appears to be backing off from attempt to police obscenity and indecency on cable TV. It has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25).

KRLA(AM). U.S. Court of Appeals has reversed FCC decision granting Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others). Court said commission erred in basing decision on basis of most efficient engineering (BROADCASTING, May 16). License of interim operator of station has been set for hearing on charges of misuse of funds (BROADCASTING, June 27).

License renewal legislation. Bills to lengthen broadcast license terms and make licenses more secure against challenges are showing up in both houses of Congress, including ones by Senate Commerce Committee ranking Republican James Pearson (Kan.) and House Communications Subcommittee ranking Republican Lou Frey (Fla.). Mr. Pearson's bill provides for maximum five-year license term, requires FCC to renew license if licensee's programming was responsive to community and if licensee operated station without "serious deficiencies." Mr. Frey's bill would increase license term to five years, would exempt radio licensees from ascertainment, cut down on renewal paperwork (BROADCASTING, Feb. 28). Mr. Frey says he concurs with subcommittee Chairman Lionel Van Deerlin (D-Calif.) that renewal revision should be handled in context of over-all rewrite of Communications Act, says he introduced his bill to get proposal on record.

Network inquiry. FCC had instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships (BROADCASTING, Jan. 17), but project is now in limbo as Senator Ernest Hollings, chairman of Communications Subcommittee and of appropriations subcommittee with responsibility for FCC, has turned down commission's request to reprogram \$350,000 to finance inquiry staff pending appointment by President Carter of new commission chairman (BROADCASTING, July 4, 11).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14). Appeals have been filed by CBS, NBC and ABC television affiliates' associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commis-

sion has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8, 1976).

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules has been overturned by U.S. Court of Appeals in Washington (BROADCASTING, March 28, April 4). FCC, networks and National Association of Broadcasters are appealing part or all of that decision (BROADCASTING, April 25). FCC and broadcasters have petitioned Supreme Court to review case. Court earlier upheld appeal by cable systems, New York Cable Television Association and National Cable Television Association against New York state's assumption of jurisdiction over pay cable rates (BROADCASTING, March 21). In Congress, Representative Charles Thone (R-Neb.) has reintroduced resolution of last session opposing "siphoning" of broadcast programming by cable.

Payola. FCC investigation into practice is under way. Commission currently is holding hearings in Washington (BROADCASTING, March 14), which resumed June 3, and plans more in other cities.

Pole attachment legislation. Bills giving FCC authority over cable pole attachment rates where there is no state regulation are pending in both houses of Congress. Bill in House by Representatives Timothy Wirth (D-Colo.) and James Broyhill (R-N.C.) is based on agreement between National Cable Television Association and National Association of Regulatory Utility Commissioners, two groups whose disagreement helped stall bill last year. In Senate, pole attachment bill by Communications Subcommittee Chairman Ernest Hollings (D-S.C.) ties similar pole attachment provision to provision giving FCC authority to fine cable systems for rule violations. Senate subcommittee held hearings last month (BROADCASTING, June 27).

Ratings. Nielsen prime-time averages, Sept. 20, 1976-July 24: ABC 19.5, CBS 17.3, NBC 17.1.

Saccharin ad ban. Broadcasters have won at least temporary victory in effort to block congressional attempt to place restrictions on outright ban on radio-TV advertising of saccharin products. Senate Communications Subcommittee has dropped all references to advertising in bill referred to it by Human Relations Subcommittee that is designed to override Food and Drug Administration prohibition against sale of sweetener (see story, this issue).

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed "Action Plan for UHF Development" and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and took effect July 1 (BROADCASTING, Dec. 20, 1976). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduced permissible levels of noise in UHF receivers (BROADCASTING, March 28).

VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (BROADCASTING, March 14). Comments are due Aug. 22; beating that deadline was Justice Department, which urged commission to allow drop-ins on a "demand" basis (BROADCASTING, June 27).

Violence on TV. Heat in current debate over TV violence is due largely to public outcry raised by organizations such as National Par-

ent Teachers Association, American Medical Association and National Citizens Committee for Broadcasting. PTA, following series of hearings across country, has put networks on "probation" until January 1978, after which, failing to get desired response, PTA will consider boycotting offending TV programs and sponsors, filing petitions to deny at FCC and undertaking civil litigation; Annenberg School's Dr. George Gerbner says 1976 saw more violence on TV than any other year (BROADCASTING, Feb. 28), and House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing on subject (BROADCASTING, March 7). Issue dominated Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, May 16). Senator Strom Thurmond (R-S.C.) has reintroduced his bill of last Congress, with Senator James Eastland (D-Miss.) prohibiting broadcast of nudity, explicit sexual activity, gross physical violence, morbid torture.

WARC '79. U.S. and 152 nations that are members of International Telecommunications Union will meet in 1979 to review international spectrum allocations, and results of this World Administrative Radio Conference are expected to remain in effect for at least 20 years (previous WARC was in 1959). FCC, Office of Telecommunications Policy and State Department are jointly developing U.S. position for WARC '79. Commission has recently issued its fifth notice of inquiry looking to upcoming conference; in it, agency proposes that present UHF spectrum structure be retained. Comments are due this week (BROADCASTING, June 6).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc. Decision has been contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.

For the Record

As compiled by BROADCASTING for the period July 18 through July 22 and based on filings, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

TV applications

■ *Johnson City, Tenn.—Tennessee State Board of Education seeks ch. 41 (632-638 mhz); ERP 723 kw vis., 132.5 kw aur., HAAT 2306 ft.; P.O. address: Cor-

dell Hull Building, Nashville 37219. Estimated construction cost \$794,638.45; first-year operating cost included. Engineer M. Glenn Boatright. Principal: Eugene Dietz, director of state ETV network. Ann. July 18.

■ Rosenberg, Tex.—Pueblo Broadcasting Corp. seeks ch. 45 (656-662 mhz); ERP 1350 kw vis., 112 kw aur., HAAT 550 ft.; ant. height above ground 564.7 ft. P.O. address: 250 Park Ave., New York 10017. Estimated construction cost \$270,000; first-year operating cost \$500,000; revenue \$400,000. Legal counsel McKenna, Wilkinson & Kittner, Washington; consulting engineer Jules Cohen & Associates. Principals: Spanish International Communications Corp. Reynold V. Anselmo (22%) and Frank L. Fouce Jr., through Fouce Amusement Enterprises (23%). There are 28 other stockholders. SICC also owns WLTV(TV) Miami, KMEX-TV Los Angeles, WXTV(TV) Paterson, N.J., KFTV(TV) Handord, Calif., and KWEX-TV San Antonio, Tex. Ann. July 20.

AM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: WNLC New London, Conn., Jan. 15, 1978; WOKB Winter Garden, Fla., Dec. 15; WLEJ Ellijay, Ga., Dec. 24; WMRO Aurora, Ill., Sept. 18; KMAX Albuquerque, N.M., Jan. 21, 1978.

■ Clinton, Ark., Victor R. Weber—Broadcast Bureau granted 1110 khz, 250 w-D. P.O. address: Box 345, Kensett, Ark. 72082. Estimated construction cost \$40,635; first-year operating cost \$44,200; revenue \$60,000. Format: C&W, contemporary. Principal: Mr. Weber owns Arkansas chain of movie theaters and beauty shop (BP-20,224). Action July 12.

■ Bryan, Tex., Brazos Metro—Broadcast Bureau granted 1510 khz, 250 w-D. P.O. address: 633 No. Holly, Sherman, Tex. 75090. Estimated construction cost \$24,050; first-year operating cost \$35,000; revenue \$49,000. Format: C&W. Principals: Tom E. and E. Jean Spellman, and Boyd and Joan Kelly (25% each). Mr. Spellman is college radio instructor. Ms. Spellman is housewife. Mr. Kelley owns media broker firm, 51% of KDWT(AM) Stamford, 17% of KKDA(AM) Grand Prairie, and 40% of KBID(FM) Wichita Falls, all Texas. Ms. Kelley is housewife (BP-20,188). Action July 12.

FM applications

■ Fort Scott, Kan.—Perceptive Communications Inc. seeks 103.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 2008 Beck, Manhattan, Kan. 66502. Estimated construction cost \$65,704; first-year operating cost \$55,859; revenue \$72,120. Format: easy listening. Principals: Timothy A. Hawks, Richard H. Kaldor and Daniel R. Weir (one-third each). Mr. Hawks is chief engineer of KMAN(AM)-KMKF(FM) Manhattan,

and Dr. Kaldor is physician there. Mr. Wier is operations director of KJCK-AM-FM Junction City, Kan. Ann. July 21.

■ *Ontonagon, Mich.—Ontonagon Area School District seeks 88.5 mhz, 10 w, HAAT 124 ft. P.O. address: 301 Greenland Road, Ontonagon 49953. Estimated construction cost \$16,000; first-year operating cost \$3,000. Format: educational. Principal: Thomas Gramhlee, educational media specialist. Ann. July 21.

FM action

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: *KLCC Eugene, Ore., Dec. 30; KLCR Center, Tex., Dec. 22; KWTC-FM Barstow, Calif., Dec. 16; *WDNA Miami, Oct. 25; KRSY-FM Roswell, N.M., Dec. 29; *WCPE Raleigh, N.C., Sept. 31.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: KCTY-FM Salinas, Calif. (BLH-7070); *WKHR Bainbridge, Ohio (BLED-1665); *KVCO Concordia, Kan. (BLED-1669); *WKLL West Barnstable, Mass. (BLED-1658); *KRER Billings, Mont. (BLED-1650); *WSIF Wilkesboro, N.C. (BLED-1668); KBCT Fairfield, Ohio (BLH-7330).

Ownership changes

Applications

■ WVNS(FM) Tuskegee, Ala. (95.9 mhz, 2.45 kw)—Seeks assignment of license from New South Broadcasting Corp. to New World Communications Inc. for \$100,000. Station has been off air since March, and sellers are requesting waiver of "three-year rule." Principal owner is William A. Gorcon Jr. Neither he nor any other stockholder has other broadcast interests. Buyers are George H. Clay (55%), Cornelius L. Hopper and Ellis Hall (22.5% each). They also own WBIL(AM) Tuskegee. Ann. July 20.

■ WIPC(AM) Lake Wales, Fla. (1280 khz, 1 kw-D)—Seeks assignment of license from Olivia Broadcasting Co. to Salter Broadcasting Co. for \$200,000. Sellers: George Olivia Jr. and his wife, Gertrude. They also own WAKA(AM) Gainesville, Fla.; WPAX(AM) Thomasville, Wis.; WSIZ(AM) Ocala, both Georgia. Buyer, owner of WKKD(FM) Aurora, Ill., is owned by Russell G. Salter and members of his family. They also own WBEL(AM) South Beloit, WRWC(FM) Rockton, WFVR(AM) Aurora, all Illinois. Ann. July 20.

■ WVXX-FM Highland Park, Ill. (103.1 mhz, 3 kw)—Seeks assignment of license from Vanguard Communications Inc. to WVXX Inc. for \$175,000. Seller, owner of WVXX(AM) there, is owned by James F. Hoffman. Buyer is owned by Howard Warshaw (25%), his wife Miriam Warshaw (25%) and her brother Marvin B. Kosofsky (50%). They also own KEST(AM) San Francisco; KPCC(AM) Pasadena-KMAX(FM) Arcadia, Calif.; KUXL(AM) Golden Valley, Minn.; WARO(AM) Canonsburg, Pa.; WYLO(AM) Jackson, Wis., and WTHE(AM) Mineola, N.Y. Ann. July 20.

■ WFLB(AM) Fayetteville, N.C. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of WFLB Radio Inc. from Gardner H. Altman Sr. to William E. Tart. Consideration: \$85,000. Principals: Mr. Altman is minister who wishes to devote more time to WQTI(FM) Dunn, N.C., religious station. Mr. Tart, who will own bulk of stock, owns furniture and television retail store there. Other principals are Richard M. Wiggins (10%), Charles A. Larsen and Billie G. Shearer (4.5% each.) Messrs. Wiggins and Tart are partners in applicant for new AM at Aberdeen, N.C. Ann. July 20.

■ KOOS(AM) Coos Bay, Ore. (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Kerry Radio Inc. from James and Mary Johnson (100% before; none after) to KOOS Radio Inc. (none before; 100% after). Consideration: \$100,000. Principals: Mr. and Mrs. Johnson have no other broadcast interests. Buyers are Cecilia Murphy, Sydney L. Chandler, Robert F. Walberg and Michael O. Whitty (25% each). Miss Murphy is sales manager of KYNG(AM) Coos Bay. Other principals are attorneys there. They have no other broadcast interests. Ann. July 20.

■ KACI(AM) The Dalles, Ore. (1300 khz, 1 kw-D)—Seeks assignment of license from Radio KACI Inc. to Nugent Broadcasting Co. for \$285,000. Sellers: Cary L. Capps and his family. They also own KGRL(AM)-KXIQ Bend, KGAL(AM) Lebanon, KTIK(AM) Pendleton, KSRV(AM) Ontario, all Oregon, and KEEB(AM) Twin Falls, Idaho. Buyer is Burns Q. Nugent (100%), former executive vice president for station relations of National Association of Broadcasters, Washington. He has no other broadcast interests. Ann. July 20.

■ KSLM(AM)-KORI(FM) Salem, Ore. (AM: 1390 khz, 5 kw-D, 1 kw-N; FM: 105.1 mhz, 100 kw)—Seeks transfer of control of Oregon Radio Inc. from Lou McCormick Paulus and others (100% before; none after) to Holiday Radio Inc. (none before; 100% after). Consideration: \$681,000. Principals: Mrs. Paulus, her daughter, Glenda McCormick Kerr and her husband, Bruce S. Kerr. They have no other broadcast interests. Buyer is owned equally by Terry McRight, James B. Franklin and W.P. Buckthal. Mr. McRight is general manager of WLVA(AM) Lynchburg, Va. Messrs. Franklin and Buckthal have real estate and petroleum interests in Texas. Ann. July 20.

■ WHLP(AM)-WIKI(FM) Centerville, Tenn. (AM: 1570 khz, 1 kw-D; FM: 96.7 mhz, 3 kw)—Seeks assignment of license from Trans-Air Broadcast Corp. to Davidson Broadcasting Corp. for \$180,000. Seller: David Price, who has no other broadcast interests. Buyers are Kenneth D. Lavender (10%) and (husband and wife) Sam and Mildred Littleton (90%). Mr. Lavender is assistant to governor of Tennessee. Mr. Littleton is general sales manager of WSM(AM) Nashville. Ann. July 20.

■ KANI(AM) Warton, Tex. (1500 khz, 500 w-U)—Seeks assignment of CP from Beverly Ann Irish to Radio Wharton County Inc. for \$175,000. Seller: Miss Irish is leaving station for health reasons. She has no other broadcast interests. Buyers are L.M. Preuss III (80%) and Franklin Kasper (20%). They also own KCLT(AM) Lockhart, Tex. Ann. July 20.

Actions

■ KKOK(AM) Lompoc, Calif. (1410 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Siraw Broadcasting Co. to Berry-Iverson Co. for \$127,500. Seller is owned by Lawrence J. and Ellen O. Straw, married, who have applied for new FM at Lompoc. Buyer is owned by A.G. Berry and Ronn L. Iverson, who formerly owned KSDR(AM) Watertown, S.D., and KDDR(AM) Oakes, N.D., but now have no other broadcast interests (BAL-8983). Action July 19.

■ WRKT-AM-FM Cocoa Beach, Fla. (AM: 1300 khz, 5 kw-D, 1 kw-N; FM: 104.1 mhz, 30 kw)—Broadcast Bureau granted assignment of license from Bucks County Radio News Inc. to Robert B. Taylor for \$650,000. Seller is owned by Chester Pike and his mother, Velma (51%), and George G. Matthews (49%). They have no other broadcast interests. Buyer formerly owned WBUK(AM) Portage, Mich., which he sold for \$200,000 (BROADCASTING, May 3, 1976), and has no other broadcast interests (BAL-8997, BALH-2489). Action July 15.

■ KHLO(AM) Hilo, Hawaii (850 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Henry Kirk, receiver, to Mid Pacific Broadcasting Co. for \$175,000. Buyer is owned by Michael and Patricia Linch, who have various business and land interests in Nebraska and South Dakota (BAL-8996). Action July 15.

■ WQAD-TV Moline, Ill. (ch. 8)—Broadcast Bureau granted assignment of license from Moline Television Corp. to Quad-Cities Communications Corp. for \$9,625,000, plus \$375,000 covenant not to compete. Seller is principally owned by Francis J. Coyle and Arthur W. Swift, who have no other broadcast interests. Mr. Swift will remain with station under new ownership. Buyer is wholly owned by Des Moines (Iowa) Register and Tribune Co., which is substantially held by family of late Gardner Cowles (15%), principal owners of Minneapolis Star and Tribune Co. and owner of KTVH(TV) Wichita, Kan., and, subject to FCC approval, WRDB-TV Louisville, Ky. (BROADCASTING, May 23). Other principals in buyer are David Kruidenier and Michael G. Gartner (BALCT-637). Action July 13.

■ WJCD-AM-FM Seymour, Ind. (AM: 1390 khz, 1 kw-D; FM: 93.7 mhz, 5.6 kw)—Broadcast Bureau granted assignment of license from estate of Azra Curtis Baker to WJCD Inc. Assignment represents resolution of estate of late Mr. Baker. His widow, Edna G. Baker, is president and sole owner of stations (BAL-9006, BALH-2496). Action July 15.

■ KGLO(AM) Mason City, Iowa (1300 khz, 5 kw)—Broadcast Bureau granted assignment of license from Lee Enterprises to B-Y Communications Inc. for \$750,000. Seller, based in Davenport, Iowa, is group owner with five TV's, one other AM, two FM's and 16 newspapers. Buyer is owned by Gerald J. Bretey and Donald (Frank) Yanda Jr., general manager and sales manager, respectively of WMT-AM-FM Cedar Rapids, Iowa (BAL-9014). Action July 20.

■ KANE(AM) New Iberia, La. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of New Iberia Broadcasting Co. from George Thomas and James Davidson to Arthur Suberbielle and seven others for \$629,000. Neither Mr. Thomas (75%) nor Mr. Davidson (25%) has other broadcast interests. Mr. Suberbielle (25% of buyer) is general manager of KANE. Other buyers are: Patrick Caffery, New Iberia attorney (11%), Alfred Granger, fertilizer distributor there (10%), Kenneth J. Romero, KANE employee (5%), and four New Iberia physicians: Roy L. Landry (16%), Michael and Gerald Halpen, brothers (11% each), and Vernon Voorhies (11%) (BTC-8358). Action July 15.

■ WNIC-AM-FM Dearborn, Mich. (Detroit) (AM: 1310 khz, 5 kw-U; FM: 100.3 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Johns Communications Inc. from State Mutual Life Assurance Co. of America to Marvin Josephson Associates Inc. for \$3,850,000. Seller is Worcester, Mass.-based mutual insurance company. It has sold WSMW-TV Worcester to Sibos Inc. for \$550,000. Buyer is publicly traded talent agency headquartered in New York. Marvin Josephson is president and principal owner (41.9%) (BTC-8353). Action July 20.

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■ **WBTB-TV** Newark, N.J. (ch. 68)—Broadcast Bureau granted transfer of control of Blonder-Tongue Broadcasting from Isaac S. Blonder and Ben H. Tongue (100% before; 20% after) to Wometco (none before; 80% after). Consideration: \$1.7 million. Principals: Seller is chiefly owned by Messrs. Blonder and Tongue, who also have interests in Boston Heritage Broadcasting, permittee of WQTV(TV) Boston; Blonder-Tongue Laboratories; BT Vision, STV franchisee for WBTB-TV; and Blonder-Tongue Licensing. In addition, Mr. Blonder has interests in Universal Subscription Television, franchisee of WQTV STV operations. Buyer is licensee or parent company of licensees of WTVJ(TV) Miami, WLOS-FM-TV Asheville, N.C., and KVOS-TV Bellingham, Wash., and has multiple cable interests (BTC-8119). Action July 20.

■ **WLIT(AM)** Steubenville, Ohio (950 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Capitol Broadcasting Corp. to Contemporary Communications Inc. for \$187,500. Seller is owned by E.M. Johnson (77%), his son Kenneth (3%), Paul W. Miles and Allen Paul Howard (10% each). They also own WCAW(AM)-WVAF(FM) Charleston, W.Va.; WKDY(AM) Spartanburg, S.C., and WKSJ-AM-FM Mobile, Ala. Buyer is owned by Raymond F. Reich and Calvin E. Dailey Jr. (50% each). Mr. Reich is general manager of WADC(AM)-WIBZ(FM) Parkersburg, W.Va., which are owned by Mr. Dailey (BAL-9012). Action July 15.

■ **WWSH(FM)** Philadelphia (106.1 mhz, 19 kw)—Broadcast Bureau granted assignment of license from United Artists Broadcasting to Cox Broadcasting for \$3.6 million, plus \$650,000 covenant not to compete. Seller, subsidiary of Transamerica Corp., San Francisco, and is owner of WRIK-FM Ponce, P.R. Buyer is major group owner of five AM's, six other FM's—including recently approved purchase of WLIF(FM) Baltimore for \$3.9 million from Sudbrink Broadcasting (BROADCASTING, July 18)—and five TV's. Clifford M. Kirtland is president. (BALH-2490). Action July 12.

■ **KCAD(AM)** Abilene, Tex. (1560 khz, 500 w-D)—Broadcast Bureau granted assignment of license from KCAD Inc. to Abilene Broadcasting Co. for \$256,840. Seller is principally owned by Delwin Morton (70%), who is also 30% owner of investment company, Interstate Venture Capital Corp., owner of 35% of KJOE(AM) Shreveport, La. Buyers are Norman Fischer and Paul Hull (50% each). Mr. Fischer is 30% owner of KCAD and is president of Norman Fischer & Associates, Austin, Tex.-based media broker. Mr. Hull is KCAD general manager (BAL-8953). Action July 14.

■ **KHLB(AM)** Burnet, Tex. (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Highland Lakes Broadcasting Co. to William E. Hobbs for \$110,000. Seller: Harry J. Kaindl Jr., who has no other broadcast interests. Buyer, Mr. Hobbs, is president and 13.33% owner of Wichita Falls (Tex.) Television Inc., 80% owner of KAUF(TV) Wichita Falls (BAPL-495). Action July 19.

■ **KFRO(AM)** Longview, Tex. (1370 khz, 1 kw)—Broadcast Bureau granted transfer of control of Voice of Longview from James R. Curtis Sr. (100% before; 40% after) to James R. Curtis Jr. and Elizabeth Curtis Hodges (none before; 60% after). Consideration: none. Principals: Senior Curtis is giving his son and daughter each 30% of station. They have no other broadcast interests (BTC-8360). Action July 15.

■ **WWMH(FM)** Minocqua, Wis. (95.9 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Lakeland Communications Inc. from John Ames (60% before; 5% after) to Geraldine A. Bierbaum (none before; 55% after). Consideration: none. Principals: Mr. Ames is Milwaukee attorney. Mrs. Bierbaum's husband, Fred H., and she own Minocqua drive-in theatre. They have no other broadcast interests (BTC-8320). Action July 19.

Facilities changes

TV actions

■ **KHON-TV** Honolulu—Broadcast Bureau granted CP to change ERP to 100 kw; ant. height 60 ft.; change trans. location to Century Center, Kalakaua Avenue at

Kapiolani Boulevard, Honolulu; change type trans.; change type ant. (BPCT-4966). Action July 12.

■ **WBFF** Baltimore—Broadcast Bureau granted CP to change ERP to 4170 kw; max. ERP 500 kw; ant. height 900 ft. (BPCT-5031). Action July 12.

AM actions

■ **WVSA** Vernon, Ala.—Broadcast Bureau granted CP to increase power to 5 kw; change type trans. (BP-20,242). Action July 8.

■ **WHIC**, Hardinsburg, Ky.—Broadcast Bureau granted CP to increase daytime power to 1 kw; install and change type trans.; remote control permitted (BP-20,228). Action July 15.

FM actions

■ ***KWBI** Morrison, Col.—Broadcast Bureau granted CP to change trans. location; change studio location to 15500 Bellevue, Morrison; install new trans.; install new ant.; make change in ant. system (decrease height); ERP 6 kw (H&V); ant. height 1180 ft. (H&V); remote control permitted; condition (BPED-2326). Action July 15.

■ **KNUE** Tyler, Tex.—Broadcast Bureau granted CP to install new trans.; ant.; delete remote control; ERP 100 kw (H&V); ant. height 380 ft. (H&V); condition (BPH-10,590). Action July 12.

■ **KBRO-FM** Bremerton, Wash.—Broadcast Bureau granted CP to change trans. location to 7 West Bremerton, Wash.; make change in ant. system (decrease height); ERP 30 kw; ant. height 2380 ft.; remote control permitted; condition (BPH-10,054). Action July 8.

In contest

Case assignments

■ **Patterson, N.Y., FM proceeding:** Patterson Communications Associates and Patterson Broadcasting Co., competing for 105.5 mhz (Docs. 21,272-3)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Walter C. Miller to serve as presiding judge and scheduled hearing for Oct. 12. Action July 12.

■ **Seminole, Okla., FM proceeding:** KXOJ Inc., Ron and Karen Ricord and Frank Lilly competing for 105.5 mhz (Docs. 21,269-70)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ James K. Cullen Jr. to serve as presiding judge and scheduled hearing for Oct. 13. Action July 15.

Procedural rulings

■ **WSAY(AM)** Rochester, N.Y. and **WNIA(AM)** Cheektowaga, N.Y., **renewal proceeding:** Federal Broadcasting System and Niagara Broadcasting System (Docs. 20,791-2)—ALJ David I. Kraushaar scheduled hearing for Oct. 11 in Washington to reconvene Nov. 7 in Rochester. Action July 15.

■ **KDIG-FM** San Diego, **renewal proceeding:** West Coast Media Inc. (Doc. 20,971)—chief ALJ Chester F. Naumowicz Jr. scheduled hearing for Nov. 29. Action July 20.

■ **Rhineland, Wis., renewal proceeding:** WAEO-TV (Doc. 21,266)—ALJ John H. Conlin granted motion by Northland for stay, canceled hearing scheduled

for Sept. 26, and held proceeding in abeyance pending further order. Action July 18.

Dismissed

■ **Boise, Idaho, FM proceeding:** Rex K. Jensen and KIDO Broadcasters Inc., competing for 104.3 mhz (Docs. 21,193-4)—ALJ John H. Conlin, in separate actions, granted motion by Mr. Jensen and dismissed his application, granted application of KIDO, canceled Aug. 22 hearing and terminated proceeding. Action July 13.

Joint agreement

■ **Brownsville, Tex. FM proceeding:** El Rio Broadcasting and Brownsville Radio Corp., competing for 99.5 mhz, (Docs. 21,029-31)—ALJ Thomas B. Fitzpatrick granted joint petition by applicants; dismissed with prejudice application of Brownsville, and retained in hearing status application of El Rio. Action July 20.

Initial decision

■ **WHAM(AM)-WHFM(FM)** Rochester, N.Y., **renewal proceeding:** Rust Communications Group (Doc. 20,477)—ALJ Ruben Lozner granted one-year renewal, giving Rust opportunity to conduct ascertainment surveys as required by commission, to document public affairs programming, to document responsiveness of its non-entertainment programming and to detail steps it has taken toward equal employment. Ann. July 22.

FCC decision

■ **Osego and Plainwell, Mich., FM proceeding:** Allegan County Broadcasters and Robert B. Taylor competing for 100.9 mhz (Docs. 20,864-5)—Commission reversed ruling of ALJ James F. Tierney and required publication of invitation for applicants to apply for ch. 265 at Plainwell. Action July 13.

Fine

■ **KCIM-AM-FM** Carroll, Iowa—Broadcast Bureau ordered licensee to forfeit \$500 for chief operator failing to review operating logs between March 1, 1976 and Sept. 29, 1976. Action July 12.

Allocations

Petitions

■ **Boca Chica Key, Fla.**—John T. Galanese and Wayne T. Seifert, Youngstown, Ohio, request assignment of FM ch. 228A (RM-2921). Ann. July 18.

■ **Lewiston, Idaho—KRLC(AM)** Lewiston requests assignment of FM ch. 295 (RM-2920). Ann. July 18.

■ **Cape May Court House, N.J.**—Shore Broadcasting Associates, Washington, requests assignment of FM ch. 288A (RM-2922). Ann. July 18.

Action

■ **Anchorage, Seward, Alaska**—Broadcast Bureau proposed assignment of TV ch. 4 at Anchorage and substituted ch. 3 for ch. 4 at Seward. Action was response to petition by Consolidated Amusement Co.

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

Translators

Actions

- K21AB Colorado Springs and Manitou Springs, Colo.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KTSC Pueblo, Colo. (BPTT-3201). Action July 6.
- K06JE Cripple Creek, Colo.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KTSC Pueblo, Colo. (BPTTV-5757). Action July 12.
- K58AQ Steamboat Springs, Colo.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KRMA Denver. (BPTT-3218). Action June 30.
- K68BC Lewiston, Idaho—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KSPS-TV Spokane, Wash. (BPTT-3217). Action June 28.
- W56AT Augusta, Ky.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of WCVN Covington, Ky. (BPTT-3216). Action July 8.
- K11NZ rural areas surrounding Ashland, Lame Deer, Busby, Crow agency, Mont.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KYUS-TV Miles City, Mont.; condition (BPTTV-5709). Action June 28.
- K130P White Sulphur Springs, Mont.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KRTV Great Falls, Mont.; condition (BPTTV-5788). Action July 1.
- K081J Gallup, N.M.—Broadcast Bureau granted CP to replace expired CP for new VHF translator station (BPTTV-5771). Action July 12.
- W17AA Celina and surrounding area, Ohio—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of *WOET-TV Kettering, Ohio (BPTT-3074). Action July 6.
- K07OW Agness, Ore.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KOB1 Medford, Ore. (BPTTV-5768). Action June 28.
- K61AS Pickstown, S.D.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KTSD-TV Pierre, S.D. (BPTT-3211). Action July 6.
- K69BL St. George, Utah—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KLAS Las Vegas, Utah (BPTT-3212). Action July 6.
- K09NU Glenwood, Wash.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast programs of KPTV Portland, Ore. conditions (BPTTV-5742). Action July 12.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced July 18 (stations listed are TV signals proposed for carriage):

- Cable Systems Inc., for Oaklyn, N.J. (CAC-09458): WNEW-TV New York.
- Cable Systems Inc., for Audubon Park, Audubon, Haddon Heights, Collingswood, all New Jersey (CAC-09459-63): WNEW-TV New York.
- B & L Cablevision, for Shelton, Wash. (CAC-09464): Certificate of compliance for existing operation.
- Total Communications Cable Co., for Monticello, Carroll County, both Indiana (CAC-09465,7): Interim authorization for existing operation.
- Johnstown Cable TV, for Conemaugh, Pa. (CAC-09468): Certificate of compliance for existing operation.
- Warner Cable of Martinsburg, for Martinsburg,

Berkeley, both West Virginia (CAC-09469-70): Interim authorization for existing operation.

- Houghton Lake Cablevision, for Roscommon, Mich. (CAC-09471): WJRT-TV Flint, WNEM-TV Bay City, WCML-TV Alpena, WPBN-TV, WGTU Traverse City, WKBD-TV Detroit, WUCM-TV University Center, WEYI-TV Saginaw, WWTU Cadillac, all Michigan, CBET Windsor, Ont.
- Cass Community Antenna TV Inc., for Pana, Ill. (CAC-09473): WILL-TV Urbana, WICD Champaign, WICS Springfield, all Illinois; KETC St. Louis; WCIA Champaign; WAND Decatur, Ill.; WGN-TV Chicago; KPLR-TV St. Louis.
- Warner Cable of Taft, for Taft, Kern, both California (CAC-09475-6): Interim authorization for existing operation.
- Columbia Television Co., for Pasco, Kennewick, both Washington (CAC-09477-9): WYAH-TV Portsmouth, Va.
- Coaxial Cable, for Cranberry, Sandycreek, Sugar Creek, all Pennsylvania (CAC-09481-3): Interim authorization for existing operation.
- Warner Cable of Victorville, for Victorville, Wrightwood, both California (CAC-09484-5): Interim authorization for existing operation.
- Warner Cable of Guthrie Center, for Guthrie Center, Iowa (CAC-09487): Interim authorization for existing operation.
- Warner Cable of Sac City, for Sac City, Iowa (CAC-09488): Interim authorization for existing operation.
- Community Television of Utah Inc., for Ogden City, South Ogden, Washington Terrace, Roy City, Ogden Canyon, Ogden, Salt Lake, all Utah (CAC-09489-95): KTVU Oakland, Calif.; to delete: KTLA Los Angeles.
- Warner Cable of Athol, for Orange, Athol, both Massachusetts (CAC-09496-7): Interim authorization for existing operation.
- Community Television of Utah Inc., for Salt Lake, Orem, Provo, all Utah (CAC-09499-501): KTVU Oakland, Calif.; to delete: KTLA Los Angeles.
- Warner Cable of Cleveland, for Cleveland, Drew, Ruleville, Boyle, all Mississippi (CAC-09502-5): Interim authorization for existing operation.
- Warner Cable of Clarksville, for Clarksville, Ark. (CAC-09506): Interim authorization for existing operation.
- Warner Cable of Paris, for Paris, Ark. (CAC-09507): Interim authorization for existing operation.
- Warner Cable of Avenal, for Avenal, Calif. (CAC-09508): Interim authorization for existing operation.
- Warner Cable of Big Bear Lake, for Big Bear Lake, Calif. (CAC-09509): Interim authorization for existing operation.
- Warner Cable of Barstow, for Barstow, Calif. (CAC-9510): Interim authorization for existing operation.
- Warner Cable of Malibu, for Malibu, Calif. (CAC-09511): Interim authorization for existing operation.
- Warner Cable of Lake Arrowhead, for Lake Arrowhead, Calif. (CAC-09512): Interim Authorization for existing operation.
- Warner Cable of Blythe, for Blythe, Calif. (CAC-09513): Interim authorization for existing operation.
- Warner Cable of Cedartown, for Cedartown, Ga. (CAC-09514): Interim authorization for existing operation.
- Warner Cable of Fort Walton Beach, for Niceville, Fla. (CAC-09515): Interim authorization for existing operation.
- Warner Cable of Lake City, for Lake City, Fla. (CAC-09516): Interim authorization for existing operation.
- Warner Cable of Lake City, for Columbia, Fla. (CAC-09517): Interim authorization for existing operation.
- Oxford Video Co., for Oxford, Miss. (CAC-09518): Interim authorization for existing operation.
- Warner Cable of Waynesboro, for Waynesboro, Tenn. (CAC-09519): Interim authorization for existing operation.
- New England Cablevision Inc., for Dixfield, Mexico, Rumford, all Maine (CAC-09520-2): CKSH-TV Sherbrooke, Que.
- Columbus Cablevision, for Bartholemew, Ind.

(CAC-09523): WXIX-TV Newport, Ky.

- Palos Verdes Peninsula Cable Communications Co., for Palos Verdes Estates, Calif. (CAC-09524): KHOF-TV San Bernardino, KLXA-TV Fontana, KLCS, KMEX-TV Los Angeles, KOCE-TV Huntington Beach, all California.
- TM Cablevision, for San Juan Capistrano, Calif. (CAC-09525): KCST-TV San Diego.
- Warner Cable of Fort Walton Beach, for Okaloosa, Fla. (CAC-09526): Interim authorization for existing operation.
- Warner Cable of Danville, for Danville, Ill. (CAC-09527): Interim authorization for existing operation.
- Warner Cable of Altamont/St. Elmo, for St. Elmo, Ill. (CAC-09528): Interim authorization for existing operation.
- Warner Cable of Homerville, for Homerville, Ga. (CAC-09529): Interim authorization for existing operation.
- Warner Cable of Hood River, for Hood River, Ore.; White Salmon, Bingen, both Washington (CAC-09530-2): Interim authorization for existing operation.
- Warner Cable of Myrtle Point, for Myrtle Point, Powers, both Oregon (CAC-09533-4): Interim authorization for existing operation.
- Warner Cable of Wemme, for Wemme, Ore. (CAC-09535): Interim authorization for existing operation.
- Warner Cable of Bristol, for Bristol, VT. (CAC-09536): Interim authorization for existing operation.
- Boonville Video Co., for Booneville, Miss. (CAC-09537): Interim authorization for existing operation.
- New Albany Cable TV, for New Albany, Miss. (CAC-09538): Interim authorization for existing operation.
- Continental Cablevision of Pekin Inc., for Tazewell, Ill. (CAC-09539): WRAU-TV, WMBD-TV Peoria, WILL-TV Urbana, WSNS Chicago, WEEK-TV, WTVP Peoria, WGN-TV Chicago, all Illinois.
- Continental Cable TV Co., for Rankin, Tex. (CAC-09540): KMID-TV Midland, KMOM-TV Monahans, KOSA-TV Odessa, all Texas.
- Columbus TV Cable Corp., for Columbus, Lowndes, Columbus AFB, all Mississippi (CAC-09541-3): WTCG Atlanta.
- Tel-A-Cable, for Cape Coral, Fla. (CAC-09544): WKID Fort Lauderdale, Fla.; WHFT Miami.
- Colorado Springs Cablevision Inc., for Colorado Springs, (CAC-09545): WYAH-TV Portsmouth, Va.
- Warner Cable of Hilo, for Hilo, Tex. (CAC-09546): Interim authorization for existing operation.
- Warner Cable of Brattleboro, for Brattleboro, Vt. (CAC-09547): Interim authorization for existing operation.
- Warner Cable of Fairfield/Teague, for Fairfield, Teague, both Texas (CAC-09549-50): Interim authorization for existing operation.
- Warner Cable of Burnet, for Burnet, Tex. (CAC-09551): Interim authorization for existing operation.
- Warner Cable of Parsons/Decaturville, for Parsons, Decaturville, both Tennessee (CAC-09552-3): Interim authorization for existing operation.
- Total Communications Cable Co., for White County, Ind. (CAC-09466): Interim authorization for existing operation.
- Houghton Lake Cablevision, for Denton, Mich. (CAC-09472): WJRT-TV Flint, WKBD-TV Detroit, WNEM-TV Bay City, WUCM-TV University Center, WCML-TV Alpena, WEYI-TV Saginaw, WPBN-TV Traverse City, WWTU-TV Cadillac, WGTU-TV Traverse City, all Michigan; CBET-TV Windsor, Ont.
- Warner Cable of Palm Springs, for Riverside County, Calif. (CAC-09474): Interim authorization for existing operation.
- Pendleton Community TV System, for Pasco, Wash. (CAC-09478): WYAH-TV Portsmouth, Va.
- Warner Cable of Little Falls, for Little Falls, Minn. (CAC-09486): Interim Authorization for existing operation.
- Community TV of Utah Inc., for South Salt Lake, Utah (CAC-09498): KTVU Oakland, Calif.; to delete: KTLA Los Angeles.
- Pendleton Community Television System, for Kennewick, Wash. (CAC-09480): WYAH-TV Portsmouth, Va.

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RADIO

HELP WANTED MANAGEMENT

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.

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.

Dynamic Northern California station needs one salesperson who is likewise. If you are bright, energetic and full of ideas, you may be the one. Established list, top company benefits and outstanding growth-oriented corporation are what we have to offer. But what do you offer us? EOE. Resume first letter, Box I-74.

General Manager, Chicago northern suburban station. Heavy in local sales. Reply Box I-75.

Manager Needed for Kentucky small market station. Sales experience necessary. Phone 615—794-3799.

Project Associate, Earplay, The National Radio Drama project of Public Broadcasting, WHA Radio. Responsible for long range development of the Earplay project; the financial, operational, and other non-artistic aspects of the project; and all external relations of the project. Minimum of three years experience in arts or public broadcasting administration. College level training in arts administration may be substituted for one year of experience. Written and oral communication skills essential. Must have experience dealing with the media. Individuals with experience in public radio or theatre administration preferred. Salary: \$20,000. Application deadline August 15, 1977. Write for application and details to: Jack Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

Experienced Local Sales person to assume top local-regional account list for a No. 1 Adult Contemporary station in a major Ohio market. E.O.E. Send resume to Box I-56.

Marketing-Oriented individual needed to develop and implement sales program for the Radio Division of Frank N. Magid Associates, the industry's leading supplier of qualitative research and consulting services. Responsibilities of position include development of sales plan and acquisition of new clients. Masters degree and professional experience with radio preferred. Strong sales background required. For additional information, submit resume in confidence to Box I-67.

Sales Manager. If you can sell local, regional, and national radio advertising (and can prove it) let's get together. Need Sales Manager for full power Class C FM located in a Texas medium market city. Send complete resume to Box I-80.

Aggressive and Creative salesperson who wants Northern California in market of 100,000. Active list in one of the ten best communities to live. Reply Box I-105.

KTLQ/KEOK, Tahlequah, OK has opening in local sales. Opportunity to advance in five station group. Ralph Lynch, 918—456-2511. EOE/MF.

Asst. SM for two station operation in Connecticut's leading growth market. Top ARB for AM Pop & FM Beautiful Music. Excellent earning & advancement opportunity. Contact Patrick Crafton, GM, WLAD, Danbury, EOE.

Salesperson for Portland, Me, fulltime 5KW AM and Stereo FM. Need an aggressive street salesperson with promotional sales ideas. These are two well-respected radio stations, part of a 6-station group. Call or write Don Wilks or Mike Schwartz at WAQY, Springfield, MA 413—525-4141.

Radio Time Sales: Motivated person to mine nuggets from Single Station Market. Work in our Southern California Goldmine. Resume to Rock 92, Box 398, Escondido, CA 92025.

WVLD AM & WLGA FM are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Radio Sales Person—Golden opportunity for radio sales person with minimum 2 years experience. East Coast Florida 100,000 watt Contemporary number 1 station needs self starter to build on established list. Future management possibilities. Call Jim Lord or Randy Millar 305—464-1400 or send all info to WOVV PO Box 3192, Fort Pierce, FL 33450. An Equal Opportunity Employer.

"Good Life" Sales. The nation's most successful independently produced radio program dealing with wining and dining is expanding sales operations in Los Angeles, San Francisco, and San Diego. Send resume to T.N. Associates, 21 Outrigger St., No. C, Marina del Rey, CA 90291, 213—396-3907.

HELP WANTED ANNOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

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.

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.

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.

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.

September May Bring a good opportunity to you if you have a background as an M.O.R. DJ and Play-By-Play annr. Prefer some automation experience. Good pay, benefits and working conditions. Pleasant medium size Midwest market. An Equal Opportunity Employer. Box I-54.

Creative, Strong Jock for top-rated major Ohio Adult Contemporary station. Superior production a must. E.O.E. Contact Box I-55.

Texas FM where weekends can be spent on the Gulf Coast seeks MOR announcer who knows music. Medium market offering growth opportunity. Box I-94.

Wanted a modern country announcer and production. Some sales if desired. Contact Les Woodie, WKDE AM-FM, P.O. Box 512, Altavista, VA 24517.

AM/FM combo in University medium market needs solid annr w/production experience... good working conditions good pay. Send tape, resume to Mgr; KRUS P.O. Box 430 Ruston, LA 71270 EOE.

Immediate Opening for experienced DJ with production/copy background. Tape and resume to WASA, Harve De Grace, MD 21078. Call 301—939-0800.

KAZY-FM, Denver is seeking a top notch AOR air person, Major market experience and a complete knowledge of album rock music are required. Send resume and tape to Bob Carter, Program Director, KAZY, 2149 South Holly St., Denver, CO 80222. KAZY is an equal opportunity employer, male or female.

Southwest station seeks a conscientious announcer for night time country shift. Experience not necessary, but maturity is a must. Send tape and resume to Stan Holden, KGAK Radio, 401 East Coal Ave., Gallup, NM 87301.

Top rated Illinois C&W station needs personality jock for full air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to Program Manager, 820 Myers Bldg., Springfield, IL 62701. EOE.

Announcer/Production person needed for a growing 5 KW station in the Beautiful Shenandoah Valley of Virginia. Send tape and resume to Tom Manley, WKCY, P.O. Box 1107, Harrisonburg, VA 22801.

Midwest AM-FM Contemporary MOR has opening for bright morning air shift personality. Top station in two county market. Young growing company looking for talent with energy. Air check plus resume required. EOE. Send replies to John Coe, WCSM, Box 492, Celina, OH 45822.

Community-involved air personality for Connecticut's only Black programmed radio station. Liberal salary and benefits. Send tape and resume to Bob Scott, P.O. Box 309, Windsor, CT 06095.

Small Market radio station seeks announcers who wish to learn all aspects of broadcasting. People with background in sales or engineering are encouraged to apply. Min. 3 yrs. exp. Write Box 115, Falls City, NE or phone 402—245-4658, evenings.

Florida, Soul Production Mgr. Need radio production manager for Drake-Chenault automated Super Soul format. 1st Ticket desirable. Must be strong on commercial and public service production spots. Send tape, resume and salary requirements to Mike Corbett, WPOM Radio, 4286 Uphegrove Lane, West Palm Beach, FL 33407.

Southeastern NC MOR AM seeks experienced, responsible enthusiastic Production Manager/Announcer. Emphasis on production/copy, news delivery, drivetime slot. Contact General Manager, WCLN, Clinton, NC.

Attention DJ's! Colorado's newest and most progressive "21" disco is looking for a professional Disc Jockey. Fort Collins location. Salary negotiable with experience and qualifications. Resumes accepted until July 31, 1977. Send resumes to: PO Box 1868, Fort Collins, CO 80522.

Escape to Idaho. Small market adult contemporary looking for someone ready to plant roots. If you can sell, more bucks in your pocket. Tape and resume to Bill Scott, KWEI, Weiser, ID.

HELP WANTED TECHNICAL

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.

Broadcast Technician—Requires 5 years experience in maintenance, with some experience with directional antennas, FM Stereo Equipment and operating mixing board, 1st class radio telephone license required. Salary commensurate with ability and experience. Contact Jim Rayfield, WIOD/WAIA, P.O. Box 1177, Miami, FL 33138, 305—759-4311.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for aggressive AM and Automated Class "C" FM. Excellent facilities. New equipment. Ideal working conditions. Salary open. Good fringe benefits. Equal Opportunity Employer. Contact William Miller, General Manager, Wagner Broadcasting Corporation, Box 448, Gallipolis, OH 45631. 614-446-3543.

Small Automation Manufacturer needs qualified engineer for assembly and check out. Excellent location, salary negotiable. Profit sharing and more. Contact Mike Moseman 206-577-1681, 206-577-1683.

Experienced Chief Engineer: Fulltime AM, (D), automated FM Class C authority. Must be competitor for No. 1 ratings. Call Cleve Brien, WLSQ Radio, Montgomery, AL, 205-264-6449.

Chief Engineer. First Phone, experienced, full maintenance AM FM Automation. Call collect 9 to noon, Manager 301-848-5511.

Florida AM DA with new MW5 needs Chief with announcing experience. 904-677-4122. No collect calls.

Chief Engineer for major market 100 KW FM Stereo. Must have minimum five years experience with microwave equipment, FM stereo broadcast equipment, FM Transmission and remote control equipment; prefer background in transmitter installation. Call Ralph Gould, 214-651-1010. Equal Opportunity Employer.

Chief Engineer for broadcast origination facility and FM station in Southern California community college. Maintenance and repair, experience with 2" quad, and helical VTR's, plumbicon cameras and associated studio equipment. First Class FCC license required. Five years recent broadcast experience. Excellent benefits. Send resume Personnel Department, San Diego Community College District, 3375 Camino del Rio South, San Diego, CA 92108. Applications close August 15, 1977.

Information Technician—(Non-faculty status) State University in metropolitan Washington area seeks Information Specialist for public relations office. Print/broadcast background necessary Degree plus two year experience required. Salary \$9,600. Application deadline August 15, 1977. Send resumes to Personnel Office, George Mason University, 4400 University Drive, Fairfax, VA 22030. AA/EEOE.

HELP WANTED NEWS

Experienced Sports/Newsperson: 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.

Expanding news department needs an experienced radio news journalist to take charge of WBEV and WXRO news department. Must be a leader, good writer, organizer, and a news "digger". Good company benefits, and working conditions. Send complete resume and audition tape to John Klinger, WBEV and WXRO Radio, Beaver Dam, WI 53916.

New Hampshire's No. 1 News Station is seeking a professional experienced in gathering, editing, writing and delivering news to add to our award-winning department. Smooth authoritative delivery a must. Minimum 2 years experience. No phone calls. Female and minority applications welcomed. Submit tape, resume and writing samples to: Moe Quinn, News Director, WGIR, Box 487, Manchester, NH 03105.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director needed to assume control of successful live AOR station in lovely medium Western market. Air shift required. Applicants should be bright, imaginative, competitive and experienced at handling people. Send letter, resume and salary requirements to Box I-85.

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.

Operations Manager—Major Mid-Western market. Supervision of all operations except sales. Includes responsibility for MOR programming. On-air personality capability. Box I-53.

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.

WUNC, a University public radio station and NPR member, seeks a Senior Producer to produce non-music programming, with some focus on human/public affairs. Three years Radio and/or TV experience essential, with a knowledge of public broadcasting techniques and goals. Send resumes and audition tapes to WUNC Radio, UNC-CH, Swain Hall, 044-A, Chapel Hill, NC 27514. EOE/AAE.

Instructor, part time work only New York City area residents, commercial (not college) radio experience required. Control board proficiency, work 3-10 p.m. weekdays, and/or Saturday, Sunday. Call 212-279-2360.

Contemporary Radio is Alive and very Well in Great Falls ... and we want to keep it that way! KEIN needs a friendly, alive morning drive personality and a Program Director! Maybe one person can fill the bill ... we might need two! Either one could be you! Tape & resume to Brad Baker, KEIN Radio, Box 1239, Great Falls, MI 59403. 406-764-1310. EOE.

Help Wanted. Program Director, Top Rated Top-40, Contemporary Station in Arizona. Looking for experienced Program Director with superior air work ... must be capable leader, know FCC rules and regulations, establish confidence, and to exercise all responsibility's relating to his job as Program Director. Salary depends on qualifications. E.O.E. Send resume and tape to Mr. Lloyd D. Melton KUPD Radio 2089 E. Camelback Phoenix, AZ 85016.

Disco Jock with personality is needed for a motel disco in a major Indiana college town. We'll pay 13 k to start plus benefits if you have a dynamic personality and your own current top 40 collection. Send tape and resume, 30 hr. week, security, and contract. Write Tom Williams, 4210 North Fourth Avenue, Evansville, IN 47710.

SITUATIONS WANTED MANAGEMENT

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.

Let Me Increase your bottom 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 mkt's. Prefer situation providing for partial ownership. Box I-11.

Selling Sales Manager major/medium market please. Need 30K plus. 10 years street & agency experience. Superb references. Box I-65.

Personnel/Community Service Director type position wanted by mature, experienced Black executive. Box I-102.

Enjoy your stations, FM or AM/FM. Together as owner and GM we can make bigger bucks, get more out of life, buy more stations. Responses confidential. Box I-106.

Station Manager, for small medium radio. Non-radio management experience. Good radio sales training and 3rd endorsed. P.O. Box 81, Springfield, MO 65801.

General Manager experienced and highly skilled in leading professional sales, programing and administrative staff. 13 years experience all phases of broadcasting. I believe people are your greatest asset and I have the proven ability to lead and motivate people. Family man with desire to settle in a good community and grow roots. Available immediately. 615-593-2710.

SITUATIONS WANTED SALES

An Eager and Competent Salesman or Salesmanager. Small market ... local and regional ... specialist. Reaching for new challenge. Box I-23.

Experienced Sales, good announcer, production etc. Investment or Management desired, family, age 36, medium to major markets. Call Bob, 704-487-9608.

SITUATIONS WANTED ANNOUNCERS

Humorous, First Phone, air personality, desires Top 40 or Adult Contemporary small market nite gig. S.H. Green 213-387-7175.

Black 1st Phone combo-man, Communications degree, commercial station experience (program-music assistant NYC), excellent references and resume. Box I-43.

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.

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.

Five years experience. Polished, mature, bright, communicative D.J. 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.

Announcer, 22, Seeks Beautiful Music, MOR, or AOR. Good resonant voice, news, commercials. Vast knowledge of music. Anywhere, but prefer Upstate New York. New Jersey, Connecticut, Pennsylvania. References and tapes upon request. Box I-63.

Rock, Country, and Soul I know, so help me get out of this hole. In depth musical knowledge, MD, PD, 2 yrs. exp., 3rd endorsed, tight board, excellent news, married, will relocate. Box I-88.

Help! Small Town Radio is driving me crazy! I know there's a station in a town of 50,000 or more that needs a good announcer with a professional attitude. I've got two years experience. Have been P.D. and M.D. Prefer Top 40 Contemporary or MOR. Tape and resume available. Box I-89.

First Phone, experienced jock, tight board, married and stable, can take directions, friendly. Box I-90.

Mature, Dependable Announcer, sixteen years Radio-Television experience, seeks position in either Radio or Television. Will relocate anywhere salary and conditions right. Prefer mornings but will consider other. Box I-91.

Female- 1st Ticket, D.J.-Announcer, good voice, production, news, automation experience & musical knowledge. I'm dependable, single, currently employed. Will relocate! Box I-95.

Five Years Experience in news and music, B.A. degree, looking for position in small to medium market. Excellent voice and writing ability. Will relocate anywhere. Box I-104.

5 1/2 Years Exp. First Phone, Adult Contemp or Rock. Lets talk 308-381-1430, Neil Hatch.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Classical Jock. Inventive programming Adam to Zipoli. Production forte. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Need a pro? I do. That's right. I need to work with professionals. I've made the small market rounds for 5 years, been PD in 2 of them, won an MBA award for production, worked automated and live, mornings, nights, and everything in between. I've learned everything I can at this level and I'm ready to move up. If you've got room for an up-and-coming pro, call Gary, 314-896-5518 between 3-5 PM. I'll do an aircheck the next morning and mail it with a resume the same day.

South Jersey and Eastern PA. Young professionally trained announcer D.J. seeks small market station to learn and grow. Some experience, Third Phone, good attitude and the ability to take direction. John, 215-TR2-1631.

Former major market afternoon drive personality seeks any shift on West Coast major or medium market top 40, MOR, or modern country station. La. or San Francisco areas preferred. Tape and resume available upon request. Phone 301-243-6199 or write Bob Free, 618 Chestnut Hill Ave., Baltimore, MD 21218.

Young First Phone with good training, two months experience seeks to relocate to mid-Ohio region, Columbus area preferred. Call or write 517-799-8915, 6340 Fox Glen Dr., Apt. 47, Saginaw, MI 48603.

Midnight Madman wants different gig! Currently employed, personality-oriented, 3 years experience, 1st phone, seeking advancement. 304-255-0822.

4 1/2 years experience. MD, news, production, MOR, EZ, BS, Married. Prefer PA, surrounding states. Geoff Neil Stellflug, Oakington Farms, Havre de Grace, MD 21078. 301-272-3964.

Birmingham-Gadsden-Sylacauga area! Endorsed Third, Reporting-Production experience, DJ training. Full or part time. Cathy Severo 205-699-7526.

C/W is my field. Female DJ with 1st ticket, some experience. Write: Caroline Henderson, Gen. Delivery Denver, CO 80211.

SITUATIONS WANTED TECHNICAL

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.

A really fine veteran broadcast engineer and/or operations director. A small market automation specialist. Now corresponding concerning future challenge. Box I-66.

Years of experience in building, moving, maintaining AM and FM; directional, stereo, automation. Some announcing. Need to meet rising cost of living. Prefer South. Box I-96.

First Phone Seeking entry level position. Control room experience plus college and technical school. Contact Henry Zimmer, Box I-97.

1st phone, 23 years at 50KW that decided to go with 3rds, that's their problem, mine is finding work. Interested? Jim Adler, 263 Maple Ave., Hamburg, NY 14075. 716-649-8118.

SITUATIONS WANTED NEWS

News, Public Affairs, Talk. Experienced newsman desires challenging opportunity. Positive attitude. Box H-187.

Choosy pro, presently medium market anchor, seeks Northeast, New England metro challenge. Tape tells all. Broadcasting Box I-71.

Sportscaster with ability to place you at ringside. Let's talk. Box I-24.

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.

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.

Newspaper Reporter 3rd endorsed; jock and radio news production experienced; can write any style; resourceful; serious about radio news career. Southerner at heart; small market preferable. Tape/resume—Ray Hooper, 926 Beachview Dr., St. Simons Island, GA 31522.

Female, with excellent voice, seeks position in Radio. News, sports, D.J., copywriting. M.A., research experience. CSB Grad. 3rd endorsed. 11363 Boates Street, San Diego, CA. 714-566-6138.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

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.

Nine year pro with five years in programming looking for medium MOR who needs PD to produce. Family man now working but ready to relocate. Write Box I-58.

4 Years Experience including PD. Desire MOR or Contemporary in growing N.E. medium market. Other offers considered. 301-939-1870 after six. Box I-59.

Exp. Female, med. market; creative "personality", production; desire jingle-free AOR; N.E. med.-maj. market; Employed: avail. mid-Sept. 301-939-5799. Box I-60.

Successful Programmer desires position as PD or jock at good East Coast station. Family, third. Experienced, responsible, hard worker. Let's negotiate. Box I-79.

Production. Programming. Music Selection. 3rd Endorsed. Western New York small market community radio today. Your station tomorrow? Have resume, will deliver! Box I-108.

Florida Colleges: Master's degree in Communications; one year teaching experience at major university; radio experience; seeks faculty position as speech or broadcasting instructor at any type Florida college. Married, presently employed. Box 961, Covington, GA 30209.

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.

Television Chief Engineer. Outstanding opportunity for Chief Engineer highly qualified in both technical and managerial skills. Must have an excellent track record in management and be able to assume full responsibility for a metropolitan market TV station. Experience in planning, budgeting and effectively and efficiently managing staff is important. This is a unique job in one of the most exciting locations imaginable. It offers a tremendous professional challenge with excellent total compensation package. All replies will be held confidential. An Equal Opportunity Employer M/F. To be considered, please send a brief employment history to Box I-50.

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.

Director of Engineering for two UHF public television stations in Southwestern Ohio. Send resume before 8/15/77 to: University Regional Broadcasting, 3440 Office Park Drive, Dayton, OH 45439. EOE.

California CBS Affiliate in 23rd market needs experienced, competitive Sales Manager with substantial background in national, retail and administration, including computerized traffic. Should know credit, research and have documentable personal sales record. Excellent opportunity and living conditions with group station, available now. Base plus incentive. An Equal Opportunity Employer. Calls accepted but written resume required. Call General Manager. 916-441-2345.

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.

Opportunity for qualified, reliable chief engineer, VHF in South Texas. EOE. Box I-103.

Engineer/Operator—wanted for Midwest VHF-TV station, ABC affiliate. Two years minimum experience in studio operation-maintenance Ampex VTR and RCA equipment. Degree helpful. Approximate salary-14K. Send resume and availability. Equal Opportunity Employer. Box I-101.

Chief Engineer Midwest UHF seeks individual with good background in xmitters, solid state tech and maintenance. Equal Opportunity Employer. Box I-92.

Filmmaker. Southeastern PBS affiliate. Experienced in cinematography, lighting, sound, editing, mixes and other technical aspects of film. Send resume and salary requirement to Box I-98.

Broadcast production, post-production facility in San Francisco area seeks chief engineer, maintenance engineer, video technicians and CMX editors. Send resume to Box I-70.

Assistant Chief Engineer with proven ability for Texas VHF. Equal Opportunity Employer. Box I-69.

Audio-Visual Producer Director. Our large, well-known organization needs someone to produce and direct film and television programs on corporate communications, training and promotion. The person we're looking for has 5 to 7 years of directing experience in broadcasting and film production. Additional experience in journalism, public relations, advertising or other communications-related fields is desirable but not required. We're located in a medium size Midwestern community and our employee benefit package rates with the best. An Equal Opportunity Employer. If your qualifications match our requirements, please send your resume and salary history to: Box I-62.

Assistant Chief Engineer. Our large, well-known organization needs someone with experience on Ampex 1200's and Norelco P-72 color cameras. The person we're looking for has 3 to 5 years maintenance experience and an interest in working on studio and location production. Some experience or education in digital technology is required. We're located in a medium size Midwestern community and our employee benefit package rates with the best. An Equal Opportunity Employer. If your qualifications match our requirements, please send your resume and salary history to: Box I-61.

Director of Engineering—Growing Midwest public TV/Radio. Full responsibility for engineering department. 2 TV studio/controls complete mobile facility, ENG. 3 radio control rooms, and mobile equipment. 1st class and maintenance experience required. Immediate opening. Mark Lange, Director of Broadcasting, Vincennes University, Vincennes, IN 47591. 812-882-2237.

HELP WANTED TECHNICAL CONTINUED

Maintenance Supervisor. Supervise maintenance of two UHF transmitters, remote control and teleline equipment. Transmitter experience essential. Send resume before 8/15/77 to: University Regional Broadcasting, 3440 Office Park Drive, Dayton, OH 45439. EOE.

Chief Engineer and Maintenance Engineer. Positions now open. Contact General Manager, WHFT, Box TV-45, Miami FL 33169. 305-962-1700.

KPBS-TV seeks: Maintenance Supervisor—responsible for all studio equipment. Must be familiar with many helical formats, quad, color cameras, TBC's, ITFS, CCTV equipment. Supervisory experience and First Phone required. \$17,090-\$20,583. Operations Supervisor—responsible for master control and technical production operations. Must have operated helical formats, quad, TBC's, color cameras, etc. Must be able to train and supervise operators. Supervisory experience and First Phone required. \$15,588-\$18,746. For either position request an application from: Employment Office, San Diego State University, San Diego, CA 92182. 714-286-5836. San Diego State University is an Equal Opportunity/Affirmative Action/Title IX Employer.

Technician/Engineer. Interior Alaska community. Must be capable of maintaining Quad VTRs, Harris Low Band TV transmitter. Some radio maintenance involved. First Class License required. Salary \$18,000 and up DOE. Housing negotiable. Contact Henry H. Hove, Alaska Public Broadcasting Commission, 308 G Street, Anchorage, AK 99501. 907-272-9418.

Expanding color ETV facility. soon to be broadcast, needs experienced engineering supervisor versed in 2-inch, 3/4 inch video equipment and Norelco camera system. Must be strong in solid state maintenance. Excellent benefits, good hours, and challenging opportunity. Please send resume including salary history to Mr. Acie Earl, Director of Personnel, Black Hawk College, 6600 34th Avenue, Moline, IL 61265. We are an Equal Opportunity Employer.

HELP WANTED NEWS

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.

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. Kill-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.

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. 813-936-0195 EOE.

Sharp writing, thinking, looking reporter who can tell the story with the camera in a Top 40 market news operation. You'll need some experience to show you really know what you claim, and so you can provide a VTR aircheck on request. We're an Equal Opportunity Employer. To start, send complete resume including salary background to Box I-84.

Very Special Reporter—high profile airwork, tough questioner, creative with stories, strong writer who believes news is people and can tell their stories powerfully. EOE. Box I-82.

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.

Still looking for the right person to produce and anchor our news. Good writing, confidence on camera and experience are essential. Medium market "NBC" affiliate in the Midwest. Salary open. An Equal Opportunity Employer. Resume to Box H-19.

Field Reporter/Back-up Anchor—Will cover, write and edit daily news assignments, do on-camera stand-ups and audio voice-overs and substitute for regular anchor talent during vacations, illness etc. Must have exceptional ability to communicate on-camera. Previous experience in Television or Radio News is preferred. Send resume and video tape to Richard Graham, Business Manager, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications Inc. is an Equal Opportunity Employer.

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. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV Game Show staff needed. Production and creative areas. Experience necessary. Relocate Midwest. Please reply to: Box I-27.

Newscast director—One of the Country's finest television stations is looking for a newscast director. Commercial newscast directing experience required. We are looking for a creative, energetic, responsible individual to help make our newscasts sparkle. Beautiful Florida gulf coast growth market. Contact Steve Grissom, News Director, WBBH-TV Fort Myers, FL. 813-936-0195 EOE.

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. 49TV 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.

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.

Director. Experience necessary. Production/News. Must do own switching. Equal Opportunity Employer, Northeast coast. Send resume and salary requirement to Box I-76.

Production Director. Creative person needed to produce and direct commercials using video tape cassette equipment and film. Must be capable of maintaining good relations with local accounts and agencies in a small market. Equal Opportunity Employer. Box I-100.

Director who really can be creative and who will use that in a maximum production effort for our 6 & 11 newscasts in a Top 40 market. You'll put your ability to work with the news operation to produce winning news that no one will dare miss. We're an Equal Opportunity Employer. Send resume including salary background and whether you have a VTR aircheck available to Box I-83.

Promotion Director needed for intermountain West TV station. Ability to produce creative program and news promotion spots. Copywriting and graphics layout necessary for newspaper and radio advertising. Equal Opportunity Employer. Box I-99.

Creative producers, directors and/or writers needed by progressive PTV station. Experienced in all areas of video and film production. ITV/PTV responsibilities. College degree or equivalency. Resume and salary requirements in first letter. Respond by August 5, 1977. No phone calls. WDCN-TV, Box 12555, Nashville, TN 37212. Affirmative Action/Equal Opportunity Employer.

Producer/Director (2 positions) for Public Affairs Unit, Nebraska ETV Network. Coordinates elements of production from initial concept to final presentation. Strong journalism experience with emphasis on reporting and writing desired for one position. Requires 3 to 5 years experience and BA. Application deadline August 22, 1977. Contact Joel Fowler, University of Nebraska Television, P.O. Box 83111, Lincoln, NE 68501. Affirmative Action/Equal Opportunity Employer.

Producer/Director with heavy commercial production and news experience. Do your own switching. Must know and do lighting. No. 1 production station in market. Send complete resume, salary history and sample reel to Dennis Czechanski, KAKE-TV, PO Box 10, Wichita, KS 67201; 316-943-4221. EOE.

Graduate teaching assistant. Duties: teaching television production courses. Candidates must be committed to study for graduate degree. Position must be filled by August 25. Rush letters of application to: Bob Carrell, School of Journalism and Mass Communication, 860 Van Fleet Oval, Room 101, Norman, OK 73019. Phone 405-325-2721. Equal Opportunity Employer.

Producer-Host of a series for local black community, on camera experience preferred, salary range 12-14,000. Send resumes to Kay Ingram, Program Manager, WKAR-TV, Michigan State University, East Lansing, MI 48824.

TV Director-Producer for Toledo PTV. Looking for informed, imaginative, disciplined and well-educated person with flair and proven ability for variety of production styles. Must be currently employed as TV director, have minimum three years experience broadcast TV and film directing, college degree. Salary \$9-14,000 depending on experience and ability. Application deadline: August 12. Send full resume, salary requirement, references, sample cassette tape with first letter to Production Manager, WGTE-TV, Toledo 43604. Equal Opportunity Employer.

Morehead State University is seeking a television professional to work with students and television staff in a wide variety of production and teaching activities. Comprehensive production experience desirable. Master's degree required. Letter of application and resume to Dr. Jack Wilson, Chairman, Division of Communications, Morehead State University, Morehead, KY 40351. Morehead State University is an Equal Opportunity, Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

TV Program Manager, large market, mid thirties, seeks increased earning opportunity. Production excellence, program knowhow, tight operation. Box I-73.

SITUATIONS WANTED SALES

Recent communications graduate (American Univ.) specializing in visual media seeks entry level sales opportunity with television syndicator or broadcast station. Aggressive, dedicated, eager for challenge and maximum involvement. Want to learn and grow. Marketing oriented. Top references. Location no problem. Reply Mark Byrley 703-591-4542 or Box I-81.

SITUATIONS WANTED TECHNICAL

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 XMT. Insulation, maintenance, Supervisor, Southwest only. Texas preferably. C.H. Stanford, 2401 Halifax, Odessa, TX 79761.

Networks, chains, groups, experienced, educated engineer desires to join you in an Engineering management position. Resume upon request. AM-FM-TV. Reply care of Mr. Rogers, 248 Sunshine Pl., North Tonawanda, NY 14120.

SITUATIONS WANTED NEWS

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.

Experienced TV reporter, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer, 823 Oak Hill, Hagerstown, MD 301-797-0126.

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.

Top-rated anchorman/producer available. Smaller markets. Dedicated. Professional. Box I-86.

Anchor/Reporter 52nd market seeking new challenge. 8 years doing it all. Strong writing and air skills. Top ratings. Box I-93.

Bilingual producer reporter with four years experience in Top 15 market. University graduate Sigma Delta Chi. Resumes and tapes available. Box I-107.

Bright, capable woman, experienced in all phases of news (production, assignments, editing, writing, research). Looking for a bigger challenge. Box I-78.

Award winning, major market news director seeks new challenge in Top 50 Western market. Have solid success record and ability to get the job done. Box I-51.

Raise ratings because I can write, shoot & edit good stuff. Female experienced 20's market seeking opportunity to deliver. Box I-52.

Major market newradio sportscaster would like to return to TV. Give me a chance and you will be rewarded. Call Pete Weber. 718-691-3413 mornings.

Conscientious college graduate seeking news position. Experienced reporter and weatherman. 3rd endorsed. Martin Bass, 901-254-8026, Whiteville, TN 38075.

Enthusiastic young male with some NYC O&O and top references seeking entry level opportunity in TV news. Want to learn industry from bottom up in small-mid market. Will repay your confidence with hard work and lots of loyalty. I'm flexible. Richard Ellis, c/o Speers-Eljabar, Dingmans Ferry, PA 18328. 717-828-2329.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Art Director, 3 years with O&O, 9 with major group flagship. Award winner, experienced in all media and management. Creative but not "artsy." Call Les Ibanez at 513-721-2574.

Coordinator, Teacher, Producer: B.S. in Education, M.A. in Communications. Three years experience in cable programming and institutional video. P.E. Braun, 419-352-1355 or 3546 Reading Crest Ave., Reading, PA 19605.

Producer-Director-Development. 3 years commercial TV as Prod.-Dir., 16 years in public TV as Prod.-Dir. and Development. Strong cultural affairs background as well as people and money management. Wish to relocate to North Central East Coast. Will be in area for interviews July 25-Aug 5. Call 609-267-4337, or write for resume: Rick Schmidt, 7430 West 6th Avenue, Lakewood, CO 80215.

Children's TV producer, host, writer. Master's degree, extensively experienced. salary secondary, relocatable. 203-655-0486.

WANTED TO BUY EQUIPMENT

Need 100 or 500 CH. 13 color type accepted Television Transmitter soonest. Call anytime 907-747-6626.

Broadcast Products AR1000 Automation Control Unit and Extender, Schafer 800 Brain. 305-776-4762.

RCA 35mm Television Projector. Magnetic Video Corporation, 23434 Industrial Pk Ct., Farmington, MI 48024. 313-477-6066.

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 Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

5" Air Hellax copper—New Surplus. Andrews HJ-50. 2600ft. Can be cut and terminated to requirement. Below Mfrs price, Basic Wire & Cable 860 W. Evergreen Chicago, IL. 312-266-2600.

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.

Nema 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. Grabet, Inc., Radio Enterprises, P.O. Box 5946, Tucson AZ 85703. 602-624-2431.

Ampex 440-2 two tracks stereo recorder, excellent condition. \$1700. 318-775-4200. Must sell.

Color mobile van, 28', completely wired, low mileage, no equipment included. \$4,500. 205-956-2200.

5 kw RCA BTA SF at \$2500. FOB. Tri-Cities Broadcasting, PO Box W CRS, Johnson City, TN 37601. 615-477-3127.

Gates transmitter, Model BC-1B AM 1 KW tuned to 660 KHz. Excellent condition. \$5,000. Don Gowens, WESC, Greenville, SC 803-242-4660.

Ampex VR-1100, want to buy two mono systems, one with Editor. 205-956-2200.

Superior Electric Voltage Regulators: 1 ea Superior Electric EMT 6220YB, 25 KVA/3 phase, \$1,966. 1 ea EMT 4207B, 8.3 KVA/1 phase, \$1,244. Both units new. Call Jeff Browne, 916-383-5353.

IVC 960CD VTR with IVC timebase corrector. Broadcast quality 3 1/2 hour capacity. Excellent condition. \$6500. Mike Lincoln, KIOI, 415-956-5101.

For sale: Customized 1969 van, 43,000 actual miles. Insulated, carpeted, modified studio type windows. Cartridge record and play, reel to reel record & play. 2 turntable console with 2 misc. wired for Marb including top mounted antenna. AC Air conditioned, new console chair, plenty of storage and all cables and instruction manuals. Bob Caldwell, KWYN, Wynne, AR 72396, 501-238-8141. \$7,500.

McMartin 801 8 channel mono console. 1 year old. Like new, \$1800. Call Jim Boardman, KTGA, 515-576-7668, or write to M33, Warden Plaza, Fort Dodge, IA 50501.

Automation system DAP-5000, 1 Revox, 3 RT-25 Carousels, 3 BK-19 Racks, 1 Logger. For details, call 301-939-0800.

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.

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.

CBS Model 410 Mono FM Volumax Peak Controller—\$650. New!; CBS Dynamic Presence Equalizer Model 4500—\$795. New; CBS Model 4440A Mono Audimax—\$700. New; CBS Model 1602 Dual Audio Distribution Amp—\$395. New. Call Jeff Browne, 916-383-5353.

Logging—English language—interfaces to any automation or cart system. Includes: Vistar CRT terminal and PAL (IGM) encode and decode electronics—like new—\$4200 firm. IGM 500 automation system—super condition. Highest bid. KHIG, PO Box 1106, Paragould, AR 72450.

Foreclosure sale—26 pair, brand new Pioneer speakers, 25 watts in Sonic cabinets, all or part, also Shibaden VTR. Any reasonable offers 503-225-0509.

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.

FRUITBOWL is not for comedians; it's for personality pros who use humor on their shows. Check the difference yourself, with free trial subscription. FRUITBOWL, Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Isn't somebody sharp? Has someone picked up on success of TV drama serials, Roots, Rich Man? Looking for daily 15-30 minute radio drama series. Quick. Send details, we'll call. No Lone Rangers. Box I-68.

New Service-Ratings. Audience Rating Analysis and Computer Consultant Services by the analyst who designed and computerized: Arbitron Information on Demand (AID), N.Y. and L.A. Arbitron Metering Systems, Brands, and other audience research systems. Not affiliated with ARB. B. Rudder, 2818 W. Washington Boulevard, Box 4102, Marina del Ray, CA 90291. Phone: 213-821-8788.

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

Help Wanted Sales

**RESTAFFING
NEW ACQUISITION**
Need a General Manager, Sales Manager, Program Director, and strong Air Personalities for a dominant signal in an Eastern Midwest Major Market, awaiting FCC approval.
Station will program Adult Contemporary Music. E.O.E.
Send resume to
Box 1-57.

Help Wanted Sales Continued

RADIO SALES MANAGER CALIFORNIA

Number two station in medium size market requires sales manager with ambitions to be General Manager.

Station is new acquisition of new and ambitious group broadcaster, located in lovely California Coastal area.

Perfect spot for star salesperson ready for management.

Please send resume and earnings requirements in first letter. All replies will be answered.

BOX NO. H-194, BROADCASTING

Help Wanted Announcers

WOAI RADIO

needs a talented Adult Morning Personality. Prior experience in Talk or News format not essential. Top dollar. Send taped resume to John Barger, WOAI Radio, 1031 Navarro, San Antonio, Texas 78205. EOE.

Help Wanted News

EXPERIENCED FARM DIRECTOR

Unlimited opportunity for qualified person, must have degree in Agriculture or equivalent and be able to handle farm related advertisers both local and national. Excellent salary commensurate with experience. and fringes. Box 1-109.

WEATHERPERSON

Major radio station is seeking an experienced, authoritative weather reporter. Must have breezy conversational delivery with strong background in earth sciences. Here's an opportunity to make an impact on a major market. Salary: upper \$20M. Box 1-87. An Equal Opportunity Employer.

Help Wanted Programing, Production, Others

DRAKE—CHENAULT

is now accepting applications for referrals on future Program Director positions at quality automated stations. Great opportunities for creativity and growth in all formats: Rock, Soul Beautiful Music, Adult Contemporary, AOR and Country. Please send an on-air and production tape as well as resume and salary requirements to:

Bert Kleinman
Executive Vice President, Programing
Drake-Chenault
8399 Topanga Canyon Blvd., Suite 300
Canoga Park, CA 91304

Help Wanted Programing, Production, Others Continued

ALL NIGHT TELEPHONE TALK/MUSIC PERSONALITY General Electric Broadcasting Co. WGY

Now accepting applications for 11PM-5AM personality. Minimum 3 years experience in Adult Contemporary music and telephone talk. Great opportunity to join the *personality station in the Northeast.*

Tapes and resumes to: Lee Fowler, Manager Programming, WGY Radio, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

PROGRAM DIRECTOR WKBW RADIO Buffalo, New York

Minimum 3 years experience as Program Director of contemporary, M.O.R. or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff.

Send resumes to Norm Schrutts, WKBW Radio, 1430 Main Street, Buffalo, New York 14209.

An Equal Opportunity Employer

Situations Wanted Management

ATTENTION: FLORIDA

Need a G.M./Station Manager?

Floridan ready to return. Current top exec with small, medium, large market experience in sales, programming, operations. Heavy management background at successful stations, great track record and new ideas for new money. Forty-three year-old family man, interested in facility with sound financial base and growth opportunity.

Box 1-110

ATTN: STATION OWNERS

Top billing major market account executive desires opportunity to manage small-medium market FM or AM-FM operation. Heavy experience sales, programming, production, management, on-air, and engineering. Many award nominations as PD. of a well known 50KW. Want to get involved with the entire operation again. Prefer S.E. Stations offering equity given special consideration. Box 1-72.

Situations Wanted Programing, Production, Others

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. I'm not your present PD. Box 1-2.

TELEVISION Help Wanted Technical

Engineer

CHIEF ENGINEER

Ball State University has an immediate opening for a Chief Engineer in the center for Radio and Television. Responsibilities include the supervision of Broadcast Engineers; operating and maintaining GE-PE 250 colored television cameras, Quad VTR and related electronic equipment. Six years experience with first class FCC license required. Excellent fringe benefits. 24 days paid vacation. Educational opportunities. Application deadline 8-22-77.

Send rh(M

Personnel Services Office
BALL STATE UNIVERSITY
Muncie, Indiana 47306
An Equal Opportunity Employer

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

CHIEF ENGINEER

Public broadcasting station WIPB-TV is seeking a Chief Engineer to perform and oversee the installation, operation and maintenance of TV audio, video and transmitters equipment according to FCC regulations. BS or equivalent in Electronic Engineering with 4-5 years experience desired. Supervisory experience and FCC First Class License required. Starting salary to \$18,000 commensurate on experience and education. Excellent fringe benefits. 24 days paid vacation. Educational opportunities. Application deadline 8-22-77. Send resume to Personnel Services Office, Ball State University, Muncie, Ind. 47306.

Equal Opportunity/Affirmative Action Employer

EXPERIENCED ALL-ROUND TV CHIEF ENGINEER

Modern, well-run TV station in picturesque Central American country needs Chief Engineer experienced and able take charge all technical facets TV Station maintenance and operations, including repeaters. Fluency in Spanish essential. Salary commensurate with experience. Write Box I-64.

MAINTENANCE ENGINEERS ARE YOU NO. 1?

We are a production facility in the Philadelphia area and we need the best maintenance engineer in the business. The right person for the job is a highly motivated self-starter with a background knowledge of electronics and "hands in" maintenance and repair experience. Our equipment includes RCA 2" tape, RCA studio cameras, RCA film chain, and Sony 2600's. The successful candidate will be responsible for the entire engineering function now, and will quickly gain added responsibility during the early planned growth of our company. If you feel that you are "Number 1" give us a call at 215-284-2400. EOE.

Help Wanted Programing, Production, Others

EXECUTIVE PRODUCER NIGHTLY TV NEWSCAST

Executive Producer will have overall responsibility for preparation, production and presentation of local nightly newscast in major East Coast Television Market.

The position requires an individual with strong background in Broadcast Journalism, 5 years' experience in local news operations and a minimum of 2 years' TV news accountability.

Please send resume detailing salary history in confidence to:

BOX BM 386
810 Seventh Avenue, New York, 10019

An Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others Continued

Our Growth = Your Opportunity

Need MEDIA BUYER and TV PRODUCER

If you're an experienced Media Buyer and you know Ohio media and like the responsibility of planning, budgeting and buying, and would like the atmosphere, pressure and opportunity of a growing agency, give us a call.

OR

If you are an experienced TV Producer (both programs and spots), who is very creative yet strong in technical knowhow and detail organization and would like the atmosphere, pressure and opportunity of a growing agency, give us a call.

(216) 461-8000
or write

Don Marcus or Glenn Colerider
Marcus Advertising, Inc.
Brainard Place, 29001 Cedar Road
Cleveland, Ohio 44124

An Equal opportunity employer, M/F

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 News

BROADCASTING TV NEWS

Urban affairs reporter ... top ten Eastern market ... seeking experienced TV street reporter with background in inner city affairs ... initiative and desire to achieve as a major market TV street reporter essential. Send resume to Broadcasting Box I-111.

EQUAL OPPORTUNITY EMPLOYER M/F

Help Wanted News Continued

WEATHER

It's critical in the Northeast where we are number one in news. Need a professional meteorologist with good on air personality. Send resume to Box I-77. An EOE.

Situations Wanted Programing, Production, Others

AWARD WINNER

Major market Producer/Director, national credits. Seeks Executive Producer or Production Manager position. Excellent background and references. Proven track record. All opportunities considered. Box I-112.

Radio Surveys

500 CALLS 500

\$50.00
per mo

Box 2585, Augusta, Ga.
30903 (404) 733-0642

S-A-M-S

Radio Drama



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Lum & Abner Distributors
1001 SPRING
LITTLE ROCK, ARK. 72202
Phone (501) 376-9292

Miscellaneous

For Powerful Year-Round Promotions

AMERICAN FLAG KITS

3' x 5' Double-Stitched Flag
W/5 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery

FLAG HEADQUARTERS
for All Media
Write or call Today
for Catalog Sheet

ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618/273-3376

Business Opportunity

PROFESSIONAL SALES REPS

Travelling East Coast. (possibly national) starting September. Will represent your proven promotion, sales aid, talent, product, successfully to radio stations. Commission Basis. For details, references, etc.

Write: C. Wade Johnson Marketing Co.
P.O. Box 1164
Elizabethtown, N.C. 28337.
Or Call: (919) 862-4349.

Public notice

The City of Rochester, in Monroe County, New York, invites applicants for a Cable Television Franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications shall be accompanied by a non-returnable certified check in the amount of \$2,000. Applications will be accepted until 5:00 p.m., October 31, 1977, and all applications received will be available for public inspection 9:00 a.m., November 1, 1977 during normal hours at the office of City Clerk. Patricia B. Adduci, City Clerk, 30 W. Broad Street, Rochester, New York 14614 (716) 428-7048.

Buy-Sell-Trade



CHARGE-A-TRADE
Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)

3081 E Commercial Blvd Ft Lauderdale, FL 33308 13061491 2700
FT LAUDERDALE • MEMPHIS • ORLANDO • NY • ATLANTA • GREENVILLE SC • COCOA BCH

Equipment For Sale

Ikegami - TK-355 Camera.

Used as demonstrator only. Complete with 500' cable. Firm price \$24,500. Call 713-622-1724—Ed Milling.

COLOR EQUIPMENT FOR SALE

- 2 CEI-280 Color Cameras with Angenieux Zoom Lenses, Headsets, Camera Cables
- 2 CBS 8000 Image Enhancers
- 2 Telemet Model 7945 Production Switchers
- 1 Telemet Model 4704 Chroma Keyer
- 2 Unimedia Dual-9 Color Monitors
- 1 Sparta Model 4515 Audio Tape Player
- 1 JVC PV-4800U Portable Color Camera
- 1 JVC GC-4800U Portable Color Tape Deck
- 2 IVC 870 1" VTRs
- 1 IVC 760 1" VTR
- 3 IVC Dual Remote Controls
- 2 Atlas Floor Microphone Stands
- 1 AKG-D200 Electrovoice Microphone
- 1 Chroma Key Blue Cyclorama and Track

Call or write R. E. Joslin
BIG VALLEY CABLEVISION, INC.
4955 West Lane
Stockton, CA 95210
209/466-1567

Equipment For Sale Continued

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 bawling 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.

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

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

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

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1204 RUSSE BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/258-0737

For Sale Stations Continued

Central	small	profitable	\$180K	Terms
Gulf	medium	AM/FM	350K	29%
CA	sub	profitable	475K	138K
FL	sub	fulltime	1,450K	29%
NY	sub	fulltime	650K	189K

Atlanta, Boston, Chicago,
Dallas, Los Angeles



CHAPMAN ASSOCIATES®
media brokerage service

1835 Savoy Drive,

Atlanta, Georgia 30341

- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltime within 40 miles of Daytona. Only fulltime AM in 30,000 pop. trade area. Billing about \$140,000. \$395,000 including real estate. \$70,000 d.p.
- No down payment. Billed \$13,000 + in July. All real estate and super complete automation system included. Chattanooga area Payments \$3,965.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Daytimer within 40 miles of Memphis. \$70,000.
- Fulltime within 60 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltime 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.
- Fulltime with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- 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

BOOKS

AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11", illustrated. **\$12.95**

COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages. 150 illustrations. **\$10.95**

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Name _____

Address _____

City _____ State _____ ZIP _____

For Sale Stations Continued

Cecil L. Richards, inc.

media brokers

(703) 821-2552

Suite 408

7700 Leeburg Pike

Falls Church, Va. 22041

*A Confidential
Service
to Owners &
Qualified Buyers*

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.

NEW ENGLAND STAKES

192 furlongs from the coast! Fulltime with Class B FM is ready for new jockey. Favorable odds for real growth with this quinnella in small metro market. Asking \$490,000. Bob Kimel can give you the track record. Phone Bob at (802) 524-5963 or write Box 270, St. Albans, VT. 05478.



**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

**william
Kepper &
associates**

Midwest, single, AM/FM, W/R.E.
Under 7x's C.F.
Rockies... noted resort AM
2 1/4 x's gross, on terms
includes Xmitter R.E.

IL 1615 Orrington, Evanston 60201 (312) 889-3468
N.Y. 667 Madison Ave., NYC 10021 (212) 638-6880
CA. Box 2671 San Rafael 94901 (415) 457-5688

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 27	Closing Wed. July 20	Net change in week		% change in week		1977 High Low		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting													
ABC	ABC	N	45 5/8	46 3/4	-	1 1/8	-	2.40	46 3/4	37	10	18,058	823,896
CAPITAL CITIES	CCR	N	49 1/4	50 1/4	-	1	-	1.99	57	44 3/4	10	7,484	368,587
CRS	CBS	N	60 3/8	62	-	1 5/8	-	2.62	62	55	10	28,395	1,714,348
COX	COX	N	27 1/2	29 1/4	-	1 3/4	-	5.98	33 5/8	27	8	5,872	161,480
GROSS TELECASTING	GGG	A	15	15				.00	15 1/2	13 5/8	7	800	12,000
KINGSTIP COMMUN.	KTVV	O	4 7/8	4 1/2	+	3/8	+	8.33	4 7/8	3 7/8	9	461	2,247
LIN	LINR	O	19 1/4	20 3/8	-	1 1/8	-	5.52	20 3/8	16 1/2	8	2,725	52,456
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	95,793
STARR**	SRG	M	5 3/8	5 3/4	-	3/8	-	6.52	7	3 1/2		1,418	7,621
STORER	SBK	N	22	22 3/4	-	3/4	-	3.29	26 7/8	21 3/8	5	4,876	107,272
TAFT	TFB	N	28 1/4	28 5/8	-	3/8	-	1.31	33 7/8	27	7	4,070	114,977
TOTAL												78,454	3,484,209

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 1/4	5 1/2	-	1/4	-	4.54	5 7/8	3 3/4	7	1,234	6,478
AVCO	AV	N	17	17 7/8	-	7/8	-	4.89	17 7/8	13 3/8	3	11,656	198,152
JOHN BLAIR	BJ	N	17 7/8	17 1/8	+	3/4	+	4.37	17 7/8	11 1/8	6	2,414	43,150
CHRIS-CRAFT	CCN	N	5 3/4	5 7/8	-	1/8	-	2.12	7 3/8	4 1/2	5	5,810	33,407
COMBINED COMM.	CCA	N	23 1/4	22 1/2	+	3/4	+	3.33	23 1/4	19	8	6,692	155,589
COWLES	CWL	N	15 3/8	15 3/8				.00	15 5/8	12 1/2	19	3,969	61,023
DUN & BRADSTREET	DNB	N	30 7/8	30 1/2	+	3/8	+	1.22	30 7/8	26 1/4	17	26,447	816,551
FAIRCHILD IND.	FEN	N	15 1/8	15 5/8	-	1/2	-	3.20	15 5/8	9 1/2	13	5,708	86,333
FUQUA	FQA	N	9 3/4	11	-	1 1/4	-	11.36	13	9	6	8,987	87,623
GANNETT CO.	GCI	N	36 1/4	37 1/8	-	7/8	-	2.35	40 3/4	32 3/4	16	22,430	813,087
GENERAL TIRE	GY	N	26 7/8	27 5/8	-	3/4	-	2.71	29 1/4	24 3/4	5	22,239	597,673
GLOBE BROADCASTING	GLBTA	O	4	4				.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	12 1/2	12 1/8	+	3/8	+	3.09	12 3/4	8	6	475	5,937	
HARTE-HANKS	HMN	N	29 1/2	29	+	1/2	+	1.72	29 1/2	26	12	4,474	131,983
JEFFERSON-PILOT	JP	N	30 7/8	30 7/8				.00	32 3/8	26 5/8	10	24,128	744,952
KAISER INDUSTRIES	KI	A	5 1/4	5 1/8	+	1/8	+	2.43	18 5/8	4 5/8	3	28,119	147,624
KANSAS STATE NET.	KSN	O	6 7/8	7 1/4	-	3/8	-	5.17	7 1/4	4 3/4	8	1,716	11,797
LEE ENTERPRISES	LNT	A	23	24	-	1	-	4.16	28 1/8	22 1/4	11	5,010	115,230
LIBERTY	LC	N	23 1/8	22 3/4	+	3/8	+	1.64	23 1/8	18	5	6,762	156,371
MCGRAW-HILL	MHP	N	18 3/4	19 1/4	-	1/2	-	2.59	19 1/4	15 5/8	11	24,664	462,450
MEDIA GENERAL	MEG	A	16 3/4	16 3/4				.00	20	16 3/8	8	7,463	125,005
MEREDITH	MDP	N	20 7/8	21 1/2	-	5/8	-	2.90	21 1/2	17 3/8	5	3,067	64,023
METROMEDIA	MET	N	28 7/8	28 3/4	+	1/8	+	.43	31 1/8	25 3/4	6	6,700	193,462
MULTIMEDIA	MMED	O	24 1/4	24 3/4	-	1/2	-	2.02	25 1/2	21 1/2	10	4,392	106,506
NEW YORK TIMES CO.	NYKA	A	18 1/8	19 1/4	-	1 1/8	-	5.84	19 1/2	15 3/4	8	11,207	203,126
OUTLET CO.	OTU	N	18 1/2	19 7/8	-	1 3/8	-	6.91	24 1/4	16 5/8	8	2,140	39,590
POST CORP.	POST	O	21 1/4	19 1/4	+	2	+	10.38	21 1/4	16 1/4	8	869	18,466
REEVES TELECOM	RBT	A	2 1/2	2 1/2				.00	3	1 3/4	17	2,380	5,950
ROLLINS	ROL	N	21	21				.00	24 1/4	17 1/8	12	13,404	281,484
RUST CRAFT	RUS	A	21 7/8	22 1/4	-	3/8	-	1.68	23 1/2	8 1/2	14	2,291	50,115
SAN JUAN RACING	SJR	N	10 1/2	11 3/4	-	1 1/4	-	10.63	11 3/4	7 5/8	9	2,509	26,344
SCHERING-PLOUGH	SGP	N	32	38 1/4	-	6 1/4	-	16.33	44 3/4	32	11	54,084	1,730,688
SONDERLING	SDB	A	11 3/4	12 1/4	-	1/2	-	4.08	12 1/4	8 3/8	5	1,103	12,960
TECH OPERATIONS**	TO	A	3 7/8	3	+	7/8	+	29.16	3 7/8	2 3/8		1,344	5,208
TIMES MIRROR CO.	TMC	N	24	25 3/8	-	1 3/8	-	5.41	25 3/8	20 3/4	11	33,927	814,248
WASHINGTON POST CO.	WPO	A	28 1/4	26 3/8	+	1 7/8	+	7.10	28 1/4	21 3/4	10	8,876	250,747
WOMETCO	WOM	N	11 1/8	11 3/4	-	5/8	-	5.31	12 3/4	10 7/8	7	8,563	95,263
TOTAL											380,036	8,709,727	

Cablecasting

ACTON CORP.	ATN	A	6 1/2	6 3/8	+	1/8	+	1.96	6 1/2	3 1/8	12	2,757	17,920
AMECO**	ACO	O	1/8	1/8				.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	26 1/2	27 1/2	-	1	-	3.63	27 1/2	19 3/4	17	3,374	89,411
ATHENA COMM,** *		O	3/8	3/8				.00	3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 3/8	4 1/2	-	1/8	-	2.77	4 1/2	3 1/8	24	8,325	36,421
CABLE INFO.		O	3/4	3/4				.00	7/8	1/2	4	663	497
COMCAST		O	5 1/4	5 1/4				.00	5 1/4	3 3/4	10	1,662	8,725
COMMUN. PROPERTIES	COMU	O	5 7/8	6 1/4	-	3/8	-	6.00	6 3/8	3 5/8	23	4,761	27,970
ENTRON*	ENT	O	1	1				.00	2	7/8	1	979	979
GENERAL INSTRUMENT	GRI	N	20 3/4	23	-	2 1/4	-	9.78	23	18 1/8	9	7,332	152,139
GENEVE CORP.	GENV	O	8 1/2	7 3/4	+	3/4	+	9.67	9 1/4	7 1/2	57	1,121	9,528
TELE-COMMUNICATION	TCOM	O	5 5/8	5 7/8	-	1/4	-	4.25	5 7/8	2 7/8	33	5,281	29,705
TELEPROMPTER	TP	N	8	8 5/8	-	5/8	-	7.24	9 3/8	6 3/4	44	16,793	134,344
TEXSCAN	TEXS	O	1 5/8	1 1/2	+	1/8	+	8.33	2	1 1/4	10	786	1,277
TIME INC.	TL	N	35 3/8	37	-	1 5/8	-	4.39	38 1/4	33	10	20,324	718,961
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	20 1/2	-	1/2	-	2.43	21 1/4	15 1/2	14	1,679	33,580
UNITED CABLE TV**	UCTV	O	4 1/8	4 1/8				.00	4 5/8	3 7/8		1,879	7,750
VIA COM	VIA	N	15	15 1/4	-	1/4	-	1.63	15 5/8	9 1/2	14	3,750	56,250
TOTAL											85,408	1,328,408	

	Stock symbol	Exch.	Closing Wed. July 27	Closing Wed. July 20		Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programing													
COLUMBIA PICTURES	CPS	N	15 5/8	15 1/8	+	1/2	+	3.30	15 5/8	7 3/8	12	6,748	105,437
DISNEY	DIS	N	36 3/4	36 3/4				.00	47 5/8	32 1/2	16	31,895	1,172,141
FILMWAYS	FWY	A	9 5/8	9 1/8	+	1/2	+	5.47	9 7/8	6 7/8	8	2,275	21,896
FOUR STAR*			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	12	13 1/4	-	1 1/4	-	9.43	18 3/8	12	3	48,239	578,868
MCA	MCA	N	38 7/8	39 7/8	-	1	-	2.50	42 3/4	36 3/8	8	18,024	700,683
MGM	MGM	N	21	23 1/8	-	2 1/8	-	9.18	24 1/8	16	9	13,102	275,142
TELETRONICS INTL.		O	4 1/4	4	+	1/4	+	6.25	6 1/2	4	7	1,018	4,326
TRANSAMERICA	TA	N	15 7/8	16 1/2	-	5/8	-	3.78	16 1/2	13 5/8	9	67,238	1,067,403
20TH CENTURY-FOX	TF	N	21 1/4	22 1/8	-	7/8	-	3.95	22 7/8	10	11	7,631	162,158
WARNER	WCI	N	29 1/8	29 3/4	-	5/8	-	2.10	32 1/2	26 1/4	7	14,411	419,720
WRATHER	WCO	A	8	7 1/2	+	1/2	+	6.66	8	4 1/2	12	2,243	17,944
TOTAL											213,491	4,526,385	

Service

BBDO INC.	BBDO	O	29 1/2	29 1/2				.00	29 3/4	22 1/2	9	2,513	74,133
COMSAT	CO	N	33 3/4	34 3/4	-	1	-	2.87	36 3/4	29 3/8	9	10,000	337,500
DOYLE DANE BERNBACH	DOYL	O	21 5/8	21 3/4	-	1/8	-	.57	22	16 3/4	7	1,866	40,352
FOOTE CONE & BELDING	FCB	N	17 5/8	17 7/8	-	1/4	-	1.39	17 7/8	14 3/4	8	2,304	40,608
GREY ADVERTISING	GREY	O	27 3/4	28	-	1/4	-	.89	28	16 1/2	6	821	22,782
INTERPUBLIC GROUP	IPG	N	37	37 1/2	-	1/2	-	1.33	37 1/2	28 1/8	8	2,387	88,319
MARVIN JOSEPHSON	MRVN	O	13 3/4	15 3/4	-	2	-	12.69	17 1/4	10 1/4	6	1,896	26,070
MCI COMMUNICATIONS**	MCIC	O	1 7/8	1 7/8				.00	2 1/2	7/8		19,985	37,471
MOVIELAR	MOV	A	1 3/8	1 1/2	-	1/8	-	8.33	2	1 1/4	9	1,410	1,938
MPO VIDEOTRONICS	MPO	A	5 3/4	6	-	1/4	-	4.16	9	4	8	520	2,990
NEEDHAM, HARPER	NDHMA	O	13 1/4	13 1/4				.00	13 1/4	11 1/8	6	823	10,904
A. C. NIELSEN	NIELB	O	21 3/4	21 3/8	+	3/8	+	1.75	22 1/8	18 7/8	12	10,762	234,073
OGILVY & MATHER	OGIL	O	35 1/2	36 1/4	-	3/4	-	2.06	36 3/4	31	8	1,805	64,077
J. WALTER THOMPSON	JWT	N	17 1/2	17 5/8	-	1/8	-	.70	18 1/2	15 1/8	8	2,649	46,357
TOTAL												59,741	1,027,574

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	5	5 1/8	-	1/8	-	2.43	6	2 3/8	9	1,672	8,360
AMPEX	APX	N	9 3/4	11	-	1 1/4	-	11.36	11	7 3/8	12	10,885	106,128
ARVIN INDUSTRIES	ARV	N	16 3/4	17 1/8	-	3/8	-	2.18	19 1/4	15	4	5,959	99,813
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	3	3				.00	3 1/4	1 3/4	12	441	1,323
COHU	COH	A	3 3/8	3 1/2	-	1/8	-	3.57	3 1/2	2 1/8	15	1,779	6,000
CONRAC	CAX	N	21 7/8	22 3/8	-	1/2	-	2.23	27 1/4	21 7/8	7	1,433	31,346
EASTMAN KODAK	EASKD	N	58 7/8	58	+	7/8	+	1.50	86 3/4	58	15	161,371	9,500,717
FARINON ELECTRIC	FARN	O	8 1/2	8 3/4	-	1/4	-	2.85	12	8	9	4,267	36,269
GENERAL ELECTRIC	GE	N	54 3/4	55 3/8	-	5/8	-	1.12	56 5/8	49 1/4	13	184,581	10,105,809
HARRIS CORP.	HRS	N	35 3/4	36 1/8	-	3/8	-	1.03	39	28	12	12,261	438,330
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.	IVCP	O	1	1 1/8	-	1/8	-	11.11	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	25 3/4	26	-	1/4	-	.96	26	20 1/4	11	1,320	33,990
3M	MMM	N	49 7/8	49 3/4	+	1/8	+	.25	57	48 3/8	16	115,265	5,748,841
MOTOROLA	MOT	N	42 3/8	42 1/2	-	1/8	-	.29	56 7/8	37 3/4	13	28,544	1,209,552
N. AMERICAN PHILIPS	NPH	N	31	31 7/8	-	7/8	-	2.74	36	31	7	12,033	373,023
OAK INDUSTRIES	OAK	N	15 1/2	16 5/8	-	1 1/8	-	6.76	17 7/8	9 5/8	12	1,639	25,404
RCA	RCA	N	30 1/2	31 5/8	-	1 1/8	-	3.55	31 3/4	25 3/8	12	74,807	2,281,613
ROCKWELL INTL.	ROK	N	32	32 1/4	-	1/4	-	.77	36 3/4	30 7/8	8	32,400	1,036,800
RSC INDUSTRIES	RSC	A	2 1/8	2 1/8				.00	2 1/4	1 5/8	10	2,690	5,716
SCIENTIFIC-ATLANTA	SFA	A	19	20	-	1	-	5.00	21 1/8	16 3/4	12	1,668	31,692
SONY CORP.	SNE	N	8 3/8	8 3/4	-	3/8	-	4.28	10 3/8	8 1/8	14	172,500	1,444,687
TEKTRONIX	TEK	N	35	36 3/4	-	1 3/4	-	4.76	68 1/2	28 1/4	16	17,342	606,970
TELEMATION	TIMT	O	7/8	3/4	+	1/8	+	16.66	7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	18	19 1/8	-	1 1/8	-	5.88	21	14 3/4	12	6,838	123,084
WESTINGHOUSE	WX	N	21	21 7/8	-	7/8	-	4.00	22	16 1/4	8	87,492	1,837,332
ZENITH	ZE	N	21 1/2	22 7/8	-	1 3/8	-	6.01	28	20 7/8	11	18,818	404,587
TOTAL												963,133	35,503,069
GRAND TOTAL												1,780,263	54,579,372

Standard & Poor's Industrial Average 108.2 111.8 -3.6

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.

Wold: full-time pursuit of occasional networks

Robert Wold says that he is not a sports fan or a "hardware man"—strange admissions, perhaps, for someone whose company is responsible for setting up terrestrial and satellite transmissions for more than 5,000 radio and television broadcasts a year, most of them sporting events.

Mr. Wold says he is generally bored sitting in the stands watching a game; he would rather be up in the control booth, "where something's happening." When he discusses the interconnection of cities by satellite, he is more likely to mention the economies involved than the technological intricacies. And he doesn't really get excited until he starts talking about such things as "occasional networks."

Perhaps the reason for this is that Mr. Wold is, primarily, a businessman. Beyond that, it seems he is a businessman who has achieved his measure of security, and who now is less interested in maintaining that security than in turning to something new and, possibly, something a bit more on the creative side. And to Robert Wold, the idea of organizing and distributing independent programing to supplement the offerings of the three major networks is something very interesting indeed.

Mr. Wold has, in one way or another, been involved in packaging programs for most of his career. As a salesman at CBS's WBBM(AM) Chicago, for example, he helped create for clients programs that used WBBM's considerable in-house stable of talent, which included a 45-piece orchestra. Later, as an account executive for Hamm's beer with the Campbell-Mithun advertising agency in Minneapolis, Mr. Wold would help set up a network of 40 stations in six states to carry about 50 Minnesota Twins baseball road games each season. "Through the experience with the Twins," Mr. Wold says, "I got to know about AT&T tariffs for private lines for broadcasting. About a dozen years later that became a very important part of my life."

Mr. Wold had joined the N.W. Ayer agency in San Francisco in 1961 (the asthmatic condition of one of his children prompted the move west) and in 1965 had been promoted to vice president and manager of the firm's Los Angeles office. During that time, he remembered the profits being enjoyed in the interconnection business by the then-unrivaled Sports Network (acquired by Hughes Television in 1968, subsequently sold to Paramount in 1976). Through contacts he had made at Golden West Broadcasters' KSFO(AM) San Francisco and KMPC(AM) Los Angeles (which carried the Giants and Angels



Robert Norman Wold—president, Robert Wold Co., b. Sept. 11, 1925, Minneapolis; U.S. Navy, 1943-46; BA, journalism, University of Minnesota, 1949; salesman KROC(AM) Rochester, Minn., 1950-51; salesman, WBBM(AM) Chicago, 1952-54; timebuyer, account executive, Campbell-Mithun Advertising, Minneapolis, 1954-60; account executive, vice president, N.W. Ayer, San Francisco and Los Angeles, 1961-1970; present post, 1970. m. Mary Angell, Dec. 1, 1956; children—Robert Jr., 19, Peter, 17, Margaret, 12, Molly, 10.

baseball teams, respectively), Mr. Wold confirmed that there was room for competition in the transmission of sporting events. He soon quit his job at Ayer, leased a full-time land line between New York and Los Angeles, rented an office and began going after Hughes's radio business.

"My whole bag was trying to out-hustle Hughes," he says. "It was a matter of hard work, skillful pricing and follow through. Just good old American competition."

The formula apparently worked. He now claims to handle about 80% of the major sports broadcasts on radio each year, with deals for 24 of 26 baseball teams, 14 of 17 National Hockey League teams, 24 out of 28 National Football League teams and 17 out of 22 National Basketball Association teams, plus 12 college basketball and 13 college football schedules, all arrangements for Mutual Radio's remote broadcasts and about 25 local sports networks. The company, which now employs 15 people, also arranges for engineering services for about a third of those broadcasts.

Still trying to out-hustle Hughes, Mr. Wold saw the possibilities for savings offered by using domestic satellites for television. On Aug. 9, 1975, his company set up the first satellite broadcast of a live commercial program within the continental U.S., relaying a Brewers-Rangers baseball game from Milwaukee to Dallas-Fort

Worth. Just to be sure, Mr. Wold lined up a land line as a back-up—a precaution that has not been used since. Wold now uses satellite feeds for both radio and TV whenever distance justifies it, and he is about to extend his commitment for bulk time on Western Union's Westar from 1,800 to 5,000 hours a year (several clients help take some of that time off Mr. Wold's hands, including the Independent Television News Association and UPI Television News). At this point, Mr. Wold figures he's about even with Hughes in transmission of events for television, covering 1,000 to 1,500 games a year for about 45 different teams.

It was the Wold company's expertise with satellites that presumably led to its selection as deliverer of David Frost's interviews with former President Richard Nixon to some 165 stations last spring. The syndicator of the series was Syndicast Services, and its president, Mickey Johnson, called the coverage "a network to be reckoned with." Mr. Wold agrees, but he thinks there were "occasional networks" before that which didn't get as much publicity. Wold has on several instances put together one-shot networks for specific sponsors, such as the one-hour calf-roping championships sponsored by U.S. Tobacco, which reached close to 80 markets last March. But perhaps the most significant example, in Mr. Wold's mind, was the 12-hour *Great American Celebration*, broadcast live from 7 p.m. to 7 a.m. on July 3-4, 1976. The Wold Co. set up station clearances for the program and delivered it for Ray Beindorf Productions. Mr. Wold says that 110 stations cleared it, 85 of them network affiliates.

"That was the forerunner of all this current talk about so-called fourth networks," he says, "the very first one. We take a lot of pride in the fact that, although it wasn't the first time someone had set up an occasional network, it was really the biggest and had more impact than anything. That put us into another area of activity that we hadn't previously been involved in."

Mr. Wold is discussing at the moment a number of projects, all of them live productions, with members of "the creative community in Los Angeles." He emphasizes that he would handle only clearances and delivery of the programs. At most, he said, he would have a partial interest in a production, and he says he wants to maintain some selectivity in the types of properties he involves himself with.

"We're not out to steal the country," he says. "We don't have the kind of bucks to go up against the networks—it's still a David and Goliath thing. But if we get the right programs, there's not one thing they do that we can't do just as well—or better, because I'm my own boss. I don't have to answer to anybody."

Parting shot

Despite the professed reservations of some members, the FCC last week accepted Ben Hooks's departing proposal. It voted to initiate an inquiry into a proposed rule requiring all station sellers to give public notice of their intention to sell 45 days before signing a sales contract.

It all sounds innocent enough. As Mr. Hooks explained, blacks and other minorities have complained that they are outside the broadcast establishment and thus in no position to learn of station offerings until deals have been made with privileged insiders. The 45-day notice would merely alert outsiders to the availability of properties that they could then offer to buy. Indeed Mr. Hooks has argued that the process could benefit sellers by price escalation through competitive bidding.

In the real world, it becomes immediately apparent, things would not be guaranteed to work that way.

To begin with, sellers would not commonly announce an intention to sell until they had made conditional deals after private negotiating. To do otherwise would be to create an open auction—with all the risk of distress pricing that an auction sale implies.

Buyers, however, would be aware that their deals, once known, would be subject to cancellation upon the sellers' acceptance of higher bids during the 45-day open season. That knowledge would inevitably affect the setting of the first price. A whole new set of artificial criteria for evaluating stations would be introduced.

It is hard to find in this a benefit to the minorities that Mr. Hooks wants to help. Once a price was established by private negotiation and the intention to sell announced, another buyer could prevail only by offering a higher price. If the first price were realistic, the second bidder would be paying a premium to enter ownership. Nor is the FCC in a position legally to arrest that process. Present law expressly prohibits the commission from admitting rival buyers to comparative consideration in station sales.

If the FCC were to adopt the Hooks plan, its inevitable course would lead toward circumvention of the law and intrusion in the trading process. In the end the market would be grossly distorted, and minorities would be subjected to more discrimination than they are now.

Mr. Hooks left more valuable legacies.

Sweet victory

A majority of voting members of the Senate Commerce Committee did the honorable thing last week and opposed the imposition of restrictions on the broadcast advertising of legally marketed products containing saccharin. Until the Commerce Committee acted, it looked as though the Senate was headed for another perpetration of injustice against broadcasters.

As recounted here before, Senator Edward Kennedy (D-Mass.) introduced a bill that would defer governmental judgment on the effects of saccharin for 18 months but in the meantime ban broadcast advertising for products with saccharin content. That bill was toned down by action of the Human Relations Subcommittee to require the inclusion of health warnings "of equal impact" in advertising in all media.

That's where added thinking had taken the Senate last week when members of the Commerce Committee restored some reason to the process—not, however, until Senator Ernest (Fritz) Hollings (D-S.C.), chairman of the Communications Subcommittee, had introduced a provision that, in effect, would have applied the fairness doctrine to saccharin-related advertising—and

by logical extension to all products advertised on the air. It was at that point that Senator John A. Durkin (D-N.H.) intervened to say that the Senate should face up to its responsibilities. If saccharin were indeed a menace, its distribution should be restricted by law, he said. Absent that action, however, he thought it unfair and probably unproductive to impose restraints on advertising. At that point Senator Howard W. Cannon (D-Nev.) submitted the resolution that was ultimately adopted to eliminate all restraints on broadcast advertising of the products in question pending final decision on distribution.

Broadcasting and other media would be foolish to assume that the fight for reasonable legislation has been won. The odds against broadcasters were decidedly reduced, however, by the sensible action of the Commerce majority last week.

Medium on the move

This magazine devoted nearly half of its issue of a week ago, as it does in an issue at about this time each year, to a general appraisal of the radio business. As has been the customary finding in these recent explorations, business was judged to be good.

It wasn't always thought of in that way. In the first flush of excitement over television, there were broadcasters who abandoned radio and others who left it on the doorstep of second-level management. As those old enough to remember the 1950's know, radio endured internal upheavals. What had been a service built upon national network programming lost the underpinning of network advertising. Network billings fell from their high of \$133 million in 1948 to a low of \$35 million in 1960. Stations had to discover independent ways to survive.

They did. In that same 1948-to-1960 period total radio time sales rose from \$416 million to \$622 million. Revenues are running about \$2 billion a year now.

With the growth in revenues has come a growth in station population. The 700 FM stations on the air at the end of 1948 provided virtually no competition to the 1,912 AM's. The 2,937 commercial FM's now in business are in many places fiercely challenging and in some cases beating their opposite numbers among the 4,502 AM stations on the air.

Formats have proliferated as stations have sought to establish identities amid the profusion of signals, and nuances of difference within formats are in constant flux. The result is a range of music and talk that covers the spectrum of public interests. It is the eclecticism of communication that the writers of the Bill of Rights had in mind when they voted for freedom of the only press there was then.



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		WWAM Cadillac	KMEG-TV Sioux City

4

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4

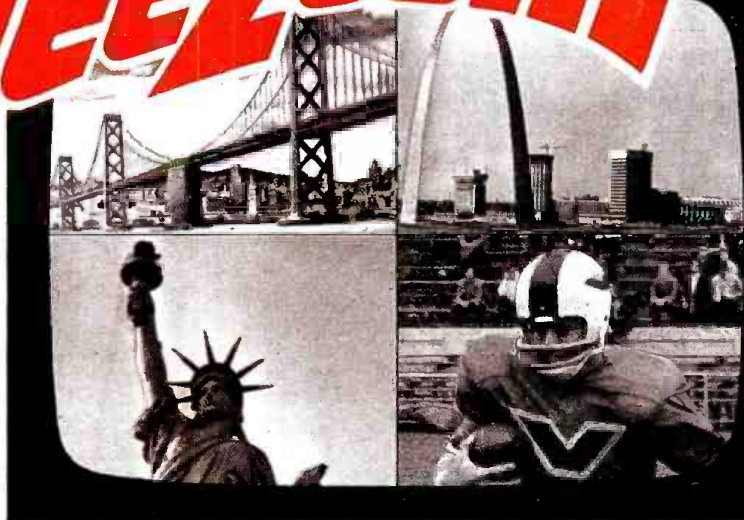
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