

The Arledge era of TV journalism:
old pros and new beginnings

Broadcasting Aug 15

The newswkely of broadcasting and allied arts

Our 46th Year 1977

LEES JR COLLEGE
JACKSON KY

NEWSPAPER

Guess which is the Twin Cities' No. 1 show?

- ☐ Charlie's Angels
- ☐ Eyewitness News
- ☐ LaVerne & Shirley
- ☐ Happy Days

We don't mean to tilt halos. Or make the days not-so-happy for LaVerne and her friend. But if you named any show but Eyewitness News, guess again. Sunday Eyewitness News at 10 P.M. is the top-rated show in the market with a whopping 50% share of metro TV households.* Seven days a week we average a heavenly

44% share, winning 44 out of 45 demo categories (tying one) against competitive news shows.

It's no wonder. Anchorman Ron Magers, meteorologist Dr. Walt Lyons, sportscaster Tom Ryther and the whole team bring a bright "with-it" flavor to news coverage that really scores. Thanks to them, our prime has come.



When news beats prime time... that's news!

EYEWITNESS NEWS
KSTP-TV



Division of Hubbard Broadcasting Inc. *Source: Arbitron, Minneapolis-St. Paul, Apr.-May 1977, program audiences. Estimates subject to limitations of said report. For more information contact Jim Blake, General Sales Manager, Dave Garvin, National Sales Manager, at (612) 645-2724, or your nearest Petry rep.

41339 K74795WK DEC/77
LEES JUNIOR CLG
LIBRARY
JACKSON KY 41339

HOW TO CUT THE CLIMBING COSTS OF TRANSMITTER OPERATION

The entire line of CCA FM transmitters was designed to cut operating costs. Using proven, grounded-grid design. Neither Collins nor Harris have it. But every CCA FM transmitter does. Grounded-grid design. From 1kw to 80kw.

Conservative grounded-grid design cuts operating costs. Cuts the expense of replacing tubes with the short life cycle inherent in transmitter designs using high frequency tetrodes for FM. In a recent survey, the tube life at a typical station, WFPG-FM in Atlantic City, N.J. was 55,586 hours running continuously. Still, other transmitter manufacturers continue to use

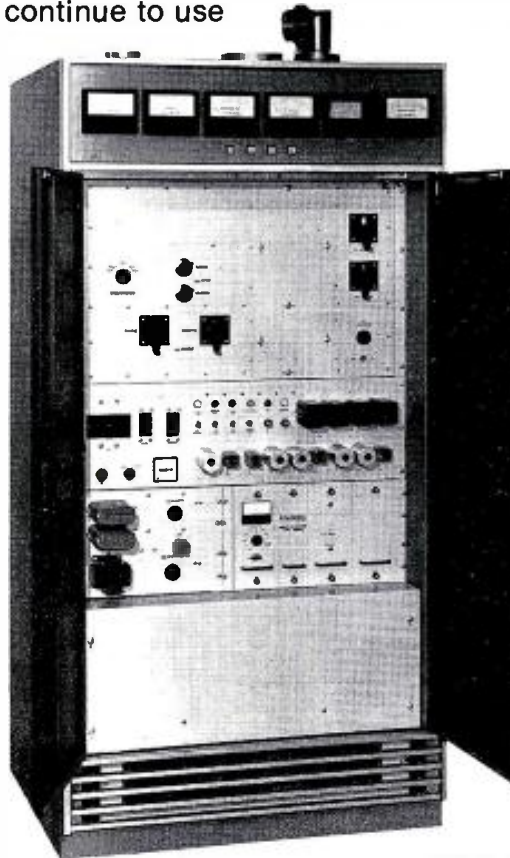
the tetrode approach requiring periodic neutralization. And — most important — the unnecessary expense and compromise of shorter tube life.

You'll hear a lot of talk about the cost of operation between different makes of transmitters. But one thing stands out:

The transmitter with the longer tube life costs less to operate. The grounded-grid CCA FM transmitter.

You won't empty your pocket buying or operating CCA equipment.

For further details, call our toll-free number, or write.



**SEE CCA at NRBA
Booth 42 to 55**

The New CCA

CCA Electronics Corporation • Broadcast Plaza • Box 5500 • Cherry Hill, N.J. 08034

Call toll-free: 800-257-8171. In N.J. call collect: (609) 424-1500 • Telex: 845200

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

This year, thousands of kids are enjoying "Summer Camp" without leaving home.

For too many kids, the end of the school year used to mean the end of learning. And the beginning of boredom.

But not now, thanks to "Summer Camp," Group W's new series of weekday half-hour programs that bring the outdoors into the living room.

Shot on location at the La Honda (Calif.) YMCA Camp, "Summer Camp" shows real kids discovering the wonders of nature. With the help of an experienced counselor, they learn how to paddle a canoe. Build a weather station. Cook outdoors. Build and use a compass. Activities designed to involve the youngsters at home while teaching them self-reliance and the need to work together.

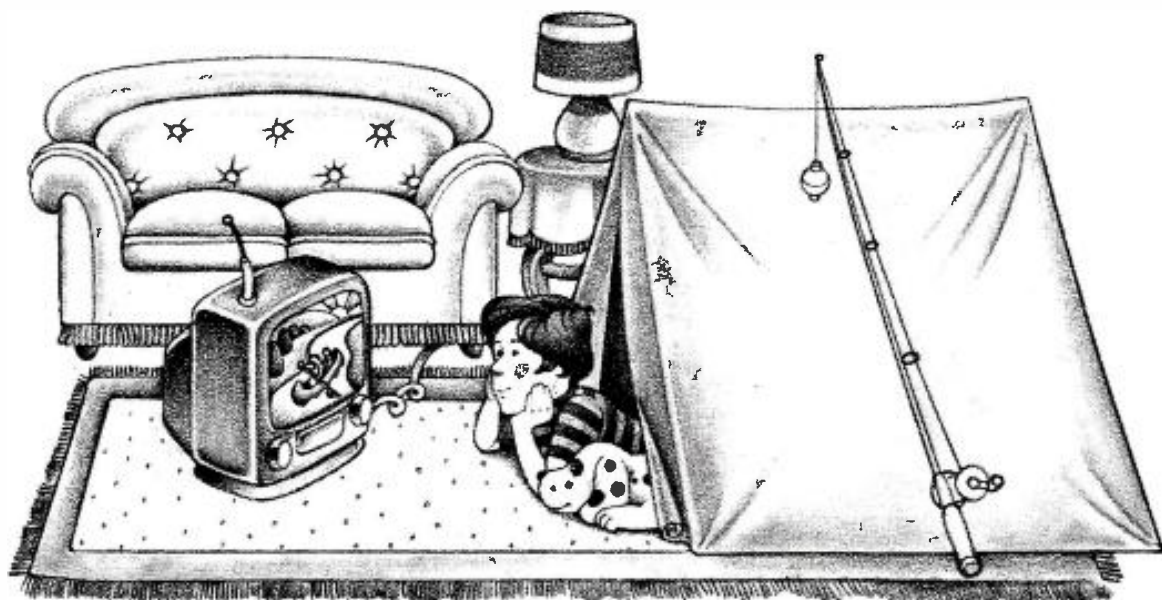
"Summer Camp," developed by Group W's

KPIX, San Francisco, is being aired on our five stations. The Pittsburgh *Post-Gazette* calls it "the next best thing to actually going off to camp."

Significant programming for the young is a continuing objective for Group W. For pre-schoolers and their parents, we produced "Playmates/Schoolmates." For teenagers, the award-winning "Call It Macaroni." Now, "Summer Camp" for pre-teens. And, upcoming, for both parents and their children, "The First Three Years," a guide for the first 36 months of a youngster's life.

Children come in all sizes and ages. **GROUP W** believes there ought to be something for all of them.

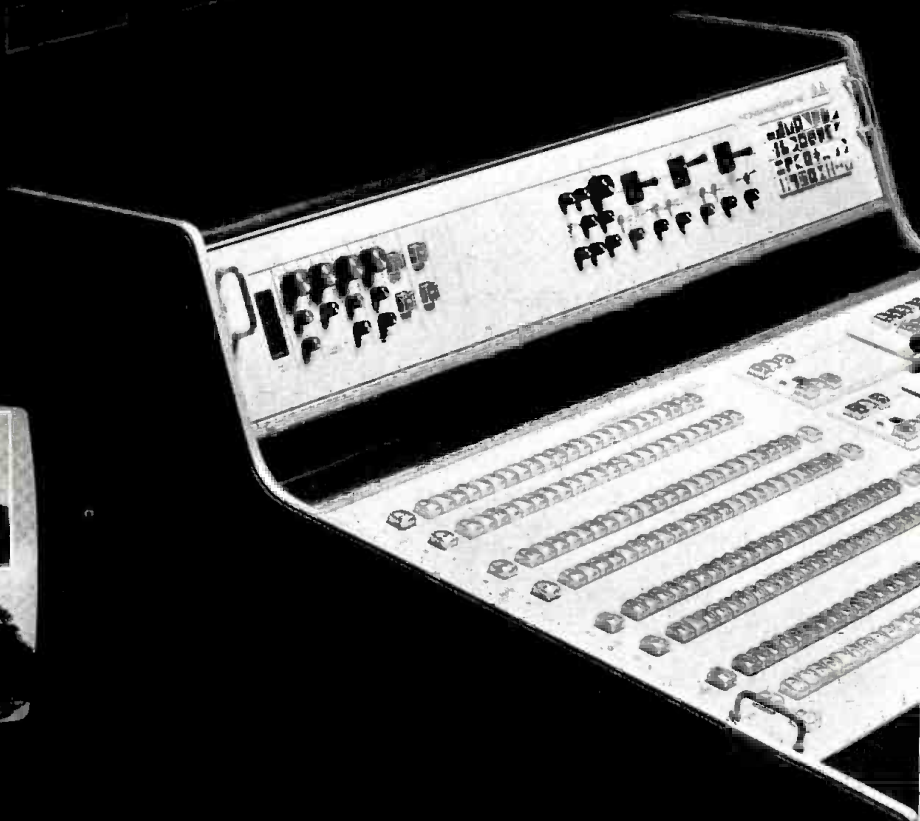
WESTINGHOUSE BROADCASTING COMPANY



GRASS VALLEY GROUP 

PRODUCTION SWITCHING SYSTEMS

NOW AVAILABLE
WITH **DVE**



THE GRASS VALLEY GROUP, INC.

A TEKTRONIX COMPANY

Station Plaza East
GREAT NECK, NY 11021
(516) 487-1311

4419 Van Nuys Blvd, Ste 307
SHERMAN OAKS, CA 91403
(213) 990-6172

1644 Tullie Cir, NE
ATLANTA, GA 30329
(404) 321-4318

P.O. Box 482
MABANK, TX 75147
(214) 887-1181

810 W Bristol Street
ELKHART, IN 46514
(219) 264-0931

The Week in Brief

MUTUAL SALE IN WORKS □ MBS reportedly will be sold for estimated price of \$15 million to Amway Corp., a privately held manufacturer-distributor of personal-care and household products. **PAGE 20.**

GO, NO GO □ ABA convention adopts guidelines for radio advertising by lawyers but says it's not up to dealing yet with television. It also defers action on proposals for new fairness-doctrine rules. **PAGE 21.**

UP FROM RED □ NAB says that in 1976 the "typical" FM station made a profit for the first time as revenues take a jump of 45%. For all radio stations, revenue increase was 19.3%. **PAGE 21.**

STARTING THE CLIMB □ ABC's new news chief, Roone Arledge, and two of his top lieutenants, Av Westin and Sahder Vanocur, know it's a long road to the top in broadcast journalism. Undeterred, they're marching off. **PAGE 23.**

CBS WINS PER-USE SUIT □ In seven-year-old case, network emerges victorious as judge rules ASCAP-BMI blanket music licenses are restraint of trade. **PAGE 29.**

TAKING IT TO THE CLEANERS □ ABC's new *Soap* series doesn't wash with Catholic group, which urges an advertiser-affiliate-audience boycott. California rabbis throw up a caution sign on the program. **PAGE 30.**

THE BEST DEFENSE □ NBC-TV tells its affiliates how it will counter ABC-TV's early-season efforts and dismisses CBS-TV as an unworthy opponent. Programs in reserve are detailed. **PAGE 30.**

MOBIL MOVES □ Oil company signs Severeid to narrate documentary series and starts looking for standard day and time slot for the show. **PAGE 31.**

IN THE SHADOW OF THE CAPITOL □ PTA brings its traveling antiviolence training camp to Washington, tells members how to monitor programming, make their complaints known. **PAGE 31.**

SHOPPING LIST □ Bermuda will pay \$60 for an episode of an hour-long U.S. made TV series; Great Britain will pay

up to \$12,000 and the Canadians as much as \$21,000. There's money to be made in foreign syndication rights. **PAGE 34.**

BACK TO FIVE □ Appeals court overturns FCC's decision to decrease the number of stations that must file EEO statements by increasing the minimum for filing from five employees to 10. The FCC may live with the ruling. **PAGE 36.**

SPECIAL MENTION □ FCC and its comparative renewal process pop up in Ribicoff committee report on agency delays; it's cited as one of the best examples. **PAGE 38.**

FILLED UP □ NAB announces that it's staffed its 20 committees for the year. **PAGE 40.**

IT'S A DEAL □ Post Corp. and minority groups in Rochester come to terms on agreement that paves the way for purchase of WOKR(TV) there. Post promises programming, employment opportunities. **PAGE 41.**

ASCERTAINMENT ON THE AIR □ Post-Newsweek holds first of its broadcast ascertainment programs on WPLG(TV) Miami. **PAGE 42.**

SELL YOURSELF □ TVB is making its buy-television presentation into a one-minute spot for broadcast by stations. **PAGE 44.**

TURNABOUT PLAY □ Mobile Oil is after those fairness-mandated divestiture spots being run on WTOP-TV Washington; it says *they're* unfair. **PAGE 44.**

BEST IN A WHILE □ AAAA report on advertising-agency finances finds that member firms are making more money than they have in 10 years. **PAGE 43.**

ROAD TO RECOVERY □ Teleprompter's second-quarter report continues the good news of the first: Revenues are up and it's making a profit. **PAGE 47.**

RIGHT-HAND WOMAN □ Mary Jo Manning, counsel to the Senate Communications Subcommittee, know her stuff, and she has to, as one of Senator Ernest Hollings's chief aides. **PAGE 65.**

Index to departments

Broadcast Advertising... 44
Broadcast Journalism... 23
Business Briefly... 10

Changing Hands... 40
Closed Circuit... 7
Datebook... 16
Editorials... 66
Fates & Fortunes... 49

Finance... 47
For the Record... 52
Media... 36
Monday Memo... 14
Open Mike... 18

Playlist... 48
Profile... 65
Programming... 29
Stock Index... 63
Top of the Week... 20

WSOC-TV Is Charlotte

When WSOC-TV says it is Charlotte, Channel 9 means it communicates with, about and to the entire community. And, according to awards from the Radio-Television News Directors Association of the

Carolinas, the station is doing so with excellence and innovation.
1st: Best Newscast. The coveted premiere award.
1st: Best Spot News. For coverage of a tragic balloon accident.
1st: Best Investigative Report. For a five part mini-documentary on changing "Lifestyles" in Charlotte.
 Advertising for this 6 p.m. news series also received two national awards.
1st: Best Sports Report. For coverage of hang gliding.
Plus: A 1977 national award for programming... three national

awards for station advertising... two recent Sigma Delta Chi awards for public service. And the only Pulitzer Prize winning editorial cartoonist in television. Nobody does it better.



TV CHARLOTTE

Cox TV stations are represented by TeleRep.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

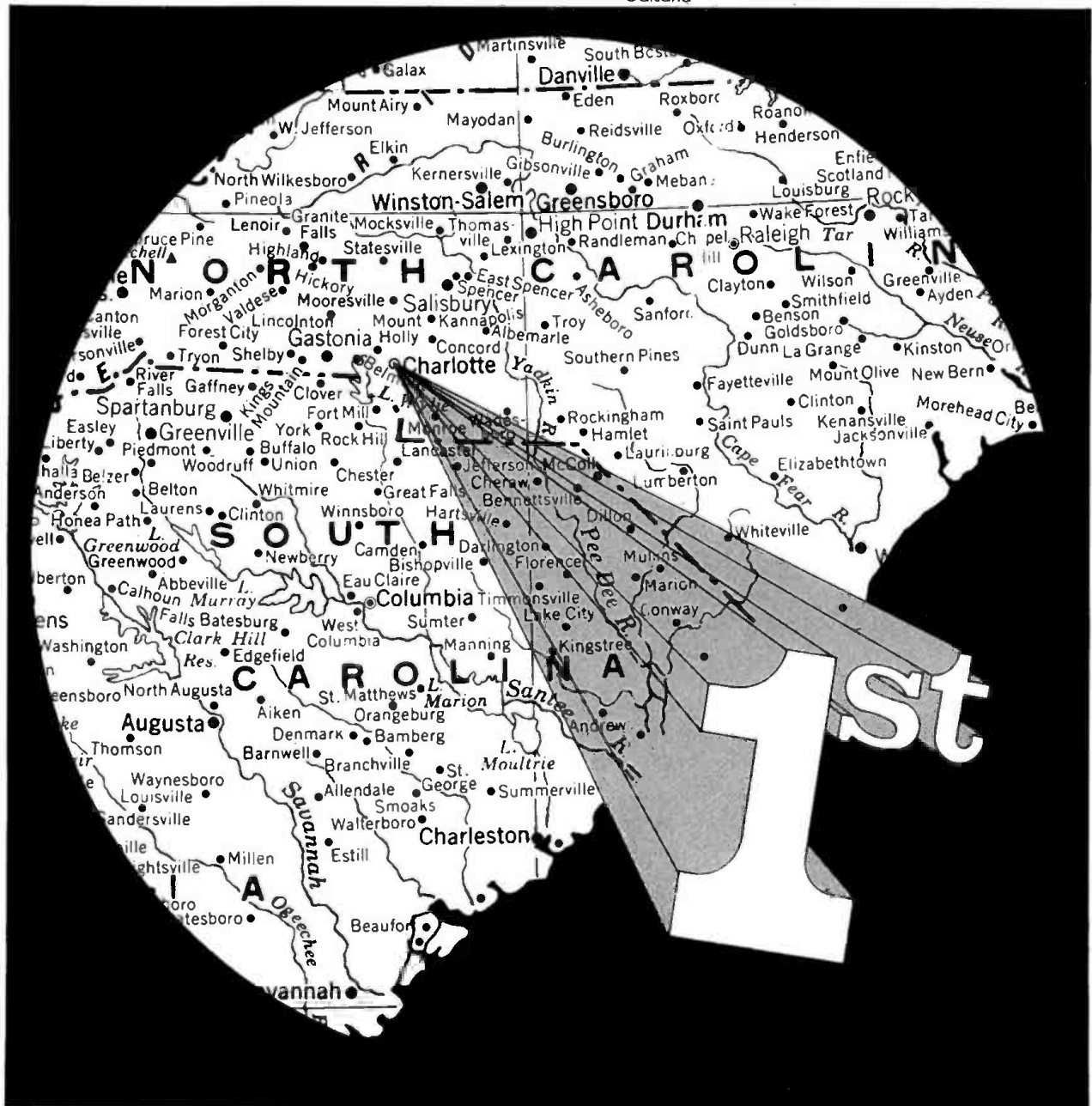
WIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore



Closed Circuit®

Insider report: behind the scene, before the fact

More network minutes

Big row may be building between station reps and TV networks. Reps say there have been "serious" expansions of network commercial and program time that have contributed to current slowdown in spot sales, and that more if not worse are to come. They cite introductions of mid-evening news updates, five commercial minutes per week added to NBC's *Today* and five similarly to be added to ABC's *Good Morning America*, 10 commercial minutes added to NBC Sunday late-night movie last fall, other additions that they say are being planned by NBC and CBS, with latter reportedly planning to increase late-night program and commercial time by close to 20%.

NBC-TV sources confirm they will launch new Saturday-morning half-hour on Sept. 10 with *Pink Panther Show* reruns at 7:30—for 13 weeks. CBS sources say they're adding reruns of *Kojak*, *Hawaii 5-0*, *MASH* to late-night movie package and that there'll be proportionate increase in commercial minutes—but that most new minutes will go to affiliates. ABC sources confirm they're adding two 30's per day to *Good Morning*—but say it's because *Today* did. Reps say they're not impressed by such explanations. Station Representatives Association is preparing analysis, similar to its study of effects of longer network newscasts, before networks dropped that hot potato.

TV minded

WTOP(AM) Washington, single remaining radio station in Washington Post Co.'s Post-Newsweek group, is on market at asking price in area of \$8 million. Crossownership, plus division's emphasis on TV (WTOP-TV Washington; WPLG-TV Miami; WJXT-TV Jacksonville, Fla., and WFSB-TV Hartford, Conn.) motivated decision by Katharine Graham, who directs all Washington Post Co. activities, to authorize Howard Stark, New York-based broker, to list availability. Established in 1926 as WISV, station was formerly owned by CBS, with which it's presently affiliated. It's all news on 1500 khz with 50 kw full time. Post-Newsweek last year sold WCKY(AM) Cincinnati and six years ago gave FM station to Howard University, Washington.

Nobody home

Tumbleweeds and whistling wind would have completed picture of Washington as ghost town last week as nearly everyone followed Congress's lead in taking August

off. On Capitol Hill, only staff members were to be found, and not many of them. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) was vacationing in Nova Scotia, while his counterpart in Senate, Ernest Hollings (D-S.C.), was traveling in home state. At FCC, only commissioner not on vacation was Robert E. Lee.

At National Association of Broadcasters it was same story. Eight of 14 top executives, including President Vincent T. Wasilewski, were vacationing. Ninth, Harold Niven, vice president for planning and development, was on jury duty.

USIA all the way

Unless there's 360-degree turnaround, President Carter will support retention of U.S. Information Agency as independent agency with Voice of America under USIA control and no strings to State Department. That's also said to be substance of recommendation to be made by House International Relations Subcommittee on International Operations headed by Representative Dante B. Fascell (D-Fla.).

If proposals take that course, they'll be in line with recommendations U.S. Advisory Commission on Information issued last week (see "In Brief," page 22).

Soloing

Eddie Einhorn, president of TVS Television Network, is slated to leave post at end of year when five-year contract expires to go off into his own venture. He is forming Paragon Communications Inc., New York, which will be active in syndication of sports and other programs and in packaging series for TV networks. TVS is subsidiary of Corinthian Broadcasting Corp., New York.

Radio man

Still another indictment of TV violence is forthcoming in mid-November, release date for "Remote Control—How Television Manipulates American Life," 352-page book by new National Public Radio president, Frank Mankiewicz, and social scientist Joel Swerdlow. Volume, to be published by Times Books, New York, represents more than two-and-a-half years work and, according to Mr. Mankiewicz, finds "no question" that violence on TV has harmful effect. Book applauds efforts by National Congress of Parent-Teacher Association.

Though not central issue, Mr. Mankiewicz says, book maintains that with government license and due to

scarcity of frequencies, television cannot have First Amendment rights. "It's totally different from print," he contends. Same distinction, however, is not made for radio since there are more outlets, he adds.

No change

Roone Arledge isn't predicting immediate turnaround for *ABC Evening News* (see story page 23)—and he isn't getting one, either. A. C. Nielsen ratings and shares are distributed now just about as they were when he took over as head of news June 1. Count then had CBS leading with 11.3 rating and 30 share, NBC with 9.8 rating and 25 share and ABC with 7.1 and 18. Latest figures, for week ended Aug. 5, show CBS with 11.7 and 30, NBC with 10.1 and 26 and ABC with 7.6 and 19.

Magic 10,000th

Licensed broadcast stations (AM-FM-TV) in operation in United States will reach 10,000 count by 1980. That's projection of Richard D. Lichtwardt, FCC's executive director. At July 31, 1977, inventory, gross count was 9,346, excluding 317 construction permits for stations not yet on air. Last count: 4,503 AM; 2,954 FM-commercial; 906 FM-educational; 514 VHF-TV-commercial; 101 VHF-TV-educational; 211 UHF-commercial; 157 UHF-educational.

Media ownerships

Leading newspapers and newsweeklies in recent weeks have undertaken in-depth reports on proliferation of newspaper empires and raised questions about concentration of power. Broadcast station ownerships also are explored, notably in light of FCC's crossownership rules, now in litigation. *U.S. News & World Report*, Aug. 15 issue, covered magazine ownerships by networks and newspaper holdings of group owners as well as newspaper conglomerates. Of 1,762 daily newspapers in U.S., 1,047 are "part of group ownership arrangements," magazine reported, and 10 largest chains have circulation exceeding 22,129,263—"more than one-third of total daily newspaper circulation in the U.S."

Against 1,762 daily newspapers there are nearly 10,000 licensed broadcast stations (see above) which broadcast "daily." Broadcasters are limited to maximum of 21 outlets, not more than seven of which can be AM, FM or TV. BROADCASTING'S 1977 YEARBOOK lists group owners as those controlling three or more radio stations and two more TV's. Listed are 342 groups, operating 2,133 stations, about 21% of total stations on air.



The BVH-1000.

Consider the advantages.

Last year, Sony Broadcast introduced the prototype of a new 1" high band video recorder. The BVH-1000.

The BVH-1000 produced picture quality difficult to believe. In fact, broadcasters didn't believe it. They had to see it for themselves. And they snapped up every prototype we could deliver.

Since then, we've made some changes. Added more features. Expanded the BVH concept to include a portable model, the BVH-500, for professional 1" production in the field.

And we've sold a lot of machines.

If you're considering the move to 1", consider the advantages of the BVH-1000.

1. The Advantage of Shared Sector Scanning. The Sony Broadcast BVH-1000 and BVH-500 both use an exclusive system of scanning that records video and sync (lines 1-17) with separate heads. Which means the entire vertical interval is captured and available for encoding any signal required in the future by the FCC.

Color banding is eliminated. And generation after generation, the BVH-1000 picture retains incredible clarity and precision.

2. The Advantage of BIDIREX. Film editing techniques, with a professional video recorder?

That's what you get with the BVH-1000. Not one, but two control modes are provided to give editors a true "film" feeling. In shuttle mode, the tape can be moved in either direction, from stop to 30 times normal speed. With a recognizable picture, so you can make fast editing decisions.

In jog mode, the BVH-1000 lets you move the tape as though you were positioning the reels by hand—while you monitor a fully locked picture.

3. The Advantage of Interchangeability. 1 dB down is the specification. Need we say more?

Sony's interchange is guaranteed by a gimmick-free devotion to precision mechanics and supported by the experience of building several hundred thousand video recorders.

4. The Advantage of Color Framing. Some high end production recorders don't offer color framing. Others make it available as an expensive option.

But both the BVH-1000 and BVH-500 provide color framing capability as standard equipment. Add that to a logic system ideally suited for computer assisted editing, and the Sony BVH-1000 is your best bet to produce that "word from our sponsor."

5. The Advantage of High Fidelity Audio. Not one, not two, but three isolated audio tracks with frequency response from 50 Hz to 15 kHz. With over 50 dB isolation between tracks.

Never before has any production recorder offered the level of audio quality found in these two new Sony Broadcast machines.

And a special wide band amplifier is automatically switched onto the cue track in search mode, to accommodate SMPTE code playback in high speed.

But it is impossible to describe all the advantages of the Sony BVH-1000 and BVH-500 high band recorders. You must see them to believe them.

Contact Sony Broadcast today, and ask for a demonstration. You'll see why networks and production companies alike are buying this remarkable new recorder.

Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019 (212) 371-5800.

Sony® is a registered trade mark of Sony Corporation of America.

Business Briefly

TV only

Lincoln Mercury Dealers Association

□ Dealers arrange 52-week TV promotion beginning in early September. Kenyon & Eckhardt, Troy, Mich., is placing spots in at least 100 markets during fringe, prime and news time. Target: men, 18 and over.

Stouffer's □ Company features its pizza in 15-week TV drive beginning in mid-September. Creamer/FSR, Pittsburgh, is scheduling spots in 27 markets during day, prime and late fringe time. Target: total women.

Vigortone □ Division of Beatrice Foods Co. plans 12-week TV campaign beginning in early November for its Vigortone Livestock Feed. Three Arts Advertising, Minneapolis, is placing spots in 42 markets during fringe and prime time. Target: men, 18 and over.

California Milk □ Milk producers board schedules 12-week TV campaign beginning in late September. Cunningham & Walsh, San Francisco, is

buying spots in 10 California markets during day, fringe and prime time. Target: men and women, 18-34, and teen-agers.

General Mills □ Food company features its Muffin Mix in 10-week TV drive beginning in mid-September. Needham, Harper & Steers, Chicago, is handling spots in about 30 markets during day time. Target: total women.

Coleco Industries □ Game and toy company is planning nine-week TV campaign beginning in mid-October. Richards & Edwards, New York, will place spots in 50 markets during day, fringe and prime time. Target: men, 18-49, and children.

Del Laboratories □ Hair care division features its Nutri- tonic line in two four-week TV flights starting in early September and mid-October. C.T. Clyne Co., New York, is scheduling spots in six markets during fringe time. Target: women, 18-49.

3M Co. □ Magnetic audio-video products division schedules eight-week TV push starting in mid-September.

Rep appointments

- KOV(AM)-WDVE(FM) Pittsburgh: Eastman Radio, New York.
- NTV Network, Lincoln-Hastings-Kearney, Nebraska: Katz TV Continental, New York.
- WHKW-FM Fayette, Ala.: Jack Bolton Associates, Atlanta.
- WGGB(AM) Freeport, N.Y.: Kadetsky Broadcast Properties, Boston (for New England).

BBDO, Minneapolis, will aim for spots in about six markets during fringe and prime access time. Target: adults, 18-49.

International House of Pancakes □ Restaurant chain is placing six-week TV campaign starting in September. Brook Advertising, Oak Lawn, Ill., is seeking spots in at least eight midwest cities during day and fringe time. Target: men and women, 25-49.

Cole National Corp. □ Company features its Montgomery Ward optical division in five-week TV drive beginning late this month. Wyse Advertising, Cleveland, will arrange spots in six markets during day and early fringe time. Target: adults, 18-49.

Hormel □ Meat and food products company features its Little Sizzlers meats in four-week TV promotion beginning in mid-September. BBDO, Minneapolis, is placing spots in about 35 markets during day and fringe time. Target: total women.

Alex & Alex □ Insurance company slates four-week TV flight starting in mid-September. C.T. Clyne Co., New York, is placing spots in about eight markets during news and sports time. Target: men, 35 and over.

Knudsen Corp. □ Dairy division is scheduling four-week TV drive for its cheesecake dessert starting in early September. Chiat/Day, Los Angeles, is handling spots during fringe time. Target: adults, 25-49.

Hillshire Farms □ Division of E. Kahn's Sons Co. will feature its Hillshire Farm Smoked Sausages in four-week TV push beginning this week. Fuller Biety Connell, Milwaukee, will place spots in all Wisconsin markets during day, fringe and prime access time. Target: total adults.

H.P. Hood □ Food company focuses on its processed cheese in four-week TV buy, starting this week. Hill, Holliday, Connors, Cosmopolis, Boston, is placing spots in four markets during day and prime time. Target: women, 18-49.

The Phil Silvers Show



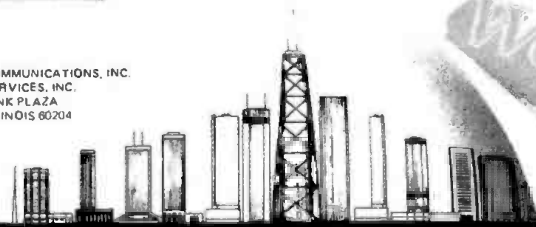
This series was decorated with 8 Emmys for demonstrating that barracks life can be a riot!

Phil Silvers stars as Sergeant Bilko, the loveable, scheming soldier with a taste for life's finer things. 80 uproarious half hours are available.



Harris MW-5 Customers Say It All...

BROADCAST COMMUNICATIONS, INC.
BROADCAST SERVICES, INC.
2005 STATE BANK PLAZA
EVANSTON, ILLINOIS 60204
312-869-8904



June 15, 1977

Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301

Gentlemen:

I have noted your accounts of various stations' highly complimentary reactions to their new Harris MW-5 AM transmitters. Those stations probably had, in most cases, an old transmitter that had seen its better days, was fully depreciated, and ready to be retired to pasture, or at best kept for emergency purposes.

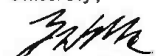
Well, our situation was different. We had a good, relatively new transmitter; we thought it was modern and up-to-date. We were not planning to buy a new transmitter, but we suddenly had no choice. We had a fire, and our existing main transmitter was destroyed.

I have already written, expressing our appreciation for the fine help that we got during the emergency, but I have now had an opportunity to evaluate the performance of the transmitter that we did not even want to buy.

Entirely within the FCC rules relating to power, modulation and directional service, the improvement over our preceding transmitter is unbelievable. You can tune across the crowded Chicago dial blindfolded and tell the difference in any of the areas that we formally deemed critical to us.

I haven't the slightest idea why our Harris MW-5 performs so well, but I would like to confirm that, in reality, it does perform.

Sincerely,


Edward A. Wheeler
President

EAW:vr

ANTENNA FACILITIES:

John Hancock Center - Chicago • Mercantile Tower - St. Louis • Indiana National Bank - Indianapolis • Peachtree Plaza Hotel - Atlanta • IDS Center - Minneapolis • Independent Square - Jacksonville • BC Tower - Seattle • Hyatt Regency - Nashville • First National Building - Little Rock • U.S.F. & G. Building - Baltimore • First Wisconsin Center - Milwaukee • United California Bank - Los Angeles • Renaissance Center - Detroit

BROADCAST: WOJO, Evanston/Chicago WEAW, Evanston KMO, Tacoma

For the whole story, contact
Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING

Gillette □ Plant care division places spotlight on it Hyponex garden products in four-week TV push beginning in early September. Hill, Holliday, Connors, Cosmopolis, Boston, is scheduling spots in 28 markets during day, prime and late fringe time. Target: women, 25-49.

Wella □ Hair care products company takes two four-week TV flights beginning in early September and early November for its Wella Kolestral. James Neal Harvey, New York, will place spots in four West Coast markets, including San Diego and Los Angeles, during fringe time. Target: women, 18-49.

Coca Cola Foods □ Company places spotlight on its Hi-C fruit drink in four-week TV promotion beginning in late August. Media Investment Services, Chicago, will place spots during day, prime, prime access and early fringe time in approximately eight markets. Target: women, 25-49, and children, 6-11.

Campbell Soup Co. □ Company places spotlight on its Hungry Man Dinners in three-week TV drive beginning late this month. BBDO, New York, is buying spots in about 25 markets during fringe time. Target: women, 18-49.

International Shoe Co. □ Shoe company arranges three-week TV promotion for its children's shoe lines, Poll Parrot and Red Goose, beginning this week. Batz-Hodgson-Neuwoehner, St. Louis, will station spots in approximately 53 markets in children's time. Target: children, 2-11, and women, 25-49.

U.S. Shoe Corp. □ Company focuses on its Jumping Jacks shoes in three-week TV promotion starting late this month. Leber Katz Partners, New York, is seeking spots in 10 markets during daytime. Target: total children.

General Electric □ Company focuses

on its Heat Pump in two-week TV buy beginning late this month. Kuttner & Kuttner, Chicago, is buying spots in six markets during fringe time. Target: men and women, 25-54.

Martin-Senour Paints □ Division of Sherwin-Williams Co. is preparing two-week TV campaign to start late this month. Wyse Advertising, Cleveland, is scheduling spots in at least 10 markets during fringe and prime time. Target: adults, 25-49.

G. Heilman □ Brewery features its Blatz beer in three-week TV drive starting late this month. Campbell-Mithun, Minneapolis, is placing spots in about 20 markets during fringe and prime time. Target: men, 18-49.

Radio only

Pfizer □ Agricultural division schedules nine-week radio flight for its animal health care operations beginning in mid-September. Brewer Advertising, Kansas City, Mo., is seeking spots in about 35 markets. Target: men, 18 and over and farmers.

Steak N Shake □ Restaurants launch six-week radio campaign starting this week. Grey-North, Chicago, is placing spots in six markets. Target: adults, 18-49.

Helene Curtis Industries □ Hair products company places spotlight on its Suave shampoo in six-week radio promotion beginning in late September. Biddle Advertising, Chicago, is buying spots in about 20 markets including Milwaukee and Nashville. Target: women, 18-49.

W.R. Grace □ Agricultural chemicals group slates five-week radio campaign starting in late September. Howard,

Merrell & Boykin, Raleigh, N.C., is placing spots in 11 states including Nebraska. Target: farmers.

C.F. Mueller □ Macaroni, spaghetti and egg noodle products company is planning five-week radio promotion beginning in early October. Needham, Harper & Steers, New York, will schedule spots in approximately 30 markets, including Boston, Miami and Pittsburgh. Target: women, 18-49.

Brown Group Inc. □ Shoe company features its Levis for Feet casual footwear in five-week radio push starting this week. D'Arcy-MacManus & Masius, St. Louis, is placing spots in about 50 markets including Detroit, Houston, Pittsburgh and Seattle. Target: men, 18-24.

The Refectory □ Restaurant chain is placing four-week radio push beginning this week. Chiat/Day, San Francisco, is selecting spots in five markets. Target: adults, 25-49.

J. H. Filbert □ Subsidiary of Central Soya Co. focuses on its Mrs. Filbert's margarine in four-week radio buy beginning in early October. W.B. Doner and Company, Baltimore, is placing spots in 40 markets including Boston, Cleveland, Miami and Syracuse, N.Y. Target: women, 35 and over.

Upjohn □ Pharmaceutical company arranges two-week radio promotion for its Asgrow Seed division starting in early September. William R. Biggs, Kalamazoo, Mich., is placing spots in 11 markets in Texas, Kansas and Nebraska. Target: Farmers.

Radio-TV

Gama □ Gas Appliance Manufacturers Association plans 16-week radio and TV campaign beginning in mid-September. Holland-Wallace Co., Little Rock, Ark., is selecting TV and radio spots in at least 80 markets including Atlanta, Boston, Dallas and St. Louis. Target: adults, 25-54.

Stokely-Van Camp □ Company features its Beanee Weenee and Chili Weenee in three-week TV and radio campaign starting in mid-October. Company will introduce Noodlee Weenee and Skettee Weenee in campaign. Handley & Miller, Indianapolis, is seeking radio spots in 25 markets and TV spots in 20 markets in South and Southeast markets during prime and news time. Target: women, 25-49.

Dow Chemical □ Chemical company features its Tordon 22K herbicide in four-week radio and TV campaign beginning in mid-September. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is seeking radio spots in two markets and TV spots in 19 markets during afternoon and early news time. Target: men, 35 and over.

BAR reports television-network sales as of July 24

ABC \$639,943,100 (33.4%) : CBS \$638,580,900 (33.3%) : NBC \$637,350,500 (33.3%)

Day parts	Total minutes week ended July 24	Total dollars week ended July 24	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.	125	\$ 749,200	4,231	\$ 26,622,000	\$ 20,624,600	+29.1
Monday-Friday 10 a.m.-6 p.m.	1,014	13,186,100	28,932	425,791,000	347,214,000	+22.6
Saturday-Sunday Sign-on-6 p.m.	243	3,455,300	9,166	209,152,600	175,169,200	+19.4
Monday-Saturday 6 p.m.-7:30 p.m.	95	2,633,300	2,950	107,957,800	84,880,800	+27.2
Sunday 6 p.m.-7:30 p.m.	18	651,200	624	30,707,100	25,617,300	+19.9
Monday-Sunday 7:30 p.m.-11 p.m.	418	27,566,200	12,289	984,777,700	799,389,500	+23.2
Monday-Sunday 11 p.m.-Sign-off	194	3,814,400	5,942	130,506,300	109,810,700	+18.8
Total	2,106	\$52,055,700	64,134	\$1,915,874,500	\$1,562,706,100	+22.6

Source: Broadcast Advertisers Reports



In Memoriam
Harold R. Krelstein

December 19, 1908 - July 28, 1977

Chairman of the Board
Plough Broadcasting Co., Inc.

Monday Memo®

A broadcast advertising commentary from Herb Gordon, senior VP-director of media, Ketchum, MacLeod & Grove, Pittsburgh

Tougher world of buying makes for better buys

There is no doubt that the responsibilities of the broadcast negotiator are becoming more complex and sophisticated. Changes in programing, growth of independents, the effects of cable and off-network productions and a plethora of research have all created a whole new dimension to the buyer's job.

As a result, the spot broadcast negotiator functions in a world considerably different from that of a decade ago, and the working environment is much more demanding. The state of the negotiating art has improved significantly, and clients are the main beneficiaries: The quality of buying is superior. Nevertheless, the buyer has a much tougher job now than in the mid-60's, and here are some of the reasons:

- The knowledge level in the industry is higher. More people in all facets of the business have a better grasp of advertising concepts, and this has led to a demand for accountability. Thus the requirement for extensive documentation has become routine. Measurements such as audience composition, post- and qualitative evaluations are now prerequisites.

- The volume of research data has increased tremendously. It's a feat for a buyer to be aware of all source material and stay abreast of the constant changes in the various surveys. Previously, buyers worked with a simple report reflecting household data and a few simple demographics. Now, there are volumes containing expanded demos and reams of backup material. This data has allowed more precise targeting and the resulting trend away from household buying further complicates the buyer's job. Media-planning groups have added to this facet of spot buying by providing more specific delineation of audiences and more support data.

- The turnover in programing is unprecedented. In contrast to a decade ago, there is little history on which to base estimates for most evening programs. Today, the spot buyer must develop many of the same disciplines as the network buyer including understanding the viewing patterns in individual markets, studying new programing, looking for opportunities and making estimates. Market-to-market and station-to-station trends can vary greatly compared to the national average and therefore require more attention and closer scrutiny.

- Television costs have also been volatile. This condition has made estimating budgets, rating-point goals and cost efficiencies very difficult, to say the least. Compared to steady annual rate increases in the 3%-5% range 10 years ago, costs



Herb Gordon began his advertising career with Ketchum, MacLeod & Grove in 1956 as a media buyer. Today he is senior vice president and director of media for the Pittsburgh-based firm. Mr. Gordon has also worked as media director at Frye-Sills, Denver.

vary dramatically from market to market. This instability has caused havoc with budget estimating and produced more than a few gray hairs. Furthermore, there seems to be no consistent pattern in these cost variances in market size, spot dollar volume or with other factors.

So where negotiating used to be fairly cut and dry, today's buyers operate in a more challenging and unstable atmosphere. But the pressures have had a positive effect on the product—the buy itself. The greater demands have resulted in a sharpening of the buyer's skills, an increased awareness of the markets and programing and adoption of more efficient techniques in handling paperwork. They have also expanded the role of the station representative in the form of requests for research, trend data, qualitative studies and cume studies.

But this environment is not the only area that is different. One of the most notable changes is the emergence of independent television as a significant factor in many major markets, giving the negotiator greater flexibility in schedule selection. The independent factor poses both an opportunity as well as a problem to the spot negotiator. Ten years ago, independents were generally considered a supplementary buy. Reps could offer little more than packages of from one to three rated spots with lots of bonuses thrown in. If a buyer

had a few extra dollars and wanted to pad his buy with lots of spots for "merchandising reasons," the independents represented a solution. Today, this is not the case.

Although many buys today with sufficient budgets are built around major network stations, independents no longer take a back seat. The main reasons for this are programing and price. It's been proved that reruns attract respectable audiences. Indeed, in many markets, ratings of from four to 12 make independents a practical substitute for early or late fringe news on the affiliates and in some markets, the early fringe independent programing outperforms the news numbers. And if an advertiser's target includes young demographics, independents are a particularly efficient buy. In many cases, the independents' efficiencies are helping to keep costs down while delivering the rating points on budget.

But it's not only reruns that have strengthened the position of independent stations. Many are now carrying good quality, first-run syndicated fare such as the Nixon-Frost interviews and *Testimony of Two Men*. Also, the initial response to *Mary Hartman, Mary Hartman* represents another example of a successful venture into original programing. Many major-market independents have also ventured into the late news area with success.

Other independents have broadened their audience appeal by carrying sports. There are numerous examples ranging from football to baseball to hockey to basketball. Specifically, WPHL-TV Philadelphia airs Phillies baseball games; WGN-TV Chicago features the Cubs. In Pittsburgh, WPGH-TV appeals to the local fans by carrying special college football games and hockey's Stanley Cup play-offs, and this year the station will begin carrying the Pittsburgh Penguins hockey team as well. In an attempt to attract sports franchises, some stations are offering flexibility in program scheduling.

An important part of the independent growth is that recent Nielsen research has helped quiet old fears about weak audience delivery on independents. The data shows that a schedule with a proper mix from affiliates and independent stations not only achieves rating goals, but can actually enhance the reach and frequency delivery. In this regard, the negotiator has greater flexibility in attaining planned goals within budget limits.

All of these influences, trends and new developments have created a complex environment in which the negotiator must work. The spot negotiator in today's world must be a hardy and adaptable individual, because all indications point to the fact that the future promises to be even more demanding.

IF YOUR EARLY NEWS IS ONLY NUMBER TWO, MAYBE WHAT YOU'RE MISSING IS MERV.



If you want your early news to be Number One instead of just another also-ran, lead in your news with "The Merv Griffin Show."

Because better than three out of four stations (76%) that lead off the early news with Merv have the highest-rated news programs in their markets.

Compare that with these figures: Only 50% of the early news programs following the next leading talk-variety show are first. And when the early news follows movies, the average is 46%. Sitcoms, 35%. Hour-long dramas, only 30%.

Any wonder why Merv has just added 25 new stations to his line-up for a grand total of 90?

Start running Merv before your early news. And let him turn your early fringe time into golden time.

Which would be the best news yet.



METROMEDIA PRODUCERS CORPORATION

485 Lexington Avenue, New York 10017. (212) 682-9100

Source: ARB, May, 1977.

Datebook[®]

■ indicates new or revised listing

This week

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

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

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

Aug. 19—*Kansas Association of Broadcasters* second annual sports seminar. Royals stadium, Kansas City, Mo.

Also in August

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. 25-26—Eastern convention of *National Religious Broadcasters*. Hotel Bethlehem, Bethlehem, Pa.

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

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

Aug. 28-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.

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. 1—Deadline for entries in national Abe Lincoln awards of *Radio-Television Commission of the*

Southern Baptist Convention, which will be conferred in February 1978 at Tarrant County Convention Center, Fort Worth. Information: 6350 West Freeway, Fort Worth.

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. 2-4—Third annual conference of the *National Black Media Coalition*. Metropolitan hotel, Washington. Information: Pat Scott, NBCM, (202) 363-3593.

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*, featured speaker, John Hart, NBC News, Washington bureau. Pepco auditorium, 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. 14-17—Fifteenth annual *Irish Advertising Festival*. William Bernbach, Doyle Dane Bernbach, New York, and Ron Hoff, Foote, Cone & Belding, Chicago, will be among judges and will participate in workshops. Dublin, Ireland. Information: Oliver Walsh, 35 Upper Fitzwilliam Street, Dublin 2; telephone: 76-4876.

Sept. 15—Deadline for entries in *American Cancer Society's* annual media awards for excellence in communications about cancer. Contact: American Cancer Society Media Awards, 40 West 57th Street, New York 10019.

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. 15-18—*Federal Communications Bar Association* fall seminar. Programs include "Sex, Violence and Self-Regulation" with Thomas Swafford, National Association of Broadcasters, and Dr. George Gerbner, University of Pennsylvania, among the panelists, and "The New World of Communications," with FCC Commissioner Robert E. Lee, Hershey Hotel and Country Club, Hershey, Pa. Contact: Gloria Manning, Tour Plan of Washington, 1701 K Street N.W., Washington 20006 (202) 785-2638.

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

Sept. 16-18—Southern area conference of *American Women in Radio and Television*. Kahler Plaza, Birmingham, Ala.

Sept. 18-20—*Nebraska Broadcasters Association* convention. Speakers will include Sig Mickelson,

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.

Oct. 13-15—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

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

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 13-17, 1978—*American Women in Radio and Television's* 27th annual convention. Los Angeles Hilton, Los Angeles.

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.

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*. Banquet speaker Sept. 19 will be Dr. Hal Lindsey, author. International Marriott hotel, Los Angeles.

Sept. 18-20—*CBS Radio affiliates board meeting*. Canyon hotel, Palm Springs, Calif.

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

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

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

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

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

Sept. 22-23—CATV technical seminar by *C-COR Electronics Inc.* 60 Decible Road, State College, Pa. Contact: John Yack, C-COR, (814) 238-2461.

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

Sept. 26—Seminar on station license-renewal procedures by *National Association of Broadcasters*. Penn-Harris motor inn, Harrisburg, Pa.

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*. Fred O'Green, president, Litton Industries, will be luncheon speaker first day; Lowell Thomas, dinner speaker that night; Senator John G. Tower (R-Tex.), luncheon speaker, second day. 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. 28—Special meeting of *Association of Maximum Service Telecasters* engineering committee. AMST Headquarters, Washington.

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

■ Sept. 30—*Missouri Public Radio Association* fall meeting. Rock Lane Lodge, Branson.

■ Sept. 30-Oct. 2—*Public Radio in Mid America* annual meeting. Rock Lane Lodge, Branson, Mo.

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 Hixon, Leo Burnett Co. Wisconsin Center, Madison.

Sept. 30-Oct. 2—Southwest area conference of *American Women in Radio and Television*. Camelot Inn, Little Rock, Ark.

Sept. 30-Oct. 2—Northeast area conference of *American Women in Radio and Television*. Berkshire Hilton, Pittsfield, Mass.

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. 7-9—West Central area conference of *American Women in Radio and Television*. Hyatt House, Des Moines, Iowa.

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. 9-15—Intelcom '77, international telecommunications exposition, featuring exhibits, technical seminars and sessions, conducted by *Horizon International House*. Information: Barbara J. Coffin, HIH, 610 Washington Street, Dedham, Mass. 02026.

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 Indus-*

The producer's dream

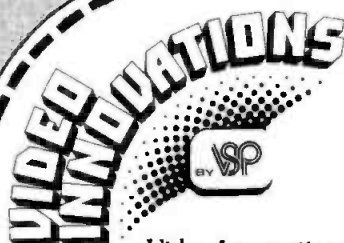
Complete with the latest technology in high-quality broadcast equipment, Video Innovations' versatile mobile unit is truly a producer's dream.

Specially designed from the producer's point of view, our 27 foot video van provides you with remarkable comfort and flexibility in your remote productions. With this impressive unit and our talented mobile crew, Video Innovations offers you complete video production capabilities — at a price you can afford.

We'll take your project from start to finish, using our talent and technology to give you innovative solutions to any video problem. Sporting events, concerts, TV specials, syndicated programs, news conferences, meetings, conventions, exhibits and special presentations. Any program. Anywhere.

So, if you're looking for low-cost, high-quality video, stop dreaming and give us a call.

Video Innovations — the name says it all.



I am interested in learning more about Video Innovations.

bc

____ Call me for an appointment

____ Send me Video Innovations full-color brochure

My special area of interest is _____

Name _____

Title _____ Company _____

Address _____ Phone _____

City _____ State _____ Zip _____

Video Innovations, Inc. 165 Tuckahoe Road Yonkers, New York 10710 (914) 423-4400

try 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. A.B. (Happy) Chandler will be principal speaker. Hyatt Regency hotel, 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—Western area conference of *American Women in Radio and Television*. Holiday Inn Union Square, San Francisco.

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—*National Association of Broadcasters* public meeting on TV programming. Cambridge, Mass.

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. 20-23—East Central area conference of *American Women in Radio and Television*. Stoufflers, Louisville, Ky.

Oct. 21—*Pittsburgh chapter, Society of Broadcast Engineers* regional convention and equipment exhibit. Howard Johnson motor inn, Monroesville, 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. 27-28—CATV technical seminar by *C-COR Electronics Inc.* 60 Decible Road, State College, Pa. Contact: John Yack C-COR, (814) 238-2461.

Oct. 28-30—Midwest area conference of *American Women in Radio and Television*. Hershey hotel, Hershey, Pa.

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. 3-4—*Institute for Democratic Communications* "Media Ethics: Problems and Pressures" conference. Speakers will include Ron Nessen, former presidential press secretary; Anthony Lewis, *New York Times* columnist; Robert Maynard, *Washington Post* correspondent. Information: Conference coordinator, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450. George Sherman Union, Boston.

Open Mike®

Left-handed compliment

EDITOR: William Spann, president-elect of the American Bar Association, was quoted this week by AP Radio regarding the use of broadcast advertising by attorneys. Mr. Spann expressed some concern that because radio and TV stations don't present competitive announcements back to back, many consumers might not be able to make comparisons between the charges for legal services by various attorneys.

He probably didn't intend to praise the broadcasting industry by his statement, but, indirectly, he did—that advertisers using the exclusive/intrusive quality of radio and TV are taking an unfair advantage over those who use some other medium.—*Dick McMahon, account executive, KOSI-AM-FM Denver.*

Tax incentive

EDITOR: The answer to getting more public affairs on the air seems simple to me, if the Internal Revenue Service would allow an expense deduction computed at a fair percentage of the station's rate card for the amount of time allotted to public affairs.

For example, 90% of the rate card for the spot or program. If a 30-minute period sells for \$50, the station would get a tax deduction of \$45 for a half-hour devoted to a public affairs program.

As it now stands, there is no deduction unless there is an actual pay-out of cash for

production of the program—*B.D. Thornton, president and general manager, KMAM(AM)-KMOE-FM Butler, Mo.*

Name dropper

EDITOR: In your July 25 "Open Mike" column the president of the United Church of Christ defends his group against your July 11 editorial.

For years we have read in BROADCASTING about the continuous social and political activities of that group as it relates to the media. Certainly Christians should speak out on social and moral issues. However, Mr. Evans's statement that his General Synod spent more than 40 minutes of rigorous debate on televised sex and violence, the subject of that editorial, is one more indication that the UCC spends a disproportionate amount of its time with topics that bear little resemblance to the work of Jesus Christ.

I, for one, wish the UCC would change its name and leave Christ out if it.—*Bill Clark, Klamath Falls, Ore.*

Machines versus people

EDITOR: My comments were inaccurately reported in your article of July 25 entitled "Automated programmers: the pros with the right sound."

I am represented as implying that live-announced formats will outproduce automation-announced programming; further,

that only the amount spent on automation equipment can allow the fully automated format to achieve parity with live-announced semiautomated operations. My point was that a station can (not will) sound better with live announcers depending on various circumstances: competitive conditions, facility, format, staff, execution, etc.

The implication that the only way for a fully automated station to achieve creative equality is by massive expenditures on automation equipment was never my intention. Utilizing basic automation equipment, an automated station can sound as professional and be as successful as a live-announced facility.—*Larry Vanderveen, president, Radio Arts Inc., Burbank, Calif.*

Wrong house

EDITOR: I wish to point out an error in an Aug. 1 "Closed Circuit." Regarding the second item headed "Dr. in the house," Dr. John Abel is an associate professor in the telecommunication department at Michigan State University in East Lansing and is a social scientist. Your item incorrectly listed him as a sociologist at the University of Michigan which is in Ann Arbor.—*Robert Schlater, professor and chairman, department of telecommunication, Michigan State University, East Lansing.*

BROADCASTING PUBLICATIONS INC.

Sol Talshoff, *chairman*.
Lawrence B. Talshoff, *president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.
Lee Talshoff, *assistant treasurer*.

Broadcasting TELEVISION

The newsworthy of broadcasting and allied arts

Executive and publication headquarters
Broadcasting-Teletesting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-636-1022.

Sol Talshoff, *editor*.
Lawrence B. Talshoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rufus Crater (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Randall Moskop, *associate editor*.
Barbara Chase, Mark Miller, Jay Rubin, *staff writers*.
David Crook, Kira Greene, John Webster, *editorial assistants*.
Pat Vance, *secretary to the editor*.

YEARBOOK □ SOURCEBOOK

John Mercurio, *manager*.
Joseph A. Esser, *assistant editor*.

ADVERTISING

David Whitcombe, *director of sales and marketing*.
Winfield R. Levi, *general sales manager* (New York).
John Andre, *sales manager—equipment and engineering* (Washington).
David Berlyn, *Eastern sales manager* (New York).
Ruth Lindstrom, *account supervisor* (New York).
Bill Merritt, *Western sales manager* (Hollywood).
Peter V. O'Reilly, *Southern sales manager* (Washington).
Ian C. Bowen, *sales assistant*.
Sally Stewart, *classified advertising*.
Doris Kelly, *secretary*.

CIRCULATION

Bill Criger, *circulation manager*.
Kwentin Keenan, *subscription manager*.
Sheila Chamberlain, Denise Ehsaivand, Patricia Johnson, Kevin Thomson, Bruce Weiler.

PRODUCTION

Harry Stevens, *production manager*.

ADMINISTRATION

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

BUREAUS

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



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

One household can hurt you more in the courtroom than it ever could in the ratings.

As a broadcaster you worry about each household where ratings are concerned. But let one household take you to court with a libel suit and you may have something to really worry about. A typical settlement today could cripple your business.

That's why you need Broadcasters Libel Insurance protection from ERC—especially in this age of jumbo liability suits. We've been providing libel and copyright coverage for more than 40 years and today our policy doesn't have a single exclusion. You're even covered for punitive damages.

Although the incidence of claims is increasing our coverage continues to be comparatively inexpensive. But regardless of cost, not to have the coverage when you need it could be a real catastrophe.

If you (or your insurance representative) will mail us this coupon, we'll respond by mail with all the details. Do it today. It's a policy a broadcaster can't afford to be without.



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

Please tell me more about your Broadcasters Libel coverage.

NAME _____

TITLE _____

BUSINESS _____

ADDRESS _____

CITY, STATE, ZIP _____

TELEPHONE _____

Top of the Week

Sale of Mutual reported in work at \$15 million

Amway Corp. said to be on verge of signing contract after Georgia insurance company quits bidding

The often traded Mutual Broadcasting System is about to be sold again, if negotiations that have been under way for some time result, as is reportedly expected, in a contract signing soon. The buyer is said to be the Amway Corp., a Michigan-based manufacturer and distributor of personal-care and household products. The price is said to be in the \$15-million range, by far the largest at which the network is believed to have been traded.

The principal owners of Mutual Broadcasting Corp. now are said to be Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn. Mr. Gilbert is a private investor. Mrs. Gilbert is said to be a member of the Rockefeller family. They reportedly have quietly bought out most of the other original investors who formed the present corporation to buy Mutual 11 years ago.

John A. Hardin is chairman of the company and C. Edward Little is president. Mr. Hardin said last week that "Mutual has not been sold" but would make no comment beyond that.

Amway, based in Ada, Mich., near Grand Rapids, is a privately held company controlled by Jay Van Andel, chairman, and Richard De Vos, president. A company spokesman said Amway manufactures more than 150 home products ranging from detergents to cosmetics. The company has a sales force of 250,000 across the country, 75% of whom, the spokesman said, are husband-and-wife teams. Amway had approximately \$300 million in sales last year.

Since both companies are privately owned and neither is required to announce the transaction to the Securities and Exchange Commission, it is unlikely, sources indicate, that the exact purchase price will be made public. Unlike the other networks, Mutual owns no broadcast stations and is not required to notify the FCC of the impending change in ownership.

BROADCASTING has learned that a third party, American Family Corp. of Columbus, Ga., had been attempting to purchase Mutual. Sources there said that as the ask-

ing price approached the \$20-million level AFC dropped out. AFC, an insurance holding company, has recently bought WYEA-TV Columbus for approximately \$1.5 million, subject to FCC approval (BROADCASTING, Aug. 8).

As of July 1, Mutual had 745 affiliates. It is headquartered in the Washington suburb of Arlington, Va.

Mr. and Mrs. Gilbert first acquired an interest in Mutual in July 1966, as part of a group of investors headed by John P. Fraim and Loren M. Berry who purchased the network from 3M Co., St. Paul, for a reported \$3.1 million. (BROADCASTING, July 11, 1966). Mr. Berry, the key financial figure in then-named Mutual Industries Inc., was chairman of L. M. Berry & Co., a nationwide telephone directory advertising company.

Through the years, however, the other investors gradually dropped out of the company, and the Gilberts acquired their interests. Mr. Hardin was named chairman in October 1971, and Mr. Little assumed the presidency a few months later (BROADCASTING, Oct. 18, 1971; Feb. 21, 1972).

The ownership of Mutual has changed frequently since its founding in Oct. 1934. It was originally owned, as its name implies, by its key stations, WOR(AM) New York, WLW(AM) Cincinnati, WGN(AM) Chicago and WXYZ(AM) Detroit. Gradually, General Tire & Rubber Co., through General Teleradio, acquired all of Mutual's stock. In 1955, with the purchase of RKO Radio Pictures, General Teleradio became RKO Teleradio.

Over the next several years Mutual was sold and resold several times: in 1957 to Dr. Armand Hammer, now head of Occidental Petroleum; in 1958 to Hal Roach Studio (then principally owned by A. L. Guterma who was later convicted of stock manipulation and sent to prison; in 1959 to a group headed by Malcolm Smith, who had recording interests; in 1960 to Albert G. McCarthy, an investor, and Chester Ferguson, a lawyer, and later that same year to the Minnesota Mining and Manufacturing Co., as 3M was known then.

Over most of those years, Mutual was plagued by financial difficulties as network radio in general declined under the influence of television. At the time of the Hal Roach-A. L. Guterma ownership, it was said to have been near bankruptcy. Under 3M, however, its prospects improved, and at the time of the 1955 sale, Mutual was reported to have had a net income of \$400,000 and 515 affiliates.

In the last two years, Mutual is said to have prospered in the general upswing of radio.

American Bar Association approves radio for lawyer ads

But it ducks issue of TV use and defers action on proposals for new broadcast fairness rules

The American Bar Association last week adopted guidelines for lawyer advertising in print and on radio but took no action on the use of television.

The action, preceded by heated debate, was taken by the ABA House of Delegates during the association's annual meeting at the Palmer House in Chicago. The delegates deferred action on another matter of broadcast concern—recommendations by the science and technology section to eliminate the FCC's present practice of case-by-case enforcement of the fairness doctrine and to substitute a general review of over-all performance at license renewal time.

In placing TV lawyer advertising in limbo, the ABA said it lacked the expertise to deal with the issue. Instead it called for the creation of a study group and for state action to develop "safeguards" that would "effectively regulate such advertising" (BROADCASTING, Aug. 8). Whether the study group will provide its own recommendations in time for the association's mid-year meeting in February or later is uncertain.

The ABA went beyond earlier proposals on radio advertising. Aside from general information—address, education, credit arrangements—the code will now permit lawyers to advertise prices for routine services such as simple wills and divorces. Opposition had come from both liberal and conservative factions, from those who felt the new guidelines too restrictive and others who claimed the new code goes beyond the U.S. Supreme Court decision that led to the advertising code revisions but left the broadcast matter open. (Speaking only for himself at a press conference last week, the new ABA president, William B. Spann Jr. of Atlanta, said he saw no basic difference between print and TV advertising, unless visual techniques caused ads to be misleading. He said he has no problems with proper print ads shown on the TV screen.)

The house's decision to defer action until the February meeting on the fairness-doctrine suggestions was prompted by a request by the administrative law section

which claimed it hadn't reviewed the plan. Proponents of the plan see it as a way to remove the FCC from day-to-day journalistic decisions by broadcasters.

The science and technology section had made eight recommendations in all—including one that would free noncommercial stations to editorialize—prepared more than a year ago by a special committee headed by Marcus Cohn, Washington communications lawyer. Lead writer for the committee recommendations was said to be former FCC General Counsel Henry Geller, now with the Aspen Institute Program on Communications and Society. Mr. Cohn had foreseen no problem with ABA adoption.

Specifically the recommendations would:

- Call for the FCC to require broadcasters to devote a minimum percentage of their schedules to programming other than entertainment or sports. The purpose, the committee said, was to carry out the now unenforced part of the fairness doctrine that states an affirmative obligation to access programming that is controversial.

- Call for the end of case-by-case enforcement and the substitution of three-year review. At the same time, however, the bar committee would encourage use of access programming "to reduce the need for government oversight."

- Call for an easing of the personal-attack rule with a policy stating simply that replies would be required only when fairness is not achieved or the licensee has not made plans to allow a response within a reasonable period of time.

- Advocate the treatment of editorial replies similarly to personal attack. The recommendation says that "the First Amendment goal of promoting robust, wide-open debate demands that the broadcaster be permitted to present personal attacks or political editorials without the unnecessary burden or restrictions now of these rules."

- Call for the FCC "to follow a hands-off policy" on alleged news distortion, "with only one narrowly limited exception—namely where there is extrinsic independent evidence" such as a newsman testifying against station management. "In all other instances, any complaint should be referred to the licensee, with no FCC follow-up," the recommendation says.

- Advocate freeing cable systems from "fairness or equal opportunities responsibilities."

- Advocate freeing noncommercial stations to editorialize. The provision of the Communications Act now forbidding that practice is deemed "unconstitutional as a prior restraint of speech in violation of the First Amendment."

- Call for the deletion or narrowing of the act's provision that requires noncommercial stations to balance all controversial programs.

The ABA convention also provided a forum for discussion of revisions of the fair trial/free press guidelines, an issue ex-

pected to be voted upon in February. Among the issues involved in recommendations by the ABA legal advisory committee is broadcast access to courtrooms.

On behalf of the Radio Television News Directors Association, J. Laurent Scharff, Pierson, Ball & Dowd, Washington, pres-

ented testimony strongly supporting "the committee's indicated position in favor of radio and television coverage of judicial proceedings." He did, however, say that the committee's draft "could go a long way to discourage gag orders," but does not go far enough.

FM stations climb out of the red in 1976

NAB survey finds 'typical' outlet making profit last year

For the first time since the National Association of Broadcasters began monitoring FM finances separately about 20 years ago, the "typical" FM station showed up in the black in 1976—registering a pre-tax profit margin of 6.47% and pre-tax profits of \$12,900. The pre-tax profit margin increased to 7.64% when both AM's and FM's were considered, and amounted to \$18,300. It all added up to radio's best year since 1968, said NAB.

In assembling the figures, the NAB reported only on those stations that have been on the air for at least 12 months. It defined "typical" as the median. Some 1,760 stations were surveyed, with 356 FM's participating. (Greater participation in the survey by large market FM's was said to partially account for the growth.)

The NAB study found the median FM experiencing a 48.2% jump in time sales and a 44.6% increase in net revenues in 1976. In the previous year, there was no pre-tax profit margin but a 0.5% and \$700 deficit.

Of the FM's in the survey, 64% showed up profitable in 1976, as opposed to 49.5% in 1975. Including AM's as well as FM's,

72% of the reporting stations claimed profits in 1976.

For all reporting stations, time sales and net revenues were up 19.3% and 16.8% respectively. The increase in profit margin from a low of 4.3% in 1975 was attributed to a smaller increase in operating expenses, 12.7% in 1975. Pre-tax profits in 1975 were \$8,800, more than doubling to \$18,300 the following year. For FM stations alone, operating expenses in 1976 were up 34.5%.

Other NAB findings for 1976 showed typical total time sales at \$248,300 (\$207,300 for FM's); total broadcast revenue at \$239,900 (\$199,100 for FM's), and total broadcast expenses at \$221,600 (\$186,200 for FM's).

Among the expense items NAB noted: \$115,200 for salaries (\$89,400 at an FM); \$5,100 for an outside news service (\$3,500), and \$6,200 for a music-license fee (\$5,000).

The NAB expects the full 1977 Radio Financial Survey to be in the mail to participating stations by the end of this month. Others seeking it should contact the NAB's broadcast management department.

The highlights of the survey are as follows:

	Radio Station	FM Station
TOTAL TIME SALES	\$248,300	\$207,300
From:		
Networks	0	0
National and regional	25,800	22,000
Local advertisers	222,500	185,300
TOTAL BROADCAST REVENUE	\$239,900	\$199,100
Nonbroadcast revenue	2,700	3,500
Trade-outs and barter	7,000	10,200
TOTAL BROADCAST EXPENSE	\$221,600	\$186,200
From:		
Technical	15,300	13,400
Program	64,100	53,600
Selling	45,400	43,200
General and administrative	96,800	76,000
SELECTED EXPENSE ITEMS		
TOTAL SALARIES	\$115,200	\$89,400
From:		
Technical	7,500	5,500
Program	43,000	34,300
Selling	34,500	30,400
General and administrative	30,200	19,200
COST OF OUTSIDE NEWS SERVICE	\$5,100	\$3,500
MUSIC LICENSE FEE	6,200	5,000
DEPRECIATION AND AMORTIZATION	11,300	12,700
INTEREST	5,400	1,000
PROFIT (before federal income tax)	\$18,300	\$12,900
PROFIT MARGIN	7.64%	6.47%

In Brief

Meredith Broadcasting, group station owner, signed Thursday to acquire WPCF(FM) Atlanta for what's believed to be **highest price ever for FM station**. Signing was announced by Meredith, which declined to disclose price, but Robert W. Sudbrink, who with wife, Margareta, owns WPCF(FM); said it was \$5.2 million ("Closed Circuit," July 25). It's fourth station he's sold, subject to FCC approval, and he said he still hadn't decided whether to sell any or all of four remaining in Sudbrink group, but negotiations are said to be under way for group's WLAK(FM) Chicago. Hal Gore, executive vice president of Sudbrink, said company is talking in neighborhood of \$4 million for station. Meredith owns four TV, two FM and three AM stations including WGST(AM) Atlanta.

Among **candidates** now reported for new job of **assistant secretary for communications** at Commerce Department, under President's Carter's plan to disband Office of Telecommunications Policy, are: Harry M. (Chip) Shooshan III, House Communications Subcommittee chief counsel; Nicholas Miller, former Senate Communications Subcommittee counsel, now consultant at Office of Telecommunications Policy; Henry Geller, former FCC general counsel, now with Aspen Institute Program on Communications and Society; Frank Lloyd, formerly with Citizen Communications Center, now consultant at OTP; Walter Baer and Roger Knoll of Rand Corp.; Anne Branscombe of Carnegie Corp., and Bob Thorpe of Washington communications law firm Arnold & Porter.

National Association of Broadcasters President Vincent Wasilewski in letter last week to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), asked that **record** of two weeks' hearings on broadcasting (BROADCASTING, Aug. 1 and 8) be **published "as soon as possible."** Subcommittee Counsel Harry M. (Chip) Shooshan III said it would be printed some time in late fall, but that record remains open while longer for broadcasters and others who have asked to make additional submissions.

Television Bureau of Advertising said **81% of 181 TV stations** heard from as of Thursday (Aug. 11) were favorable toward formation of **industry owned and operated rating service**. Replies were in response to questionnaire TVB sent to some 350 stations at request of "a number of broadcasters," sounding out attitudes toward new service that TVB might have hand in forming (BROADCASTING, Aug. 8). TVB President Roger D. Rice said 15% of replies were negative and 4% "ambivalent." He decline again to link move directly to Arbitron Television's attempt to renegotiate its major-market rating service contracts (BROADCASTING, July 25).

Ch. 33 **WRBT(TV) Baton Rouge, La.**, will join **NBC-TV** as affiliate Sept. 5, replacing ch. 2 WBRZ(TV), which is switching to ABC-TV. Ch. 9 WAFB-TV is market's CBS affiliate.

ABC replied to **criticism of upcoming "Soap" series** by U.S. Catholic Conference and others (story page 30) by saying in "pluralistic society" broadcasters should have freedom to present responsible programs and adults have similar right to choose which programs to watch or not watch. ABC's statement said *Soap* is not all-family vehicle as Catholic group suggested in its criticism and it will not be promoted as such, nor will it be telecast during so-called family viewing time. Saying it responds to needs, interests and sensitivities of its total audience, ABC asked that *Soap* be judged by public and not by "constraints imposed by prior censorship, no matter how well intended."

Donald H. McGannon, chairman and president of Westinghouse Broadcasting, gave **little or no sign of changing mind** about refusal of Westinghouse's ABC-TV affiliate, WJZ-TV Baltimore, to carry first two episodes of ABC's *Soap* sex comedy. He told ABC last week he and associates would take look at revised versions of episodes if ABC wanted them to and could grant three to four weeks' lead time. But, he added, "it would seem that massive changes would have to be made in order to qualify such material for a *mass family* au-

dience." He made statement in letter to Frederick S. Pierce, president of ABC Television, who had told him WJZ-TV refusal was based on inadequate information (BROADCASTING, July 25). Mr. McGannon said Pierce letter had not "addressed itself substantively to the issues."

Sports announcer **Howard Cosell** came to defense of boxing promoter Don King on ABC-TV's *Good Morning, America*—and in process **took some swings at rival network, NBC**. Mr. Cosell was angered because, he believes, sports press in effect convicted Mr. King of culpability for bribery and fight-fixing in U.S. Boxing Championships Tournament. ABC suspended its broadcasts of tournament last April to investigate allegations against Mr. King and others (BROADCASTING, April 25, et seq.). NBC contributed to anti-King atmosphere by telling sports writers during height of controversy that "NBC would not be involved in this kind of thing," according to Mr. Cosell. NBC has since altered position, he continued, by agreeing to televise four heavyweight fights on Sept. 14 which are being promoted by Mr. King. (BROADCASTING, Aug. 8). "**It's gone full circle and caught up with them,**" Mr. Cosell said in elaborating his view off-air. "Bob Howard [president of NBC-TV] announced [to Mr. King], 'We presume you to be innocent, and we're delighted to do business with you.' He happens to be right," Mr. Cosell said, "but that wasn't their posture four months ago. They're a little late catching up with constitutional law."

Standard line-up—broadcasters on one side, cablecasters on other—continued in **comments to FCC** last week on National Cable Television Association's **petition to eliminate distant-signal carriage, syndicated exclusivity and network nonduplication rules** (BROADCASTING, May 16). ABC Inc. called proposal "premature and repetitive," taking position similar to National Association of Broadcasters which said commission should wait for information it will gather through already-launched inquiry into broadcast-cable economic relationship. Association of Maximum Service Telecasters accused NCTA of ignoring "basis for the rules: . . . national system of local television stations." Among other opponents were Motion Picture Association of America, Association of Independent Television Stations and Rocky Mountain Broadcasters Association. Community Antenna Television Association, on other hand, agreed with NCTA that "rules could be specifically designed to protect" broadcast stations when specific damage can be proved by broadcasters. Others in that camp included New Jersey Cable TV Association and Cablecom-General Inc. Urban Institute's Cable Television Information Center expressed concern over immediate revocation of rules, but supported rulemaking to gather facts as opposed to "self-serving arguments."

Bonneville International Corp., Salt Lake City, station group, is reportedly negotiating to **buy Torbet-Lasker** radio station rep firm.

U.S. Advisory Commission on Information has officially issued recommendation that **Voice of America be retained under independent USIA** and that VOA director be elevated to deputy director of USIA. Earlier version of report went to Congress in May ("Closed Circuit," May 2).

Erwin H. Ezzes, 60, reported planning to take early retirement as chairman and chief executive officer of United Artists Television, New York, effective end of this year. Insiders say **Bart Farber**, vice president in legal and business-affairs department of UAT, is leading candidate to succeed Mr. Ezzes.

Robert B. McConnell, vice president-general manager, WISH-TV Indianapolis, reassigned as vice president to represent licensee, Corinthian Broadcasting Corp., in "state government, industry and community matters" effective Jan. 1. Replacement at WISH-TV to be named later.

Stanley Rotkewicz 59, production manager of *NBC Nightly News* and its predecessor, *Huntley-Brinkley Report*, since 1963, died Thursday of apparent heart attack. Survivors include wife, Marie, and son, Robert, who works for NBC in Burbank, Calif.



Roone Arledge and the Sherpas of ABC News: out to climb the Everest of TV journalism

It's a long, long way from third place to top of the mountain, but the network that did it in show business thinks it can be done in the real world business, too—and that it's found the man to match the mission

One thing, for sure, is on the line at ABC News: Roone Arledge's reputation as a miracle worker.

But there's at least the slender possibility that something more important may be at stake: the future of that side (as opposed to the entertainment side) of the TV medium.

If you accept the witness of Sander Vanocur—the ex-NBC, ex-public broadcasting, ex-*Washington Post* newsman who was one of Roone Arledge's first two key appointments—both the medium and the public ought to be getting ready for the second of those possibilities. Or, as he puts it, the third coming of broadcast news.

The first, he told BROADCASTING as he settled into his new job as head of ABC News's special reporting-investigative

unit, was back in the 30's and 40's—"the era of Bill Paley, Ed Murrow and Paul White." The second, in the Vanocur reckoning, was in the late 50's and early 60's—"the era of Bob Kintner, Bill McAndrew and Reuven Frank."*

"We're at the beginning of the third era now," Mr. Vanocur believes. He doesn't quite call it "The Arledge Era of TV News," but he does say that "he [Arledge] is going to be the catalyst. It couldn't come about if they hadn't put him in charge. There's only one thing you have to know about him: He is not a loser."

"A modest man," he added after a pause, and with a laugh, "but not a loser."

*William S. Paley was the founding force and remains the board chairman of CBS Inc. Edward R. Murrow was the legendary newsman who emerged from World War II to set journalistic standards as yet unsurpassed. Paul White was a news executive who guided CBS News in its formative—and especially WWII—days. Robert E. Kintner, now retired in Washington, was president of both ABC and NBC. William R. McAndrew was president of NBC News during its 1950's-early 1960's heyday. Reuven Frank was a principal NBC News producer during that period who, after becoming president of NBC News gave up the executive ranks to return to the line as a working producer.

■ There's been little reason for modesty in Roone Arledge's recent past. He built ABC Sports into a dominant position among the world's broadcast organizations—with little help from the then-third-place TV network on which his product appeared. Not only did he master the technology of the medium as had few before him—the instant replay, slo-mo and the isolated camera were but a few of the tricks he stuffed into TV's bag—but he had an important hand in its content as well. Among the hardware adorning his career: four George Foster Peabody awards, 17 Emmys, the 1977 University of Missouri award for distinguished service to journalism (primarily for ABC Sports' handling of the terrorist massacre of Israeli athletes during the 1972 Olympics in Munich). He created *Wide World of Sports* in 1961, has been ever since and remains its executive producer—a job most TV professionals agree is among the most exciting the field has to offer.

In television terms, Roone Arledge had almost run out of worlds to conquer. Except, of course, the world itself. That's more nearly the job for a newsman.

And so he shifted gears. As far as ABC News is concerned, into high.

When Mr. Arledge accepted the dual role of president of ABC News and Sports two months ago, he brought with him, along with many plans, a basic principle: Lead the news department; the audience, and hence the ratings, will follow.

"I would love to see the ratings eliminated as a basis for judging news programs," he said then. "I think the news is essentially a public service, and I think it's inherently wrong for a news broadcast to be judged on the basis that *Laverne and Shirley* is. I know that's idealistic, particularly when you're in the position that ABC News is in now, and I'm not seriously suggesting that that's going to happen. But what I am saying is that, if there have to be ratings, the only way to improve the ratings is to improve the news service."

And so Mr. Arledge has set about rebuilding his news organization, and he is proceeding with all the dynamism and lack of reverence for the traditional way of doing things that characterized his performance as president of ABC Sports. On the most basic levels, for example, he has simply dispensed with the evening news set, replacing it with a chroma-key background for the anchors, who are now shown individually instead of side-by-side. He has also installed direct telephone lines—with green instruments—to the assignment desk and the control booth. (Other evidence of his activism, if any were needed: When the infamous "Son of Sam" was arrested last week, Mr. Arledge spent the entire night at police headquarters directing ABC's coverage.)

More important, he has hired, besides a new executive producer for the evening news, at least five new correspondents and producers and has created two new divisions—an investigative reporting unit and an instant news specials unit. He has added a new bureau in Johannesburg, South Africa, and is beefing up the network's

London bureau with the intention of establishing a permanent European anchor position there. And he has hired the chief of staff of the governor of New York to reorganize and administer the news department. Mr. Arledge has a reputation for moving quickly.

It is, however, the *ABC Evening News* which has received the bulk of Mr. Arledge's attention thus far.

The goals, as stated by Mr. Arledge when he was named head of the department, were relatively simple: Quickened the pace of the newscast to get on as many or more stories while at the same time leaving room for more background and perspective. What may prove to be somewhat revolutionary is the manner in which he intended to pursue those goals—by discarding the traditional concept that a news program revolves around one anchorperson or two. Or, as anchorwoman Barbara Walters put it last week, "We're not going to have the all-seeing, all-knowing anchor sitting there introducing everybody's spot and, really, not much else."

The alternative now on the *ABC Evening News* is to switch directly from correspondent to correspondent, within as well as between stories, using a "whiparound" technique to develop various angles to an issue or event. Thus, there is developing the notion of the "sub-anchor," when reporters in effect become their own anchors and anchors become their own reporters. Ms. Walters, for example, reported on Aug. 3 from the scene of a bombing incident in New York, while Frank Reynolds has in recent weeks become what Mr. Arledge described as "sort of an anchorman from the steps of the Capitol."

Mr. Arledge estimates that the new approach could make room for as many as 40% more stories and special reports per newscast. His over-all assessment, like that of many of his colleagues in the department, is that the idea is good and that the newscast is improved, but that there is a lot of smoothing out to do. "We're really in a transitional period," he said. "The

pure technicality of it [the whiparound] isn't any more difficult, but you have to be better organized. You have to know what you're going to say and you have to know what each correspondent's focal point is. It takes coordination and planning, and it takes organizational leadership."

The most common criticisms of the whiparound technique are that it is at times overused or not used as efficiently as it might be. The ABC technicians strike is said by Mr. Arledge and others to have impeded the format's development to some degree. There also is some concern as to whether the public will in fact do without the "all-knowing, all-seeing" anchorperson. "I think that may be our danger," Ms. Walters said. "That is, if we have too many people, we may find that people don't relate to any of them. We have to be sure that in our search for briskness and for depth that we realize that this is a medium in which people relate to other people. Otherwise, we'll have the Fox Movietone News. Roone is aware of this, and that's why he says we're in an experimental stage."

Mr. Arledge said that his intention is not so much to eliminate anchor people as it is to eliminate the waste of anchor people. "It's the old saying, 'less is more,'" he said. "For someone to take another minute introducing something, other than the physical fact that they're on camera, doesn't add anything. I don't rule out the fact that there might be someone, somewhere who would automatically get everyone to tune in just to hear him. But I don't think that trying to find someone overnight who will make America turn away from Walter Cronkite is the way to compete. The way to compete is what you present in addition to that."

It is, in fact, Mr. Arledge's well-known intention to compete that has probably brought about the biggest change at ABC News, other than that of the presentation of the evening news. The atmosphere is reported to be generally exhilarated, if nervous in some cases, due to the fact that

many people have been hired and none yet fired. "All of us are up for readjustment," said correspondent Sam Donaldson. "I think it behooves all of us to keep on demonstrating to Arledge, who doesn't know many of us, why we think we deserve spots in his news department."

Mr. Arledge was asked if the department would continue to grow. "Yes, I hope so," he said. "But it also is not going to be just a one-way street. I'm not going to go chopping off heads or anything, but realistically, the organization has not been doing what it was expected to do. So you have to assume that there are a lot of people who won't be here a year from now."

It may fall to Mr. Arledge's new head of staff, David Burke, to implement some of those changes. Although Mr. Burke's political experience will be drawn upon in making news and programing decisions, Mr. Arledge said, his basic responsibility is to be the day-to-day running of the department. His friends say Mr. Burke can be "hard-nosed" when he has to be. "I would not call David subtle," was the way one put it. "You give him something to do and it gets done. That's small solace for the pain, but at least you know where you stand."

(One news career in doubt is that of William Sheehan, whom Mr. Arledge succeeded in the news presidency—and who is now a senior vice president. His responsibilities are described as follows: "The actual gathering of the news, the policy, hiring of correspondents, what goes on the air, where a new bureau might be, all the things that get into the actual covering of the news will be in Bill's area." However, that description would seem to fit other positions as well, and the accepted anticipation is that he will not remain long.)

In any event, Mr. Arledge said that he now feels his executive team is basically in place, although he expects some structural changes at the mid-management level. "What I'm trying to do," he said, "is to free myself up to spend the bulk of my time on what actually goes out over the

From John Cameron Swayze to Walter Cronkite: how hard it is in TV news

The magnitude of the job Roone Arledge faces in attaining his goal of making ABC News network TV's recognized news leader may be measured by a review of the history of similar efforts by others.

In terms of ratings for network evening newscasts, at least, the leadership has changed hands only five times in some 25 years—and three of those shifts occurred within a three-year span.

Nielsen records kept by CBS-TV researchers since 1952-53, based on October-April averages for each season, show that the NBC-TV evening newscast—then a quarter-hour anchored by John Cameron Swayze—was dominant in those early years but gradually lost its grip on first place. In 1956 NBC replaced it with the *Huntley-Brinkley Report*—the pairing of Chet Huntley and David Brinkley on the strength of ratings run up when they first worked together on NBC coverage of the 1956 national political conventions.

In the first year of that Huntley-Brinkley combination, CBS's quarter-hour newscast with Douglas Edwards moved into first place. The Edwards report stayed on top for the next three years, but by a narrowing margin, and Huntley-Brinkley took command in 1960-61.

Both the CBS and NBC evening newscasts expanded to a half-hour in 1963, but Huntley-Brinkley remained on top until CBS's

Walter Cronkite nosed them out, by four-tenths of a rating point, in 1965-66—three years after Mr. Cronkite took over from Mr. Edwards.

The *Huntley-Brinkley Report* regained first place in 1966-67, but *CBS Evening News With Walter Cronkite* recaptured it the following season and has held it ever since.

Ratings for ABC News's own evening newscasts in the early years are sketchy, but show that in 1955-56 a John Daly quarter-hour averaged a 10.0 (against a Swayze 14.7 on NBC and an Edwards 13.1 on CBS). The next year the Daly report dropped to a 7.7 (as compared with a 14.7 on CBS and a 12.0 on NBC).

From 1962-63, ABC averages have ranged from 6.2 in that year, when Ron Cochran was anchorman, to 11.1 in both 1972-73 and 1973-74 during the Howard K. Smith-Harry Reasoner co-anchorship. (It expanded to a half-hour in 1967.) In all these seasons *ABC Evening News* has been a clear third.

The base from which Mr. Arledge is starting is a 10.0 average for the Harry Reasoner-Barbara Walters combination in both 1975-76 and 1976-77, as compared with—during the past season—a 16.0 for the Cronkite news at CBS and a 14.0 for John Chancellor and David Brinkley on NBC.

Just what you've been asking for!

**FOUR STAR happily presents
for the whole family...**

**The Adventures of Pippi Longstocking –
The “SUPERGIRL” of all time!**

Only the fantasy of a child's imagination could
bring your audience such entertainment as they
follow the excitement with PIPPI in her four
full-length color features.

**Pippi
Longstocking**

**Pippi
in the
SOUTH SEAS**

**Pippi
GOES ON BOARD**

**Pippi
on the Run**

PLUS

This outstanding full-length award winning color animated cartoon feature ...
in the great tradition of "Alice in Wonderland" & "The Wizard of Oz"

• ONCE UPON A TIME •

THE GREATEST FAIRY TALE OF THEM ALL!

Rolf Kauka's enchanting journey through
never-never land ... filled with music,
merriment and adventure.



QUALITY ENTERTAINMENT FOR 25 YEARS

tube." He has yet to turn his attention toward the documentary area or toward the creation of a news magazine program.

About documentaries, he will say only that he wants "an intensification of the real hard-hitting, important documentaries." The magazine show has not yet reached the discussion stage, according to Marlene Sanders, vice president and director of television documentaries for the network. A pilot magazine show was developed by Ms. Sanders's department before Mr. Arledge's arrival and rejected by him as too similar to *60 Minutes* (the pilot was subsequently aired July 21 as an *ABC News Closeup: On Camera*). Mr. Arledge confirmed that has no definite plans for the magazine, but he said he intends to have one on the air shortly after the first of the year.

The question now, of course, is whether Mr. Arledge can turn ABC News around and, if so, when. He is predicting a slow and steady growth by building up, on the national and local levels, both the quality and the quantity of news product, so as to create an increased awareness of and respect for ABC News in the mind of the public. But he also believes that it may take a single opportunity to provide the opening he needs.

"I think there's going to be an element of luck," he said. "There will be an event—something will happen—and if we do our job right, we will be prepared and people will watch us and say, 'Hey, they're good.'"

(Among his favorite aphorisms: one of Branch Rickey's, that "Luck is a residue of design.")

"Part of the problem in the past—when Barbara [Walters] was hired, for example—was that a lot of people tuned in to watch and they didn't like the program. Hopefully, that won't happen again. They have to like the product when they get there."

Mr. Arledge has at least begun to establish the kind of news programs that, he believes, people will want to watch when they get there. He trusts his instincts, well-tested for more than 17 years as a producer of sports programs, that he will be right. "If you're wrong, you're wrong," he said, "but you aren't paid to be wrong in this business."

■ The other of Roone Arledge's two chief line lieutenants—Av Westin, who returned from a Bill Sheehan-imposed exile to reassume command of the evening news—offers still another linkage of the Arledge name with a broadcast news great: Fred Friendly, the Murrow alter ego who created his own brand of journalistic fame before being cut off at the knees at CBS 11 years ago. "There are many similarities between the two men," says Mr. Westin. "Both have a thousand ideas a minute. Both expect their chief aides to implement and cause to happen, in TV terms, their good ideas. Both Roone and Fred expect their key aides to tell them when they're wrong."

Are those ideas "journalistic" ideas? Mr. Westin was asked—in search, of



Back at the controls. Av Westin (standing) has resumed charge of ABC's evening news from this command post in New York. Others on the scene when this picture was taken last week (l to r): David Jayne, senior producer; Jeff Gralnick, senior producer, and (back of head) Mike Stein, editorial producer. In the doorway is Westin aide Nancy Logerfo.

course, of evidence that the new ABC News chief might be more a Barnum than a Paley. "Yes," was the unhesitating reply. "At no time since I've been dealing with him—and intensively since last March—has he ever come up with an idea or a concept that was at odds with my feeling of what is proper to put on television news." (Mr. Arledge himself is ready for a similar question, and has his own answer for it. "In a responsible manner, I want to try to get more people to watch information programming than have watched it before. There's an easy way to do that, and that's to put on the 'New York Enquirer' or something. I'm not going to do that.")

Much of the evidence that the Arledge administration is on its way to a renaissance in TV news—or isn't—will be accumulated within the 30 minutes over which Mr. Westin presides five nights each week. For the latter, it is familiar territory; he first took charge of that key news area in 1969. He brings to it not only familiarity and experience but a credo: "Every night," he says, "it's our job to answer these questions: Is the world safe? Is my city, my home and my family safe? And if they are, what's happened in the last 24 hours to make it better?"

Mr. Westin has added another criterion to that credo in recent times: "What does it mean?" Now, he says, "we are literally asking our correspondents to end their pieces with those words and the answer to 'what does it mean.' We want the audience to come away not just with a recitation of moving pictures and images but with something it can use."

Mr. Westin has still another criterion he now brings to the evening news assignment: a belief that, within seven broadcast days, he must achieve fairness and balance on any given news subject. If that hasn't been accomplished, he says, "we'll do another piece. Remember, you're the victim or the beneficiary, in this business, of what the guy does in the field. We don't

have the editing time that you have when you do a magazine. Our options often are just to go with it or to kill it. So it's possible that a piece that has been improperly conceived and improperly reported will get on the air. And in that case we will have no hesitancy in going back and doing it again."

Mr. Westin and his own principal aides—Dick Richter, whose responsibility is primarily for content; David Jayne, who worries about how it all comes together, and Ben Blank, in charge of graphics—have a number of new arrows to employ in their evening news bow. First among them is the sub-anchor concept, which may be the working synonym for a non-anchor concept. Neither Mr. Westin nor his boss will deny the device is convenient to use when the competition is the top anchor of all television time—CBS News's Walter Cronkite—but they also seem genuinely dedicated to the idea that the news can be the star, instead of the star the news. And even if they're not convinced, they're determined to give it a try.

Five names are mentioned most often as among those who will fill the sub-anchor roles: Mr. Reasoner and Ms. Walters in New York, of course, along with Howard K. Smith and Frank Reynolds in Washington and Peter Jennings in the newly established London anchor.

Mr. Westin offers that "we may be at a critical point in time when we can demonstrate a new way of doing something. Suppose we have five anchors—not all on the air in any one night, necessarily. And then we take advantage of the technology. We can originate from anywhere. We can originate from the bathroom of a hotel in Sacramento [drawing from an actual example when "Squeaky" Fromme attempted the assassination of President Gerald Ford]. That's part of Roone's perception. He's been doing it with *Wide World of Sports* for years.

"I'm the guy who originated the quote that the evening news is an illustrated headline service," Mr. Westin points out (a sentiment with which his new colleague, Sander Vanocur, may take exception; see below). "And I believe that. There are, of course, times when there will be exceptions. By and large, the front page of the *New York Times* tells at a sweep what's going on in the world. Then you go inside and get the details. That's what we're doing, and well. But stop with comparing me [television news] to the newspaper. I am not a newspaper! If you talk about television news, you have to include *Issues and Answers* and you have to include the informational programs and *Good Morning America* and *Newsbriefs*."

Mr. Westin says he spends little time looking over his shoulder at what the competition may be up to. Indeed, he says he deliberately *doesn't* compare ABC's evening news with the product of CBS and NBC. "I want the people here to know that we're more concerned about the quality of the broadcast that we put on, and about our own judgment, than about what the opposition does. It would be very easy to look at them and say, 'They got this and we didn't get that,' when in fact we did a damn good broadcast, but just decided last night to do something different. I'd rather think they're looking at us and saying, 'God, why didn't we do that!'"

■ "The idea is to get away from the reactive reporting that all of us have spent most of our lives on. Daybook reporting."

So said Sandy Vanocur in describing his charter from Roone Arledge for the new special reporting and investigations unit he now heads. Among its most conspicuous assignments: politics, although not necessarily Washington politics, or at least of the brand that shows up regularly on the evening news. But politics everywhere, an assignment whose breadth Mr. Vanocur emphasizes in noting that "in the end, everything is political."

And he is proceeding "with all deliberate speed" (a phrase used often enough to suggest it may reflect Roone Arledge's own concept of a timetable) to assemble his team (the initial complement will be 15) and get its product on the air. When it's up to speed, and if all goes well, Mr. Vanocur hopes to open a new "window on the world" in TV journalism.

"I think the great hupger on the part of people watching television news is for us to open that window wider, rather than to have this narrow—what I consider constipated—view of the world," he says. "Nice and tidy and tight. I respect all the arguments . . . that we're just a wire service with pictures. But if we are just that then we ought to close down tomorrow. We are more than that."

Mr. Vanocur's own ideas of what television might be, instead, go back a few years. "If I had any goal," he says now, "in terms of what I'd like us to be, as set against another medium, I'd like us to have the excitement that *Life* magazine used to have in the late 30's and early 40's.

It really popped open the world for all of us. And I'd like to have that in television terms. We don't deal in print. We don't necessarily deal in pictures. We deal in images most of the time—symbolic images. I want to get away from the tyranny of print; all of us have been imprisoned by it."

He sees significance in those two green phones. "It was one of the single most important things" Mr. Arledge did in taking over, Mr. Vanocur says. "It made the people at ABC News know that management is solidly behind them." Or, of course, right over their shoulders.

(Mr. Arledge says his motive was neither inspirational nor big-brotherish, but simply practical. He began the practice on the sports side, after being unable to get through the ABC switchboard when something went wrong during a boxing match. Like any good general, he just wants to know his communications are secure.)

Mr. Vanocur says his unit won't have a logo, but that it will have a "look"—that is, a distinctive quality he hopes will become apparent by the first of the year



All old soldiers don't fade away.

Another of the broadcast veterans Roone Arledge has brought back to the battle is Sandy Vanocur, who made his reputation as a news correspondent during the Kennedy years, later became a controversial figure in public broadcasting (primarily because of the \$85,000 salary he was paid by the then National Public Affairs Center for Television, but also as an early figure on the Nixon "enemies list"), and who then turned to writing about television as a columnist for the *Washington Post*. His primary charter: politics and investigative reporting.

(For the benefit of those who can't quite make it out, the pattern on Mr. Vanocur's tie reads "IYTMWTMIWBAD." Translation: "If you tell me what this means I will buy you a drink.")

and will surely be in place before the November elections of 1978. Whatever that form, or format, the correspondents who end up producing segments for it will be glad to know they have a friend at court.

"The most frustrating thing that happens to correspondents is that they don't feel that the editors have the same feel for the story that they do," he says, asserting a sympathy he may come to regret on his new side of the desk. "I remember when I was in Cambodia in 1967. I did this special piece from Angkor Wat and came to the point of saying that 'There have been three nations in modern times that have been marked for extinction by their neighbors: Poland, Israel and Cambodia.' An editor in New York took that line out—then he probably went out for a drink! And I was thousands of miles away. I don't want things like that to happen."

One of the ways he hopes to assure they won't is to get correspondents and producers into the act early and together. In fact, most stories will be researched without camera crews, with correspondents coming back to "paint word pictures" for Messrs. Vanocur and Wally Westfeldt, the executive producer, before they are committed to tape or film. "Now that I've had time to reflect on it," Mr. Vanocur says, "the rush-and-run school of journalism, and especially of television, is so costly and foolish in a way. I'm not talking about the breaking story, like a power failure. But most of the stories are not thought out beforehand, and it seems to me you can save a good deal of money and also have a better idea of what it's going to look like on the air."

Will what he produces be a Woodward and Bernstein kind of journalism? Mr. Vanocur hopes so, but notes that it took time and money—as well as courage—to produce what that pair became famous for. "How many days are you willing to let go by without any visible return on your investment?" he asks rhetorically. That's one of the problems. Another, in his view, is how to display the results of investigative reporting. "It was said of Watergate that it just wasn't a picture story," Mr. Vanocur recalls now. "I didn't buy it then and I don't buy it now."

Mr. Vanocur may not have solved the second of those problems, but he's confident about the first. Thanks to Roone Arledge, "I have the time and the money."

Mr. Vanocur hastens to concede that "it's easy to conceptualize and tough to execute," but he nevertheless brings conviction along with enthusiasm to the prospect. Part of both seems to come from his own past in television, and particularly that part of it in the "second era" of television on the Kintner-McAndrew-Frank team at NBC News. Even now, despite his well publicized disappointments with network journalism, he speaks eloquently of those days: "We were treated like fortune's children. Money was lavished on us. And publicity. At one point in the 1964 political coverage we had over 80% of the audience. It was one of those magic moments in life when you were just

with the best—it was like playing for the Packers under Vince Lombardi.”

It's evident that Sandy Vanocur feels his wheel has come full circle, and even that Camelot might come again.

■ The man who has inspired all these high hopes came to his new role through a conjunction of forces. He was looking for something to grow into—and had been offered opportunities outside ABC that would have made him a millionaire many times over. The corporation, on the other hand, had come to the conclusion that ABC News's past direction wasn't working, and that it had to try something new.

Thus the offer—at the first of this year—to make Mr. Arledge head of news as well as of sports—in charge, in effect, of all ABC's “real world” coverage (in sum, more than 1,200 hours last year). The sacrifice notwithstanding, it turned out to be an offer **Roone Arledge** couldn't refuse—although he took almost six months to make up his mind.

The interval was occasioned by Mr. Arledge's wrestling with, at 45, a “lifetime decision” that turned, ultimately, on the choice between conspicuous wealth or a feeling of usefulness.

“I'm like everybody else,” he says. “I like to make as much money as I possibly can. But you do reach a point when you say to yourself, ‘Wait a minute. I've got one life to live.’ If I had six of the top 10 shows, and they were not things I was really proud of, I would not be nearly as satisfied as I can be when you go home at night and say, ‘Hey, I really did something worthwhile today.’” In the end, the choice was between “spending the rest of my life trying to counterprogram *Laverne and Shirley*” or “doing something that affects the lives of people in a positive way.”

Mr. Arledge has embarked on his job with a high sense of purpose and of the possible. “If television news and television information had been able to be used to their maximum [in the 60's] we might never have been involved in Vietnam, we might never have had Watergate. Now, I'm not saying that I can do anything of that magnitude, but I think the potential is there for doing something really meaningful with whatever skills you have. Just think of it. We could take an obscure Rumanian gymnast [Nadia Comaneci] and make her a household word, and yet the second most powerful man in the country [Robert Haldeman] could go relatively unknown to the American people for six years.”

But he's under no illusion that the job will be easy. Indeed, one of the things that held his decision back for so long was a demand for assurances that ABC management, too, realized how difficult the job would be and that, “in the crunch,” would stick with him.

“It takes a long time in the evening news,” he said last week—an opinion borne out by the ratings evidence of the past 25 years (see box, page 24). “That's a fact of life. If you're going to climb Mt. Everest you know damn well what lies in front of you. You're not going to do it in a



Zelnick



Mackin



Westfeldt



Burke



Weiner



Brady



Sherr



Siegenthaler

New talent box score. In addition to Sander Vanocur and Av Westin, whose appointments were announced on June 23 and 28, respectively, the following people have joined ABC News since **Roone Arledge** became president June 1:

C. Robert Zelnick, investigative producer under Sander Vanocur. Formerly executive editor of David Frost's interview series with former president Richard Nixon, national bureau chief of National Public Radio, correspondent for *Christian Science Monitor* and *Anchorage (Alaska) Daily News*. Appointment announced July 13.

Cassie Mackin, Washington-based correspondent. Formerly correspondent and weekend anchor for NBC News, correspondent for Hearst newspapers and WRC-TV Washington. Appointment announced July 15.

Wallace Westfeldt, executive producer under Sander Vanocur. Formerly executive producer for public affairs programming at WETA-TV Washington, a public television station, executive producer of *The Huntley-Brinkley Report*, *NBC Nightly News* and other NBC programs, and reporter for *Nashville Tennessean*. Appointment announced July 26.

David Burke, vice president and assistant to **Roone Arledge**. Formerly secretary and chief administrative officer to Governor Hugh Carey of New York, vice president of Dreyfus Corp., legislative and administrative assistant to Senator Edward Kennedy, assistant to U.S. Secretary of Commerce Luther Hodges and U.S. Secretary of Labor Willard Wirtz. Appointment announced Aug. 4.

Irwin Weiner, vice president, financial affairs, ABC News and Sports. Formerly vice president of administration, operations and marketing services, and VP of administration and operations, ABC Sports, director of production control, East Coast, ABC-TV, supervisor of sports unit managers, unit manager, member of network operations and technical records departments. Appointment announced Aug. 4.

Phillip Brady, Los Angeles-based reporter under Sander Vanocur. Formerly correspondent and field producer for NBC News. Appointment announced Aug. 8.

Lynn Sherr, New-York based reporter under Sander Vanocur. Formerly correspondent for WCBS-TV New York and public broadcasting stations WNET(TV) New York and WETA-TV Washington, reporter and anchor for PBS, reporter for Associated Press, New York, reporter and editor for Conde Nast Publications. Appointment announced Aug. 8.

Robert Siegenthaler, who was replaced by Av Westin as executive producer of the *ABC Evening News*, has been reassigned as executive producer of instant news specials.

Mr. Arledge also has had discussions with David Frost, the British interviewer and talk show host. Mr. Frost's agent, Lou Weiss, said the discussions are in a preliminary and general stage and are suspended while Mr. Frost is in Australia.

day.”

But he thinks there's a way up. “The only way I know how to make it good is to make it good. Then more and more people discover it and it starts building and then something happens and all of a sudden you're there. It takes a long time and you have to build a solid base. But when it changes it really changes. I would like to have us in such a position that when it changes it changes in our favor. And for a long time.”

It's clear **Roone Arledge** means to climb that Everest. Yet for a man noted primarily

for aggressiveness he can show a strong philosophical side.

“Even if you don't win—and I'm not suggesting we're not going to—but even if we didn't what we can accomplish in TV news is rewarding for its own sake. We forget that even in third place you get something like six million homes a night—15 or 18 million people.

“In terms of industry competitiveness, the No. 1 goal is to win the ratings game. And I want to be No. 1. But I really believe that, particularly in news, that follows doing the right thing and doing it well.” ■

CBS wins right for networks to get per-use music licenses

Appeals court contends ASCAP and BMI blanket arrangements amount to price-fixing

A federal appeals court ruled last week that the two major music-licensing organizations must offer some form of per-use license to any TV network that wants it, allowing the network to negotiate and pay only for the music it actually uses.

The per-use license, never offered before, would be an alternative to the conventional blanket license, under which licensees pay a flat fee—a percentage of specified revenues—regardless of how much or how little music they play.

The Second Circuit Court of Appeals in New York ruled in its decision last week that the blanket licenses offered by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. amount to "price-fixing" within the meaning of the antitrust laws, at least

where the TV networks are concerned.

The ruling came in a decision upsetting a lower court's dismissal of a suit brought by CBS to compel the issuance of per-use licenses by ASCAP and BMI. The suit was filed seven and a half years ago (BROADCASTING, Jan. 5, 1970).

In the earlier ruling Judge Morris E. Lasker of U.S. Southern District Court in New York held that CBS didn't have to take the ASCAP and BMI blanket licenses but could have got per-use licenses by dealing directly with the ASCAP and BMI members whose music it wanted to play. He also held that the blanket license didn't amount to illegal price-fixing. For those reasons he dismissed CBS's suit (BROADCASTING, Sept. 29, 1975).

The three-judge appeals court panel ruled unanimously last week, however, that the blanket license makes it easier for music writers to let ASCAP and BMI handle the licensing of their works, and "dulls [the writers'] incentive to compete" with one another on price. In some situations, the court suggested, a blanket license may be "a market necessity," but not where the TV networks are concerned.

The court sent the CBS suit back to Judge Lasker for further proceedings in line with its ruling. It did not specifically shoot down the blanket license, but did specify that procedures must be devised so that it would not inhibit direct negotiations with music writers.

"Normally," the decision said, "after a finding of price-fixing, the remedy is an injunction against the price-fixing—in this case, the blanket license. We think, however, that if on remand [to Judge Lasker] a remedy can be fashioned that will insure that the blanket license will not affect the price or negotiations for direct licenses, the blanket license need not be prohibited in all circumstances."

"The blanket license is not simply a 'naked restraint' ineluctably doomed to extinction. There is not enough evidence in the present record to compel a finding that the blanket license does not serve a market need for those who wish full protection against infringement suits or who, for some other business reason, deem the blanket license desirable. The blanket license includes a practical covenant not to sue for infringement of any ASCAP (or BMI) copyright as well as an indemnification against suits by others."

"Our objection to the blanket license is that it reduces price competition among the members and provides a disinclination to compete. We think that these objections may be removed if [ASCAP and BMI are] required to provide some form of per-use licensing which will insure competition among the individual members with respect to those networks which wish to engage in per-use licensing."

The decision noted that neither NBC nor ABC had joined CBS in its attack on



**PHIL
DONAHUE
9 A.M.**

**MERV
GRIFFIN
7 P.M.**



**MIKE
DOUGLAS
3:30 P.M.**



Words & Music by Phil, Mike & Merv

Compose your fall schedule to harmonize with our trio of talkers and their topical conversation, tuneful entertainment and titillating guests beginning September 5 on KOIN-TV, Portland.

Represented nationally by Harrington, Richter and Parsons

6

the blanket license but that both had "specifically retained the right to transfer to a per-use license from a blanket license, but only in the event that CBS receives a per-use license."

CBS has contended from the beginning that it would save substantial sums through per-use licenses. Just how much is not clear. At present, under court-set fees pending outcome of the present suit, CBS is paying ASCAP \$4.32 million a year and BMI \$1.7 million a year.

The appeals court decision was written by Circuit Judge Murray I. Gurfein. He was joined by Judge Robert P. Anderson.

Whether the decision will be appealed was not immediately clear. ASCAP and BMI were said to be studying the ruling. No one expects the case to be resolved soon.

Catholic group comes out strongly against ABC's 'Soap'

USCC urges boycott by affiliates, advertisers and public; rabbis also voice concern over show

The U.S. Catholic Conference Department of Communication last week criticized ABC-TV's upcoming series, *Soap*, as having "a titillating obsession with sex," and demanded that the program be "removed from family television entertainment." Another religious group, the Board of Rabbis of Southern California, issued a "statement of concern" about the program, but did not call for the show's removal.

The conference called on advertisers, ABC-affiliated stations and the public to assert their right to refuse the program. "If advertisers are sensitive to the broadcast needs of the American public," the USCC said in its statement, "they can refuse to place their advertising in the program on the ground they do not want to be associated with the presentation of the content matter in the show." Affiliates were urged to reject *Soap* on the ground that they are licensed to serve the public and such an action would be "a service to their family viewing audiences."

The statement called on the viewing public to work with station management to achieve a program schedule that serves the community's needs, and added: "We encourage our Catholic people, under the leadership of their bishops and pastors, to take an active and affirmative role, working with their fellow citizens on an interfaith basis, wherever possible to accomplish this purpose."

The conference noted that ABC-TV is scheduling *Soap* at 9:30 p.m. NYT, 8:30 central time and 7:30 mountain time. It said that a memorandum "leaked" to the press indicated that ABC-TV's original premise for considering *Soap* was based on scheduling it as a late-night or late prime-time (10 p.m.) presentation.

The conference said that a number of

Catholic officials have viewed the original *Soap* episodes and criticized them sharply. The USCC said that ABC-TV's intentions are to make sure that *Soap* goes on in the fall and has withdrawn two episodes it had promoted to advertisers and screened for affiliates. "They are attempting to sanitize these two episodes," the statement asserted, "Certain segments will be re-shot, according to the network. ABC seems to be running a shell game. Now you see it. Now you don't."

The conference leaned heavily on the point that children make up a substantial audience at 9:30. It said audience research figures reveal that as many as 18 million children are in the television audience at that time—"all of them potential viewers of *Soap*."

The USCC's statement emphasized that family viewing is the financial base of commercial television since so many advertisers—"43 of the top 50"—aim to reach an all-family audience.

"Thus, both the public interest and the financial base of the commercial television industry are at stake when a network begins to curtail or tamper with the industry's traditional commitment to family viewing in the true sense of the phrase," the conference said.

The organization quoted an unnamed advertising agency executive as writing to Catholics and saying: "There is absolutely no involvement, association, or relationship between Compton Advertising, any of its clients, or any of its employees in the production, advertising of, or sponsorship of *Soap*. There never has been." Referring to advertisers who plan to run commercials in *Soap*, the agency executive, according to the conference, said: "Salaciousness has its own short-term rewards."

The Board of Rabbis, a 175-member organization representing the rabbis, not the individual congregation, said it wanted to express its concern over the show's content and planned no other action. According to Rabbi Harry Essrit, executive vice president, "We are being very careful to

The hot ones. *Match Game PM* climbed over *Hollywood Squares*, and *The Gong Show* and *Candid Camera* continued to show surprising strength, in a special syndicated-program analysis issued by Arbitron covering May sweeps (April 27-May 4). At the top of the series heap, is Don Fedderson's *The Lawrence Welk Show* (on 195 stations, with 12.7 ADI household rating). The remainder of the top 10 are: Jim Victory's *Match Game PM* (215 stations, 12.1 rating), Rhodes Productions' *Hollywood Squares* (99/11.5), Sandy Frank's *The \$100,000 Name That Tune* (116/11.3), Viacom's *The Price Is Right* (107/11.1), Len Firestone's *The Gong Show* (89/10.9), Len Firestone's *Candid Camera* (91/10.1), Yongestreet Productions' *Hee Haw* (192/10.0), ITC Entertainment's *The Muppet Show* (124/9.8) and Viacom's *The \$25,000 Pyramid* (82/9.7).

say that we're not a part of any censorship attempt. We haven't set ourselves up as custodians of what people can see on television."

The board said it would like the opportunity to prescreen the program, perhaps with other religious groups, before it goes on the air, but in any case the board indicated it planned no further action beyond its statement. "This is our gut reaction," said Rabbi Essrit, to let ABC know that it is "flaunting the moral standards we believe in."

NBC eyes ABC in early moves for new season

Affiliates get word on shows in development and tactics to break through rival's blitz that starts with 'Closed Doors'

NBC-TV's top programming executives, in a closed-circuit telecast to affiliates last Tuesday (Aug. 9), reported the following major prime-time developments:

- Two new science fiction series, both of which will probably be on NBC's prime-time schedule by next February, that will take advantage of the "Star Wars" craze: *Buck Rogers*, a 60-minute adventure based on the famous comic strip, and *Quark*, a half-hour sitcom set in the distant future.

- A deal with United Artists Pictures for a new package of important theatrical movies, with titles to be announced. (Recent UA releases include "One Flew Over the Cuckoo's Nest," "Rocky" and "The Spy Who Loved Me.")

- A backlog of 45 hours of made-for-TV movies, 47 hours of miniseries, 17 two-hours-or-longer specials, 12 90-minute specials and 41 one-hour specials, all completed, in production or ready for production.

- In addition to *Buck Rogers* and *Quark*, at least six other series—*James at 15*, *Car Wash*, *Police Story*, *Emergency*, *CPO Sharkey* and *What Really Happened to the Class of '65*—as backups, ready for instant scheduling should low ratings next month doom an existing series.

The president of NBC-TV, Robert T. Howard, said NBC's recently announced line-up of blockbuster programming for the month of September (BROADCASTING, Aug. 1) was mainly directed at ABC. "We're not impressed" by CBS's September schedule of series and specials, Mr. Howard added, pointedly.

In their remarks, Irwin Segelstein, NBC-TV's executive vice president, and Paul Klein, its vice president for programming, stressed particularly NBC's attempt to stop ABC from racking up *Roots*-type ratings with *Washington: Behind Closed Doors*, a 12-hour miniseries that will run for six consecutive days (9-11 p.m., NYT) beginning Sept. 6. Preventing monster Nielsens for *Closed Doors*, said Mr.

Segelstein, would also prevent ABC from reaching huge mass audiences with promo announcements for its fall schedule—the key reason for ABC's scheduling of such an expensive movie so early in the game instead of, say, during the November or February sweeps.

New September moves announced by Mr. Segelstein and Mr. Klein included: a rerun of the hit Clint Eastwood movie, "Dirty Harry" (Sept. 10, 9-11 p.m.); two back-to-back heavily exploitable made-for-TV movies, "Billy: Portrait of a Street Kid" starring Lavar Burton of *Roots* (Sept. 12, 9-11 p.m.) and "Sex and the Married Woman" (Sept. 13, 9-11 p.m.); an entertainment documentary called "Hollywood Goes to War" (on *The Big Event*, Sept. 18, 9-11 p.m.); another exploitable made-for-TV movie, "Killer on Board" (Sept. 19, 9-11 p.m.); the theatrical movie, "Rooster Cogburn" with John Wayne (Sept. 24, 9-11 p.m.), and the made-for-TV movie, "The Karen Ann Quinlan Story" (Sept. 26, 9-11 p.m.).

Mobil adds another 'fourth network' show

Sevareid narrates historical series; standard day and time slot sought

Alan Landsburg Productions has signed Eric Sevareid to narrate and do some interviewing for *Between the Wars*, a new half-hour documentary series focusing on American diplomacy between the Treaty of Versailles in 1919 and the 1941 bombing of Pearl Harbor. Mr. Sevareid will be retired as a CBS News correspondent and commentator as of November 1977.

Between the Wars will supplement heavy use of newsreel archive material from the period with new interviews of people with first-hand (or scholarly second-hand) knowledge of the events, according to various sources.

The series is one-half of a new Mobil Oil-sponsored "fourth network" project. The other half, ITC Entertainment's *When Havoc Struck*, another half-hour series, which will examine a major disaster each week (most of them famous, like the Johnstown floods and the sinking of the Lusitania), is already under way. (Seven episodes will be completed by Labor Day.)

Herbert Schmertz, a Mobil vice president, says Mobil's syndicator for this project, SFM Media, a New York-based distributor, will negotiate the purchase of a half-hour time period (Wednesday at 7:30 p.m. is the one most mentioned by various sources) on stations in the top-50 markets for a January 1977 kick-off date.

Mr. Schmertz says Mobil wants a uniform night and time period so the national publicity campaign will get maximum impact. Beyond the top-50-or-so markets, SFM will barter the two series, with stations getting the half hours free and turning over a couple of commercial minutes in each episode to Mobil.

The 12 episodes of *When Havoc Struck* would be telecast from January through

March. (Mr. Schmertz promises no commercial interruptions, with Mobil taking a minute and a half at the beginning and a minute and a half at the end of each half-

hour.) Then 16 half-hours of *Between the Wars* would begin early in April. Mobil has an option for another 12 episodes of *When Havoc Struck*.

PTA takes its TV school to Washington

Antiviolence crusade attracts 200 to session in capital that's devoted to project for monitoring television programming

The National Parent Teachers Association took its antiviolence campaign within sight of the nation's Capitol two weeks ago when the group held one of its 13 television monitoring training sessions in Washington. Although it was a regional workshop for PTA leaders from the middle Atlantic states, the potential impact of holding the meeting at a Capitol Hill hotel less than five blocks from Congress was not lost on National PTA President Grace Baisinger, who acknowledged that several members of Congress had expressed interest in the PTA workshops.

The Aug. 5 Washington workshop was the ninth day-long session the association has held in cities across the country (BROADCASTING, July 25). The meetings began July 13 in Des Moines, Iowa, and continued in Tulsa, Okla.; Memphis; Chicago and other cities. After the Washington session the PTA trainers moved to Seattle; Portland, Ore.; Salt Lake City and

finished up in Los Angeles last Friday (Aug. 12).

What the PTA is up to, Mrs. Baisinger explained, is training its members to "critically view" television violence and to effectively voice their concerns over "the lack of choice and lack of diversification" to the networks, local stations, the FCC and the other groups that decide what is broadcast on television.

How the PTA is going about doing that is presenting a mini "how to" course in broadcasting.

Each session begins with a study of the television industry. The idea is to teach the participants how a program gets on network television and who puts it there. The training manual includes discussions of the various ratings services, the role of the networks, the principal television producers, the leading syndicators and major television advertisers. "These are the 'pressure points,'" the manual says, "the areas where the public can exert pressure for improving television programming."

Later, the groups are taught how to petition the FCC and how it responds to

YOUR ONE SOURCE!!! STUDIO VINYL FLOOR TILES FOR VIDEO STAGES

1. The right texture, thickness and size
2. The right colors (special colors on request)
3. Readily available in any quantity
4. Less expensive than paint ... permanent to use again
5. Ease of maintenance and installation
6. Approved and used by all major studios & networks

call or write to.....

EDDIE EGAN
AND ASSOCIATES

156 SO. ROBERTSON BLVD. / LOS ANGELES, CALIFORNIA 90048

213-272-9282 or 213-278-0370



Pro at con. Grace Baisinger of Washington is leading the association's fight against television violence. "We are the public and through the PTA-TV project," she says, "we will let [network officials] know what we want and what we are unable to tolerate." She cites studies showing that television violence has contributed to "more aggressive behavior" among school children and the "insensitivity" of the young to violence. Some youngsters "never have any remorse for their acts," she says, and she, in part, blames "gratuitous violence" on television for that. Better programming, she says, is a "shared responsibility" among all those concerned with television, including parents. "TV has become just another member of the family, and it demands different kinds of guidelines for its use," Mrs. Baisinger contends.



Working in Washington. PTA leaders from the Washington area meet at the ninth regional workshop on TV violence on Aug. 5. More than 200 attended.



How-to's. Trainer Mena Boulanger (standing at right) instructs Washington PTA members in the community-leader ascertainment process.

viewer complaints. "The concept of public ownership of the airwaves is really hazy to most people," said PTA trainer Mena Boulanger, who has conducted most of the training sessions. "They don't realize they have a voice in what goes on the air."

Finally, the participants are trained in what the PTA calls its "Television Monitoring Project," the thrust of which, according to the manual, is "to have PTA members and their families monitor television programs and write letters to the local stations, the networks, the advertisers and the FCC stating their concerns or praise about the quality of television programming."

Its goals are to teach participants "to critically view the content of the particular program; to resensitize the viewer to

violence, and to provide solid facts for inclusion in letters to local stations, networks, advertisers and the FCC."

The manual provides participants with a sample form which they are expected to use to record incidents of violence on a program and to which they should refer when they are writing their letters.

"We're not witch-hunting," Mrs. Baisinger said. She said the PTA hopes to see "programming quality improve, make parents more aware" of what their children are watching and "that schools will begin to teach children critical viewing skills."

She says it is also the PTA's hope that the participants at the regional workshops will "go back home and set up similar training sessions at the local level."

Swiss phony news recalls fiasco of 'War of the Worlds'

Swiss radio has apologized for having broadcast a satirical program Aug. 3 featuring fabricated news bulletins about an East-West war in which neutron bombs were dropped and 480,000 people killed.

Done in the style of Orson Welles's 1938 *War of the Worlds* broadcast, the program prompted a rash of panicky telephone calls. It followed the regular evening newscast as news bulletins interspersed throughout *Radio Cabaret*, a 50-minute pop music and light-talk program. The news flashes reported heavy fighting along the border between East and West Germany and that two neutron bombs had been set off, killing 480,000 people "but no destruction ... good luck for the survivors."

"The intention was to satirize the concept of the neutron bomb as a clean bomb," an editor said. "We thought it would be clear to everybody that these news flashes were fiction."

CBS Radio celebrates itself

The 50th anniversary of CBS Radio will be celebrated by a special three-hour broadcast on Sept. 18 (7-10 p.m. NYT).

Produced by CBS News, the program is titled *CBS Radio at 50—An Autobiography in Sound*, and will be narrated by Walter Cronkite. The special broadcast will examine the evolution of news, sports, entertainment, music and drama on the network and will include the voices of many of CBS's performers and newsmen, including Edward R. Murrow, Lowell Thomas, Jack Benny, Bing Crosby, Mel Allen, Red Barber, Major Bowes, Amos 'n Andy and H. V. Kaltenborn. The special will be produced by Joan Martin Burke and Maurice Leigh Robinson, with Charles R. Reeves serving as executive producer.

The network's first broadcast, on Sept. 18, 1927, was carried by 16 stations. CBS Radio today provides network service around the clock, 365 days a year to 270 affiliates. The three-hour special will be sponsored in full by General Electric, through BBDO, New York.

Death of Iowa tax

A five-year legal battle between Iowa broadcasters and the state revenue department apparently has come to an end, with broadcasters claiming victory.

The case began when the revenue department told Ottumwa stations KBIZ(AM) and KTVO(TV) that they must pay "use tax" on the money they spend for films and tapes leased to them by syndicators.

After losing an initial appeal before the

WHAT MADE OVER 10,000 RADIO LISTENERS FAMOUS FROM COAST TO COAST?

... and brought fortune to 150 stations and their sponsors ...

Fame Game
the sparkling musical comedy radio contest

Pick your FAME GAME month and 60 of your listeners and Mr. Sponsorperson will hear their names SUNG with YOUR STATIONS CALL LETTERS!

CALL COLLECT
OR WRITE FOR
FREE DEMO:

Mr. Jim Hogg (216) 771-1720
Music Masters, Inc. 1730 E. 24th Street
Cleveland, Ohio 44114

state revenue director, the Iowa Broadcasters Association joined the stations in taking the case to a district court in 1975—and won, with the judge ruling that the stations' use of films and tapes did not constitute "equipment rental."

The revenue department then appealed to the state supreme court, which has now ruled against the department saying, "We hold payments for the right to use syndicators' tapes, films and records pursuant to license agreements are not taxable as equipment rental."

BBDO sees the shape of daytime to come

More soaps, fewer games and some innovation, according to report issued by agency

The soap opera continues to be the dominant program form on network daytime TV and the number of such shows is likely to increase, according to a report released by BBDO.

It reports that 52% of daytime network programming between 10 a.m. and 4:30 p.m. is devoted to soap operas, 34% to game shows and 14% to situation comedies. The report said that game shows may make up even less of the schedule by the end of the year. It noted their costs have almost doubled in two years, making them no longer "an inexpensive filler" for the time period.

Some innovation in daytime was predicted. Although soap operas, game shows and situation comedies will continue as daytime's backbone, the report points to the possible development of a situation-comedy anthology (a different series for each day of the week) and to novels for television that would be serialized over 13 weeks as half-hour chapters.

BBDO cited these advantages of soap operas as a daytime force: They are a consistent vehicle for reaching women and they receive a high attention score since their nature demands more of the viewer's attention than a quiz show.

Copies of the report are available from the agency.

Working together for 'Including Me'

Capital Cities Communications, 3M, the Public Broadcasting Service and several national organizations are pooling their resources and expertise for the Sept. 15 broadcast of *Including Me*, a documentary focusing on a new federal law regarding education for handicapped children.

The show, narrated by Patricia Neal and featuring six profiles of education of the handicapped, was produced by Capital Cities Television Productions for about \$100,000 and originally was intended to run over Capacities' six TV stations. (It

will be broadcast by them shortly before its PBS run.)

Capcities, however, decided that the show's educational value warranted national play, and it turned to PBS. Underwriting amounting to more than \$250,000 was secured from 3M.

Although Capcities earlier had arranged a national line-up of commercial stations for its *We Will Freeze in the Dark* (BROADCASTING, April 18) it was not thought that the new program would be as readily accepted outside the noncommercial sector.

Following the broadcast, the "community outreach" concept will be employed, with representatives of various groups standing by at local PBS stations to provide further information and answer specific questions. Among the local chapters of national groups expected to participate are National Education Association, National Congress of Parent-Teacher Associations and United Cerebral Palsy.

CB is siphoning

A pilot survey of citizen-band radio owners in the New York City area found that 45% of them reported 10%-15% decreases in listening to car radios.

The survey, conducted by Marsteller Inc., included 50 interviews of motorists and truck drivers. More than half of those interviewed said they listened to their CB's and radios simultaneously. The

survey also found that use of CB's in relation to radio usage was higher on weekends and lower in drive time.

Top of the rock pile

DIR Broadcasting, New York, which produces and syndicates the radio series, *King Biscuit Flower Hour*, has inaugurated a *North American Rock Radio Awards Show*.

At a news conference in New York last week, DIR's directors, Bob Meyrowitz, Peter Kauff and Alan Steinberg, said program directors of the more than 200 stations that carry *King Biscuit* will select the five nominees in each of eight categories this month (best male singer, best debut album, best song, etc.).

These nominees will then be announced on radio and printed in voting ballots in *Rolling Stone* and *People* magazine, with the winners to be selected by popular vote. The awards will be formally presented on a *Rock Radio Awards Show*, to be broadcast on Nov. 24.

Call-in settlement in N.Y.

The New York State Public Service Commission has trimmed down a New York Telephone Co. bid to make more money from radio listener call-in contests.

The phone company had been pressing for a plan in which 67% of the calls to sta-



WZUU AM/FM IS MILWAUKEE'S

#1

TOTAL

CONTEMPORARY STATION

William Luchtman
Vice President, General Manager

Represented Nationally by
EASTMAN RADIO



Total Persons 12-34, Metro, TSA, ADI, ¼ hr. average, 6AM-Midnite, Mon-Sun, Apr/May 1977 Arbitron.

21 YEARS OF WINNING



MALRITE The Broadcasting Company

WHK Cleveland KEEY Minneapolis - St. Paul WZUU Milwaukee WNYR Rochester, N.Y. WDRB Mt. Clemens, Mich.
 WMMS Cleveland KEEY-FM Minneapolis - St. Paul WZUU-FM Milwaukee WEZO Rochester, N.Y. WDRB-FM Mt. Clemens, Mich.
 WCTI-TV Greenville-New Bern-Washington, N.C.

tions during a call-in promotion would be completed by telephone answering devices, and the caller would be charged for the attempt to reach the station. The company maintained that from 1% to 3% of radio contest calls are completed. It

claimed it was bearing the costs of the call-ins because customers are not charged for noncompleted calls. A group of six New York radio stations protested the phone company proposal, saying the 67% formula would be a burden on their listeners

and would give the firm an "excessive" return.

Under the PSC-approved plan, answering machines would complete about 24% of the calls and the callers would be charged the regular rate.

Who will pay what for U.S. programs abroad

Estimates peg 1977 total sales to foreign countries at \$200 million, continuing upward trend of past several years

The whole world's becoming a stage—a TV-screen stage—for American movies and television series.

Networks in Canada, England, West Germany, France and Japan are paying amounts as high as five figures for 60-minute episodes of American TV series.

And these five countries, plus Brazil, Mexico, Italy and Australia, are also ponying up five-figure amounts (in some cases

up to six figures) for U.S. theatrical and made-for-TV movies.

These high prices will turn 1977 into a record-grossing year for American distributors, a year that by industry estimates could top the \$200 million plateau, or \$20 million more than 1976's estimated sales figure of \$180 million (BROADCASTING, April 18).

"The sales curve of American product abroad is definitely up over the past few years," says one experienced distribution executive. Countries like England, Canada and Japan, because of strong competition within their geographical boundaries, have

helped to push series prices steadily higher, particularly in the mid-seventies, according to various sources.

And in feature-film sales, four countries—Canada, France, Netherlands and Japan—stand out for being willing to shell out almost double what they paid a year ago for American movies.

The following chart, based on estimates from a variety of industry sources, lists, in the first column, price ranges for two or three runs of a 60-minute episode of the typical American series, and, in the second column, price ranges for the same number of runs of a typical movie.

	60-minute series prices	Feature-film prices		60-minute series prices	Feature-film prices
Canada					
CBC	\$18,000-21,000	\$9,000-16,000	Sweden	\$2,100-2,300	\$3,000-5,500
CBC (French network)	16,000-19,000	6,000-10,000	Switzerland	580-620	1,000-2,000
CTV Network	15,000-18,000	10,000-40,000	United Kingdom	10,000-12,000	25,000-70,000
Latin America and Caribbean			Eastern Europe		
Argentina	2,000-2,200	4,000-6,000	Bulgaria	130-200	300-400
Bermuda	40-60	90-150	Czechoslovakia	500-600	1,800-2,000
Brazil	4,000-6,000	6,000-12,000	East Germany	1,000-2,000	2,000-5,000
Chile	250-270	650-1,000	Hungary	200-320	1,000-1,200
Colombia	410-430	700-1,000	Poland	300-400	800-1,000
Costa Rica	170-190	250-500	Rumania	300-400	400-500
Dominican Republic	200-300	225-300	USSR	240-600	6,000-8,000
Ecuador	190-220	200-250	Yugoslavia	350-500	800-1,000
El Salvador	140-160	450-500	Middle East and South Asia		
Guatemala	210-220	250-400	Cyprus	65-75	100-150
Haiti	40-50	75-100	Egypt	450-500	600-800
Honduras	130-150	135-150	India	No sales	No sales
Jamaica	130-140	200-400	Iran	800-900	2,200-3,200
Mexico	3,300-3,500	10,000-50,000	Iraq	350-500	1,200-2,000
Netherlands Antilles	100-120	90-100	Israel	350-410	No sales
Nicaragua	125-150	200-300	Kuwait	400-450	500-700
Panama	200-230	350-500	Lebanon	140-200	300-425
Peru	260-270	850-1,300	Saudi Arabia	375-500	1,500-2,000
Puerto Rico	1,800-2,000	3,000-3,750	Syria	100-140	90-120
Trinidad and Tobago	140-160	200-225	Africa		
Uruguay	210-230	350-550	Algeria	180-200	No sales
Venezuela	1,750-2,050	2,500-5,000	Kenya	90-110	No sales
Western Europe			Nigeria	120-170	200-300
Austria	1,700-1,900	2,500-2,700	Rhodesia	No sales	No sales
Belgium	1,000-1,400	2,000-3,000	Uganda	No sales	No sales
Denmark	400-500	2,500-3,000	Zambia	110-130	100-105
Finland	900-1,100	2,000-2,500	Far East		
France	8,500-10,000	30,000-40,000	Australia	6,000-6,550	20,000-40,000
West Germany	10,000-11,000	25,000-60,000	Hong Kong	450-550	200-400
Gibraltar	70-90	75-125	Japan	4,000-12,000	40,000-100,000
Greece	450-550	600-800	South Korea	325-375	250-350
Ireland	395-405	700-900	Singapore	120-130	175-200
Italy	3,600-4,150	15,000-17,000	Malaysia	150-200	750-900
Luxembourg	750-850	1,800-2,000	New Zealand	480-720	1,300-1,700
Malta	65-75	No sales	Philippines	1,500-1,700	1,000-1,200
Monaco	400-500	600-900	Ryukyu Islands (Okinawa)	100-120	100-125
Netherlands	2,700-2,750	3,000-5,000	Taiwan (Formosa)	500-600	250-300
Norway	750-820	1,200-1,500	Thailand	350-400	600-800
Portugal	430-650	500-600			
Spain	1,200-1,500	2,000-5,300			

Barter to extend horizons of 'Marlo'

Series on CBS O&O's expanded to 10 other stations; five minutes in each hour open for local sale

Marlo and the Magic Movie Machine, the weekly instruction-entertainment children's series created and developed by CBS's five owned stations, will be bartered nationally beginning next September.

In addition to the five CBS outlets, Sanford H. Fisher, the executive producer of *Marlo*, said he's lined up WBZ-TV Boston, WTOP-TV Washington, WBAL-TV Baltimore, WPLG-TV Miami and six other stations.

One major national advertiser (whose identity will be announced next week) has bought one-and-a-half of the three "network" barter minutes within each of the hour-long episodes, and Mr. Fisher said he anticipates no problem getting a sponsor or sponsors for the other minute-and-a-half. Stations, which get the series for free, will be allotted five minutes in each hour to sell to local and spot advertisers.

Group W Productions will syndicate *Marlo* domestically and John Pierson will handle overseas distribution. Mr. Fisher's Fish Communications Inc., in association with the New York-based Corporation for Entertainment and Learning and with Post-Newsweek, will produce the new batch of 26 episodes beginning in September at WFSB-TV Hartford, Conn.

NEFA seeds programs

WNET, WGBH-TV and production firm receive matching grants from National Endowment for the Arts

Three noncommercial broadcasting entities will receive \$705,000 in seed money grants from the National Endowment for the Arts.

The grants represent the first round of NEFA's "challenge" program in which the recipients must raise \$3 for every \$1 pledged of the federal money. Broadcasting winners were: noncommercial outlets WGBH-TV Boston and WNET(TV) New York, and the New York-based Global Village Video Resource Center.

NEFA allocated \$375,000 to WGBH-TV for the station's Arts Programing Independence Fund to finance programing on the arts. According to the station's manager, Michael Rice, the grant "will go a long way to provide a discretionary margin of funds" that will let the station "proceed with new arts program ventures that are too speculative, controversial or experimental to attract earmarked outside support." Mr. Rice also said the money could be "the key to overcoming the hesitancy of other funders, particularly corporations" to support WGBH-TV's planned programing. Among the types of shows being considered by the station are a dramatization of Nathaniel Hawthorne's "The Scarlet Letter" and *Aurora*, a series on the

arts similar to WGBH-TV's *Nova* about science.

WNET has been earmarked to receive \$250,000. That money, along with the matching \$750,000 the station must raise by the end of the year will be used to finish the renovation and equipping of WNET's new \$12.5 million broadcast center. The station hopes to have the work completed by this time next year on the 85,000 square foot building.

The \$80,000 set aside for Global Village will be primarily used to expand the non-profit media production center's annual Documentary Video Festival into a year-round program featuring documentaries by independent producers and noncommercial stations. In addition, the funds will help support other Global projects including research, sponsoring workshops around the country for independent producers and noncommercial station staff on the uses of electronic news gathering equipment, and to upgrade the center's equipment, facilities and staff.

According to the center's executive director, John Reilly, while the grant was not needed to keep the center alive, it is sorely needed to "let us stabilize and upgrade a lot of our services."

The grants are made on a one-time basis, but the time period for many of them can cover more than a year, with a maximum of three years. Fifty-nine grants were awarded to more than 75 cultural in-

stitutions out of about 400 applicants.

NEFA's challenge grants are not the only funding that organization provides to broadcasting. It also distributed funds through its Media Arts Program for film, radio and television programing.

Program Briefs

All the 'Marble.' ITT, New York, has acquired rights and original negatives to *Big Blue Marble*, half-hour children's television series which ITT has sponsored without commercials for past three years and carried free of charge on 162 U.S. stations and in 62 foreign countries. ITT will build film production center for program in New York and produce *Marble* under supervision of Robert Wiemer, ITT's executive producer, films and broadcasting. Company bought program from its producer, Alphaventure Inc., New York, for price not disclosed.

On his own. Charles (Chuck) Atkins, formerly vice president and domestic sales manager for Worldvision Enterprises, New York, has formed his own company, Charles T. Atkins, Rhinebeck, N.Y., to distribute TV programing. He has been signed as East Coast sales representative for Dan Goodman Productions, New York, working initially on package of eight features titled *Best Seller Movies* and including "Eleanor and Franklin,"

THINKING OF CHANGING SYNDICATORS?

Greater Media's WHEZ did! Oct/Nov 76 Apr/May 77

8.2

10.2

...and for the first time WHEZ was reported in the Charleston Report.*

NOW THAT'S BEAUTIFUL!

Learn how *KalaMusic* can work for you. Call Bill Wertz or Stephen Trivers today - (616) 345-7121.

KalaMusic

Suite 334, ISB Building
Kalamazoo, Michigan 49006



*SOURCE: April/May 1977 ARB.
Huntington and Charleston MSA
12+ Metro share, M-Sun, 6 am-Mid.

PLOUGH BROADCASTING'S WHRK, Memphis, picks a new format and IGM's RAM to make it go!

The new "disco" sound at WHRK requires the capability to program three or four times as many events as the previous format. So, the 100,000-watt, 24-hour station went to IGM with the problem.

The solution is a RAM (Random Access Memory) Control System, three 48-tray Instacarts and four reel-to-reel playback units with time announce capability.

Now, WHRK can program 4096 events—enough for seven days—and, at the same time, "flag" certain events to insert spot changes quickly.

WHRK is only one of five Plough Broadcasting stations to install RAM systems.

The whole story is in IGM News, No. 2-77. Send for it today.

IGM

A Division of NTI
4041 Home Road
Bellingham, WA 98225
206-733-4567



"Pueblo" and "The War Between the Tates."

C&W talk. Narwood Productions, New York, is preparing new one-hour weekly music-interview series for radio, titled *Country Corner*, featuring such stars as Johnny Cash, Loretta Lynn, Waylon Jennings and Tammy Wynette. Syndicated series will be on stereo or mono tape with 10 minutes of commercial time in each hour. Narwood also produces *Country Cookin'* and *Country Line*.

New in syndication. Sports Syndication International Ltd., New York, has been formed and will distribute two half-hour series, *The Sports Challenge* and *The Way It Was*. Heading new company as president will be Chris Zoulamis, who has been vice president in charge of station relations for TVS Television Network, New York, subsidiary of Corinthian Broadcasting Corp. New company will be located at 10 East 39th Street, New York.

Baltimore 'magazine.' Aug. 29 is debut of WJZ-TV Baltimore's *Evening Magazine* show. Named as hosts are Dave Sisson and Linnea Anderson.

Correction. In BROADCASTING's annual football report in Aug. 1 issue, radio rights for Los Angeles Rams games were listed as being held by Bob Speck Productions. Rights are actually owned by originating station, KMPC(AM) Los Angeles. Speck does hold Ram's TV rights not KNXT(TV) Los Angeles as reported. Also, regional radio network for San Francisco 49'ers consists of 14 stations, not one as listed.

Getting around. After six weeks on air, KSTP-TV St. Paul's morning half-hour agricultural show, *Country Day*, has been put into syndication and purchased by 11 stations in Midwest. Program deals with lifestyle, work and activities of people in rural areas and includes farm news, crop moisture data and other specialized farm information.

Snow bound. CBS Sports has signed three-year exclusive contract with U.S. ski team. Plans call for broadcast of at least three World Cup International meets each year, on *CBS Sports Spectacular*, and more if team is particularly successful.

In memory of. CBS Foundation Inc. is establishing \$300,000 fellowship fund in memory of Goddard Lieberman, former president of CBS/Records Group and senior VP of CBS Inc., with income to be used for fellowships for advanced music students, starting in 1978. Mr. Lieberman died May 29 at age 66 (BROADCASTING, June 6).

BMI after KOAD. Broadcast Music Inc. has reported that it and several of its affiliated publishers have filed copyright infringement suit charging KOAD(AM) Lemoore, Calif., with performing BMI-licensed works without license. The suit, filed in U.S. District Court in Los Angeles, seeks statutory damages plus attorneys' fees and court costs.

Media

Court overturns 10-employee limit on EEO filings

FCC might be able to 'live with' decision returning cut-off number to pre-1976 figure of five

A federal appeals court has set aside an FCC order exempting smaller broadcast stations from filing equal employment opportunity reports ("In Brief," Aug. 8).

The U.S. Court of Appeals in New York said the FCC's 1976 decision exempting stations with fewer than 10 employees from EEO guidelines was "arbitrary and capricious" and that the commission's justification for it was "unsupported or inadequate."

"The FCC has failed to articulate a reasoned explanation for its action," the court said, and it ordered the commission not to alter its EEO guidelines until the agency can adequately justify any change.

The appeal of the FCC's decision was brought by five church and civil rights organizations, the Office of Communication of the United Church of Christ, the National Urban League, the National Association for the Advancement of Colored People, the Communication Commission of the National Council of Churches of Christ in the U.S.A. and UNDA-USA, a Catholic organization.

Although FCC officials were still studying the decision last week, some felt, as one said, the commission "could live with" the ruling. At least one in the FCC's EEO section was certain "we'll have more work." He added, however, that it was "conceivable" that the new work load could make it easier on his office. Under the new ruling, he said the office might be able to handle EEO complaints more readily. "We'll have all the information here," he said.

In its 1976 action the FCC raised the minimum filing requirement from stations with five full-time employees to those with 10 and adopted a model EEO program for broadcasters. But the court was unimpressed: "EEO enforcement is not the FCC's mission. Thus it had no obligation to promulgate EEO regulations." The court added, however, that the commission "does possess the power to issue such regulations in furtherance of its statutory mandate to insure that broadcasters serve all segments of the community." The court's order, then, did not throw out the commission's guidelines.

The FCC had justified its exemption of smaller stations because, it said, it hadn't the resources to adequately review the programs of the smaller stations, because smaller stations do not have formal personnel procedures that can be reformed, because EEO programs serve little purpose for small stations and because the majority of industry employees (84.9%) were

For the buyer & seller of advertising
newspaper rates & data's

1977-78 newspaper circulation analysis

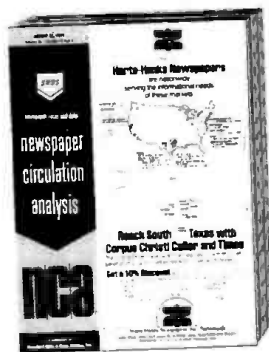
**UPDATED and REVISED WITH 1977
MARKET DATA, and CIRCULATION
FIGURES, RATES and DEMOGRAPHICS**

ORDER YOUR COPY NOW

The Invaluable Aid to Newspaper/Market Evaluation

... NCA helps both buyers and sellers of advertising. Planning and buying is faster and easier. Media can do a more effective job of presenting their sales points ... they can more easily learn competitors' strengths and weaknesses. NCA contains the kind of information the media needs to sell a market.

You get a computerized tabulation of U.S. daily and Sunday adjusted circulation rates, market data and demographics arranged in five sections.



Section 1: Newspaper circulation within TV market areas with open line rates

Section 2: Metro area circulation and penetration

Section 3: County-by-county circulation and penetration

Section 4: Circulation analysis of newspapers and newspaper groups; with black and white page rates

Section 5: Ranking tables for 20% and 50% counties, daily and Sunday

In addition, NCA gives you line rates, page rates, and a wide range of demographics including number of households, adults, teenagers, and children. You also will find the retail, food store, drug store sales and consumer spendable income for each market area, ADI, metro, and county.

newspaper circulation analysis

published as Vol. 2, August issue of Newspaper Rates and Data

I am enclosing \$_____ to cover my order for _____ copies of the complete 50-state 1977-78 NCA at the price of \$19.00 each.

PLEASE TYPE OR PRINT

NAME/TITLE _____

ADDRESS ☐ HOME
☐ OFFICE _____

CITY/STATE/ZIP _____

COMPANY/TYPE OF
BUSINESS _____

AUTHORIZED
SIGNATURE _____

RETURN TO:

HOWARD KRAUSE
NEWSPAPER CIRCULATION
ANALYSIS
STANDARD RATE &
DATA SERVICE, INC.
5201 OLD ORCHARD RD.
SKOKIE, IL. 60076

covered under the 1976 rule.

While the court was "reassured" by the last point, it was not pleased that the FCC's decision exempted 54% of all broadcast stations from filing requirements. "Due to higher turnover and a greater willingness to hire inexperienced personnel, the smaller stations have more entry-level jobs ... than their total employe strength indicates."

FCC gets a prize in report on agency delays

Ribicoff unit cites comparative renewal process for lack of standards that causes protracted proceedings

A Senate report released last week singles out the FCC's comparative renewal process as a prime example of unnecessary bureaucratic delay.

The report was prepared by Senator Abraham Ribicoff's (D-Conn.) Government Affairs Committee, and it studies the causes and promotes possible cures for bottlenecks in the federal bureaucracy. The report cited the comparative renewal process as an "uncontrolled jumble of issues and parties," and blames it on "inadequate standards" for choosing among competing applicants for a station license. "With little guidance on how the commission would choose among them, competing applicants are forced to argue every conceivable issue they can think of to assert superiority over rivals," which causes proceedings to drag on longer than they need to, the report says.

For the competing applicants, who have to spend large sums to sustain their applications and challenges while the hearing process unfolds, there is little relief in sight, the report notes. The commission declined to adopt definitive quantitative renewal guidelines last March, and the Congress has done nothing to clarify matters. "Renewal and other comparative proceedings will stay chaotic so long as neither the agency nor Congress can provide applicants with clearer guidance of what they must prove to win their case," the report says.

Other situations leading to delay at the FCC, the report says, are: (1) a pattern of FCC commissioner involvement in the internal workings of individual bureaus, which "sometimes makes the whole units resistant to coherent agency management" and (2) the absence of a strong executive director with authority to direct staff activities.

The two-volume report, which isolates regulatory problems at a number of agencies, also singles out the FCC for a poor record in citizen participation in proceedings. Specifically it attacks the commission's role in events that led to the industry's adoption of family viewing in the National Association of Broadcasters television code. The Los Angeles district court's

decision—that the adoption of family viewing was the direct result of FCC pressure on the networks and the NAB—was disturbing to the Ribicoff committee, the report says. "We believe that while there is an appropriate place for self-regulation, there is no place for ad hoc arrangements between agencies and regulated parties which skirt normal administrative procedures designed to protect the public interest by assuring full opportunity for public participation," it said.

Those were specific complaints in a long list of regulatory faults summarized in the report. All revolve around delay and inadequate citizen participation, problems that nearly all regulatory agencies suffer, it says. In general, public interest groups have a very small voice in agency proceedings, while the regulated industries dominate, the report concludes. It sees interest groups hampered because they have less money to spend than the industries, a problem that is compounded for them when proceedings drag on for months and years.

The committee endorses two pieces of legislation to correct that imbalance—the bill to create an Agency for Consumer Protection (which has been sidetracked in both houses of Congress because there are not enough votes to pass it), and the bill to reimburse attorney's fees for citizen groups and other indigent parties for their participation in agency proceedings (which has been rebuffed by the Senate Judiciary Committee). Broadcasters have opposed both measures.

The two volumes of the regulatory report released last week complement two that were published by the same committee last February on regulatory appointments and congressional oversight. The set will be completed with the publication of two more—on economic frameworks for regulation and agency duplication—"early next fall," Senator Ribicoff said.

Gobbledygook, be gone. "Broadcasters! ... Have you ever: (1) moaned about federal rules and regulations you couldn't understand? (2) Complained about bureaucratic writing that almost defied comprehension? (3) Been frustrated in trying to be a law-abiding licensee when you couldn't understand the laws the way they were written?"

"Well weep no more. The Federal Communications Commission is coming to your rescue."

Broadcasters might wish it were so, but this advisory, announcing the drafting of new rules "in plain, simple English" was written by the FCC for CB operators.

National Association of Broadcasters general counsel, Erwin Krasnow, thought the idea an excellent one, however, and has urged FCC Chairman Richard Wiley to do the same for broadcasters. To expedite matters, he attached a suggested FCC news release to his letter, announcing that "Believe it or not, FCC proposes rules you can read easily." Don't believe it yet.

NAB names names for its committee slots

National Association of Broadcasters committee assignments were announced last week by NAB Chairman Donald Thurston, WMNB-AM-FM North Adams, Mass., and NAB President Vincent Wasilewski. What follows is the complete membership list for 1977-78.

Bylaws—John R. Anderson, WCCW-AM-FM Traverse City, Mich., chairman; Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C., and Mike Shapiro, WFAA-TV Dallas.

Membership—Jack S. Younts, WEEB(AM) Southern Pines, N.C., chairman; C. Edward Little, Mutual Broadcasting System, Arlington, Va.; Robert B. McConnell, WISH-TV Indianapolis; Pat Murphy, KCRS-AM-FM Enid, Okla.; Sherril Taylor, CBS Radio Division, New York, and Virginia Pate Wetter, WASA(AM)-WHDG(FM) Havre de Grace, Md.

Board site—Paul E. Reid, WBHB(AM) Fitzgerald, Ga., chairman; Mr. McConnell, and Carl V. Venters Jr., WPTF(AM)-WQDR(FM) Raleigh N.C.

First Amendment—Herbert W. Hobler, Nassau Broadcasting Co., Princeton, N.J., chairman; William A. Leonard, CBS, and Charles E. Wright, WBYS-AM-FM Canton, Ill.

Free radio and television—Andrew M. Ockershausen, WMAL-AM-FM Washington, chairman; Daniel Calibraro, WGN Continental Broadcasting Co., Chicago; Thomas R. Dargan, KATU(TV) Portland, Ore.; A. James Ebel, KOLN-TV Lincoln, Neb.; Allan Land, T/R, Inc., Zanesville, Ohio; Mr. Leonard; Walter Rubens, KOBE(AM) Las Cruces, N.M., and Mr. Thurston, ex officio.

Congressional liaison—Eugene S. Cowen, ABC, chairman; Mr. Batson; Jerry Lee, WDVR(FM) Philadelphia; Edward O. Fritts, Edward O. Fritts Stations, Indianola, Miss.; Arnold S. Lerner, WLLH(AM)-WSSH(FM) Lowell, Mass., and Mr. Shapiro.

Exhibitors advisory—William A. Ems, Conrac Division, Covina, Calif.; Miles Moon, RCA Broadcast Systems, Camden, N.J.; C.P. Glade, Collins Radio Group, Richardson, Tex., and Adolph Rosset, American Electronic Laboratories Inc., Lansdale, Pa., alternate member.

Convention committee—Thomas Bolger, WMTV(TV) Madison, Wis., and David Scribner, Doubleday Broadcasting, Dallas, co-chairmen; Forest W. Amsden, KGW-TV Portland, Ore.; Jack Chapman, KGAK(AM) Gallup, N.M.; Eugene B. Dodson, Gaylord Broadcasting Co., Tampa, Fla.; Frank W. McLaurin, KSRO(AM) Santa Rosa, Calif.; Dick Painter, KYSM-AM-FM Mankato, Minn.; Daniel T. Pecaro, WGN Continental Broadcasting Co., Chicago; Ted A. Smith, KUMA(AM) Pendleton, Ore., and Leonard A. Swanson, WIIC-TV Pittsburgh.

Broadcast engineering conference—Ellis Feinstein, Sierra-Cascade Communications, Medford, Ore., chairman;

358. VIDEOTAPE RECORDING: Theory and Practice by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing. (*Library of Image and Sound Technology*). 320 pages. 6" x 9". graphs, diagrams, bibliography, glossary. **\$18.50**

- 313. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques** edited by Raymond Spottiswoode. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages. 6 3/4" x 9 1/2". 1,000 diagrams, index. **\$37.50**

Total \$_____

James E. Bloyd, Scripps-Howard Broadcasting Co., Cleveland; Robert J. Butler, NBC, New York; Eugene A. Chase, WKJG(AM) Ft. Wayne, Ind.; Albert H. Chismark, Meredith Corp., Syracuse, N.Y.; James H. Hoke, Southern Broadcasting Co., Winston-Salem, N.C.; James D. Parker, CBS-TV, New York; R. LaVerne Pointer, ABC, New York; Jerry Vandersloot, WOOD-AM-FM Grand Rapids, Mich.; William Wisniewski, MBS, Arlington, Va., and Mr. Wright.

Radio reregulation—Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman; John Alexander, WFLA-AM-FM Tampa, Fla.; Martin F. Beck, WGLI(AM) Babylon, N.Y.; John H. Lemmie, KLTF(AM) Little Falls, Minn.; Stanley W. McKenzie, KWED-AM-FM Sequin, Tex.; Bill Sims, Wycom Corp., Laramie, Wyo.; Joe Tennesen, KFAK(AM)-KFZ(FM) Greeley, Colo.; Jack G. Thayer, NBC Radio Division, New York, and Mr. Venters.

Small market radio—Mr. Sims, chairman; David Brown, WTVL-AM-FM Waterfille, Maine; Mr. Fritts; Robert M. McKune, KTTR(AM) Rolla, Mo., and Ernest Sparkman, WKIC(AM)-WSGS(FM) Hazard, Ky.

Medium market radio—Mr. Venters, chairman; Ron B. Blue, KRMG(AM) Tulsa, Okla.; Mr. Lerner; Elliott E. Franks III, WOIC(AM) Columbia, S.C., and Jack Miller, KCOL-AM-FM Fort Collins, Colo.

Large market radio—Mr. Thayer, chairman; John Behnke, KOMO(AM) Seattle;

Willie D. Davis, KACE-FM Los Angeles; William James, WJR-AM-FM Detroit, and Jack Willis, KHEP(AM) Phoenix.

Radio—Mr. Sims, chairman. Members are those serving on the small-, medium- and large-market radio committees.

Engineering advisory—Robert W. Flinders, McGraw-Hill Broadcasting Co., Indianapolis, chairman; Charles F. Abel, KFMB-TV San Diego; Ralph F. Batt, WGN Continental Broadcasting Co., Chicago; Mr. Ebel; William E. Garrison, Multimedia Broadcasting Co., Greenville, S.C.; William H. Hansher, Taft Broadcasting Co., Cincinnati; Albin R. Hillstrom, KOOL Radio-Television Inc., Phoenix, Ariz.; Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky.; Martin H. Meaney, NBC-TV; Mr. Parker; Mr. Pointer and Mr. Wisniewski.

Public affairs—William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., chairman; Bill Bengtson, KOAM-TV Pittsburg, Kan.; Bruce Johnson, Starr Broadcasting, Westport, Conn., and William F. Turner, Forward Communications of Iowa, Sioux City, Iowa.

Hundred plus markets television—Mr. Bengtson, chairman; Alvina M. Britz, KTVO(TV) Kirksville, Mo.; Jay E. Gardner, KRDO-TV Colorado Springs; Jerry Holley, Stauffer Publications Inc., Topeka, Kan.; Ray Johnson, KMED-TV Medford, Ore.; Mark Smith, KLAS-TV Las Vegas, and John M. Rivers Jr., WCSC-TV Charleston, S.C.

Children's television—Kathryn F. Broman, Springfield Television Broadcasting,

Springfield, Mass., chairman; Robert M. Bennett, WCVB-TV Boston; Mr. Bolger; Robert D. Gordon, WCPO-TV Cincinnati; George Heinemann, NBC, and Lynn McIntyre, WTOP-TV Washington.

Research committee—Daniel W. Kops, Kops Monahan Communications Inc., New Haven, Conn., chairman; Thomas Coffin, NBC; Richard D. Dudley, Forward Communications Corp., Wausau, Wis.; Jay Eliasberg, CBS Broadcast Group; Harold L. Neal Jr., ABC Radio; Mr. Swanson; Paul Sonkin, ABC Television Network, and Eugene D. Jackson, National Black Network, New York.

Television information office—Peter Storer, Storer Broadcasting Co., Miami, chairman; Mrs. Broman; Mr. Bolger; Mr. Gordon; John Cowden, CBS-TV; Robert Kasmire, NBC; Ellis Moore, ABC; Leslie Arries, WBBN-TV Buffalo, N.Y., and Philip J. Lombardo, Corinthian Broadcasting Corp., New York.

Changing Hands

Announced

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

■ **WHYI(FM)** Fort Lauderdale, Fla., and **KEZK(FM)** St. Louis: Sold by Hefstel Broadcasting Inc. to Metroplex Inc. for \$4,550,000, plus \$1,480,000 covenant not to compete ("Closed Circuit," Aug. 8). Seller is U.S. Representative Cecil Hefstel (D-Hawaii), who has been reducing his broadcast holdings since his election last fall. He still owns KGMB(AM) Honolulu. Buyer is owned by Norman Wain and Robert Weiss, owners of KOAX(FM) Dallas. WHYI operates on 100.7 mhz with 100 kw and antenna 930 feet above average terrain. KEZK operates on 102.5 mhz with 63 kw and antenna 370 feet above average terrain. Broker: Ted Hepburn Co.

■ **KGU(AM)** Honolulu: Sold by Communications Hawaii Inc. to Houston Corp. for \$500,000. Previous agreement to transfer station to John B. Walton (BROADCASTING, Feb. 25, 1974) was not consummated. Seller is subsidiary of Copley Press Inc., publisher of *San Diego Union* and *Evening Tribune* and seven other papers in California and Illinois. Helen K. Copley is owner of seller, which has no other broadcast interests. Buyer is owned by John L. Houston and John A. Parry, who recently sold, subject to FCC approval, **KCIA(AM)-KPOE(FM)** Humble City, N.M., for \$400,000 (BROADCASTING, May 16). They also own **KSDL(FM)** El Paso. KGU is on 760 khz with 10 kw full time. Broker: Blackburn & Co.

■ **WPTM(FM)** Roanoke Rapids, N.C.: Sold by Halifax County Broadcasting Inc. to group headed by W. Orson Woodall for \$225,000. Seller is equally owned by William Pruden, W. Ennis Taylor and Cecil McCoy, who have no other broadcast interests. Buyers, other than Mr. Woodall, are his brother, Allen H. Woodall, and Timothy W. Moran. They have purchased,

FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER

Mid-Atlantic FM \$125,000

Class A FM serving populous suburban area. New property, never properly developed and in need of professional broadcaster. Good opportunity for community-minded owner-operator. Terms available to qualified buyer.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

8/15

Affirmed. U.S. Court of Appeals in Washington has upheld the 1975 FCC decision declaring unlawful AT&T's Telpak rate plan (which offers discount rates for telecommunications services using 60 or more channels). Among the major users are the wire services. The FCC told AT&T to allow its customers to share or resell circuits under Telpak terms, claiming bulk use discriminated against smaller firms seeking to compete. AT&T then filed with the FCC to eliminate Telpak service, and last month the court enjoined AT&T from ending it. Had the service ended, AP and UPI reportedly would have faced a 45%—or \$4.3 million—increase in the charges they pay. The wire services had joined AT&T in the appeal.

subject to FCC approval, WSMY(AM) Weldon, N.C. for \$325,000 (BROADCASTING, Aug. 8). Orson Woodall is president and owner of WGAF(AM) Valdosta, Ga., and Mr. Moran is a former employee there. Allen Woodall is 25% owner of WGRA(AM) Cairo, Ga. WPTM operates on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ WKTS(AM) Sheboygan, Wis.: Sold by First Sheboygan Corp. to Julian E. Jetzer for \$175,000. Seller is wholly owned by First Concord Corp., St. Paul, which also owns Broadcast Financial Services, station consultant. First Concord is principally owned by Steven T. Moravec. There are 10 other stockholders, none of whom has other broadcast interests. Buyer is owner of Sheboygan photo processing company. He has no other broadcast interests. WKTS is 500 w daytimer on 950 khz.

■ WOXR(FM) Oxford, Ohio: Sold by BGS Broadcasting Inc. to Stone Broadcasting Co. for \$119,000. Seller is owned by James L. Gregg, who also owns WWKI(FM) Kokomo, Ind. Buyer is owned by Richard D. Stone, radio equipment salesman in Chicago who has no other broadcast interests. WOXR operates on 97.7 mhz with 3 kw and antenna 255 feet above average terrain. Broker: Robert O. Magruder.

Approved

■ Station sales approved last week by the FCC include: KMED(AM) Medford, Ore.; WKFD(AM) Wickford, R.I.; KRZI(AM) Waco, Tex.; WRGM(AM) Richmond, Va., and KILQ(AM) Kirkland, Wash. (see page 52).

Execution coverage denied

The U.S. Court of Appeals in New Orleans has overturned a Dallas federal judge's ruling that television stations may cover executions of criminals (BROADCASTING, Jan. 10). The Court of Appeals said the First Amendment does not cover "matters not accessible to the public generally," and that the Constitution does not require the government to "accord the press special access to information not shared by members of the public." Attorneys for a

Dallas newsman, Tony Garret (noncommercial KERA-TV), who took the original plea to court, said they intend to appeal the New Orleans court's decision.

FCC repeats: Let it stand

FCC has affirmed its "common sense" decision to grant the application of Montgomery County (Mo.) Broadcasting Corp. for an FM permit after Montgomery had virtually completed construction of the station in Montgomery City (BROADCASTING, May 30). Audrain Broadcasting Co., licensee of KXEO(AM)-KWWR(FM) Mexico, Mo., which had originally notified the commission that Montgomery had built before receiving its permit, asked the commission to reconsider its action. Four nonlawyers among the commissioners—Robert E. Lee, James Quello, Abbott Washburn and Margita White—had originally seen no point in requiring Montgomery to take the 262-foot tower off its base, build a new base and re-erect the tower. That rebuilding process was the staff's recommendation for obtaining compliance with FCC rules. However, the FCC majority saw no reason to change their minds. The Broadcast Bureau and General Counsel's Office, which had supported the petition for reconsideration, said the only ground for denying it would be procedural. That was fine with the majority.

Post settles with opponents of its TV buy

Price for withdrawal of petition against WOKR(TV) transfer includes scholarship endowment, prime time for minority shows

Local citizen groups and the proposed buyer of WOKR(TV) Rochester, N.Y., have reached an agreement paving the way for the ownership of the station to change. In the bargain, the buyer, Post Corp., will provide programming and employment opportunities for minority group members and women and will endow a scholarship fund for needy students. The groups will, in return, call off their challenge to the station's renewal.

The Post Corp., Appleton, Wis.-based group owner, announced its intention to purchase WOKR last spring for \$15,825,000 from Flower City Television Corp. (BROADCASTING, April 18). But two Rochester groups, Action for a Better Community Inc. and the Rochester Black Media Coalition, had been fighting that station's renewal since 1972, and the acquisition procedure was stalled. Under the terms of the agreement, however, RBMC will give up its appeal of the FCC's 1975 renewal of WOKR's license upon the com-

- Negotiations
- Appraisals
- Radio
- T.V.

(703)821-2552

- Newspapers
- CATV
- Financing

Florida

**Major Market
AM/FM
\$1,500,000
on terms**

*A Confidential Service
to Owners and
Qualified Buyers*

Cecil L. Richards, inc. media brokers

Suite 408, 7700 Leesburg Pike, Falls Church, Va. 22043

mission's approval of the assignment to Post.

Post has agreed to:

- Carry documentary programs (four each year) dealing with the needs of Rochester's minorities.

- Produce weekly prime-time programs on local activities.

- Move a local public affairs program, *Black Dimension*, to prime time.

Post has also agreed to carry a "substantial number of public service announcements dealing with the needs of the minority community," and it will institute a monthly "Ask the Manager" feature during WOKR's *AM Rochester* show.

In an off-the-air commitment, Post has agreed to endow a \$30,000 scholarship fund for minority and disadvantaged students, and it will, for a period of five years, give Howard University in Washington \$2,500 to help defray the costs of the college's annual communications conference. RBMC will administer the scholarship fund.

Finally, the agreement says Post will "publicize all openings for positions at the station to minority and women's organizations." It has also agreed to create a position of director of community affairs whose function will be "to bring the station closer to the community organizations."

Post-Newsweek's first ascertainment program is aired

WPLG Miami effort to bring station and public closer together runs overtime, features management, citizens, Wiley, Hollings, Van Deerlin and Frey

Post-Newsweek Stations' WPLG(TV) Miami on Aug. 7 aired the first episode of the group's *Nobody Ever Asked Me*, a locally produced experiment in ascertainment.

The three-and-a-half-hour prime-time special featured Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.); his counterpart in the House, Lionel Van Deerlin (D-Calif.); the ranking Republican on the House subcommittee, Lou Frey Jr. (Fla.), and FCC Chairman Richard E. Wiley. They appeared, however, in cameo roles; the show's central characters were the WPLG management, community leaders and members of the viewing public.

Taking the lead from other Post-Newsweek television stations, WJXT Jacksonville, Fla.; WFSB-TV Hartford, Conn.; and WTOP-TV Washington, which are to program similar efforts within the next several weeks (BROADCASTING, Aug. 8), WPLG scrapped most of an evening of prime time, outlined the major community needs, invited community leaders and viewers to the studio, opened up the phone lines and let the management field



"Nobody Ever Asked Me." WPLG(TV) Miami opened up its studios in Miami (above) and used a remote from Fort Lauderdale city hall July 31 to provide local community leaders and citizens a chance to talk back to the station. Moderating in Miami were news co-anchors Glenn Rinker and Ann Bishop. This was the first of similar efforts by Post-Newsweek television stations.

questions. Sponsorship came from General Foods.

Any broadcasters seeking hard, professional news from the show probably would have been disappointed. One item—Senator Hollings saying broadcasters are "awfully powerful" and apparently acknowledging his defeat at their hands on an amendment on saccharin legislation (BROADCASTING, Aug. 8), was filmed but left out of the show. The segment could show up later over other Post-Newsweek stations which are expected to present more footage of the Washington interviews.

For the layman, however, the program did provide a lesson in ascertainment and regulation. On tape with WPLG Area Vice President Norman Davis, Mr. Van Deerlin called for minimal government involvement in broadcasting but said some is necessary due to the scarcity of television frequencies. Mr. Frey called regulation of small stations "a government-created chaos" and charged that the public often cries for cultural shows but then tunes to adventure programs. Mr. Wiley explained that the commission tries to stay out of programming but has found the need for requiring "general affirmative responsibilities" along the lines of the fairness doctrine.

Other taped sections of the program included an explanation of the ascertainment process and community leader interviews, among them with a local female judge, head of a Puerto Rican interest group, a college president and a labor leader. "Man-on-the-street" interviews were also factored in, with members of the public choosing their foremost concern.

The bulk of the show, however, was devoted to live in-studio and phone questions and suggestions. WPLG used its studio in Miami and a remote from the Fort Lauderdale city hall. Some 80 persons were invited to the Miami studio where moderators were news co-anchors Glenn Rinker and Ann Bishop. About 40 persons participated in Fort Lauderdale, where assistant news director Karl Zedell and weekend anchor Dwight Lauderdale took questions. However, with Mr. Davis, gen-

eral manager G. William Ryan, Broward bureau chief Tom Sanders and others in the two audiences, questions frequently were directed to the manager in charge. Another attending there was Representative Claude Pepper (D-Fla.).

Complaints aired included one from a Broward county resident who called for more attention to news outside the Miami city of license. The station's answer was that plans already are being implemented to do just that. Another question allowed management to explain why it chose not to take *Mary Hartman, Mary Hartman*. Throughout the show, attempts were made to give viewers an inside look at the station, with cameras panning to reveal lights and broadcast equipment.

Though only scheduled to run from 7 to 10 p.m., the show carried over an extra half hour. Phones were manned after the show to accept further questions, and viewers also were encouraged to write in. The broadcast received an average rating of 6, with a 12 share. Another impact statistic available to the station by midweek following the show came from the telephone company—that 3,787 calls from Broward county never got through.

GAO says FCC should refigure fee schedule, give partial refund

The General Accounting Office has reaffirmed its opinion that the FCC can and should recalculate its fee schedule and refund part of the money it collected from licensees since 1970.

The commission had protested an earlier GAO opinion (BROADCASTING, June 27), saying it needs new regulatory authority and guidance from Congress before it can do what GAO says it must.

In response to court decisions against earlier fee schedules, the FCC has indicated it intends to refund all the fees above \$5 it collected since 1970—some \$127 million, about \$47.5 million of which had been collected by the Broadcast Bureau.

However, GAO argued last week in new

communications with Senator Ernest Hollings (D-S.C.) and Representative Lionel Van Deerlin (D-Calif.), chairmen of the Senate and House Communications Subcommittees, that the FCC does not have the authority to give all the money back. Indeed, "we believe that the court of appeals decisions require a recalculation effort by the commission."

GAO said further that a new fee schedule could be devised within 12 to 18 months.

"We realize the strong possibility that any attempt to recalculate the fee schedule in question may prompt litigation," GAO said. "The possibility of litigation, however, does not justify the commission's refunding that portion of the fees that was properly collected."

The Senate Appropriations Committee, meantime, has already directed the FCC to produce a fee schedule and show it to Congress before it refunds any fees (BROADCASTING, June 27).

Righting the wrongs in a ratings ranking

BROADCASTING's July 25 special report on "The Many Worlds of Radio: 1977" included a listing of the top 10 stations in each of the first 50 markets. Ratings data for that feature was supplied by Arbitron Radio, which last week determined that a number of errors had been made in the tabulations released to BROADCASTING. In nine of those markets (redone in their entirety below), the errors resulted in one or more changes in station ranking. Others, of a more minor nature, affected only individual station figures with no effect on station positions within the market. The rankings were the April/May 1977 measurements in most cases. Exceptions are indicated (*) and are based on October/November 1976 measurements. Audiences represent total persons, 12-plus, average quarter-hour, Monday-Sunday, 6 a.m. to midnight, total survey area. Format information was compiled by BROADCASTING from a variety of sources. Corrections of the errors follow these listings:

(An earlier error, involving the Detroit market, was corrected in BROADCASTING's Aug. 1 issue [page 23].)

4. San Francisco

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

8. Washington

1. WMAL(AM)	MOR	48,500
2. WPGC-AM-FM	Contemporary	44,700
3. WGAY-AM-FM	Beautiful music	39,100
4. WWDC-FM	AOR	26,500
5. WKYS(FM)	Disco	22,300
6. WASH(FM)	MOR	19,200

7. WJMD(FM)	Beautiful music	19,100
8. WGMS-AM-FM	Classical	17,100
WTOP(AM)	News	17,100
10. WOOK(FM)	Black	16,000

31. Indianapolis

1. WIBC(AM)	MOR	25,300
2. WNAI(FM)	AOR	21,600
3. WXTZ(FM)	Beautiful music	21,500
4. WIRE(AM)	Country	17,900
5. WFBQ(FM)	Contemporary	15,100
6. WNDE(AM)	Contemporary	14,300
7. WTLC(FM)	Black	14,000
8. WFMS(FM)	Country	13,100
9. WIFE(AM)	Contemporary	10,800
10. WATI(AM)	Beautiful music	7,400

36. Rochester, N.Y.*

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

37. San Antonio, Tex.

1. KTS(AM)	Contemporary	48,100
2. KKYX(AM)	Country	21,400
3. KCOR(AM)	Spanish	17,400
4. WOAI(AM)	News/talk	14,800
5. KQXT(FM)	Beautiful music	14,400
6. KBUC-AM-FM	Country	11,100
7. KTFM(FM)	Contemporary	10,800
8. KAPE(AM)	Black	7,200
9. KEDA(AM)	Spanish	5,600
10. KSAQ(FM) - KQAM(AM)	Contemporary	5,500

39. Sacramento, Calif.

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

44. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	MOR/talk	23,400
2. WROW(AM)	MOR	15,600
3. WGFM(FM)	Contemporary	15,100
4. WTRY(AM)	Contemporary	12,500
5. WROW-FM	Beautiful music	12,200
6. WPTR(AM)	Contemporary	8,700
7. WGNA(FM)	Country	5,600
8. WOKO(AM)	Country	5,500

Gone West.

An institution is about to end. NBC announced last week it would discontinue its tours of its television and radio studios in New York's Rockefeller Center, effective Labor Day (Sept. 5). The tours, highly popular in earlier radio and television days, have shown a decline in attendance and interest in recent years as program production has moved more and more to the West Coast, NBC explained. While tour crowds were declining in New York, they have been growing at NBC's Burbank, Calif., facilities, and the tours there will be continued. The New York studio tours started in 1933, the ones in Burbank in 1967. NBC sources said "two or three" guides would be let go as a result of the New York closing.

9. WFLY(FM)	Contemporary	5,300
10. WQBK(AM)	Talk	5,200

49. Salt Lake City-Ogden*

1. KSL(AM)	MOR	14,600
2. KSOP-AM-FM	Country	14,300
3. KRSP-AM-FM	Contemporary	13,200
4. KCPX(AM)	Contemporary	12,900
5. KLLB(AM)	MOR	12,600
6. KSL-FM	Beautiful music	9,800
7. KAYK-AM-FM	Contemporary	6,700
8. KALL(AM)	MOR	6,500
9. KLLB-FM	Beautiful music	5,800
10. KSXX(AM)	Talk	4,400
KRGO(AM)	Country	4,400

50. Jacksonville, Fla.*

1. WKTZ-FM	Beautiful music	14,900
2. WAPE(AM)	Contemporary	13,500
3. WPDQ(AM)	Black	8,900
4. WAIV(FM)	Progressive	7,200
5. WCMG(AM)	Country	6,400
6. WVOJ(AM)	Country	6,100
7. WQIK-FM	Country	5,500
8. WIVY-FM	Contemporary	4,300
9. WMBR(AM)	MOR	3,100
10. WKTZ(AM)	Beautiful music	2,900
WJAX(AM)	Contemporary	2,900

Also in error. In Market No. 1 (New York), the audience figure for WNEW(AM) should be 90,600, not 90,000; in Market No. 10 (Dallas-Fort Worth), the audience figure for KOAX(FM) should be 20,500, not 23,500; in Market No. 45 (Birmingham, Ala.), the audience figure for WZZK(FM) should be 6,000, not 6,200; in Market No. 46 (Oklahoma City), the audience figure for KXXY(FM) should be 4,700, not 4,200.

Media Briefs

FCC with a heart. Faced with apparent choice of designating station sale for hearing or taking action designed to bail out viewers of KPAZ(TV) Phoenix, Ariz., who had contributed over \$1.5 million to station, commission decided on bail-out. Station, owned by small Glad Tidings Church, had issued bonds and notes to raise money to improve facilities. Instead, it used funds for operating expenses, finally ran out of money and went off air. State of Arizona raised question of possible fraud, and commission investigated. But Trinity Broadcasting, of Phoenix, offered to take over station by assuming debts to viewers: Commission voted for latter course.

APR totals. More than 500 stations have become affiliates of AP Radio in 34 months since start of service. With expansion into Alaska via satellite in October, company said, three Anchorage stations—KFQD(AM), KHAR(AM) and KKLV(FM)—and KJNP(AM) North Pole will take service. Hawaii is only state still without AP Radio.

Growing. Washington Star Communications Inc., owned by Joe L. Allbritton, has bought *Paterson* (N.J.) *Morning News* and *Evening News* from News Printing Co. Edward B. Haines, whose family has owned papers since 1890, was seller. WSCI publishes *Washington Star*, *Westfield* (Mass.) *Evening News* and *Wallace Pennysaver* there, *York County Coast Star*,

Kennebunk, Me., and Sanford (Me.) Star Company also owns WJLA-TV Washington; WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C. WJLA-TV and WLVA have been sold, subject to FCC approval.

Another for Park. Park Publications Inc., newspaper division of privately owned publishing and broadcasting interests of Roy H. Park, Ithaca, N.Y., has signed contract to purchase 45.2% of *Kannapolis* (N.C.) *Independent* its 22d paper. Upon FCC approval of its recent purchase of WONO(FM) Syracuse, N.Y. (BROADCASTING, June 27), Park will own full complement of seven AM's, seven FM's and seven TV's.

Not here. U.S. Court of Appeals in Washington dismissed suits by KILJ(FM) Mount Pleasant, Iowa, and WIYN(AM) Rome, Ga., appealing FCC fines. Court said licensee challenges of FCC forfeiture orders were "exclusive jurisdiction" of district courts. KILJ was appealing \$500 fine for operating in excess of authorized power, and WIYN had been fined \$1,000 for violating personal-attack rule.

No peeking. FCC upheld staff ruling denying Los Angeles law firm of Magana, Cathcart & McCarthy access to financial reports of KSHO-TV Las Vegas and KWMS(AM) Salt Lake City. Reports (FCC form 324) are exempt from disclosure requirements of Freedom of Information Act. Commission said financial reports are submitted to FCC in confidence and are not routinely made available for public inspection without compelling showing. Commission said it presumed firm had adequate remedy under California state law to obtain requested information.

Rochester probation. FCC Administrative Law Judge Reuben Lozner granted short-term renewal (one year) to Rust Communications Group's WHAM(AM)-WHFM(FM) Rochester, N.Y. Judge said renewal period would allow stations to conduct ascertainment surveys as required by FCC, to document public-affairs programming so that commission could determine whether they met their 1975 commitment, to demonstrate responsiveness of nonentertainment programming and to detail equal employment opportunity program results. On final issue, judge noted that Rust appeared to be seriously pursuing training program for minorities.

Citizen-group grouping. "Citizens Media Directory," compilation of 400 national and local groups involved in one way or another with citizen movement in broadcasting, has been published by National Citizens Committee for Broadcasting, with aid of publishing grant from Playboy Foundation. Directory contains names, addresses and descriptions of activities of media reform groups, public access centers, community radio stations, alternative news services, and film and video producers, distributors and services. Directory is available from NCCB, 1028 Connecticut Avenue, N.W., Washington 20036, for \$7.50 per copy.

Broadcast Advertising*

TVB goes public with its sales pitch for medium

Stations can get from networks or from bureau its one-minute, buy-television presentation

The Television Bureau of Advertising is taking its "Television: The Sum of the Alternatives" presentation, designed to prevent the switching of TV advertising budgets to other media, to a larger audience—the public.

A one-minute spot based on the presentation will be shown on individual television stations as the kick-off for an ongoing TVB campaign to sell television on television.

"Like a doctor taking his own prescription," TVB President Roger D. Rice said in announcing plans for the campaign, "the television industry is taking its own good advice—advice it has prescribed to thousands of advertisers: To generate new sales, use the best advertising medium available—television."

TVB has invited 700 TV stations and station reps to join forces in a massive nationwide push stressing television's sales power and superiority over other advertising media. The ABC, CBS and NBC TV networks have transmitted the 60-second spot via closed-circuit to their affiliates for off-the-line taping and subsequent use in what TVB hopes will be a saturation schedule of airings. It is also available directly from TVB.

Like the presentation on which it is based, the message challenges businessmen to "consider the alternatives to the only medium that takes the picture from the newspaper, adds color from magazines, stands it up like an outdoor board, brings it into the home like direct mail, couples it with the sound of radio and then brings it all to life—with motion—to become television."

Mr. Rice has sent letters to all TV stations urging them to give the message maximum exposure. It may be used as is, but also is produced to permit voice-over and visual station identification at the end. TVB suggests that stations ask viewers to telephone or write to them for additional information.

Copies of the message, on two-inch quad video tape, may be obtained from TVB for \$10.50 each in its basic form, or for \$35.50 per copy with the addition of call letters, or call letters and phone number, or call letters and address, plus \$3 for postage.

TVB said impetus for the campaign came from its national sales advisory committee, composed of 23 station reps, and its sales advisory committee.

The next spot in the campaign is in production and will be released next month. TVB said it will be based on results of a station survey.

The "Television: The Sum of the Alternatives" presentation was first shown at the National Association of Broadcasters convention in April and has since been presented by stations and reps to advertising decision-makers in more than 100 markets (BROADCASTING, April 18, et seq.).

Turnabout is fairness play

Texaco says pro-divestiture spots running on WTOP-TV raise issue of their own under the doctrine

Fairness doctrine concerns appear to be coming full circle on broadcast messages about breaking up the major oil companies.

Earlier this year the FCC ruled that WTOP-TV Washington had the obligation to present the pro-divestiture viewpoint, in light of the 53 times it ran a Texaco advertisement extolling the benefits of an integrated industry (BROADCASTING, April 11). And now that the Energy Action Committee Inc., a public-interest group, is having its say on the air (BROADCASTING, Aug. 1), Texaco has complained to the FCC and to the station that "these new presentations raise their own 'fairness' issues."

In a letter to FCC Chairman Richard E. Wiley, Texaco said that "the station has gone far beyond the requirements and what we believe to be the intent of the commission's April order." It charged that the FCC decision is being "misused" and urged the commission to investigate.

Whether or not Texaco will seek its own fairness doctrine time over WTOP-TV is not yet known. All a Texaco spokesman would say last week was that the Energy Action



Scenes from the TVB spot



spots are "prejudicial" and that various courses of action are being studied.

Texaco, however, has asked that the spots (four messages which are to run a total of 30 times over 12 weeks beginning three weeks ago) be taken off the air. Texaco wrote WTOP-TV General Manager James Lynagh, with a copy to Chairman Wiley, requesting that it cease showing them until the FCC has had a chance to take a look. The station refused.

The new issue that Texaco believes is being raised involves horizontal divestiture, promoting a breakup of not only oil, but other energy holdings. Texaco claimed that the commission order involved only presentation of contrasting views on vertical divestiture, the various levels by which oil is tapped and refined. "As noted," Texaco claimed, "by raising this new issue the commercials seem to create an obligation upon your station to present the oil industry's views on the horizontal divestiture issue."

Other complaints by Texaco included "irresponsibility" by the station, for example, by "equating oil company executives with muggers in dark alleys." Texaco also charged that the imprint over the spots—"This is a fairness doctrine announcement required by the FCC"—"deceives the listener into believing the FCC supports the message as opposed to the time availability."

Mr. Lynagh, in response, notified Texaco of his intention to fulfill his obligation mandated by the commission. He explained that he had opposed the whole fairness doctrine matter in the first place, and that Texaco's objections should not be addressed to the station, but rather to the commission.

As for the allegation that a new issue has been raised, Mr. Lynagh said he considered it part of the whole integration issue. The imprint, he said, lets the public know that this is not WTOP-TV's position, but rather commission-imposed; he sees no distortion there.

As for Texaco's complaints about the Energy Action spots' tone and style, he said WTOP-TV tries not to involve itself there. He explained that WTOP-TV, in this case as in the case of political advertisements, has a policy "wholly apart from the requirements of law not to exercise content control as we do over regular product and institutional commercials."

Martin-Trigona again, without his dog

He's complaining to the FCC that WGN won't sell him time for his Senate campaign before the end of the year

Anthony Martin-Trigona, who lost a political-advertising complaint filed with the FCC when he was running for mayor of Chicago, is now running for the Senate and is back at the commission with another political-advertising problem.

Mr. Martin-Trigona charges that

Agency profits rise. Net profit of advertising agencies in 1976 reached its highest level in 10 years: 4.77% of gross income, according to a survey by the American Association of Advertising Agencies. For incorporated agencies, the bulk of the AAAA membership, the figure was 4.52%, also the best since 1966, when it reached 4.98%. As a percentage of billing, the incorporated agencies' net profit translated to 0.97%, also the highest since 1966, when it was 0.98%. AAAA attributed the profit rise to "good control of total payroll costs and the decrease in rent as a percentage of gross income, which offset the increases in other overhead costs." Payroll, which as a percentage of gross income dropped in 1975 to the lowest point since AAAA started keeping these records in 1928, dropped further in 1976. The track record for the past 10 years is shown below as compiled by AAAA (these are percentages of gross income unless otherwise stated):

	(Percent of gross income unless otherwise stated)									
	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976
Number of agencies represented	246	216	209	220	215	240	240	230	233	231
Rent, light and depreciation	6.99%	6.93%	6.88%	7.30%	7.81%	7.74%	7.29%	7.37%	7.81%	7.36%
Taxes (other than U.S. income)	2.79	2.80	2.77	2.93	2.98	3.27	3.67	3.81	3.84	3.94
Other operating expense	15.06	14.56	15.09	15.40	15.86	15.95	15.83	16.20	16.52	16.47
Total payroll	67.06	66.16	65.79	66.67	65.26	64.53	64.37	64.11	63.23	61.86
Payments into retirement plans	1.79	2.29	2.21	1.67	1.87	1.96	1.85	2.03	2.00	2.31
Insurance for employee benefit	0.83	0.82	0.94	0.99	1.14	1.19	1.22	1.23	1.44	1.58
Total expenses	94.52	93.56	93.68	94.96	94.92	94.64	94.23	94.75	94.84	93.52
Profit before U.S. income tax* (as percentage of gross income)**	5.48	6.44	6.32	5.04	5.08	5.36	5.77	5.25	5.16	6.48
U.S. income taxes	1.49	2.11	2.13	1.58	1.76	1.60	1.51	1.59	1.28	1.71
Net profit (as percentage of gross income)**	3.99	4.33	4.19	3.46	3.32	3.76	4.26	3.66	3.88	4.77
Profit before U.S. income tax for incorporated agencies (as percentage of gross income)**	5.39	6.43	6.57	4.92	4.80	5.42	5.70	5.27	5.43	6.38
U.S. income tax for incorporated agencies	1.82	2.46	2.54	1.81	1.93	1.80	1.83	1.84	1.52	1.86
Net profit for incorporated agencies (as percentage of gross income)**	3.57	3.97	4.03	3.11	2.87	3.62	3.87	3.43	3.91	4.52
Net profit for incorporated agencies (as percentage of sales—i.e. billing)	0.69	0.76	0.80	0.66	0.56	0.75	0.82	0.65	0.77	0.97

* For all agencies—corporation, partnerships, proprietorships.

** Gross income comprises commissions, agencies' service charges and fees. Source: Annual studies of advertising agencies' costs and profits conducted by American Association of Advertising Agencies. Figures are averages for agencies of all sizes.

WGN(AM) Chicago refuses to sell him advertising time under a policy that restricts the sale of time at political rates to from 45 days before a primary and from 60 days before a regular election. He says the station will not sell him time before Jan. 1, 1978, and the primary is in mid-March.

"The instant case presents a clear case of discrimination. WGN is willing to sell time to commercial sponsors but refuses to sell time to a federal candidate," Mr. Martin-Trigona's complaint alleges. It claims that Mr. Martin-Trigona has not sought a "discount" political rate but "merely sought to make a bulk purchase of time to obtain the economies of scale allowed to a commercial sponsor."

Aside from seeking "emergency consideration," the complaint also asks the FCC for "a finding that WGN had denied petitioner access, so that a companion law suit for money damages and for additional relief may be filed in federal court."

Mr. Trigona who previously used his dog as a broadcast spokesman (with voice-over) during his mayoral campaign has a \$1-million law suit against NBC and CBS because their Chicago stations refused him program-length commercials during the campaign (BROADCASTING, May 2). And he is seeking FCC approval to purchase WHET(AM) Waltham, Mass. from Charles River Broadcasting Co. (Theodore Jones) for \$850,000.

Radio code unit seeks looser limit on commercial load

It votes to keep 18 minutes as a model, but to allow for exceptions; full board must still approve action

Radio broadcasters could exceed the National Association of Broadcasters 18-minute commercial time standard "for good cause" if an NAB radio code board recommendation is adopted later this year.

The radio code board, at a special meeting in Chicago last Wednesday, voted to relax the standard in the radio code, which now prohibits a radio station from airing more than 18 commercial minutes per hour. The proposed new code language reaffirms the 18-minute standard as a model guideline, but leaves it to the station to decide what is best for itself—"for good cause," it says, "and when in the public interest, broadcasters may depart from this standard in order to fulfill their responsibilities to the communities they serve."

The new language is not part of the code, however, until it is approved by the NAB radio board, which is scheduled to meet in Washington Oct. 4 specifically to

May flowers. Investments by network television advertisers during May rose by 24.9% over May 1976 to \$306.1 million, according to the Television Bureau of Advertising which released figures from Broadcast Advertisers Reports. TVB said that during the January-May period, network advertisers spent \$1.5 billion, a 24.4% jump over the \$1.2 billion of the same period last year. The following figures are in thousands:

	May			January-May		
	1976	1977	% chg.	1976	1977	% chg.
Daytime	\$ 83,200.2	\$103,790.5	+24.7	\$ 416,294.0	\$516,848.2	+24.2
Mon.-Fri.	54,694.7	72,562.8	+32.7	278,471.7	343,181.9	+23.2
Sat.-Sun.	28,505.5	31,227.7	+ 9.5	137,822.3	173,666.3	+26.0
Nighttime	161,798.1	202,285.5	+25.0	772,101.6	961,215.7	+24.5
Total	\$244,998.3	\$306,076.0	+24.9	\$1,188,395.6	\$1,478,063.9	+24.4

	ABC	CBS	NBC	Total
January	\$ 94,200.5	\$ 91,887.2	\$ 99,965.2	\$ 286,052.9
February	94,540.6	90,311.1	87,540.6	272,392.3
March	108,733.5	104,889.0	97,701.3	311,323.8
April	100,399.4	104,159.8	97,659.7	302,218.9
May	99,494.9	104,905.0	101,676.1	306,076.0
Year to date	\$497,368.9	\$496,152.1	\$484,542.9	\$1,478,063.9

consider the code board's recommendation.

The code board also recommended that a study be made on how to increase the number of NAB radio code subscribers.

Up-front buyers will do best, predicts Ayer

Agency concludes network prices will continue to climb and scatter advertisers will be outdone in terms of efficiency

An analysis of network television by N.W. Ayer indicates that advertisers are paying prices for the new fall season that are 10% to 25% higher than in 1976-1977.

Don Mohr, manager of programing and network negotiations for Ayer, said the wide range relates to prices advertisers paid last year. For example, the up-front advertiser (52 weeks) that made early commitments in the spring of 1976 paid lower prices than advertisers who waited until last summer, when demand for network programs became acute and prices consequently jumped.

"This means that these up-front advertisers will be paying up to 25% more than last year while advertisers who came in later last year will be paying perhaps 10% to 12% more than for 1976-77," he explained. "Last year was a reversal of price trends. In the past prices generally came down in late summer when the networks still had pieces of inventory to sell and so-called 'scatter' advertisers couldn't be too selective in their choices."

Ayer's analysis concludes that for 1977-78 the up-front advertiser is likely to outperform the "scatter" advertiser in terms of efficiency, and the agency recommended that clients take this route, whenever possible.

Mr. Mohr said that for 1977-78, total spending by Ayer clients in network TV is expected to climb 40% over the estimated

\$28 million expenditure in 1976-77. He attributed the increase to added spending by established clients and to new business and inflation.

Ayer's evaluation tabs ABC-TV as the winner in the ratings race for the regular 1977-78 season. CBS-TV is given the nod for second place but Ayer expects NBC-TV to move strongly in the ratings in the fourth quarter because of its large number of special programs.

"We expect stronger competition among the networks next season though we think ABC-TV clearly will be the winner," Mr. Mohr remarked.

He cited certain developments that have tended to make the job of advertising agencies "more chaotic than ever." Mr. Mohr said there will be an even stronger accent next season on serialization of novels, miniseries and outstanding movies, which lead to pre-emptons and cause "make-good problems." And he believes a practice started this season of pilot-testing of three and more episodes of projected series will become more widespread.

Taking the offensive. Radio Advertising Bureau is shooting for super-saturation launching of a new 13-week wave of its "Radio: The Sound Alternative" campaign on Labor Day (BROADCASTING, July 18), with—it hopes—more than 3,000 radio stations participating. Spots in lengths from 10 seconds to 60 are being produced this week, using advertiser and agency testimonials to radio's advertising effectiveness. The chief target is newspapers but they'll also offer rebuttal to Television Bureau of Advertising's claim that TV's cost-per-thousand adults is lower than radio's (BROADCASTING, Aug. 1). The spots will be mailed to reach RAB member stations the week of Aug. 21—and, to extend the campaign's reach, will again be available to non-members for \$2 handling charge. Contact is Leslie Benson, director of station relations, RAB, 555 Madison Avenue, New York 10022.

'Hype to type'

Proxmire picks on Postal Service for spending \$3.4 million, much of it in broadcast, to persuade people to correspond more often

Senator William Proxmire (D-Wis.) gave his "Golden Fleece of the Month" award for July to the U.S. Postal Service for spending \$3.4 million on an advertising campaign designed to encourage Americans to write more letters to one another.

The target of Mr. Proxmire's barb—his "Golden Fleece" award is reserved for "the biggest, most ridiculous" wastes of federal money—is a three-year campaign the Postal Service ran in an attempt to boost first-class mail volume. About 70% of the \$3.4 million went to broadcasting, a Postal Service spokesman said last week.

The program was "dubious at best," said the senator. "People write letters for many reasons, but I doubt that a public-relations pitch from the federal government is one of them. In my view this kind of hype just won't make Americans type."

The program was one of several the Postal Service has run involving expenditures on radio and TV. In all this year, it will spend \$2.5 million on network TV advertising, compared to \$613,000 for magazines and \$34,000 for newspapers. It does not buy on radio at the moment, the spokesman said, but did spend \$1 million on radio in 1976.

Radio wants in on N.Y. ads

Various segments of the radio industry in New York state have urged Wells, Rich, Greene, New York, to reconsider its media strategy for a state Department of Commerce tourism campaign that makes no provision for paid radio advertising.

A group including representatives of the Radio Advertising Bureau, the New York State Broadcasters Association and district two of the National Association of Broadcasters radio board met with officials of WRG 10 days ago and objected to the agency's requesting free time on stations to run public service announcements while scheduling paid advertising on TV and in newspapers. An RAB spokesman said the agency promised to review the matter and consider paid radio in subsequent flights this year.

The year-round tourism campaign is budgeted at \$4.3 million, of which about 90% is in TV (BROADCASTING, July 4).

Faster from Katz

Katz Radio's computerized system has been placed on line in all 11 of the rep firm's offices.

Called the Katz Radio Optimizer, the system permits advertisers to analyze various potential schedules on the basis of a number of criteria. They may choose from as many as 11 possible goals for a sta-

tion and the same number for the market as a whole. These goals, according to Katz, may be expressed in terms of demographics, dollars or number of announcements.

William Schrank, vice president and director of sales research for Katz Radio, said that up to now, salespersons phoned or teletyped specifications to Katz Radio's computer services operation in New York. The material then was key-punched and processed on the computer operated by Media Data Inc., a Katz subsidiary. Results then were mailed to the person who had requested the information. Now, requests are made and results received via CRT terminals. Following processing, the information is delivered within 24 hours.

National's big budget

National Airlines, Miami, is taking off on a year-long advertising and promotion campaign totaling \$15 million, of which an estimated \$6 million will be in television and radio.

The first spot flight, which is designed to promote its new theme, "Watch us shine," will be carried on radio and television starting today (Aug. 15), in Miami, Houston, New Orleans, Los Angeles, San Francisco and Tampa, Fla. Television flights will also break in New York and Washington, starting Oct. 15.

The \$15 million budget represents a 20% increase over the 1976-77 spending, according to a National spokesman.

The multimedia campaign was created by Ted Bates & Co., New York.

Advertising Briefs

Retail reconnaissance. National Retail Merchants Association has published book titled "Profitable Retail Television Advertising," written by 16 professionals in field. Copies are available for \$13.95 from NRMA, 100 West 31st Street, New York 10001.

Manoff named. WNEW(AM) New York has named Richard K. Manoff Inc. Advertising, New York, as its agency, replacing Martin Landey, Arlow Advertising, New York.

Finance

Teleprompter finances continue on the mend

Second-quarter gains contribute to six-month profit figure that approaches \$3 million.

Teleprompter Corp., New York, reported further gains in profitability last week, with a six-month report putting net income at \$2,892,000 or \$0.17 a share as compared with a net loss of \$2,300,000 or \$0.14 a share in the comparable 1976 period. For the second quarter, ended June 30, net income was \$1,774,000 or \$0.10 a share as opposed to a net loss of \$1,053,000 or \$0.06 a share in the second quarter of 1976.

Revenues for the second quarter were \$28,465,000, up 9% from a year earlier, and for the first half totaled \$56,247,000, up 12%.

"I am pleased, mighty pleased with the results," said Jack Kent Cooke, chairman and chief executive. "Teleprompter continues its forward advance with healthy strides over the previous quarter and against the same period last year. More important, the company is maintaining satisfying gains over its budget program."

"Teleprompter's continuing growth and constant improvement in earnings now seem firmly established."

Russell Karp, president and chief operating officer, said the second-quarter gains "reflect the continuing improvement in the cable television division" under President William J. Bresnan. Mr. Bresnan said second-quarter revenues of the company's consolidated cable systems—that is, all systems except Theta in Los Angeles and Manhattan in New York—reached \$24,111,000, up 8% from a year ago, while operating revenues reached \$10,323,000, up 36%.

The division, Mr. Bresnan said, now offers pay cable service on nearly 70 systems with a total of more than 900,000 basic subscribers and is "continuing to expand the availability of this profitable service."

Mr. Bresnan said Teleprompter's Johnstown, Pa., cable system did not suffer ex-

tensive damage in the recent floods there and that service has been restored thus far to 92% of the subscribers.

Teleprompter's Muzak background music division and its Filmmation Associates subsidiary, a producer of children's TV programming, "both expect another excellent year," the report said.

Charter controls Downe

It now owns 56% of stock in firm that in turn owns Bartell broadcasters group

The Charter Co., a Houston-based conglomerate with petroleum, communications and insurance interests, has acquired positive control of Downe Communications Inc., owner of Bartell Broadcasters Inc. Charter, which had owned 43% of Downe, purchased another 13% (710,000 shares) for \$2.8 million.

FCC officials are as yet uncertain whether the transaction will be subject to commission review, but one official there believes the transition from Charter's de facto control of Downe to positive control may require a 316 filing, a pro forma transfer application.

The Bartell group includes: WDRQ(FM) Detroit, WMJX(FM) Miami, WOKY(AM) Milwaukee, KSLQ(FM) St. Louis and KCBQ(AM) San Diego. Downe also publishes *The Ladies Home Journal*, *Sport* and *Redbook*.

CBS buy-back is finished

CBS reported last week it has completed a program to purchase \$50 million of its common stock as authorized by its board of directors last March. CBS said this purchase program was instituted as an investment of corporate funds. The company also said that in 1975 and 1976 the board authorized the purchase of a total of 900,000 shares for replacement of treasury shares, as issued under shareholder-approved benefit plans, upon conversion of CBS preference stock into shares of common stock and for other corporate purposes. CBS said that an unpurchased balance of about 242,000 shares remains.

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

Company	Period/Ended	Current and change			Per Share	Year earlier		
		Revenues	% Change	Net Income		Revenues	Net Income	Per Share
Acton.....	6 mo 6/30	21,841,000	*	2,210,000	80	4,345,000	274,000	.10
American TV & Communications.....	Year 6/30	53,172,128	+27.5	6,154,759	+51.9	41,674,151	4,049,896	1.08
Farlon Electric.....	3 mo 6/30	15,088,491	+28.5	722,092	- 7.7	11,737,382	781,796	.19
MCI.....	3 mo 6/30	17,673,000	+38.4	876,000	*	12,768,000	(1,280,000)	(.08)
Motorola.....	6 mo 6/30	878,860,000	+18.0	51,835,000	+27.0	744,574,000	40,802,000	1.35
Ogilvy & Mather.....	6 mo 6/30	68,724,000	+31.9	4,330,000	+48.2	52,087,000	2,921,000	1.55
RCA.....	6 mo 6/30	2,802,900,000	+ 8.7	118,800,000	+34.7	2,576,900,000	88,000,000	1.12
Technical Operations.....	9 mo 7/2	69,217,000	+15.2	280,000	*	60,052,000	(926,000)	(.69)
Telemation.....	6 mo 6/30	4,709,000	- 1.0	257,000	*	4,754,000	(536,000)	(.52)
Times Mirror.....	28 wk 7/10	546,761,000	+15.3	44,140,000	+40.7	473,913,000	31,360,000	.83
20th Century-Fox.....	6 mo 6/25	190,155,000	+18.2	8,454,000	*	160,894,000	(2,543,000)	(.34)
UA-Columbia Cablevision.....	9 mo 6/30	17,466,000	+17.8	1,861,000	+21.8	14,821,000	1,527,000	.90
United Cable TV.....	Year 5/31	17,548,000	+14.7	77,000	*	15,284,000	(4,247,000)	(2.30)

*Change too great to be meaningful.

The Broadcasting Playlist Aug 15

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
4 2	<i>Higher and Higher</i> □ Rita Coolidge	A&M
5 3	<i>Best of My Love</i> □ Emotions	Columbia
2 4	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
3 5	<i>I'm in You</i> □ Peter Frampton	A&M
10 6	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
6 7	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
8 8	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
12 9	<i>Easy</i> □ Commodores	Motown
7 10	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
15 11	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
17 12	<i>Handy Man</i> □ James Taylor	Columbia
9 13	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
13 14	<i>You and Me</i> □ Alice Cooper	Warner Bros.
20 15	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
18 16	<i>Float On</i> □ Floaters	ABC
16 17	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
19 18	<i>Barracuda</i> □ Heart	Portrait/CBS
14 19	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
23 20	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
34 21	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
11 22	<i>Margaritaville</i> □ Jimmy Buffett	ABC
21 23	<i>Christine Sixteen</i> □ Kiss	Casablanca
22 24	<i>Black Betty</i> □ Ram Jam	Epic
25 25	<i>You're My World</i> □ Helen Reddy	Capitol
24 26	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
26 27	<i>Give a Little Bit</i> □ Supertramp	A&M
31 28	<i>Ariel</i> □ Dean Friedman	LifeSong
36 29	<i>On and On</i> □ Stephen Bishop	ABC
32 30	<i>Theme from "Star Wars"</i> □ London Sym.	20th Century
35 31	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
30 32	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
27 33	<i>Lonely Boy</i> □ Andrew Gold	Asylum
33 34	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
28 35	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
37 36	<i>That's Rock 'N' Roll</i> □ Shaun Cassidy	Warner Bros.
43 37	<i>Theme from "Star Wars"</i> □ Meco	Millennium
40 38	<i>Jungle Love</i> □ Steve Miller Band	Capitol
48 39	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
41 40	<i>Cold as Ice</i> □ Foreigner	Atlantic
46 41	<i>Edge of the Universe</i> □ Bee Gees	RSO
38 42	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
— 43	<i>I Feel Love</i> □ Donna Summer	Casablanca
29 44	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
— 45	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
39 46	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
50 47	<i>Don't Worry Baby</i> □ B.J. Thomas	MCA
— 48	<i>Boogie Nights</i> □ Heatwave	Epic
— 49	<i>Hard Rock Cafe</i> □ Carole King	Elektra
— 50	<i>Slide</i> □ Slave	Cotillion/Atlantic

Playback

Sound-tracked. Carly Simon is being heard from after a long absence from the charts. She returns to "Playlist" with a bolting *Nobody Does It Better* (Elektra), theme from the James Bond film, "The Spy Who Loved Me." "She's a 'hip' artist, with a cult following, not a 'hit' artist. But the movie is a sell-out and that's helping the single," says Steve Carter of KAKC(AM) Tulsa, and Jim Jackson of WZZM-FM Grand Rapids, Mich. calls the record "excellent." Phone requests are very good, he says, and adds: "I love the record." The tune was written by Carole Bayer Sager and Marvin Hamlisch. **War of the wars.** Another box office attraction, "Star Wars," has produced a rash of versions of the theme. From Maynard Ferguson (who also produced a "Rocky" theme) to the Graffiti Orchestra (Motown); "Star Wars" music is on the air. But the two most successful versions are the original motion picture score by the London Symphony (20th Century) and a disco version by Meco (Millennium). Jim Jackson of WZZM-FM chose the Meco version because "the London Symphony one is boring. Meco is more uptempo, disco." Lee Douglas of WPXI(AM) Pittsburgh played both versions but dropped the London Symphony after one week. "Meco really took off," testifies Mr. Douglas. But Charlie Fox of KRIZ(AM) Phoenix is playing several versions in a station-made medley and "it's a big request here." **Local lightning.** *Boogie Nights* (Epic) by Heatwave debuts on "Playlist" this week at 48 while one music director, Curt Hansen of WAVZ(AM) New Haven, Conn., reports this disco tune has already peaked at number two there:

Country

Last This week week	Title □ Artist	Label
5 1	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
2 2	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
1 3	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
4 4	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
9 5	<i>Sunflower</i> □ Glen Campbell	Capitol
6 6	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
8 7	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
7 8	<i>Play Born to Lose Again</i> □ Dotsey	RCA
18 9	<i>Till the End</i> □ Vern Gosdin	Elektra
11 10	<i>Honky Tonk Memories</i> □ Mickey Gilley	Playboy
12 11	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
3 12	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
15 13	<i>In the Jailhouse Now</i> □ Sonny James	Columbia
10 14	<i>Cowboys Ain't Supposed to Cry</i> □ Moe Bandy	Columbia
— 15	<i>She's the Girl of My Dreams</i> □ Don King	Con Brio
20 16	<i>Way Down</i> □ Elvis Presley	RCA
16 17	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.
— 18	<i>I'll Be Leaving Alone</i> □ Charley Pride	RCA
13 19	<i>A Tear Fell</i> □ Billy "Crash" Craddock	ABC/Dot
21 20	<i>I've Already Loved You in My Mind</i> □ Conway Twitty	MCA
19 21	<i>Southern California</i> □ Jones & Wynette	Epic
17 22	<i>Pledging My Love</i> □ Elvis Presley	RCA
— 23	<i>Luckenbach, Texas</i> □ Waylon Jennings	RCA
— 24	<i>Gentle to Your Senses</i> □ Mel McDaniel	Capitol
— 25	<i>I Don't Know Why (I Just Do)</i> □ Marty Robbins	Columbia

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

Edmund R. Auer, VP controller, CBS Musical Instruments Division, named VP and treasurer, CBS Inc., replacing **Haskell P. MacCawatt**, who has been appointed VP, administration (BROADCASTING, July 25).



Auer



Connor

John T. Connor, chairman and chief executive officer of Allied Chemical Corp., New York, elected to board of directors of ABC Inc. **Thomas J. Madden**, account executive with Dudley-Anderson-Yutzy Public Relations and Public Affairs Inc., New York, named director of public relations planning in corporate public relations department of ABC Inc.

Steven R. Orr, director of sales for CBS's WBBM-TV Chicago, named VP, stations services, affiliate relations, CBS-TV, based in New York.

John M. Grubbs, VP for standards and compliance, Storer Broadcasting, Miami, named VP-general manager, of Storer's WGBS(AM) there. He succeeds **Don Hamlin**, named station manager of Storer's WJBK-TV Detroit.

Mel Moyer, general manager, KBAB(AM) Indianola, Iowa, joins KCCR(AM) Pierre, S.D., in same capacity.

Lou Westendorf, regional sales manager, WWSR-AM-FM St. Albans, Vt., appointed general manager, WARK(AM)-WWCS(FM) Hagerstown, Md.

Martin Brantley, general sales manager, KPTV(TV) Portland, Ore., named station manager.

Dick Diandrea, sales manager, WFBG-AM-FM Altoona, Pa., promoted to station manager.

Al Taylor, operations-program manager, WKYT-TV Lexington, Ky., promoted to operations VP.

David A. Moss, VP-senior consultant, communications division of Marketing Survey and Research Corp., Princeton, N.J., joins SJR Communications station group, New York, as director of group operations.

Bernhard F. Ziegler, director of research and sales development, WTVJ(TV) Miami, promoted to director of research for broadcast division of parent, Wometco Enterprises there.

Bobbee Carson, assistant research director, WLS-TV Chicago, promoted to research director.

Frank Alloto, promotion manager, WTLV(TV) Jacksonville, Fla., appointed creative services

director, WBZ-TV Boston.

Mary Ratliff, media buyer, Batz-Hodgson-Neuwoehner, St. Louis, joins KEZK(FM) there, as promotion director.

Karen Lynn, promotion manager, WBRE-TV Wilkes-Barre, Pa., named to same post, WRDU-TV Durham, N.C.

Shaw Messner, senior clerk, WNAC-TV Boston traffic department, appointed promotion assistant.

J.D. Williams, community service and public affairs coordinator, noncommercial WUOL(FM) Louisville, Ky., named acting station manager. **Evelyn Webb**, from traffic department, promoted to coordinator of station development. **Martha Steinfeld**, student, University of Louisville, joins station as acting community service and public affairs coordinator.

Ben Posner, vice president-finance and administration and treasurer, Corporation for Public Broadcasting, Washington, retires effective mid-September but will maintain duties until replacement is found.

Broadcast Advertising

Robert J. Keenan, director-central sales, CBS-TV, New York, promoted to director-national sales. **John H. Gray**, account executive, CBS Television Network sales, Chicago, promoted to director-central sales there. **Michael J. Nowacki**, prime-time sales development analyst for network sales, New York office, promoted to manager-sports sales planning.

Kit Scripps, from corporate planning division, ABC Owned Television Stations, New York, promoted to manager, sales administration.

Michael J. Faems and **Jeffrey B. Gorman**, creative directors, N.W. Ayer, New York, elected VP's. **Thomas J. McCabe**, VP-associate media director, Benton & Bowles, New York, joins Ayer as associate media director. **Midge Stark**, freelance producer, New York, joins Ayer there as television producer.



Lee

Staff changes, D'Arcy-MacManus & Masius: **David Lee**, deputy chairman, Masius, Wynne-Williams & D'Arcy-MacManus, London, elected member of executive committee, DM&M Inc.; **Clifford E. Helfrich**, account supervisor, St. Louis office, named VP; **Friedmar F. Smuda**, account supervisor with Westgate Research Inc., joins St. Louis office as research account executive; **Raymond C. Blackwell Jr.**, creative supervisor, Bloomfield Hills, Mich., office, promoted to VP; **Andrew F. Korachis**, promotion manager for Elias Brothers Restaurants, Detroit, joins Bloomfield Hills office as account supervisor; **E. David Parmenter**, account executive-sales promotion there, promoted to account ex-

ecutive-advertising; **Susan K. Thelsen**, assistant buyer for Media Investment Service, division of McCann-Erickson, joins as supervisor-estimator contracts, and **Peter L. Ostrowski**, project director for Survey Data Research, joins as project supervisor.

Barry Pfouts, management supervisor, J. Walter Thompson, Chicago, elected VP.

Peter Mayer, account supervisor, Benton & Bowles, New York, named VP.

Teri V. Farley, business manager, McDonald & Little advertising, Atlanta, promoted to VP.

Virginia Doetsch and **Nell Vanover**, associate creative directors, Needham, Harper & Steers, Chicago, elected VP's.

Brendan Broderick account supervisor, and **Terry O'Connor**, group supervisor, Rumrill-Hoyt, New York, named VP's.

William S. Froelich, New York sales manager, Christal Co., appointed VP-general sales manager.

Ronald G. Hoff, senior VP/executive creative director, Foote, Cone & Belding, Chicago, transferred to New York office in same post. **Joseph J. Sollish**, from Young & Rubican, New York, joins Foote, Cone & Belding/Honig, Los Angeles, as creative group head.

Jim Roberts
Program Director

Is one reason
we're so popular in

**Wheeling
West Virginia**

14WK

Represented by
McGavren-Guild

Tom Schlosser, Station Manager

Community Service Broadcasting, Inc.
WKWK-AM 1201 Main Street
Wheeling West Virginia 26003
304/232-2250

Susan King, managing director of program planning, Visualscope Television, Los Angeles, named VP-director of television programming, Grey Advertising there.

Stephen P. Adams, account executive, Christal Co., New York; joins WSB-AM-FM Atlanta as national sales manager.

Arlene Dolin, from Advertising Inc., Greenville, N.C., joins Byer & Bowman advertising, Columbus, Ohio, as retail media buyer. **Janet Daly**, assistant to director of marketing for Limited Stores, Columbus, joins B&B as retail account executive.

Christopher Weinman, production manager, Raver/Lisee Productions, New York, joins Kenyon & Eckhardt there as producer.

Florence Minnelli, from Metro TV Sales, New York, joins A. Eicoff & Co., there as media buyer.

Ed Weiner, associate media director, Doyle Dane Bernbach, New York, joins Chester Gore advertising there as media director.

Edward A. Kriete Jr., with SSC&B, New York, promoted to assistant media director.

Donald F. Garvey, account executive, Blair Radio, New York, joins Blair Television's ABC Red sales team in New York in same capacity. **Mike Krupa**, account executive, Radio Advertising Representatives there, joins Blair Television's ABC Blue sales team in same post.

James V. Valice, planner-buyer, Mars Advertising, Detroit, named account executive, Avery-Knodel Television there.

Roni Jordan, media planner/buyer, Quinn & Johnston, Boston, joins Creamer, FSR advertising, Providence, R.I., in same capacity.

Gerald Linda, marketing-advertising-sales instructor, University of Kentucky at Lexington, appointed account research manager, Tatham-Laird & Kudner, Chicago.

Charles W. Curran, from CBS market development, New York, joins Caballero Spanish Media there as VP-general sales manager.

Joseph L. Pedone, production manager, Pace Advertising, New York, joins Doubleday Advertising in same post.

Irvin Zelt, account executive, KYW(AM) Philadelphia, joins Radio Advertising Representatives, New York, in same post.

Joe Lodato, account executive, Marv Roslin station representation firm, New York, promoted to sales manager.

Don Searle, director of research and sales promotion, KTLA(TV) Los Angeles, appointed director of research, broadcast division, Chris Craft Inc., in charge of research and sales promotion for KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.

Jere Pigue, general sales manager, WKYT-TV Lexington, KY., promoted to sales VP.

Thomas A. Lucidon, Northeast regional representative, American Research Bureau, joins WIOQ(FM) Philadelphia as sales manager.

George H. Jaspert, regional sales manager, WEAT-AM-FM West Palm Beach, Fla., promoted to general sales manager.

Gary Wright, sales manager, WFIN(AM)-WHMQ(FM) Findlay, Ohio, named to same post, KDTH(AM) Dubuque, Iowa.

John Watkins, account executive, ABC-TV Spot Sales, New York, joins co-owned WLS-TV Chicago as local sales manager. WLS-TV account executive **Joe Frazak** joins Chicago office of ABC-TV Spot Sales in same post.

Scott A. Herman, account executive, WFTN(AM) Franklin, N.H., named sales manager.

Eglon Simons, financial analyst, CBS, New York, appointed sales service manager, CBS-owned KMOX-TV St. Louis.

Rick Rambaldo, account executive, WHK(AM) Cleveland, appointed regional sales manager.

Ronald W. Johnson, account executive, WOC-TV Davenport, Iowa, named local sales manager, WMBD-TV Peoria, Ill.

Kathryn Schumacher, spot radio-television buyer, Clinton E. Frank, Chicago, joins WBBM-TV there as manager of sales research.

George Amos, from CBS Spot Sales, New York, joins WNBC-TV there as account executive.

Charles R. Morgan, account executive, Metromedia's WTTG(TV) Washington, named to same post, co-owned WNEW-TV New York.

Jane Hayward, Nebraska/Iowa sales representative for Dr. Scholl Co. of Chicago, joins WOUT(TV) Omaha as account executive.

Stephen Rozov, account executive, WAVY-TV Portsmouth, Va., named to same post, KING-TV Seattle.

Ron Weener, account executive, WROR(FM) Boston, promoted to retail sales manager. **Greg Orcutt** and **Dawn Homiak**, account executives from WACQ(AM)-WTTK(FM) Boston and WKOX(AM) Framingham, Mass., respectively, join WROR as account executives.

Louise Tambone Helfetz, director of talk programming, KIEV(AM) Glendale, Calif., joins KFAC(AM) Los Angeles as account executive.

Programing

Allan D. Yasnyl, finance VP, Quinn Martin Productions, Hollywood, promoted to vice chairman-chief executive officer. **Merrill H. Karpf**, chief operating officer, named president-chief operating officer. Quinn Martin, chairman, continues to function as executive producer.



Michel

Werner Michel, director of dramatic programming and program planning, ABC-TV, joins MGM Television as programing VP, in charge of all creative aspects of MGM-TV product.

Harvey D. Frand, producer of revival of Tennessee Williams's "Sweet Bird of Youth"

in New York, rejoins Warner Bros. Television, Burbank, Calif., as director of creative affairs. **Tom Bishop**, from MGM Television, joins WB-TV as director of publicity.

Nancy G. Royce, senior salary administrator, ABC Owned Television Stations, promoted to

manager, program budgeting and administration.

Sara Dempsey, VP-Western sales, NBC-TV, named manager-film program operations, West Coast.

Douglas A. Weiss, executive assistant to president of Teletronics International, New York, appointed VP/general manager of Video City, production subsidiary based in North Miami, Fla.

Jim Kerr, Midwestern regional manager, Century 21 Productions, Dallas, named Midwestern marketing director, Toby Arnold & Associates there.

Jim West, senior VP, TM Productions, Dallas, resigns to form his own consulting firm there, Jim West Co., 7540 LBJ Freeway, Suite 528.

Tyna Huebner, assistant to director of show management, Metrotape West, Los Angeles, named unit manager.

James M. Shumaker, director of advertising operations, CBS/Broadcast Group, New York, appointed program director, WCBD-TV Charleston, S.C.

Beth Forcelledo, executive producer in charge of all live programming (except news), KABC-TV Los Angeles, promoted to assistant program director.

Ann Levine, research director, WLS-TV Chicago, appointed assistant program director.

Raymond Quinn, operations manager, WAMS(AM) Wilmington, Del., named program manager, WCBM(AM) Baltimore.

John Lander, program director/air personality, WLOF(AM) Orlando, Fla., joins WLCY(AM) St. Petersburg, Fla., in same capacity.

Jerry Dee (Dills), air personality, KTCR-AM-FM Minneapolis, named program director, WKNG(AM) Tallapoosa, Ga.

Gary Sparber, announcer/sportscaster, WTSV(AM)-WECM(FM) Claremont, N.H., joins WNDH(FM) Napoleon, Ohio, in same capacity.

Sandra Reedy, film editor, WJLA-TV Washington, named film manager.

Lary Crews, Pinellas county news bureau chief, WSUN(AM) St. Petersburg, Fla., promoted to public affairs director.

Broadcast Journalism

Irwin Weiner, VP, administration operations and marketing services, ABC Sports, named VP, financial affairs, ABC News and Sports. **Bob Schmidt**, NBC News correspondent, News and Information Service anchor, joins ABC News as correspondent for American Information Radio Network.

Ed Dorsey, news director, WINS(AM) New York, joins WTOP(AM) Washington in same position.

Curtis Fonger, anchorman, WOTV(TV) Grand Rapids, Mich., assumes additional duties as news director.

R. H. Anderson, VP-general manager, Canawest Film Productions, Vancouver, B.C., named director of news and public affairs for parent, KVOS-TV Bellingham, Wash.

Sue Davis, local news reporter, KEYH(AM) Houston, promoted to news director.

Larry Rickel, executive news producer, KSAT-TV San Antonio, Tex., named news producer, KBTV(TV) Denver.

Jon A. Petrovich, assignment editor, WXYZ-TV Detroit, named assistant news director, WWJ-TV there.

Carole Carper, public service director, KWKI(FM) Kansas City, Mo., named news director, KKSS(FM) St. Louis.

Linda Ackley, graduate, University of Southern California, joins KTHO-AM-FM South Lake Tahoe, Calif., as news director.

Joanne Nesti joins WWYZ(FM) Waterbury, Conn., as news director.

Brooks Humphreys, announcer/newsman, noncommercial WSND-FM Notre Dame, Ind., joins WTPR-AM-FM Paris, Tenn., as news director.

Emet (Mike) Anders, news editor-producer, WAVA(AM) Washington, named news editor, WRC(AM) there.

Gerald Harrington, reporter, WNBC-TV New York, named NBC News correspondent in Northeast bureau, based in New York.

Mark S. Walton, TV news correspondent-director, Capitol Hill News Service, Washington, named White House correspondent, Independent Television News Association.

Pat O'Brien, reporter, WMAQ-TV Chicago, joins KNXT(TV) Los Angeles in same position.

Lew Choate, co-anchor, WISH-TV Indianapolis, joins news team at WTHR(TV) there.

Bob Haberal, Washington field supervisor-producer, Mutual Radio Network there, joins WJXT(TV) Jacksonville, Fla., as reporter.

Tom Van Howe, investigative reporter, Louisville (Ky.) Times, joins WKBW-TV Buffalo, N.Y., in same capacity.

Karen Moore, news writer-reporter-producer, KARK-TV Little Rock, Ark., joins WREG-TV Memphis as reporter. **Rob Sylvester**, anchor-man-weather reporter, WBBJ-TV Jackson, Tenn., joins WREG-TV as weather reporter.

Paul S. Harvey, news director, WIQT(AM)-WQIX(FM) Horseheads, N.Y., joins WHCU-AM-FM Ithaca, N.Y., as reporter.

Edward (Skip) Fischer, desk assistant, WCAU(AM) Philadelphia, appointed news writer.

Bud Kaatz, sports director, WTVN-TV Columbus, Ohio, joins KTAR-TV Phoenix in same post, succeeded by **Jim Miller**, sports director, WSCV-TV Charleston, S.C.

Becky McRae, reporter-anchor, WCIX-TV Miami, joins WPEC(TV) West Palm Beach, Fla., as anchor. **Dennis Feltgen**, meteorologist, WSB-TV Atlanta, named to same post, WPEC.

Cable

Patricia Rooney, in cable communications division, Scientific-Atlanta, Atlanta, promoted to sales coordinator.

Judith Anderson, affiliate marketing manager, Home Box Office, New York, appointed mid-Atlantic regional manager.

Kenneth D. Simmons, manager of Good News Postal Service, Tiffin, Ohio, appointed manager of Continental Cablevision's Findlay, Ohio, system.

Equipment & Engineering

Lynn Ronan, coordinator of programs and policies, video division of Sony Corp. of America, New York, appointed manager-video administration.

Wayne P. Morgan, manager of merchandising and sales services, Zenith Radio computer systems department, Glenview, Ill., named national audio merchandising manager, sales company division.

Wallace Anderson, service operations manager, Beehive International computer electronics firm, Salt Lake City, joins Telemation there as customer service manager.

Robert A. Placek, engineer, Scientific-Atlanta, Atlanta, appointed principal engineer, responsible for technical direction of company's communications group. **Moti Shacham** application engineer in telecommunications instruments product line for Scientific-Atlanta, appointed field sales representative, instrumentation division.

John B. Gantt, acting general counsel, Comsat General Corp., Washington, appointed general counsel.

John T. Shafer, process supervisor, Foto-Kem Industries, Los Angeles, joins marketing department of Deluxe Laboratories, Hollywood.

Richard Pfister, assistant chief engineer, WTTG(TV) Washington, promoted to chief engineer.

Robert E. Ware, chief engineer, WPLG(TV) Miami, joins noncommercial WPBT(TV) there as director of engineering-chief engineer.

Allied Fields

Ed Kuhlman, attorney-litigation division, general counsel's office of FCC, joins Citizens Communications center as staff attorney.

Gary Fisher, account executive, WABC(AM) New York, named adjunct lecturer in division of business and management and instructor of radio broadcasting management and operations techniques, New York University.

Don Hewitt, executive producer of 60 Minutes for CBS News, named to receive 1977 Distinguished Achievement award for broadcasting from University of Southern California in November.

Paul H. Lockwood, corporate manager-editorial services, Fairchild Industries, Germantown, Md., joins National Association of Manufacturers as director of editorial services, responsible for maintaining liaison with print and broadcast media.

Deaths

Ray Mattinson, 55, chief engineer and account executive, KAPX(FM) San Clemente, Calif., died after stroke there Aug. 2. He spent more than 20 years as broadcast engineer and had been with KOGO(AM) San Diego and KERO-TV Bakersfield, Calif., before joining KAPX in 1975. He is survived by his wife, Lillian, and four children.

Richard C. Stanley, 59, director of employee relations and services for CBS, died in his home in Closter, N.J., Aug. 4 after short illness. He joined CBS in 1939 as page. He is survived by his wife, Audrey, and three daughters.

Hugh K. Bolce, 66, sales representative, WLUK-TV Green Bay, Wis., died after heart attack at family picnic in Door county, Wis., July 9. Before joining WLUK-TV five years ago he held management and sales positions with stations in New York; Peoria, Ill.; Milwaukee and Fargo, N.D. He is survived by his wife, Jean, and two sons.

John H. Dodge, 78, retired sales executive, NBC-TV, died of emphysema July 30 in Hickory, N.C. He started his broadcast career as salesman for NBC-owned WRC(AM) Washington in 1934 and retired in 1965 as NBC general sales executive-Eastern sales. Survivors include his son, David, and daughter, Denise.

Thomas O. Laird, 71, veteran broadcast engineer, died in his sleep July 31 in Point Pleasant, N.J. He began his career in broadcasting in 1920's and worked for WOR(AM) when it was located in Newark, N.J. and owned by Bamberger department store chain. Later he worked for Warner Bros. Theaters and Warner Communications. At time of death he was semi-retired, working through his company, Laird Engineering, doing frequency measurements and consulting. He is survived by his wife.

Edward E. Kleinschmidt, 101, inventor of teletypewriter, died at nursing home in Canaan, Conn., Aug. 9. On his 100th birthday he was honored by news executives from around world at dinner, in Salisbury, Conn., to praise him for his contribution to dissemination of news to public.

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name _____ Position _____

Company _____

☐ Business Address

☐ Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036

SUBSCRIBER Service

☐ 3 years \$75

☐ 2 years \$55

☐ 1 year \$30

Canada Add \$8 Per Year

Foreign Add \$8 Per Year

☐ 1977 Cable

Sourcebook \$10.00

(If payment with

order: \$8.50)

☐ 1977 Yearbook \$30.00

(If payment with

order: \$25.00)

☐ Payment enclosed

☐ Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing.

As compiled by BROADCASTING for the period Aug. 1 through Aug. 5 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 application

■ **Milwaukee**—Wisconsin Voice of Christian Youth Inc. seeks ch. 30 (566-572 mhz); ERP 762 kw vis., 195 kw aur., HAAT 531 ft. P.O. address: 2712 W. Vile St., Milwaukee 53208. Estimated construction cost \$190,041; first-year operating cost \$50,000; revenue \$100,000. Legal counsel none; consulting engineering none. Applicant is nonstock, nonprofit religious corporation; Robert W. Gilman, president. Ann. Aug. 3.

TV action

■ **Broomfield, Colo.**—Front Range Educational Media Corp.—Broadcast Bureau granted ch. 12 (204-210 mhz); ERP 153 kw vis., 16 kw aur., HAAT 2416.4 ft. P.O. address: 300 Iris St., Broomfield 80020. Estimated construction cost \$202,855; first-year operating cost \$150,000. Legal counsel Michael Finkelstein, Washington; consulting engineer Ben Dawson. Applicant is nonprofit educational corp., John Schwartz, president (BPET-560). Action July 29.

FM applications

■ **Carpinteria, Calif.**—Wilson Communications Co. seeks 101.7 mhz, .315 kw, HAAT 934 ft. P.O. address: Box 1947, Glendale, Calif. 91209. Estimated construction cost \$12,400; first-year operating cost \$70,300; revenue \$83,800. Format: MOR, Religious. Principals: Raymond F. Wilson and his wife, Lorna. Mr. Wilson is president of Christian Service Agency Inc. and CSA Broadcast Sales Inc. of Glendale. Ann. Aug. 4.

■ **Parsons, Kan.**—Community Broadcasting Co. seeks 93.5 mhz, 3 kw, HAAT 265 ft. P.O. address: 109 1/2 South Central, Parsons, Kan. 67357. Estimated construction cost \$29,327; first-year operating cost \$12,000; revenue \$11,700. Format: contemporary popular. Principals: Carol B. Combs (50.2%), her son Richard R. Combs (24.8%) and Eugene L. Joslin (25%). They also own KLKC(AM) Parsons. Ann. Aug. 1.

■ **Coventry, R.I.**—Coventry Public Schools seeks 91.5 mhz, 10 w. P.O. address: Reservoir Road, Coventry 02816. Estimated construction cost \$3,063; first-year operating cost \$1,000. Format: educational. Applicant is public school system; Kenneth J. Grady, faculty advisor.

FM action

■ **Cazenovia, N.Y.**—Cazenovia College—Broadcast Bureau granted 90.9 mhz, 10 w. P.O. address: Cazenovia College, Cazenovia 13035. Estimated construction cost \$2,500; first-year operating cost \$1,000. Format: Variety. Principal: Applicant is private, educational institution with non-profit charter (BPED-2262). Action July 26.

FM starts

■ **WVSV** Stevenson, Ala.—Authorized program operation on 101.7 mhz, ERP 940 w, HAAT 490 ft. Action June 13.

■ **KUBB** Mariposa, Calif.—Authorized program

operation on 96.3 mhz, ERP 1.1 kw, HAAT 2.080 ft. Action June 30.

■ **KOCN** Pacific Grove, Calif.—Authorized program operation on 104.9 mhz, ERP 740 w, HAAT 550 ft. Action April 4.

■ **KGLS** Glenwood Springs, Colo.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT minus 300 ft. Action June 3.

■ **WJEE** Jacksonville, Fla.—Authorized program operation on 107.3 mhz, 100 kw, HAAT 300 ft. Action May 3.

■ **WKXK** Pana, Ill.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 290 ft. Action April 29.

■ **WKLL** West Barnstable, Mass.—Authorized program operation on 91.1 mhz, TPO 10 w. Action April 4.

■ ***WUSB** Stony Brook, N.Y.—Authorized program operation on 90.1 mhz, ERP 4 kw, HAAT 225 ft. Action June 22.

■ ***WQRP** West Carrollton, Ohio—Authorized program operation on 88.1 mhz, TPO 10 w. Action April 8.

■ **KURY-FM** Brookings, Ore.—Authorized program operation on 95.3 mhz, ERP 3 kw, HAAT —208 ft. Action May 6.

■ **WGFG-FM** Lake City, S.C.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 195 ft. Action May 9.

■ **KCOT** Lamesa, Tex.—Authorized program operation on 104.7 mhz, ERP 100 kw, HAAT 225 ft. Action April 27.

■ **KLMT** Marlin, Tex.—Authorized program operation on 96.7 mhz, 1.25 kw, HAAT 200 ft. Action March 31.

■ **KKKK** Odessa, Tex.—Authorized program operation on 99.1 mhz, ERP 100 kw, HAAT 410 ft. Action July 1.

■ **KARB** Puce, Utah—Authorized program operation on 98.3 mhz, ERP kw, HAAT minus 145 ft. Action June 30.

■ **KEXI** Walla Walla, Wash.—Authorized program operation on 93.3 mhz, ERP 28 kw, HAAT minus 130 ft. Action May 6.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: WRBI Batesville, Ind. (BLH-7412); *WHSK Kokomo, Ind. (BLED-1656); KIOL Iola, Kan. (BLH-7362); WNBX-FM Newberry, Mich. (BLH-7356); *WFAE Charlotte, N.C. (BLED-1655); KURY-FM Brookings, Ore. (BLH-7370); WYAK-FM Surfside Beach, S.C. (BLH-7354); WGTG Germantown, Tenn. (BLH-7386); *WPHP Wheeling, W. Va. (BLED-1683).

Ownership changes

Actions

■ **KMED(AM)** Medford, Ore. (1440 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Radio Medford Inc. to Northstar Broadcasting Inc. for \$476,000. Seller is owned equally by J.L. DeArmond, George R. Johnson and John R. Dellenback, who also own KMED-TV-KTMT(FM) Medford. Buyer is owned by Martin and Gary Hawkes, brothers (25.5% each) and James and William Friden, brothers, (24.5% each). Hawkes owns KSYC(AM) Yreka, Calif. Fridens are students with no business interests. Mr. James Friden's stock will be held in trust by his father Stanley, Fort Jones, Calif., rancher (BAL-8993). Action Aug. 1.

■ **WKFD(AM)** Wickford, R.I. (1370 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Radio Lighthouse Inc. to Live Broadcasting Inc. for \$270,000. Seller is owned by Ronald and Barbara Hickman, who also own Bay Broadcasting, permittee of

WOTB(FM) Middletown, R.I. Buyer is principally owned by Harry W. Livingston II, union official; his brother, Gary, general manager of WCNL-AM-FM Newport, N.H., and his father, Harry Livingston, retired. They also own WCNL-AM-FM Newport, N.H. (BAL-8988). Action July 29.

■ **KRZI(AM)** Waco, Tex. (1580 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KRZI Radio Inc. to KW Communications Inc. for \$389,500 including assumption of notes. Sellers are Herb Harding (23.1%), Joe R. Horkey, Allan L. Rosen (26.2/3% each) and Jack M. Rosen (23 1/3%). Mr. Allen Rosen owns 1% of KSEL(TV) Lubbock, Tex. No other seller has other broadcast interests. Buyer is wholly owned by KW Productions Inc., 88% owner of Austin, Tex.-based Mobile Color Inc., television production service. Co-owners are Stuart W. Klein and Jerry D. West. They have no other broadcast interests (BAL-8981). Action July 19.

■ **WRGM(AM)** Richmond, Va. (1540 khz, 10 kw-D)—Broadcast Bureau granted assignment of license from Dales Broadcasting Corp. to Fifteen-Forty Broadcasting Corp. for \$300,000. Seller: president is Lester Zins, who, with his wife, owns 25% of Dales. Other principals are David Pollard (30%), Mrs. Dora Zins, Sid M. Zins, Beverly Hecker and Daniel Brechner (.5% each), none of whom has other broadcast interests. Buyer is owned equally by group of 10 business and professional people from Richmond and Washington. They are: Walton M. Belle, Charles E. Cummings, Michael and his father John Howlette (who hold stock as joint tenants), and Jean L. Harris—all doctors; Harold L. Marsh III and Barry Goldstein, both attorneys, and Andrew W. Lewis, who owns department store chain. None has other broadcast interests (BAL-8966). Action July 29.

■ **KILO(AM)** Kirkland, Wash. (1460 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Glo-Lee Broadcasting Corp. to Kirkland Broadcasting Co., for \$200,000. Sellers are brothers, Howard (66.7%) and Allan (33.3%) Slobodin. They also own KVAN(AM) Vancouver, Wash. Buyer is owned by 520 stockholders. Wesley L. Monroe (25%) is president and largest stockholder. Group also owns KGAT(AM) Spokane, Wash., and KEED(AM) Eugene, Ore. (BAL-9002). Action July 29.

Facilities change

TV actions

■ ***KDIN-TV** Des Moines, Iowa—Broadcast Bureau granted CP to make changes in ant. system; ERP 219 kw; max. ERP 316 kw; ant. height 1970 ft. (BPET-580). Action July 27.

■ ***WHO-TV** Des Moines, Iowa—Broadcast Bureau granted CP to change ERP to 224 kw; max. ERP 316 kw; ant. height 1970 ft. (BPCT-5011). Action July 27.

■ ***WCPB** Salisbury, Md.—Broadcast Bureau granted mod. of license covering decrease in aural ERP to 82 kw (BMLET-147). Action July 28.

■ **WPFO-TV** Greensburg, Pa.—Broadcast Bureau granted mod. of CP to change ERP to 1170 kw; max. ERP 1410 kw; ant. height 930 ft.; change trans. location and studio location to Dewar Road, Monroeville, Pa.; change type trans. and type ant.; condition (BMPCT-7666). Action July 28.

■ ***WSBE-TV** Providence, R.I.—Broadcast Bureau granted mod. of license covering decrease in aural ERP to 47.9 kw (BMLET-149). Action July 28.

■ **KVEW-TV** Kennewick, Wash.—Broadcast Bureau granted CP to change ERP to 200 kw; max. ERP 501 kw; ant. height 1280 ft. (BPCT-5032). Action July 29.

FM actions

■ ***WHRS** Boynton Beach, Fla.—Broadcast Bureau granted mod. of CP to change ant. and ERP; ERP 33.5 kw (H&V); ant. height 195 ft. (H&V); remote control

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telesar Ct., Suite 405
(703) 560-6800
Falls Church, Va 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCCE

STEEL, ANDRUS & ADAIR
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
(202) 223-4864
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St., N.W., 659-3707
Washington, D. C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.-80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9616 Pinkney Court
Potomac, Maryland 20854
301 - 299-3900
Member AFCCE

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 (AC 713) 632-2821

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
906 - 36th Ave.
Seattle, Washington 98122
(206) 324-7860
Member AFCCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
9834 A N UNIVERSITY PEORIA ILLINOIS 61614
(309) 682-4232
Member AFCCE

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications.
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22101
Tel (703) 398-9504
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 16312 (214) 321-9140
DALLAS, TEXAS 75216

PAUL H. LEE
RADIO ENGINEERING
P.O. Box 1575
Thousand Oaks, California 91360
(805) 492-5055
1835 K Street NW
Washington, D.C. 20006
(202) 223-1180

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

**BROADCAST TECHNICAL
SERVICE, INC.**
• AM-FM Station Construction
• Audio/Skeleton ... Partial Proofs
• Signal Sound Improvement
• FREE Counsel by Phone
Phone 817-772-3371
Box 7343 • Waco, Texas 76710

dataworld inc
Technical broadcast data base
Engineering computations
FCC actions "flag" service
1302 18th St., N.W., Suite 502
Washington, D. C. 20036
(202) 296-4790

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

permitted; condition (BMPED-1486). Action July 26.

■ WSBA-FM York, Pa.—Broadcast Bureau granted request for waiver of rules to identify as York-Lancaster, Pa. Action July 20.

In contest

Designated for hearing

■ Terrell Hills, Tex., FM proceeding: Redding Broadcasting Co., SSS Broadcasting Inc. and Wholly Owned Corp. competing for 106.3 mhz (Docs. 21,307-9)—Chief, Broadcast Bureau, designated for hearing to determine whether SSS is financially qualified and which proposal would best serve public interests. Action July 28.

Procedural rulings

■ Fresno, Calif., TV proceeding: McClatchy Newspapers Inc. (KMJ-TV) and San Joaquin Communications Corp., competing for ch. 24 (Docs. 21,274-6)—ALJ Thomas B. Fitzpatrick continued without date hearing scheduled for Sept. 20. Action July 28.

■ High Springs and Alachua, Fla., FM proceeding: Country Broadcasting Co. and Alachua Broadcasting Inc. competing for 104.9 mhz (Doc. 21,235-6)—ALJ Frederick W. Denniston set certain procedural dates and scheduled hearing for Oct. 25. Action July 28.

■ Rochester, N.H., FM proceeding: J. Sherwood Inc. and Strafford Broadcasting Corp., competing for 96.7 mhz (Docs. 20,618-9)—ALJ Byron E. Harrison continued Aug. 3 hearing to Aug. 30. Action Aug. 4.

■ Milton and Hurricane, W. Va. FM proceeding: WNST Radio and Putnam Broadcasting Inc., competing for 106.3 mhz, (Docs. 20,994-5)—ALJ David I. Kraushaur rescheduled further hearing for Aug. 16. Action July 27.

Joint agreement

■ Hermiston, Ore., FM proceeding: Hermiston Broadcasting Co. and Interfaith Christian Center competing for 99.3 mhz (Docs. 21,212-3)—ALJ Daniel M. Head granted joint motion by applicants and approved agreement; dismissed with prejudice application of Interfaith. Action Aug. 4.

Fines

■ KRFG(FM) Greenfield, Mo.—Broadcast Bureau ordered licensee to forfeit \$1,000 because station broadcast seven editorials opposing legally qualified candidate for office of county sheriff. Action July 26.

■ KANR-FM Great Falls, Mont.—Broadcast Bureau ordered licensee to forfeit \$500 for operating station without licensed operator on duty on numerous dates. Action Aug. 2.

■ KRFS(AM) Superior, Neb.—Broadcast Bureau ordered licensee to forfeit \$500 for performing meter calibrations and weekly inspections of transmitting system by operator who did not hold first-class radiotelephone license. Action Aug. 2.

■ WNET(TV) Newark, N.J.—Broadcast Bureau ordered licensee to forfeit \$1,000 for failing to abide by requirements set forth in personal attack rule which requires station which broadcasts personal attack to notify attacked party, supply him with transcript or summary of attack and offer him reply time. Action June 22.

Other action

■ WBNV(AM) Buena Vista, Va.—Broadcast Bureau dismissed request for extension of time to complete construction and deleted call letters. Action July 20.

Allocations

Actions

■ Palm Springs, Calif.—Broadcast Bureau assigned ch. 291 as community's third FM. Action was response to petition by Joe F. Mackey. Effective Sept. 12. Action July 29.

■ Versailles, Ind.—Broadcast Bureau assigned ch. 276A as community's first FM. Action was response to petition by James Robert Albritton. Effective Sept. 12. Action July 29.

■ Heidelberg, Miss.—Broadcast Bureau assigned ch. 257A as community's first FM and first broadcast service. Action was response to petition by New Laurel Radio Station Inc., licensee of WAML(AM) Laurel, Miss. Effective Sept. 12. Action July 29.

Translators

Applications

■ Alukanuk, Alaska—Bethel Broadcasting Inc. seeks ch. 10 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Aug. 2.

■ Kotlik, Alaska—Bethel Broadcasting Inc. seeks ch. 7 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Aug. 2.

■ Kwiguk, Alaska—Bethel Broadcasting Inc. seeks ch. 2 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Aug. 2.

■ Tununak, Alaska—Bethel Broadcasting Inc. seeks ch. 2 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Aug. 2.

■ Arrey, Derry, both New Mexico—New Mexico Broadcasting Co. seeks ch. 67 with 10 w rebroadcasting KGGM-TV Albuquerque, N.M. Ann. Aug. 5.

■ Carrizo Indian Community, Mud Canyon, both Arizona—Apache Tribe of Mescalero seeks ch. 11 with 1 w rebroadcasting KGGM-TV Albuquerque, N.M. Ann. Aug. 5.

■ Carrizozo, N.M.—New Mexico Broadcasting Co. seeks ch. 65 with 100 w rebroadcasting KGGM-TV Albuquerque, N.M. Ann. Aug. 5.

■ Deming, N.M.—New Mexico Broadcasting Co. seeks ch. 57 with 10 w rebroadcasting KGGM-TV Albuquerque, N.M. Ann. Aug. 5.

■ Gallup (area south of Sheep Springs), Nachitti area north, both New Mexico—New Mexico Broadcasting Co. seeks ch. 3 with 10 w rebroadcasting KGGM-TV Albuquerque, N.M. Ann. Aug. 5.

■ Hornsby Ranch, Newkirk, Montoya, all New Mexico—New Mexico Broadcasting Co. seeks ch. 59 with 100 w rebroadcasting KGGM-TV Albuquerque, N.M. Ann. Aug. 5.

■ Bear Creek, Pa.—Scranton Broadcasters Inc. seeks ch. 63 with 100 w rebroadcasting WDAU-TV Scranton, Pa. Ann. Aug. 2.

■ Black Gap Wildlife management area, Tex.—Mountain Zone TV seeks ch. 7 with 1 w rebroadcasting KOSA-TV Odessa, Tex. Ann. Aug. 3.

■ Black Gap Wildlife management area, Tex.—Mountain Zone TV seeks ch. 11 with 1 w rebroadcasting KMOM-TV Monahans, Tex. Ann. Aug. 3.

■ Bellows Falls, Vt.—Mount Mansfield Television Inc. seeks ch. 62 with 100 w rebroadcasting WCAX-TV Burlington, Vt. Ann. Aug. 4.

■ Brattleboro, Vt.—Mount Mansfield Television Inc. seeks ch. 69 with 100 w rebroadcasting WCAX-TV Burlington, Vt. Ann. Aug. 4.

■ Rutland, Vt.—Mount Mansfield Television Inc. seeks ch. 69 with 100 w rebroadcasting WCAX-TV Burlington, Vt. Ann. Aug. 4.

Actions

■ K08IZ BP Alaska Camp, Prudhoe Bay, Alaska—Broadcast Bureau granted mod. of CP for VHF translator station to add KTVF Fairbanks, Alaska, to present primary TV station (BMPTTV-892). Action July 21.

■ K07NK Fort Liscum, Valdez and Keystone Camp, all Alaska—Broadcast Bureau granted mod. of CP for VHF translator station to add KTVF Fairbanks, Alaska, (BMPTTV-895). Action July 21.

■ K65AV Daggett and Daggett rural area, Calif.—Broadcast Bureau granted mod. of CP for UHF translator station to change primary TV station to KTTV Los Angeles (BMPT-956). Action July 21.

■ K67AZ Daggett and Daggett rural area, Calif.—Broadcast Bureau granted mod. of CP for UHF translator station to change primary TV station to KHJ-TV Los Angeles (BMPT-957). Action July 21.

■ K0610 Newberry, Calif.—Broadcast Bureau granted mod. of CP for VHF translator station to change primary TV station to KTTV Los Angeles (BMPT-TV-893). Action July 21.

■ K67BE Silt and rural areas Four Mile Creek, Colo.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KBTU Denver (BPTT-3202). Action July 25.

■ K69BM Niobrara, Neb.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast programs of KXNE Norfolk, Neb. (BPTT-3221). Action July 25.

■ K69BN Wauneta, Neb.—Broadcast Bureau granted CP for new UHF translator station to rebroadcast KPNE North Platte, Neb. (BPTT-3222). Action July 25.

■ K02IS, K04JB, K07OX Hydro Jet Mining Site, Utah—Broadcast Bureau granted CP for new VHF translator station to rebroadcast KUTV, KTVX, KUED-TV Salt Lake City (BPTTV-5802-4).

■ K09NU Glenwood, Wash.—Broadcast Bureau granted CP for new VHF translator station to rebroadcast KPTV Portland, Ore.; condition (BPTTV-5742). Action July 12.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 2 (sta-

tions listed are TV signals proposed for carriage):

- North Star Communications Co., for Petersburg, Wrangell, both Alaska (CAC-09773-4): WCAU-TV Philadelphia; KNBC, KABC-TV, KCET Los Angeles; WPVI-TV Philadelphia; KNXT Los Angeles; KRON-TV San Francisco.
- Northern Valley Cable Co., for Bergenfield, N.J. (CAC-09775): WSBK-TV Boston; to delete WPHL-TV Philadelphia.
- Telecable Associates Inc., for New Iberia, La. (CAC-09776): WYAH-TV Portsmouth, Va.
- Telecable Associates Inc., for Iberia, La. (CAC-09888): WYAH-TV Portsmouth, Va.
- Columbus Cablevision, for Columbus, Ind. (CAC-09778): WXIX-TV Newport, Ky.
- Teleprompter Corp., for Islip, Babylon, both—New York (CAC-09779-80): WPHL-TV, WTAF-TV Philadelphia.
- Texas Telecable Inc., for Conroe, Panorama Village, Willis, Montgomery, all Texas (CAC-09781-4): WYAH-TV Portsmouth, Va.; WTCG Atlanta.
- Lexington Multi-vue-TV System Inc., for Lexington, Neb. (CAC-09785): WYAH-TV Portsmouth Va.; to delete KWGN-TV Denver.
- Deposit Television Inc., for Deposit, Sanford, both New York (CAC-09786-8): Interim authorization for existing operation.
- Hancock Video Inc., for Hancock, N.Y. (CAC-09789-90): Interim authorization for existing operation.
- Riverside Cable Corp., for Perris, Hemet, San Jacinto, all California (CAC-09791-3): Interim authorization for existing operation.
- Sonic Cable TV, for Cayucos, Pismo Beach, San Luis Obispo, Grover City, Paso Robles, Arroyo Grande, all California (CAC-09816-9): Interim authorization for existing operation.
- Sierra Vista CATV Co., for Sierra Vista, Ariz. (CAC-09800): WTCG Atlanta.
- Sierra Vista CATV Co., for Sierra Vista, Ariz. (CAC-09801): XEPM-TV Ciudad Juarez, Mex.; WTCG Atlanta.
- Cable Haven TV Inc., for Little Egg Harbor, Tuckerton, Stafford, Eagleswood, all New Jersey (CAC-09802-5): WYAH-TV, Portsmouth Va.
- Telesystems of Connecticut Inc., for Southington, Conn. (CAC-09806): WNEW-TV New York.
- American Television and Communications Corp., for Monroe, West Monroe, both Louisiana (CAC-09807-8): WYAH-TV Portsmouth, Va.
- Southern Cables Inc., for Stuttgart, Ark. (CAC-09809): WTCG Atlanta; KPLR-TV, St. Louis.
- Cable TV of Minot Inc., for Minot, Ward, both North Dakota (CAC-09810-1): WYAH-TV Portsmouth, Va.
- Skyline Cable Inc., for Brookings, Ore. (CAC-09812): WTCG Atlanta.
- Montana Cabletelevision Inc., for Glasgow, Glasgow AFB, both Montana (CAC-09813-4): KXMD-TV Williston, N.D.
- East Conemaugh Cable TV, for East Conemaugh, Pa. (CAC-09815): Certificate of compliance for existing operation.
- Portage Cable TV, for Portage, Pa. (CAC-09816-7): Certificate of compliance for existing operation.
- Cablevision of Fredericksburg Inc., for Stafford, Va. (CAC-09818): to delete: WBFF Baltimore.
- Calco Inc., for Cherokee Village Ark. (CAC-09819): KOLR-TV Springfield, Mo.
- Teleservice Corp. of America, for De Ridder, Beauregard Parish, Natchitoches, all Louisiana (CAC-09820-2): WYAH-TV Portsmouth, Va.; WTCG Atlanta.
- Natchitoches Cable TV, for Natchitoches Parish, La. (CAC-09823): WTCG Atlanta; KLTM Monroe, La., WYAH-TV Portsmouth Va.
- Nanty Glo Cable TV, for Nanty Glo, Pa. (CAC-09824): Certificate of compliance for existing operation.
- West Lafayette TV Cable Inc., for West Lafayette, Ohio (CAC-09825): WUAB Lorain, Ohio.
- Consolidated Cable Utilities Inc., for Aurora, Ill. (CAC-09826): Interim authorization for existing operation.

Call letters

Applications

Call	Sought by
	New AM's
KHOL	Meriter Broadcasting Inc., Beulah, ND
WKCK	Radio Sol Broadcasting Corp., Orocovis, PR.
	New FM's
KAYN	Graham Broadcasting Co., Nogales, Ariz.
KOEZ	Brandon-Dorsey-Communications Inc., Shafter, Calif.
*WRMB	Moody Bible Institute of Chicago, Boynton Beach, Fla.
KJBS	Hagan Broadcasting Inc., Bastrop, La.
*KDXL	Independent School District 283, St. Louis Park, Minn.
KTAS	Taos Communications Corp., Taos, N.M.
*WWIH	High Point College, High Point, N.C.
	Existing AM's
KSXO	KVCV Redding, Calif.
KCHK	KTMF New Prague, Minn.
KWOK	KJEM Wagoner, Okla.
KHSN	KOOS Coos Bay, Ore.
WJRB	WENO Madison, Tenn.
	Existing FM's
WAVV	WMGH Vevay, Ind.
KAJN-FM	KHJO Crowley, La.
WLOB-FM	WRON Westbrook, Me.
WEMA	WMFD-FM Wilmington, N.C.
KBEZ	KACK-FM Tulsa, Okla.
WIOA	WORA-FM Mayaguez, PR.
WIOC	WPRP-FM Ponce, PR.
WIOB	WQBS-FM San Juan, PR.
WAXX-FM	WEAU-FM Eau Claire, Wis.

Grants

Call	Assigned to
	New FM's
WQIM	Hagler Broadcasting Inc., Praltville, Ala.
*KSTK	Wrangell Radio Group, Wrangell, Alaska.
WAFB	Avon Electronic Services Inc., Clewiston, Fla.
K TTL	Cattle Country Broadcasting, Dodge City, Kan.
KVCM	Montgomery County Broadcasting Corp., Montgomery City, Mo.
KVFM	El Paso Broadcasting Corp., Ogden, Utah.
	Existing AM's
WMLB	WEXT West Hartford, Conn.
WYER	WVMC Mount Carmel, Ill.
KBUH	KUPK Garden City, Kan.
	Existing FM's
KFIV-FM	KITA Modesto, Calif.
KBCO	KRNW Boulder, Colo.
WYER-FM	WSAB Mount Carmel, Ill.
KBUH-FM	KUPK-FM Garden City, Kan.
WIDL	WKYO-FM Caro, Mich.
KIWW	KMBS Hartlingen, Tex.
WXCC	WKCW Williamson, WVa.

- OVC Telecommunications Inc., for Morehead, Rowan, both Kentucky (CAC-09827-8): Interim authorization for existing operation.
- Warner Cable of Altamont/St. Elmo, for Altamont, St. Elmo, both Illinois (CAC-09829-30): WIII-TV Terre Haute, Ind.
- Cable TV of Chester County for Coatesville, Caln, Valley, East Fallowfield, South Coatesville, Modena, all Pennsylvania.
- (CAC-09831-6): WVIA-TV Scranton, Pa.
- Oberlin CATV Inc., for Oberlin, Kan. (CAC-09848): Interim authorization for existing operation.
- Plaquemines Cable TV Inc., for Plaquemines, La. (CAC-09849): Interim authorization for existing operation.
- Catoosa Cablevision Network Inc., for Ringgold, Catoosa, both Georgia (CAC-09850-1): WSB-TV Atlanta; WAGA-TV Atlanta.
- Burns Hines TV Inc., for Burns, Incor City, Hines,

both Oregon (CAC-09852-3): KIVI Nampa, Idaho.

- Athena Cablevision of Corpus Christi Inc., for Corpus Christi, Tex. (CAC-09854): WYAH-TV Portsmouth, Va.; KORO Corpus Christi.
- King Videocable Co., for Lake Elsinore, Riverside, both California (CAC-09855-6): KLXA-TV Fontana, Calif.
- Minnesota All-Channel Cablevision Inc., for Long Prairie, Park Rapids, Osakis, Melrose, Sauk Centre, Staples, Wadena, Albany, Clarissa, Browerville, all Minnesota (CAC-09837-46): Interim authorization for existing operation.
- Wayne Cablevision, for Wayne, Neb. (CAC-09847): Interim authorization for existing operation.
- Palm Beach Cable Television Co., for North Palm Beach, Palm Beach Gardens, Lake Park, Palm Beach Shores, Juno Beach, Lost Tree Village, Palm Beach, Tequesta, Jupiter Inlet, Palm Beach, all Florida. (CAC-09857-66): WTCG Atlanta.
- Commonwealth Cablevision Corp., for Strasburg, Woodstock, Stanley, Luray, all Virginia (CAC-09867-70): Certificate of compliance for existing operation.
- People's Cable Co., for Pittsford, Perinton, Gates, Greece, Penfield, Pittsford, all New York (CAC-09871-6): CBLFT Toronto.
- Storer Cable TV of Florida Inc., for Bartow, Fort Meade, Lake Wales, Polk, all Florida (CAC-09877-80): WXLT-TV Sarasota, Fla.
- Morris CATV Associates, for Morris, Ill. (CAC-09883): Interim authorization for existing operation.
- Community Antenna Inc., for Gouverneur, N.Y. (CAC-09884): Interim authorization for existing operation.
- Sioux Falls Cable TV Inc., for Sioux Falls S.D. (CAC-09885): Certificate of compliance for existing operation.
- CPS Cablevision Inc., for Irvonia, Beccaria, both Pennsylvania (CAC-09886-7): Certificate of compliance for existing operation.
- Consolidated TV Cable Service Inc., for Frankfort, Ky. (CAC-09888): Interim authorization for existing operation.
- Court Cable Co., for Union, Ohio (CAC-09889): Interim authorization for existing operation.
- GBaz TV Co., for Grand Rapids, Minn. (CAC-09890): Certificate of compliance for existing operation.
- Clear Television Cable Corp., for Island Heights, N.J. (CAC-09892): WNJU-TV Linden, N.J.; WNYC-TV New York.
- Oceanic Cablevision Inc., for North Shore, Mich. (CAC-09893): WTCG Atlanta; WYAH-TV Portsmouth, Va.
- Hill County Cablevision Inc., for Kerrville, Tex. (CAC-09894): KTVT Fort Worth.
- Liberty TV Cable Inc., for Angola, Ind., South Haven, Mich. (CAC-09895-6): WGN-TV Chicago, WSNS Chicago; to delete CBET Windsor, Ont.
- Oceanic Cablevision Inc., for Oahu Central, Hawaii (CAC-09897): WTCG Atlanta; WYAH-TV Portsmouth, Va.
- Telesonics of Ohio Inc., for Struthers, Ohio (CAC-09898): WPGH-TV Pittsburgh.
- Teleprompter Corp., for Wenatchee, Chelan, Douglas, East Wenatchee, all Washington (CAC-09899-902): WTCG Atlanta.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: CATV Service Co., for Hackensack, N.J. (CAC-07605); CATV Service Co., for Washington, Mount Olive, Mansfield, all New Jersey (CAC-07606-8); Video Link Ltd., for Maumont, Pa. (CAC-08263); Community Telecommunications Inc., for Walker, Tex. (CAC-08289); Clinton Cablevision, for Fulton, Ill.; Camanche, Iowa (CAC-08319-20); Nor Cal Cablevision Inc., for Biggs, Calif. (CAC-08554); TVIG Inc., for Eagle Grove, Iowa (CAC-08669); Trans-Video Co. of Oregon, for Portland, Ore. (CAC-08689); TV Cable Co. of Andalusia Inc., for Andalusia, Ala. (CAC-08693); Eastern Pennsylvania Relay Stations Inc., for Shamokin, Pa. (CAC-08730); Eastern Pennsylvania Relay Stations Inc., for Kulpmont, Pa. (CAC-08731); Teleprompter of Caribou Inc., for Caribou, Me. (CAC-08757); Kimball Cable TV, for Kimball, Neb. (CAC-08758).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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.

Sales Manager, Southeastern medium market, top rated MOR, group owned, good sports area. Salary, commission, over ride, car, good benefits. Must be professional street salesperson. Box J-15.

Radio Help Wanted—Farm Director for full-time AM and FM in Central Virginia locality. Contact WINA Radio, Box 1230, Charlottesville, VA 22902. An Equal Opportunity Employer.

Radio Sales Manager AM/FM station located in PA. Produce and become a partner. Must have sound selling background and handle accounts. Send resume. Box J-74.

Sales Manager... If you're an aggressive, self-starting sales person; have a good track record and are ready for sales management at our suburban Mid-Atlantic AM/FM stations, send us your resume and references. We offer liberal salary, commission and fringes. Equal opportunity employer. Box J-82.

Group Operation looking for experienced manager for excellent properties, top pay, incentives, and benefits. Send resume. Box J-83.

WALM-AM Albion and **WELL-FM Marshall**. Send resume to Wayne Wright, 111 West Michigan Avenue, Marshall, MI 49068.

HELP WANTED SALES

Sales Manager—Baltimore. Box J-86.

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.

WVLD AM & WLGA FM are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Sales Manager—Youngstown, Ohio. Must have documentable track record as radio sales manager. Box J-87.

Major market AM station switching to modern country format looking for a top salesmanager and salespersons to build with the new format. Exceptional earnings possible for the right people. Must be able to develop new accounts. Midwest location, advancement to manager possible. Box J-70.

Reps Wanted. Major manufacturer of Broadcast Audio Products is establishing exclusive Rep. sales force. All territories open. Send company resume and line list. Box J-36.

Looking for an opportunity with a future and income today? We are a growing group looking for experienced sales people that want the same. Send resume to R.E. Gray, Morgan County Broadcasting, P.O. Box 235, Jacksonville, IL 62650.

Aggressive Go-Getter to sell Southern California AM/FM. Full track record to Al Gordon, K/Honey, 7351 Lincoln, Riverside, CA 92504. EOE.

WSAR, Fall River, MA, has openings in their sales department for aggressive, straightforward individuals who are not afraid to work. Radio Sales background important. Your qualifications and resume should be sent to Ed Juare, P.O. Box 927, Fall River, MA 02722. No phone calls. An Equal Opportunity Employer.

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.

Money!! And lot's of it. Sales positions open at No. 1 Southern California radio station— Call 714-737-1370.

Local Santa Monica California radio station, under same management since 1960, has opening for individual with minimum of two years experience in successful retail radio sales. Income open, with earning potential of 18,000-20,000 per year. Good opportunity for management advancement for right person. Must have proven radio sales record. Beautiful Music format programmed by Drake Chenault. Apply to: KSRF, George A. Baron, G/M, PO Box 5218, Santa Monica, CA 90405, or call 213-393-9681.

Salesperson for FM Station. Excellent future for experienced person. WEFA, 4 South Genesee Street, Waukegan, IL 60085.

New Monterey Bay Daytimer needs two barn burners. 200 years' experience not necessary—if you can sell. Salary open—generous commission. Equal opportunity employer. Resume to KKAP, Box 483, Aptos, CA 95003.

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.

HELP WANTED ANNOUNCERS

KPOW-AM Powell is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

Creative, Strong Jock for top-rated major Ohio Adult Contemporary station. Superior production a must. E.O.E. Contact Box I-55.

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.

Alabama Station seeks announcer. Contemporary Country format. Equal Opportunity Employer. Box J-35.

Professional Wanted—Production Director and air show. Med Market. Mid South. Modern Country. Box J-30.

50,000 watt modern country WCAW, needs morning man. Tape and resume to Rick Johnson, Box 4318 Charleston, WV 25304.

Morning Man, who can grab an MOR audience in this All-American city of 50,000. At least 3 yrs experience on air, production. Send tape and resume to Rick Roberts, WCEC/WFMA, P.O. 4005, Rocky Mt., NC 27801.

Cincinnati MOR needs experienced mature voice to work afternoons/evenings. Good commercial production a must. Send tape and resume to Steve Drake, WLQA, 1223 Central Parkway, Cincinnati, OH 45214. Susquehanna Broadcasting Co. Equal Opportunity Employer.

Northeast-Morning Man. Need a pro with production, copy, and commercial radio experience. Four out of five listen to us, so you must be good. Box J-50.

Announcer with pleasant, authoritative delivery for middle-music, Texas Gulf Coast station. EOE. Box J-44.

KKNU, Fresno's top rated Beautiful Music radio station seeks nite announcer. Send tape, resume and references to Scott Moseley, Operations Manager, KKNU, PO Box 4261, Fresno, CA 93744. No phone calls. Equal Opportunity Employer.

Experienced 1st ticket strict disco format announcer. Follow format or stay home. KDKO, PO Box 418, Littleton, CO 80160.

Top Ten Market AOR station seeks experienced morning person. Send tape and resume. Talent/FM Box 60, Washington, DC 20044.

Our all night man went to WKBW. Wanna replace him? Tape, resume to WTKO, Box 10, Ithaca, NY. You gotta be good, no calls.

KJ Country has opening for real pro with bright delivery who works well with others. If this is you, send complete resume and current air check to Program Director, KJJJ, 631 N. 1st Avenue, Phoenix 85003.

Join a young, progressive organization that cares about its personnel. Our group has openings at two Country stations. Above average salary, benefits, plus an opportunity to grow with a rapidly expanding chain. Send resume and air check to Mark Mathew, Hunter Broadcasting, 2414 South Leonard Road, St. Joseph, MO 64503. EOE.

WCCC AM-FM Hartford looking for creative morning personality. AOR format. Good salary. Rush tape, resume, Program Director. WCCC, 11 Asylum Street, Hartford, CT 06103. EOE.

PM Drive Man moving up... need solid replacement. Also all-night communicator. Third Ticket Endorsed. Min. 3 yrs. exp. Tape & resume to: Bob Miller P.D., WGNT, P.O. Box 1539, Huntington, WV 25707. EOE. M/F.

WSAR, Fall River, MA, has openings for multi-talented personalities for our MOR Personality station. A diversified background in sports, talk and news could lead to a position as Operations Manager. If you feel you qualify for one of these positions, send your tape and resume plus all particulars in a letter to: Ed Juare, General Manager, WSAR, P.O. Box 927, Fall River, MA 02722. No phone calls. An Equal Opportunity Employer.

Very Alive Communicator for evening Modern Country. Proficient in production, in return employment in the Beautiful Napa Valley, just 40 minutes from San Francisco. Send tape and resume to Jim Jacobs, KVON, PO Box 2250, Napa CA 94558.

Whoopie—The Berkshires only 24 hour FM/AM Automated Top 40 station needs full time announcer—production person. No calls! Send resume and tape with production samples and newscast to WUPE-73 Fourth Street, Pittsfield, MA 01201.

KWIX Radio—A leader in community involvement and sports—has immediate opening for morning announcer with PBP experience. Call Fred Walker at 816-263-1230.

HELP WANTED TECHNICAL

Radio Engineer for five-year old 35KW FM-Stereo public radio station with six studio complex. Qualifications: 3 to 5 years experience in studio maintenance and operations. Salary commensurate with experience. Contact David Roland c/o WQLN-FM/TV, 8425 Peach St., Erie, PA 16509, 814-868-4654. Equal Opportunity Employer.

Chief Engineer for NY State Directional AM and Class B FM. Excellent opportunity. Experience a must. WBNR, Beacon-Newburgh and, WSPK, Poughkeepsie. Call Al Lessner at 914-831-1260 or send resume to Box 511, Beacon, NY 12508.

Chief Engineer—5000w, DA, Southern New Hampshire. All new equipment. Must have radio broadcast engineering experience. Good salary; benefits. EEO/AA. Resume and salary history to GM, WVNH, Box 1110, Salem, NH.

SITUATIONS WANTED TECHNICAL CONTINUED

Live in one of the most desirable communities in the nation. Opening for engineer-announcer. Will train inexperienced person with desire to learn. First Phone necessary. KYCA, Prescott, AZ. Collect. 602-445-1700, or write Box 1631. Prescott, AZ 86302.

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 205-832-4295.

Opening for Chief Engineer at KEBE/KOOI Radio in Jacksonville, TX. Outstanding facility. Excellent community. Congenial, professional organization. Highest standards all phases. Must be thoroughly familiar with AM, FM Stereo, automation, Schaefer and ITC Tape equipment, and Marti remote transmitter gear. Contact Dudley Waller-214-586-2527.

Engineer, experienced, desiring an opportunity with a future, please call or write Rish Wood, KINT AM/FM, 5959 Gateway West, El Paso, TX 79925. (E.O.E.).

Phoenix AM-FM Chief needs good technician to assist. Excellent professional opportunity to sharp first phone willing to start at \$600/mo. Write Chief Engineer, KDKB, Box 4227, Mesa, AZ 85201.

Maintenance Technician needed by KPBS-FM. Must be able to install, maintain and repair studio stereo equipment. First phone required. \$14,208-\$17,088. Request 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.

HELP WANTED NEWS

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.

Immediate opening for a good news person to join full professional staff. Must gather, write and deliver with authority in this Illinois medium market. Equal opportunity employer. Send resume to Box J-2.

Needed immediately—News Director, Med Market in Mid South. Local news emphasis. Hard worker who can make and keep contacts. Box J-29.

News Person Wanted for three person Midwest AM-FM local news department. Box J-37.

Sharp and Human radio journalists wanted for exciting Midwest station. An Equal Opportunity Employer. Rush tape and resume to: Robert Cohen, News Director, WMEE Radio, Box 6000, Fort Wayne, IN 46806.

KRAY-FM 96 is looking for an authoritative morning anchor. Good benefits and top market salary in a beautiful city. Don Smith, PO Box 746, Tulsa, OK 74101. 918-582-9696.

Our group is looking for professional, talented, and mature news people. We are a rapidly expanding group offering above average income, benefits, and opportunities for advancement. We are seeking individuals that accept and meet every challenge in news and public affairs. Send resume and air check to Mark Mathew, Hunter Broadcasting, 2414 South Leonard Road, St. Joseph, MO 64503. EOE.

Experienced Person wanted to cover, write, & air news plus do interview show in growing suburban area. Must be available for interview. Send tape & resume to Dick Vaughan W-A-R-E Radio-90 South Street-Ware, MA 01082.

Expanding our local news department. Need qualified person with some experience who can dig, write and read. Tape and resume to WBNR, Box 511, Beacon, NY 12508.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Operations Manager—Major Mid-Western market. Supervision of all operations except sales. Includes responsibility for MOR programming. On-air personality capability. Box I-53.

Midwest broadcast group seeks program director for Christian Station. Must be strong on production and have interest in contemporary Christian music. Only experienced broadcasters need reply. EEO employer. Reply Box J-38.

Continuity writer-director. Would do some production and host 30-minute daily phone-in. Experience preferred. EOE. Lowell Jack KMAN-KMKF, Manhattan, KS 66502.

One Deep Voiced Announcer, production ace, drive-time jock for the largest AM-FM complex in NY State's Fingerlakes. Write Ed. Garsten WMBO, Auburn, NY 13021 or call 315-253-7355 10-3 Mon-Fri.

Chief Programmer Opening. Responsibility for directing all programming, including news, production, announcing shifts, special events, talk show, etc. Must be able to direct and guide ten-person Programming Department. Familiarity with automation helpful. Begin \$11,000. Resume to S. A. Hassan, Pres., WILY, Box 528 Centralia, IL 62801.

One of country's most beautiful areas seeking talented Program Director for A.M. with 40 percent share and New Beautiful Music F.M. Program and production responsibility a plus if you are air personality. Station has staff of 22. Napa Valley wine country 45 miles from San Francisco. 300 days of sunshine. Write or call T. Young, KVON, PO Box 2250, Napa, CA 94558. Resume and salary requirement.

SITUATIONS WANTED MANAGEMENT

Christian Stations—Currently employed as Sales Mgr/Announcer Contemporary Station. Seeks position in Management or one leading shortly to Management in Christian Broadcasting. Successful business experience. First Phone; stable family man, 31. Call 602-425-2509.

GM heavy on sales available. Thirty years small-medium markets. College. References. Box J-45.

Unlike most, I won't make promises of tremendous increases in billing or slashing overhead to zero. I will simply work very hard as your station manager. I'll run your station as though it were my own, and do my very best to make us both more money. I offer, 20 years experience, 1st Phone, community involvement, stable, honest. 41 years old with family. Investment-stock option O.K. Partial or full ownership eventual goal. Small to medium market in Mid-West preferred. However opportunity more important than location. Reply in confidence. Box J-72.

Automation is profitable in a small market if done right. You need a competent Operations Director/Engineer. Available shortly, write now. Box J-73.

RAB Trained Sales Manager medium/major markets. 30K needed. 12 years on street & agency background. Impeccable references. Box J-88.

Money Maker! There is only one kind of manager you want—someone who knows how to make money! Someone who has a brain and knows how to use it. A Selling Manager who knows how to organize, train, guide, direct, and motivate a team of money makers. Someone who knows how to carve up a market and cover it wall to wall. This complete-charge professional you're looking for is looking for a once-in-a-lifetime opportunity with honest, stable, good people. Radio or TV. Box J-85.

V.P. Marketing & Sales national radio programs L.A. Programming & on air majors, presently L.A. Retail sales promotions, 1st-engineering. P&L. FCC-R&R. 16 yr pro wants G.M. position. 213-396-9368.

13 years of earning my way, DJ through GM, in small to large markets: 33, BA, professional, family man. Looking for GM/SM position for station that wants positive, enthusiastic direction, and can offer more than a promise. Dean Craun, 402-727-6163.

SITUATIONS WANTED SALES

Six Years of general broadcast experience. Well educated person looking for sales position in Southwest. Box J-53.

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

Classical Jock. Inventive programming Adam to Zipoli. Production forte. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

Bright young Broadcaster with 3rd. Endorsed and plenty of potential seeks small market experience. Box J-12.

Top Jock seeks happy place to work. Good production. Experienced. Box J-8.

Beginner—Broadcast trained. Studio experience and 3rd Endorsed Ticket. Interested in experience, not salary. Box J-1.

Experienced Announcer/DJ, with mellow style, tight board, good pipes, third phone, good news & production, seeks full-time air shift at small or medium market station not wanting boss jocks, screamers, or joke machines. Experienced with most formats. Will relocate. Call Frank 714-658-1094.

Adult contemp. announcer with 1st., seeking employment in/around North East. 2 years exp. Alan 212-942-2593 collect.

Nine years experience, 3 1/2 yrs in Top 10 Market. 38 yrs old, single, 1st Phone. Rock and Country formats with program and music director experience. Call 312-834-6355. Bob Peacock.

College grad, 3rd phone endorsement, experience in MOR and C&W. seeks full-time position. Will relocate. Gary DeSantis, 18480 Westphalia, Detroit, MI 48205, 313-372-3567.

Announcer, 24, college grad, single, 3rd endorsed. 1 year commercial experience Adult Contemporary and oldies. Prefer New York and surrounding states. Box J-63.

Not just another pretty voice. Some experience, and trained broadcast skills. Excellent tape and resume. 212-874-3385 (Steve) Box J-64.

Young Single Female with enthusiasm for broadcasting desires announcing position! Prefer West. Call 415-341-2171 or write Box J-78.

Friendly, clean sound. Creative Production. Programming experience. Five years small and medium markets. First Phone, married, father. 3054 B Jewelstone, Dayton, OH 45414.

Experienced Sportscaster seeking challenging position. PBP, color commentary, sportscasts, actualities. Also experienced in news writing, editing, and production. BA Degree. Northeast preferred, but will relocate for right offer. Call 617-484-1779.

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 PD, and M.D. Prefer Top 40 Contemporary or MOR. Tape and resume available. Box I-89.

EGO Tripping Out—Newscaster, DJ, commercial writer, Broadcast trained, Third Phone, small markets, tape available. Garry 609-767-3839.

Super Sports/PBP, solid news/sports writing & reporting. Strong DJ. 3rd endorsed, BA, will relocate anywhere. Available immediately. Mike Schikman-212-544-3608.

Attention Midwest. Annce, 3rd endorsed, 5 yrs experience. Top 40, MOR, quality voice, strong production, automation programming. Call Dave 507-433-8123.

Weirder on the Weekend... Nothing less than the best. Currently employed. Mornings, 914-692-6832.

Personality DJ seeks advancement, 1st phone, 3 years experience, currently employed, relocate anywhere. 304-255-0822.

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.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Young man, good personality, with lot of potential. 3rd endorsed. Some air experience. 2325 Williamsburg Circle, Woonhaven, MI 48183. 313-675-1570.

Announcer-Newsperson seeks Beautiful Music, MOR, or News station. Write news and commercials. Smooth voice, third ticket, pilots license, will travel anywhere, including Alaska. Skip White, Box 261, Montross, VA 22520. 804-493-4711 evenings.

Experience & Ability—six years in radio, and a strong desire to learn more. Good writing and production, warm, personal delivery. Prefer West Coast. 714-922-6086.

Sports or PD position wanted. 20 year major college/pro sports, PD and talk experience. George Taylor, 291 Cherry, Fall River, MA 02720. 617-672-3108.

Announcer/Program Director, 2 years experience, seeking move—medium/large market as announcer or PD. Reliable, dependable, professional... 3rd. Ron, 307-638-6919.

SITUATIONS WANTED TECHNICAL

Technician 1st Phone trainee, some experience. Will prove capabilities during two week trial. Box J-65.

Chief or Assistant for good radio station. Thoroughly experienced, capable, references, family. Box J-58.

Chief Engineer 10 yrs experience AM, FM, TV. Will consider Midwest or East Coast. 612-852-7526.

SITUATIONS WANTED NEWS

News woman at Southwestern 50,000W station seeking home with room for growth. Experience on-air, writing, reporting. Special abilities in delivery, public affairs reporting, production. Creative, enthusiastic, intelligent. Address inquiries to Box J-7.

Call Jeff Geller at 212-657-6851 if you need a dedicated reporter. BA in Journalism, third phone.

News journalist/writer with two years experience desires local news position with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

Four Months Experience gathering, writing, broadcasting news. Hard worker, presently employed. Looking for full time position in small market. Prefer Missouri, Illinois, Nebraska, but will consider any offer. Box J-76.

Newsradio anchor relocating. Team position sought in New England, Northeast. Winning, team atmosphere essential. Superior prospect. Box J-54.

Play-by-play, Sports director with 5 years experience as SD and Disc Jockey, looking for ice hockey pbp or general pbp, team or station. Write Box J-46.

Young Female Newscaster, 3rd Class Lic. One yr. experience in state capital city. Journalism experience abroad. Want to be closer to national news. Only interested in DC Metropolitan area. Call Kathryn Greenfield, 302-674-5683.

Black Broadcaster experienced, 6 years anchor-man, newswriter, reporter. Excellent credentials. Tape, resume. Box J-3.

News/Sports: I want to be your reporter or anchor. Female/2 yrs. experience. 301-465-0992. 2922 Greenlow Ct., Ellicott City, MD 21043.

Dependable DJ, newscaster, hot production, news and commercial writer, 3rd/endorsed. Seeks challenge. Resume, tape on request. Bob Janeski, 215-922-2530 person to person collect. Write P.O. Box 1376, Phila. PA 19105.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Production. Programming. Music Selection. 3rd Endorsed. Western New York small market community radio today. Your station tomorrow? Have resume, will deliver! Box I-108.

Ten year pro—Small, medium market experience. Now working DJ in major. Also news anchor, radio commercial production, promotions, public relations and TV. Extensive managerial and program format experience (Adult and Teen Top 40). Desire program managership for station in medium market. Must be good growing company and community. Salary negotiable. Box J-32.

TELEVISION

HELP WANTED MANAGEMENT

Business Manager: Need progressive financial manager for independent Top 10 station. Full responsibility for entire business office. Top salary. EOE. Box J-81.

HELP WANTED SALES

Wanted: Local Salespeople TV-B trained. Opportunity for local sales management underdeveloped. Medium size market. We are an EOE Employer. Reply to Box J-11.

Local Sales Manager—Top 15 Market. Independent looking for someone with local sales management experience from smaller market. Must be able to train and motivate young, aggressive sales force. Strong background with retail and co-op desirable. Equal Opportunity Employer. Box J-51.

Seeking ambitious television advertising sales person for fast growing company. Base plus commission, benefits. Contact CTC-TV, P.O. Box 342 Ukiah, CA 95482.

National Sales Manager for television station in top-20 market. Aggressive, competitive person wanted by one of the industry's pioneer companies. Probably the best national job in the USA. Resume requested. Equal Opportunity Employer. Box J-92.

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.

Broadcast production, post-production facility in San Francisco area seeks chief engineer, maintenance engineer, video technicians and CMS editors. Send resume to Box I-70.

Assistant Chief Engineer with proven ability for Texas VHF. Equal Opportunity Employer. Box I-69.

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.

Wanted maintenance engineer for RCA Quad Tape, IVC and Sony Helical, IBC 500A Cameras and JVC E.N.G. Cameras. JVC E.N.G. Cameras. Salary negotiable. Position in Huntsville, AL. Contact D of E at 205-533-4848, WYUR-TV, 4848 Governors Dr., 35801.

Chief Electronics Technicians: Operation and maintenance of studio and remote equipment for public broadcasting production facility. Requires First Class FCC license, thorough knowledge of principles of Electronic Theory, engineering methods, procedures, studio operations. Minimum four years experience. Salary: \$12,695 plus University benefits. Resume to: Joe Stuckey, Television Services, Box X, University, AL 35468. The University of Alabama is an equal opportunity affirmative action employer.

Television Engineer, Community College needs TV Engineer competent in areas of systems design, installation, maintenance, technical production and training. BA degree in Broadcasting with FCC license preferred. Minimum of three years experience. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

Chief Engineer for public station KUID TV and FM. A unique opportunity. 17,000-18,500. Closing date, August 31. For application procedure and vacancy announcement contact Arthur R. Hook, GM, KUID TV, University Of Idaho, Moscow ID 83843. An EEO/AA Employer.

Maintenance and video operations engineer for Western Kentucky University's color television production center. A minimum of five years experience with broadcast type equipment is required. Salary commensurate with experience. 12 month faculty position open immediately. Send application to Dr. Charles M. Anderson, Director of Media Services, 153 Academic Complex, Western Kentucky University, Bowling Green, KY 42101, by August 24, 1977. An affirmative action, equal opportunity employer.

HELP WANTED NEWS

Reporter: Creative, imaginative person with anchor potential. Solid field experience in complete packaging of reports. Top salary and benefits. Medium four station market in Southeast. Send resume to Box J-10.

Midwest Station Needs two news people. News/on air sports; news/on air weather. Primary responsibility will be news! Aggressive growing company. Excellent fringe benefits. Equal opportunity Employer. Send Resume Box J-4.

Wanted immediately: Experienced TV-Weather/Person with meteorological background desired. Street reporter skills also required. Rush resume and VTR to Tom Allen, News Director, WCBD-TV, Box 879, Charleston, SC 29402. An equal opportunity employer.

Sports anchor for dominant station in 70th market. We want sports savvy, personality, college degree, previous broadcast experience. Send cassette and resume by August 22nd to Paul Davis, News Director, WCIA, Campaign, IL 61820.

Anchorman—strong air personality with reporting/film background. Audition and resume to WSTV-TV News, Peter Fenney, News Director, 320 Market St., Steubenville, OH 43952.

One Man Band? Have some; need another. Entrance level. Know 16 mm and ENG plus write and air news. Peter Fenney, N.D. WSTV-TV, 320 Market St., Steubenville, OH 43952. Equal Opportunity Employer.

Top 20 Market station looking for weekend weather person. Position includes three days Environmental/Ecology reports and weekend weather. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, this may be your chance. Send resume only to Box J-48.

General Assignment Reporter, must have professional TV experience, be a good writer and have some production flair. Ship a tape and resume to Bob Grip, News Director, WKRG-TV, P.O. Box 2367, Mobile, AL 36601. An Equal Opportunity Employer.

Midwest TV station seeking aggressive reporter/assignment editor with a minimum of two years street experience, ENG knowledge, strong journalistic instincts and production values. Full resume and desired salary first letter. Mike Beecher, News Director, KTVI-TV, Signal Hill, Sioux City, IA 51105. E.O.E.

TV News, Assistant Professor, Broadcasting, University of Florida and News Director, WUFT-TV. Supervision of daily student-produced newscast. Experience: Asst. news manager level, minimum; ENG equipment—shooting, editing; some background preferred university teaching TV News and Survey of Broadcasting M.A. Degree. Salary about \$18,000, 12 months. Send application and resume to: Kenneth A. Christiansen, College of Journalism and Communications, University of Florida, Gainesville, FL 32611.

Top 20 Market station looking for medical sciences reporter. If you have background or knowledge of weather, plus on-air experience in commercial television and want to move up, let us know. Send resume only to Box J-49.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

TV Game Show staff needed. Production and creative areas. Experience necessary. Relocate Midwest. Please reply to: Box I-27.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Director. Experience necessary. Production/News. Must do own switching. Equal Opportunity Employer. Northeast coast. Send resume and salary requirement to Box I-76.

Film Director—Major market independent seeks Film Director. Must assist Program Manager in booking titles, episodes, etc., plus manage a group of union Film Editors for maximum productivity. Box J-5.

Programming Assistant—Exciting opportunity at Top 10 independent television station. We are An Equal Opportunity Employer. Must be experienced. Box J-24.

Assistant Promotion Manager ... Top 10 market, VHF affiliate: Experience in TV station promotion. Must have experience as a producer/writer for on-air promotional materials, print advertising, radio advertising, and other promotional activities. EEO/M.F. Box J-55.

Secretary for Video Tape Production Studio in Falls Church, VA. Should have secretarial experience with Broadcasting Station, Film Production House or Advertising Agency. Must have fast and accurate typing. Ability to work under pressure for several people. Salary \$8,700 and up depending on experience. Excellent employee benefits. Call Mrs. Davis, (737-8300). EOE, M/F.

Graphic Design Supervisor for WHA-TV, University of Wisconsin—Extension Telecommunications Center, Madison, Wisconsin. Primarily responsible for managing the TV Graphic Design Department and acts as head graphic designer. Bachelor's degree in Art or Graphic Design preferred. A minimum of three years experience in television art and/or graphic design. Demonstrated ability to manage creative people and competence in administrative detail work. Salary \$14,000 minimum. Application deadline, September 1. For an application, and additional information, write Richard Hiner, Station Manager, WHA-TV, 821 University Ave., Madison WI 53706. An Equal Opportunity Employer.

SITUATIONS WANTED SALES

After all is said and done it's results that count. I've gotten them. Management, agency level or street sales. Programming to production. Radio or Television. I've done it all and done it well and I can do it for you. Write Broadcasting Box J-84.

SITUATIONS WANTED ANNOUNCERS

Female with first phone eager to relocate. Seven months broadcasting experience in studio, some switching. Box J-52.

Looking for first TV position. Male, 27, three years radio, announcing, copywriting. Desire TV announcing, commercials, interviewing. Versatile, photogenic, with news, feature reporting and weather experience. Midwest ideal, but I'll consider any good TV opportunity. Write Box J-71.

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.

Minority production engineer, conscientious, good worker, major market experience, first-phone, desires position either Chicago or Seattle area. Box 41982, Chicago, 60641.

Chief Engineer desires change, well versed in all phases of operations and construction, currently in major market. Box J-80.

First Phone—B.S. Radio-Television production, eager to learn and to contribute to your organization. Location open. Carl Kaufman, 2126 Endovalley Dr., Cincinnati, OH 45244.

SITUATIONS WANTED NEWS

Meteorologist: 5 years television and radio experience forecasting for New England. Profession Member of the A.M.S. MS degree. VTR available. Box J-39.

Seeking Sports, street, anchor. Small-Med. mkts. B.A., 25, married, currently employed. 512-787-0786, afternoons. Box J-40.

Producer/Reporter from award winning medium market station. Experience includes daily news producer, documentary writing & production, investigative reporting & news anchor. Seeking new challenge in larger market. Please contact Box J-31.

TV film experience, Cinematographer, editor, ENG camera and edit. 1 year Top 5 market. Hard worker. Will relocate. H. Lewis, 305-484-0675. 5961 Falls Circle Drive-408, Lauderdale, FL.

Seven Years Experience in San Francisco Radio news station. Young Black man desires change to Television news. Writer, assignment editor, reporter trainee. Fluent Spanish/Italian. Excellent references/health. Very dependable. Frank Gianelli, 1919-44th Avenue, San Francisco, CA 94116. 415-566-0981. Will relocate—California only.

Variety Show Host, Interesting, top notch interviewer, ready to put your station number one in time slot and profits. Box J-20.

Meteorologist, Top 40, Personable, informative, and above all, effective. Seal of Approval if it matters. Box J-56.

Employed Radio/TV Newscaster currently with All-News Radio operation seeking full-time TV Reporter position with Eastern US station preferred, 7 years broadcasting experience. Box J-47.

Award winning anchor seeks right move. I also produce, report, write, know ENG. Box J-59.

News Producer available. Major Market only. Ten years experience. Masters degree, awards, etc. Reply to Box J-66.

Assignment Editor-Reporter ... seven years medium market experience, creative, aggressive, seeks assignment editor and/or reporter position. Box J-68.

Promotion Pro! Experienced, enthusiastic, able to make your news No. 1. Available now! Box J-79.

News Reporter Seeks small market. Experience: producing talk shows, newscaster, reporter, strong legislative background. Call Kathy 301-263-9681.

Radio Announcer wants TV production or news writing. BS Communications. RR4 North Vernon, IN 47265. 812-346-6685.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Writer Filmmaker: experience in news, documentary, public and commercial television, needs work in Boston-New York area. Steve Messier, 1644 Halsey St., Green Bay, WI 54301.

Producer/Director. Award winning production, commercials, news, sports, syndicated programming. Film, tape, live. 10 years with top Chicago independent. Will relocate. H. Ronald McRae, 325 Aster Lane, Hoffman Estates, IL 60195. Phone 312-885-4017.

Producer-Director seeking challenging, creative position with growing organization. 7 years experience with all types of studio and remote productions. GLB, 215-664-3346.

Production Assistant/Copywriter. Degree, some experience, creative, hard-working, prefer Eastern U.S. 617-492-3631.

WANTED TO BUY EQUIPMENT

Communications School needs additional television and radio equipment for Fall production classes—cameras, mikes, recorders, lighting, etc. Leland Powers School, a non-profit Corporation, 70 Brookline Avenue, Boston, MA. Write or call 617-247-1300.

Used 800 to 1,000 foot television tower. Contact Kay Melia, KLOE-TV ... Goodland, KS 67735 ... 913-899-2321.

FOR SALE EQUIPMENT

Color mobile van, 28', completely wired, low mileage, no equipment included. \$4,500. 205-956-2200.

CBS Audimax/Volumax. Models 4450a & 4110 like new. \$1200 or best offer? Contact Mark at 213-363-4457 after 3 pm.

3" Air Hellax Coaxial cable new all copper, 50 ohms—4reels, 470 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

5" Air Hellax copper—New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL. 312-266-2600.

Rigid Transmission-Line 450 ft. RCA 3 1/4 inch. Also RCA TV-antenna. 6 Bay Batwing, 25 year old. Best offer. 701-746-5101.

260-foot Tower Construction Company tower, complete with base insulator, beacon, lights and guys. In 20-foot sections. In good condition. \$2700. Contact Victor W. Dawson Box 35297, Fayetteville, NC 28303. 919-867-3131.

Two IVC 870C VTR, low hours, good condition—Consider any offer over \$4,000. each. Call 918-663-8330.

AM Transmitters: Gates BC-5-P2-5KW, Collins 21/E-5KW, RCA BTA-5F-5W. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Transmitters: Collins 830G2B-20KW, Gates FM-20H3-20KW, Collins 830H-1A-20KW, Bauer 620-10KW, RCA BTF-10D-10KW, Gates FM-10B-10KW, Bauer 610-5KW, Collins 830E-1A-5KW, Collins FM-5000C-5KW, Rust FM-5C-5kw, RCA BTF-5D-5KW, Gates FM-5G-5KW, Gates FM-5B-5KW, ITA FM-1000C-1KW, Gates FM-1C-1KW, Gates FM-1G-1KW, Collins 830D1A-1KW, ITA FM-250B-250, Gates FM-250C-250, CCA FM-250D-250, Collins FM-250B-250, ITA FM-250-A-250. Communications Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Two Rust remote control 108A & 108C, National Electrolab AM RF Amp Marti 160mhz. Remote pickup receiver, Volumax 4000A, RCA 77 DX Mikes, Collins and Sparta mono carl machines, Gates AM80 Mod Monitor, Call Gene Healy, WRAW 215-376-7173.

1-RCA TP-11D Multi-plexer with TP-3B slide projector; 1-Kodak model 350 16mm television projector; 1-IVC 120 Vidicon color camera; 1-Ball Brothers Mark 10 video proc amp; 1-Tektronix 526 vectorscope; 3-Tektronix 525 WFM. Items as is. Best offer. NET Inc., Ann Arbor, MI. 313-971-3600.

RCA TR-70 Quad VTR, DOC, Editor plus KAVEC, excellent condition, \$45,000. 205-956-2200.

Houston-Fearless 16mm film processor converted for news film. 30 gallon H-F mix tank, 30 gallon Kodak chemical storage tanks and spare parts for processor ... All equipment in excellent condition. Price 7,000. Wide range of film cameras also available ... call 502-442-8214. John Williams.

RCA 50KW AM BTA-G. Many spare parts. Excellent condition tuned to 1020 KH. \$30,000. John Perry 415-956-5101.

RCA-Model TK 42 Color Television Camera. Contact Carland, Inc. 816-842-6098.

General Electric 250/350 Color Cameras. Six cameras, excellent condition, immediate delivery. Complete set of spare modules. Call: J. J. Kresnicka, D.E. ABC Chicago. 312-263-0800.

Stop throwing away SMC Carousel Motors. We sell the Fiber drive gear. Direct Replacement. Immediate shipping any time. 607-433-2500.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Malaga, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

COMEDY CONTINUED

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," 382, Fair Oaks, CA 95628.

KNOCKERS! A great set of funny recorded bits for your show. Sample. Fuller, Box 1008, Kaneohe HI 96744.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Artist Biographies: Invaluable information, Billboard's top performers. Send \$3.98, specify Rock, MOR or Country. Box J-57.

700 Jobs—\$12. See our display ad under "Employment Services." We're "Hot Tips!"

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 12, October 24. 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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

San Francisco, FCC License, 6 weeks 9/12/77. Results guaranteed, Veterans approved. School of Communication Electronics, 150 Powell St., 94102. 415-392-0194.

First Phone four weeks \$395. Save time; save money in exciting Music City, U.S.A. Veterans approved. Classes Sept. 6, Oct. 3, Nov. 8. Tennessee Institute of Broadcasting, 2106-A 8th Ave. S. Nashville, TN. 615-297-5396.

RADIO 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. EOE.
Send resume to **Box I-57.**

Are you tired

of the metropolitan ratrace—Trying to raise a family in a metro area—Tired of parking lots, crime, crowded highways and overcrowded or remote recreation facilities?

We're looking for someone who wants to move to small town Colorado or Arizona. Our radio stations have more than one opening for someone qualified to be Sales Manager with Management a possibility. The Colorado station, for example, will provide you a starting active account list of \$80,000 with potential for alot more, depending on initial performance.

You have to be smart enough to realize the value of life in a small town at a quality station and the opportunity and challenge offered. Otherwise, you'll be wasting your and our time.

Send resume, references and tape on first reply to:

Mr. D

5865 Camino Escalante
Tucson, AZ 85718

Help Wanted Technical

Leading Sunbelt Broadcaster

seeking superbly qualified Chief Engineer. This person will receive excellent pay and benefits in this career position. We expect in return long hours, hard work, and expertise in all phases of radio, including transmitter maintenance, studio equipment, preventive maintenance, and FCC Rules and Regulations. We are a highly professional organization seeking one additional professional to join our staff. Our person will know how to manage his/her time and our money and will settle for nothing less than a high quality first class, superior sounding radio station.

Reply in confidence with complete resume to Box J-43.

MF/ An Equal Opportunity Employer

CORPORATE TECHNICAL DIRECTOR

Greater Media, Inc.

14 radio station group seeks take-charge person to head technical efforts. New facilities and state-of-the-art equip. including FM and AM directional antennae, AM-PDM, duplexing, FM stereo and sophisticated audio techniques. Heavy hands-on exp. Know FCC rules, compliance and applications. You will plan, negotiate and purchase. Share our dedication to technical excellence. New hqtrs in pleasant central N.J. Send resume, references and salary requirements to Thomas Milewski, Greater Media, Inc., Turnpike Plaza, 197 Highway 18, East Brunswick, N.J. An Equal Opportunity Employer—MF.

Help Wanted Technical Continued

RADIO CHIEF ENGINEER

Administrator and hands-on chief for WPEN(AM) and WMGK(FM) in Phila. Pa. Share our dedication to technical excellence. Familiarity with AM-PDM, FM stereo, sophisticated audio, AM directional ant., and STL. 1st ticket and thorough FCC knowledge req. Excellent (and equal M/W) opportunity with 14 station group. Send resume, references & salary requirements to Larry Wexler, Gen. Mgr., WPEN/WMGK, 2212 Walnut, Phila., Pa. 19103

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 I-109.

REPORTER

BROADCAST REPORTER specializing in Arts and Culture reporting, based in New York City. Applicant must have a minimum of four years reporting experience, thorough knowledge of the New York arts scene and personalities, and must possess basic broadcast skills. Starting minimum \$19,250, negotiable based on experience. Applications must include resume and work samples including tape/s. Applicants without experience requirements outlined above or without work samples (tapes) will not be considered. Send all materials by 8/23/77 to DeNise Johnson, National Public Radio, 2025 M Street, N.W., Washington, D.C. 20036.

An Equal Opportunity/Affirmative Action Employer.

Help Wanted Production

WANTED

Creative Production Director for 50,000 watt WLW-Cincinnati to voice and produce commercials, promos, contests, and audio presentations. Individual must be organized and creative as well as capable of working closely with the Programming Department and major market personalities. If you are a "production pro", send tape of production samples and complete resume including salary history to:

L. Albright
WLW Radio
901 Elm Street
Cincinnati, Ohio 45202
No phone calls please. EEO/MF

Situations Wanted News

SPORTSCASTER

- Play-by-play of all sports
- Radio and TV sports reporting—locally oriented
- Emphasis on actualities-interviews
- Telephone-talk
- Seeking sports-minded organization. If your station is looking for a solid sports sound, I hope we can get together. Box J-61.

Situations Wanted News Continued

FOOTBALL Play-By-Play

Major College or professional only ... 15 years experience (available for football season only) currently the voice of the Ohio State Basketball Network write
PHASE ONE SPORTS
Box 547
Marrietta, Ohio 45750
Or call 614-374-9500 or 614-374-9385

Situations Wanted Announcers

IT'S THERE OR NOT

I Have It
In the true sense a Professional. Very strong, polished, radio on-air delivery, heavy in-depth Contemporary—MOR. Vast experience interviews, public affairs, M.A. Degree, also TV Host, dynamic diversified studio shows, savvy performer—12 years with street sense, class, 1 deliver.

Seek Radio/TV Association with innovative organization. Let's communicate

Craig Austin
2120 Outpost Drive
Hollywood, Calif. 90068

TELEVISION 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

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.

Multi Station Group

is seeking a news professional who is dynamic, creative, energetic and hard-working. We need someone who can work with our television news operations in solving operational and news programming problems. You must be willing to travel and you must have original ideas. Our employees know about this ad, so if you are interested contact Box J-60.

Help Wanted News Continued

EXECUTIVE NEWS DIRECTOR SAN DIEGO KFMB - TV CBS AFFILIATE

We are seeking a bright, capable individual to fill position of Executive News Director, and provide positive, enthusiastic leadership to large news staff.

Must have degree and 3-5 years experience in News Department management position.

Send resume to Robert L. Myers, Vice President & General Manager, KFMB-TV, 7677 Engineer Road, PO Box 80888, San Diego, California 92138.

AN EQUAL OPPORTUNITY EMPLOYER M/F

Assistant ND

needed for strong professional department now only a few points from the top. Will have personnel/production and assignment duties. 5-yr's street/photo and 2-yr's. desk experience. EEO

Reply in confidence Box J-42.

GIANT TV WEATHERPERSON

A Top Ten Market, Major group-owned TV station is looking for the best weather personality in America. Top Meteorologist preferred, but all outstanding candidates considered. Are you a Giant?

Send resume immediately.
An Equal Opportunity Employer.
Box J-89.

Help Wanted Programing, Production, Others

PROGRAM MANAGER

Group-owned major market station looking for aggressive person with prior management experience in programming, production or promotion in competitive market. Job encompasses all areas of scheduling, program purchasing, local production and management of production, film and art departments. Top salary based on experience. Equal Opportunity Employer. All inquiries confidential. Box J-69.

Situations Wanted Management

CONTROLLER

More than nine years solid experience in three top ten markets. Now seeking a new challenge at corporate or station level with growing group. Extremely bottom line conscience. Let me help you improve your profit picture. Box J-77 or contact Ray Simko 301-656-5206

Situations Wanted News

Reporter Available

Major market only. Ten years experience in both Radio and TV. Masters degree, awards, etc.

Reply to Box J-67.

Employment Service

700 JOBS—\$12

That's about how many new jock, news and radio programming openings we'll be printing in the next 13 weekly issues of the "Hot Tips" jobsheet. Exclusive listings, WE'RE GUARANTEED! Box 678, Daytona Beach, FL., 32017.

STATIONS! YOUR LISTINGS ARE FREE!

904-252-3861

Public Notice

The City of Fort Lauderdale (population 160,000) and four adjoining municipalities (population 97,550) request proposals for a multiple channel, operational cable television system. Proposals may be for all, one, or any combination of these city franchises. Proposals received until December 16, 1977. Specifications available from Administrative Services Department, City of Fort Lauderdale, P.O. Box 14250, Fort Lauderdale, Florida 33302.

Buy-Sell-Trade

NO
CASH

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555 (except Florida)

3081 E. Commercial Blvd. Ft. Lauderdale, FL 33308 (305) 491-2700

For Sale Equipment

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 ET-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 8-bay channel 4 balun 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

TV Station
VHF Network Affiliate
Will exchange for stock
in a public company
Box J-62.

RADIO STATION

Located in a rapid growth area in Southern California. Available due to illness of owner. \$250,000. Send inquiries to John George Ronis—P.O. Box U—National City, California 92050.

WV	small	Fulltime	\$217k terms
TX	medium	FM	150K 50k
SE	metro	profitable	525k terms
FL	major	AM/FM	4,000k nego
NY	sub	AM/FM	1,700k 29%

Atlanta, Boston, Chicago,
Dallas, Los Angeles



CHAPMAN ASSOCIATES*
media brokerage service

1835 Savoy Dr., NE Atlanta, Georgia 30341

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

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

For Sale Stations Continued

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/873-4474
EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/288-0737



**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC

1705 Lake Street • Elmhurst, New York 14902
P.O. Box 946 • (807) 733-7138

FOR SALE

Metro Florida	AM-FM (Class C)	\$3,500,000
Major West Coast	FM (Class C)	3,600,000
Large West	VHF-TV	4,000,000
Medium Florida	AM-FM	750,000
Medium Florida	FM (Class C)	3,000,000
Medium Florida	AM (Fulltime)	625,000
	Others Available	

We qualify prospects. Confidentiality honored.

SHERMAN-BROWN and ASSOCIATES

305-561-9334
2701 E. Sunrise Blvd., Suite 310
P.O. Box 4475
Ft. Lauderdale, Florida 33308

- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltimer within 40 miles of Daytona. Only fulltime AM in 30,000 pop. trade area. Real Estate. Billing about \$140,000. \$395,000. \$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.
- Fulltimer within 80 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, Mo. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- AM/FM within 40 miles of Dothan Alabama. \$180,000 for total, buy 49% now with option. Terms.
- Black programmed daytimer. Northern N.C. Small town. \$90,000.
- Good buy in New Mexico Metro area.

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

403 AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elkin. 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**

411 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**

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Name _____

Address _____

City _____ State _____ ZIP _____

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.

Stock Index

	Stock symbol	Exch.	Closing Wed. Aug. 10	Closing Wed. Aug. 3	Net change in week	% change in week	1977		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
							High	Low			
Broadcasting											
ABC	ABC	N	43 3/4	44 3/8	- 5/8	- 1.40	46 3/4	37	10	18,058	790,037
CAPITAL CITIES	CCB	N	48 1/4	48	+ 1/4	+ .52	57	44 3/4	10	7,481	360,958
CBS	CBS	N	58	59 3/4	- 1 3/4	- 2.92	62	55	10	28,395	1,646,910
COX	COX	N	26 5/8	27	- 3/8	- 1.38	33 5/8	26 5/8	8	5,872	156,342
GROSS TELECASTING	GGG	A	14 5/8	14 5/8		.00	15 1/2	13 5/8	7	800	11,700
KINGSTIP COMMUN.	KTVV	O	5	4 7/8	+ 1/8	+ 2.56	5	3 7/8	9	461	2,305
LIN	LINB	O	18 5/8	18 7/8	- 1/4	- 1.32	20 3/8	16 1/2	8	2,725	50,753
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	SCRP	O	36	36 1/2	- 1/2	- 1.36	37	31 1/2	8	2,589	93,204
STARR**	SBG	M	5 1/4	5 1/4		.00	7	3 1/2		1,418	7,444
STORER	SBK	N	22 1/4	22	+ 1/4	+ 1.13	25 7/8	21 3/8	5	4,876	108,491
TAFT	TFB	N	27 3/4	27 3/4		.00	33 7/8	27	7	4,070	112,942
TOTAL										78,451	3,364,618

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 1/2	5 3/8	+ 1/8	+ 2.32	5 7/8	3 3/4	7	1,232	6,776
AVCO	AV	N	15 1/2	16 1/4	- 3/4	- 4.61	17 7/8	13 3/8	3	11,656	180,668
JOHN BLAIR	BJ	N	19	17 3/4	+ 1 1/4	+ 7.04	19	11 1/4	7	2,419	45,961
CHRIS-CRAFT	CCN	N	6 1/4	5 3/4	+ 1/2	+ 8.69	7 3/8	4 1/2	6	5,810	36,312
COMBINED COMM.	CCA	N	21 1/4	21 1/2	- 1/4	- 1.16	23 1/4	19	7	6,692	142,205
COWLES	CWL	N	14 1/2	14 5/8	- 1/8	- .85	15 5/8	12 1/2	17	3,969	57,550
DUN & BRADSTREET	DNB	N	29 3/4	29 1/4	+ 1/2	+ 1.70	30 7/8	26 1/4	16	26,447	786,798
FAIRCHILD IND.	FEN	N	14	14 1/4	- 1/4	- 1.75	15 5/8	9 1/2	12	5,708	79,912
FUQUA	FQA	N	9 3/4	9 5/8	+ 1/8	+ 1.29	13	9	6	8,987	67,623
GANNETT CO.	GCI	N	36 1/4	36	+ 1/4	+ .69	40 3/4	32 3/4	16	22,430	813,087
GENERAL TIRE	GY	N	26 1/4	27 1/8	- 7/8	- 3.22	29 1/4	24 3/4	5	22,239	583,773
GLOBE BROADCASTING	GLATA	O	4	4		.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	O	12 1/4	12 1/4		.00	12 3/4	8	6	475	5,818
HARTE-HANKS	HNN	N	30 1/2	29 1/2	+ 1	+ 3.36	30 1/2	26	12	4,474	136,457
JEFFERSON-PILOT	JP	N	30 3/4	30 3/8	+ 3/8	+ 1.23	32 3/8	26 5/8	10	24,056	739,722
KAISER INDUSTRIES	KI	A	5 1/2	5 1/4	+ 1/4	+ 4.76	18 5/8	4 5/8	3	28,119	154,654
KANSAS STATE NET.	KSN	O	6 3/4	6 5/8	+ 1/8	+ 1.88	7 1/4	4 3/4	8	1,716	11,583
LEE ENTERPRISES	LNT	A	23 7/8	23 3/4	+ 1/8	+ .52	28 1/8	22 1/4	11	5,010	119,613
LIBERTY	LC	N	21 3/4	20 7/8	+ 7/8	+ 4.19	23 1/8	18	5	6,762	147,073
MCGRAW-HILL	MHP	N	19 5/8	18 3/4	+ 7/8	+ 4.66	19 5/8	15 5/8	11	24,664	484,031
MEDIA GENERAL	MEG	A	15 3/8	15 1/4	+ 1/8	+ .81	20	15 1/4	7	7,463	114,743
MEREDITH	MOP	N	21 5/8	20 3/8	+ 1 1/4	+ 6.13	21 5/8	17 3/8	5	3,067	66,323
METROMEDIA	MET	N	25 3/4	26 7/8	- 1 1/8	- 4.18	31 1/8	25 3/4	6	6,700	172,525
MULTIMEDIA	MMED	O	24	24		.00	25 1/2	21 1/2	10	4,392	105,408
NEW YORK TIMES CO.	NYKA	A	17 3/8	17 1/4	+ 1/8	+ .72	19 1/2	15 3/4	8	11,207	194,721
OUTLET CO.	OTU	N	18 7/8	18 7/8		.00	24 1/4	16 5/8	8	2,140	40,392
POST CORP.	POST	C	21 1/4	21	+ 1/4	+ 1.19	21 1/4	16 1/4	8	869	18,466
REEVES TELECOM	RBT	A	2 3/4	2 1/2	+ 1/4	+ 10.00	3	1 3/4	18	2,380	6,545
ROLLINS	ROL	N	19 1/4	20	- 3/4	- 3.75	24 1/4	17 1/8	11	13,404	258,027
RUSS CRAFT	RUS	A	21 3/8	22	- 5/8	- 2.64	23 1/2	8 1/2	14	2,291	48,970
SAN JUAN RACING	SJR	N	10	10		.00	11 3/4	7 5/8	9	2,509	25,090
SCHERING-PLOUGH	SGP	N	32 3/4	32 1/2	+ 1/4	+ .76	44 3/4	32	11	54,084	1,771,251
SONDERLING	SDB	A	12 1/4	12 7/8	- 5/8	- 4.85	12 7/8	8 3/8	6	1,103	13,511
TECH OPERATIONS**	TO	A	3 1/4	3 3/4	- 1/2	- 13.33	3 7/8	2 3/8		1,344	4,368
TIMES MIRROR CO.	TMC	N	24 3/8	24	+ 3/8	+ 1.56	25 3/8	20 3/4	11	33,919	826,775
WASHINGTON POST CO.	WPD	A	30 1/8	28 3/8	+ 1 3/4	+ 6.16	30 1/8	21 3/4	10	8,659	260,852
WOMECO	WOM	N	10 7/8	10 7/8		.00	12 3/4	10 7/8	7	8,563	93,122
TOTAL										379,742	8,651,837

Cablecasting

ACTON CORP.	ATN	A	7	7 3/8	- 3/8	- 5.08	7 3/8	3 1/8	13	2,757	19,299
AMECO**	ACO	O	1 1/8	1/8		.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	26 1/4	25 3/4	+ 1/2	+ 1.94	27 1/2	19 3/4	17	3,465	90,956
ATHENA COMM.** *	O	O	3/8	3/8		.00	3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	U	4 1/4	4 1/4		.00	4 1/2	3 1/8	24	8,325	35,381
CABLE INFO.	O	O	3/4	3/4		.00	7/8	1/2	4	663	497
COMCAST	O	O	5 1/4	5 1/4		.00	5 1/4	3 3/4	10	1,662	8,725
COMMUN. PROPERTIES	COMU	O	6	6		.00	6 3/8	3 5/8	23	4,761	28,566
ENTRON	ENT	O	1 1/8	1	+ 1/8	+ 12.50	2	7/8	1	979	1,101
GENERAL INSTRUMENT	GRU	N	20 7/8	20 1/8	+ 3/4	+ 3.72	23	18 1/8	9	7,332	153,055
GENEVE CORP.	GENV	O	8 1/2	8 1/2		.00	9 1/4	7 1/2	57	1,121	9,528
TELE-COMMUNICATION	TCOM	O	5	4 3/4	+ 1/4	+ 5.26	5 7/8	2 7/8	29	5,281	26,405
TELEPROMPTER	TP	N	8	8 1/4	- 1/8	- 1.53	9 3/8	6 3/4	44	16,793	134,344
TEXSCAN	TEXS	U	1 3/8	1 1/2	- 1/8	- 8.33	2	1 1/4	8	786	1,060
TIME INC.	TL	A	34 3/4	34 1/8	+ 3/8	+ 1.83	38 1/4	33	10	20,324	706,259
TOCOM	TOCM	O	3 3/4	3 1/4	+ 1/2	+ 15.38	3 3/4	2 1/4	13	617	2,313
UA-COLUMBIA CABLE	UACC	O	19 3/4	19 3/4		.00	21 1/4	15 1/2	14	1,679	33,160
UNITED CABLE TV**	UCTV	O	4 5/8	4 3/8	+ 1/4	+ 5.71	4 5/8	3 7/8		1,879	8,640
VIACOM	VIA	N	16 3/8	16 1/8	+ 1/4	+ 1.55	16 3/8	9 1/2	15	3,750	61,406
TOTAL										85,499	1,321,711

	Stock symbol	Exch.	Closing Wed. Aug. 10	Closing Wed. Aug. 3	Net change in week		% change in week		1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming													
COLUMBIA PICTURES	CPS	N	17	15	+	2	+	13.33	17	7 3/8	13	6,746	114,716
DISNEY	DIS	N	38 1/4	37 1/2	+	3/4	+	2.00	47 5/8	32 1/2	16	31,895	1,219,983
FILMWAYS	FWY	A	9 1/4	9 1/2	-	1/4	-	2.63	9 7/8	6 7/8	8	2,275	21,043
FOUR STAR			1 1/8	1	+	1/8	+	12.50	1 1/8	3/4	11	667	750
GULF + WESTERN	GW	N	12 5/8	12 3/8	+	1/4	+	2.02	18 3/8	12	3	48,239	609,017
MCA	MCA	N	37	36 3/8	+	5/8	+	1.71	42 3/4	36 3/8	8	18,024	666,888
MGM	MGM	N	22 7/8	20 1/4	+	2 5/8	+	12.96	24 1/8	16	9	13,102	299,708
TELETRONICS INTL.	T	O	4 1/4	4 1/4				.00	5 1/2	4	7	1,018	4,326
TRANSAMERICA	TA	N	15 7/8	15 3/4	+	1/8	+	.79	16 1/2	13 5/8	9	67,238	1,067,403
20TH CENTURY-FOX	TF	N	25	22 5/8	+	2 3/8	+	10.49	25	10	13	7,631	190,775
WARNER	WCI	N	28 7/8	28 1/2	+	3/8	+	1.31	32 1/2	26 1/4	7	14,411	416,117
WRATHER	WCO	A	7 1/2	7 5/8	-	1/8	-	1.63	8	4 1/2	11	2,243	16,822
TOTAL												213,491	4,627,548

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	33 3/8	+	3/8	+	1.12	36 3/4	29 3/8	9	10,000	337,500
DOYLE DANE BERNBACH	DOYL	J	20	19 7/8	+	1/8	+	.62	22	16 3/4	7	1,666	37,320
FOOTE CONE & BELDING	FCB	N	16 1/2	17 1/4	-	3/4	-	4.34	17 7/8	14 3/4	7	2,304	38,016
GREY ADVERTISING	GREY	O	25 1/2	26 3/4	-	1 1/4	-	4.07	28	16 1/2	6	821	20,935
INTERPUBLIC GROUP	IPG	N	36 5/8	37 1/8	-	1/2	-	1.34	37 1/2	28 1/8	8	2,387	87,423
MARVIN JOSEPHSON	MRVN	O	14 1/2	13 1/4	+	1 1/4	+	9.43	17 1/4	10 1/4	7	1,896	27,492
MCI COMMUNICATIONS**	MCIC	O	2 3/8	2 3/8			.00	2 1/2	7/8			20,137	47,625
MOVIELAB	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	5 5/8	+	1/8	+	2.22	9	4	8	520	2,990
A. C. NIELSEN	NIELB	O	22 1/8	21 3/8	+	3/4	+	3.50	22 1/8	18 7/8	12	10,762	238,109
OGILVY & MATHER	OGIL	O	35 3/4	36	-	1/4	-	.69	36 3/4	31	8	1,805	64,528
J. WALTER THOMPSON	JWT	N	17 3/8	17 7/8	-	1/2	-	2.79	18 1/2	15 1/8	7	2,649	46,026
TOTAL											59,070	1,024,235	

Electronics/Manufacturing

AEL INDUSTRIES	AELB	O	4 7/8	4 3/4	+	1/8	+	2.63	5	2 3/8	9	1,672	8,151
AMPEX	APX	N	10 1/8	9 1/2	+	5/8	+	6.57	11	7 3/8	13	10,885	110,210
ARVIN INDUSTRIES	ARV	N	16 1/4	16	+	1/4	+	1.56	19 1/4	15	4	5,959	96,833
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/6	3	897	560
CETEC	CEC	A	2 3/4	2 7/8	-	1/8	-	4.34	3 1/4	1 3/4	11	441	1,212
COMU	COM	A	3 3/8	3 3/8				.00	3 1/2	2 1/8	15	1,779	6,004
CONRAC	CAX	N	21 7/8	21 5/8	+	1/4	+	1.15	27 1/4	21 5/8	7	1,793	39,221
EASTMAN KODAK	EASKD	N	58 1/4	57 5/8	+	5/8	+	1.08	86 3/4	57 5/8	15	161,371	9,399,860
FARINON ELECTRIC	FARN	O	8 1/2	8 3/4	-	1/4	-	2.85	12	8	9	4,616	39,236
GENERAL ELECTRIC	GE	N	54 7/8	54 1/4	+	5/8	+	1.15	56 5/8	49 1/4	13	184,581	10,128,882
HARRIS CORP.	HRS	N	35 3/8	33 3/8	+	2	+	5.99	39	28	12	12,261	433,732
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				.00	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	25 1/4	25 3/4	-	1/2	-	1.94	26	20 1/4	11	1,320	33,330
3M	MMM	N	49 3/4	50	-	1/4	-	.50	57	48 3/8	16	115,265	5,734,433
MOTOROLA	MOT	N	43 7/8	43 5/8	+	1/4	+	.57	56 7/8	37 3/4	14	28,544	1,252,366
N. AMERICAN PHILIPS	NPH	N	29 3/8	29 5/8	-	1/4	-	.84	36	29 3/8	6	12,033	353,469
OAK INDUSTRIES	OAK	N	14 3/4	15 1/8	-	3/8	-	2.47	17 7/8	9 5/8	11	1,639	24,175
RCA	RCA	N	29 5/8	29 3/8	+	1/4	+	.85	31 3/4	25 3/8	12	77,807	2,305,032
ROCKWELL INTL.	ROK	N	32 5/8	32 5/8				.00	36 3/4	30 7/8	8	32,400	1,057,050
RSC INDUSTRIES	RSC	A	2 1/4	2 3/8	-	1/8	-	5.26	2 3/8	1 5/8	10	2,690	6,052
SCIENTIFIC-ATLANTA	SFA	A	19	19 1/8	-	1/8	-	.65	21 1/8	16 3/4	12	1,668	31,692
SONY CORP.	SNE	N	8 3/8	8 3/8				.00	10 3/8	8 1/8	14	172,500	1,444,687
TEKTRONIX	TEK	N	36 1/8	33 7/8	+	2 1/4	+	6.64	68 1/2	28 1/4	16	17,342	626,479
TELEMATION	TMT	O	7/8	7/8				.00	7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	17 1/4	17 3/4	-	1/2	-	2.81	21	14 3/4	12	6,838	117,955
WESTINGHOUSE	WX	N	20 1/4	20 1/8	+	1/8	+	.62	22	16 1/4	8	87,492	1,771,713
ZENITH	ZE	N	21 5/8	21 5/8				.00	28	20 7/8	11	18,818	406,939
TOTAL											966,842	35,434,394	
GRAND TOTAL											1,783,095	54,424,343	

Standard & Poor's Industrial Average

108.0

108.7

+7

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
Q-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earnings
figures are exclusive of extraordinary
gains or losses.

The pro who sits at Hollings's side

In the way Congress's employees mean the term, Mary Jo Manning is a professional. In fact the Senate Commerce Committee's newest communications counsel is the archetypal Capitol Hill professional.

The term doesn't come with the conferral of an advanced degree. On Capitol Hill, it means someone with demonstrated understanding of the legislative process and skill in manipulating it. It means someone with brains and political know-how. And it means someone who knows his place. Senators put a premium on loyalty.

Mary Jo Manning fits the definition to a T, and broadcast lobbyists who deal with her day in and day out are all compliments for her. "The most important thing from our standpoint," said one, "is that she's fair and will listen to both sides of an argument." Comparisons are inevitable.

Those who watch for signs in her of becoming a Nick Zapple won't find any. Mr. Zapple retired in 1975 after 25 years at the staff helm of the Senate Communications Subcommittee, where he had accumulated considerable power for himself. He had a reputation for "playing his cards close to the vest." He could be devious, said one broadcaster who has spent years on Capitol Hill: "He sometimes played off one side against the other."

Mrs. Manning, by contrast, is more open. "I want someone who's going to be straight," said one broadcaster, and "she's a very straightforward lady." That is more important even if she goes against the broadcasters, he said. "If they can't go with you, I like to be told that."

Nor is Mrs. Manning like her counterpart on the House Communications Subcommittee, counsel Harry M. (Chip) Shooshan III, who has made himself visible in speeches and writings that have at times riled the industry. By contrast, "I would feel very uncomfortable out front," Mrs. Manning said.

"My feeling is, as a staff person, if you make members look good, then you've done your job. If I end up getting my name in the paper instead of one of the subcommittee members getting his name in the paper, then I'm not doing my job." She asked permission from Senator Hollings before allowing the picture on this page to be made.

Her insistence that she just "pushes papers" for Senator Hollings is an understatement, however. Where communications is just one of dozens of concerns on Senator Hollings's mind at any one moment, it is Mrs. Manning's full-time concern. He relies heavily on her for information, and she often guards access to him on communications issues. "To get some-



Mary Jo Manning—counsel, Senate Communications Subcommittee; b. Aug. 6, 1942, Philadelphia; AB, Hood College, Frederick, Md. 1964; JD, University of South Carolina School of Law, Columbia, S.C., 1967; law clerk, South Carolina supreme court, 1967-68; counsel, House Armed Services Committee, 1968-1970; attorney adviser, legislative section, office of deputy attorney general, Department of Justice, 1970-71; chief legislative assistant, Senator Ernest Hollings (D-S.C.), 1971-1977; present position, 1977; m. Michael J. Manning, Aug. 21, 1971; children—Christopher, 4, and Ashley, 18 months.

thing going," said one broadcaster, "You're going to have to get her interested in it."

Mrs. Manning's loyalty to the subcommittee chairman has been groomed over six and a half years as his aide. Her move to Capitol Hill can be traced back to her decision in her freshman year in college not to be a home economist. It had seemed the practical thing to study when she entered college, but she and home ec "got along about like a cat and dog in the same room"—so she changed to history, "the only thing I was passing."

When she was finished with undergraduate school, she couldn't type—having deliberately avoided classes teaching secretarial skills—and she wanted more money than teachers make. So she decided to become a lawyer.

In 1964, it was still unusual for a woman to enter a profession such as law. Mrs. Manning said she is "fundamentally" a women's libber, but that she was not trying to prove anything by the decision.

"Maybe I'm selfish," she said. "I wanted to get out of life what I wanted for myself. . . . I just have fun doing what I want to do."

She left law school with an armload of accolades—she was graduated third in her class—and became a clerk for an associate justice of the South Carolina supreme court. A chance meeting with Representative L. Mendel Rivers (D-S.C.) at a cocktail party resulted in a job for her on the staff of Mr. Rivers's Armed Services Committee in 1968. She was a counsel there two years, then attorney adviser doing legislative work at the Justice Department a year when the call came from Senator Hollings in 1971.

Mrs. Manning was raised in New York, but her family's South Carolina roots and her South Carolina law education satisfied the traditional prerequisite of being from the senator's home state. Beginning in 1971, she was chief—and only—legislative assistant, then presided over the senator's legislative staff as it expanded. After six years she had become a jack-of-all-trades, working on legislation in energy, oceans, taxes and defense, to name a few of the areas she lists as "specialties" on her resume.

Her past work in communications had provided a general familiarity with broadcasting, but since her switch to the Communications Subcommittee in March, she has found herself working six 10-hour days a week, instead of the usual five, trying to get acclimated.

Her family—her husband, Michael, an attorney specializing in oil and gas in the law firm of Fulbright & Jaworski, and two small children—absorb her spare time, but wouldn't have her home any more than she is, she said. (She and Mr. Manning were married the same day in the same town, Charleston, as Senator Hollings was.) She has a full-time housekeeper to manage the domestic chores.

It's too soon to give Mrs. Manning a grade for her performance in communications. Those broadcasters who know her are ready to award her high marks, although she and Senator Hollings lost a big vote recently. The Commerce Committee's resounding defeat of Senator Hollings's proposal to apply the fairness doctrine to saccharin advertising on radio and TV was a big victory for broadcasters (BROADCASTING, Aug. 1), but an embarrassment to Senator Hollings, who is unaccustomed to losing, Hill watchers say.

But for whatever reason they lost that one, the saccharin vote was not typical of the caliber of work the Hollings team does, observers said. "There will be a lot more votes," said one, "Then you'll see. That's what separates the novices from the pros. Time will tell."

Whistling Dixie

Senator Ernest F. Hollings (D-S.C.) is piqued at broadcasters who opposed—and, he thinks, frustrated—his plan to apply the fairness doctrine to the broadcast advertising of products containing saccharin (BROADCASTING, Aug. 8). The senator, who is chairman of the Communications Subcommittee, ascribes the defeat of his proposal to the power of broadcasters over their elected representatives, who will “vote anything that the local broadcasters want.”

As Senator Hollings described the fate of his saccharin proposal, during a film made for presentation on WPLG-TV Miami, “We couldn’t get a vote in the Communications Subcommittee. They had already been fixed. Rather than a chairman of a subcommittee, I felt like a foreman of a fixed grand jury.”

The senator’s remarks give reason for concern, apart from the implied aspersion on his colleagues. In the first place, the body that voted against him was the parent Commerce Committee, not the subcommittee that he heads. Of larger consequence, the senator betrays an imperfect understanding of communications law and regulation when he airily suggests, as he did in the WPLG-TV film, that his proposal was nothing more than a “voluntary way” for broadcasters to warn people that saccharin had been found harmful to animals.

The case law at the FCC is a voluminous refutation of the senator’s depiction of the fairness doctrine as an instrument of “voluntary” action. If Senator Hollings’s proposal had been adopted, it would have become the precedent for fairness complaints against all other products that are in any way considered controversial. Pandora’s box? Think of the consequences more on the scale of all the theatrical trunks in the clown brigade of the Ringling Bros. and Barnum & Bailey circus.

Contrary to Senator Hollings’s appraisal, his colleagues who voted on the other side displayed a realistic appreciation of the ends to which his legislation would inevitably lead. In truth, they have done him a favor.

Party of Interest

It would be wrong to prejudge the officials of KRLA (AM) Pasadena, Calif., who have been charged by the FCC with diverting funds to personal use while under a mandate to turn over profits to education (BROADCASTING, Aug. 8). It would be wrong even though the licensee, Oak Knoll Broadcasting, has entered no defense as yet, has waived a hearing and has promised a “statement in mitigation.”

One judgment, however, may be made now. The FCC bears a share of responsibility for anything that may have gone wrong at the station. It was the FCC that approved the creation and purpose of Oak Knoll as a caretaker licensee after lifting the license of the former operator on grounds of fraudulent billing and false promotions, among other things. And it is the FCC that has conducted proceedings for 13 years to choose a regular licensee among rival applicants that at one time numbered 19.

A principal reason that the FCC chose Oak Knoll over several other applicants for interim operation was that Oak Knoll promised to distribute 80% of its profits to noncommercial, educational television and the rest to other noncommercial causes. That very feature, high-minded as it seemed to be, was an invitation to sloppy management at best. There was no incentive to maximize revenues and keep costs under control if 100% of station earnings were to go elsewhere.

If funds were squandered by KRLA officials in the amounts so far detailed by the FCC, the wonder is that the diversions went on

without detection at the time. Surely it would have been evident in the station’s annual financial statement if revenues, expenses and earnings were out of whack for a station that, in many years, has been among the rating leaders of the Los Angeles market. The question is whether an FCC that set up Oak Knoll as a source of revenue for noncommercial institutions should have exercised more oversight.

That same question could have been addressed to the commission at the time of its choice of Oak Knoll. An explicit condition was that the interim operator would continue to lease transmitting facilities owned by Jack Kent Cooke, now chairman of Teleprompter, who happened also to be the brother of Donald Cooke, the KRLA licensee whom the FCC ousted.

The sluggishness of comparative proceedings, the conditions attached to the interim operation of KRLA and the lack of government monitoring of one of the few kinds of business where it has any business belong in the bill of particulars.

Tour de force-out

NBC is terminating its Radio City studio tours as of Labor Day. It was inevitable.

The tours began in 1933 when Radio City became the eighth wonder of the world, the brainchild of David Sarnoff and NBC’s first president, Merlin Hall Aylesworth. Radio was the miracle that would lead the nation out of the Great Depression.

Fans by the thousands flocked to New York, to see in person the stars of the day, the NBC symphony under Arturo Toscanini, the popular bands. Most were on display live at NBC’s ultra-modern studios at 30 Rockefeller Plaza.

Then came television. Entertainment programs moved to Hollywood where the talent lived. While tours still attract visitors, although in dwindling number, NBC has decided to terminate them after 44 years. Perhaps they aren’t worth the candle as a profit center. And then there’s security.

The real loss, we surmise, may be in the discovery of new management talent and on-the-air performers. Among incumbent NBC executives whose careers started in the page corps are Robert Howard, president of NBC-TV; Donald J. Mercer, NBC vice president for station relations; John R. Kennedy, engineering and operations vice president; Bill Storke, vice president, special programs, NBC-TV, and Ray Timothy, vice president-general manager, WNBC-TV New York. Among the stars that rose from the corps are Eva-Marie Saint, Efrem Zimbalist Jr. and David Hartman of *AM America* on a rival network, ABC.

When the page department goes, there won’t be another incubator quite like it.



Drawn for BROADCASTING by Dave Bolin



EASTMAN 7250 FILM

A NEW HIGH-SPEED FILM FOR "AVAILABLE DARKNESS"

If you've ever had to pass up a story for lack of light, we'd like you to know about new Eastman Ektachrome video news film high speed 7250 (tungsten).

It is a companion film to our Ektachrome video news film 7240 and uses the same Process VNF-1 procedures. It is, however, far faster (EI 400), and it can be pushed two stops and still provide you with an image of excellent broadcast quality.

It is an ideal solution for news assignments when additional lighting would be inappropriate or prohibitively expensive.

For available light, available twilight, or "available darkness," Kodak has a film to help you get the news. For literature or a call from one of our Sales and Engineering Representatives please write: Eastman Kodak Company, Dept. 640, Rochester, N.Y. 14650.

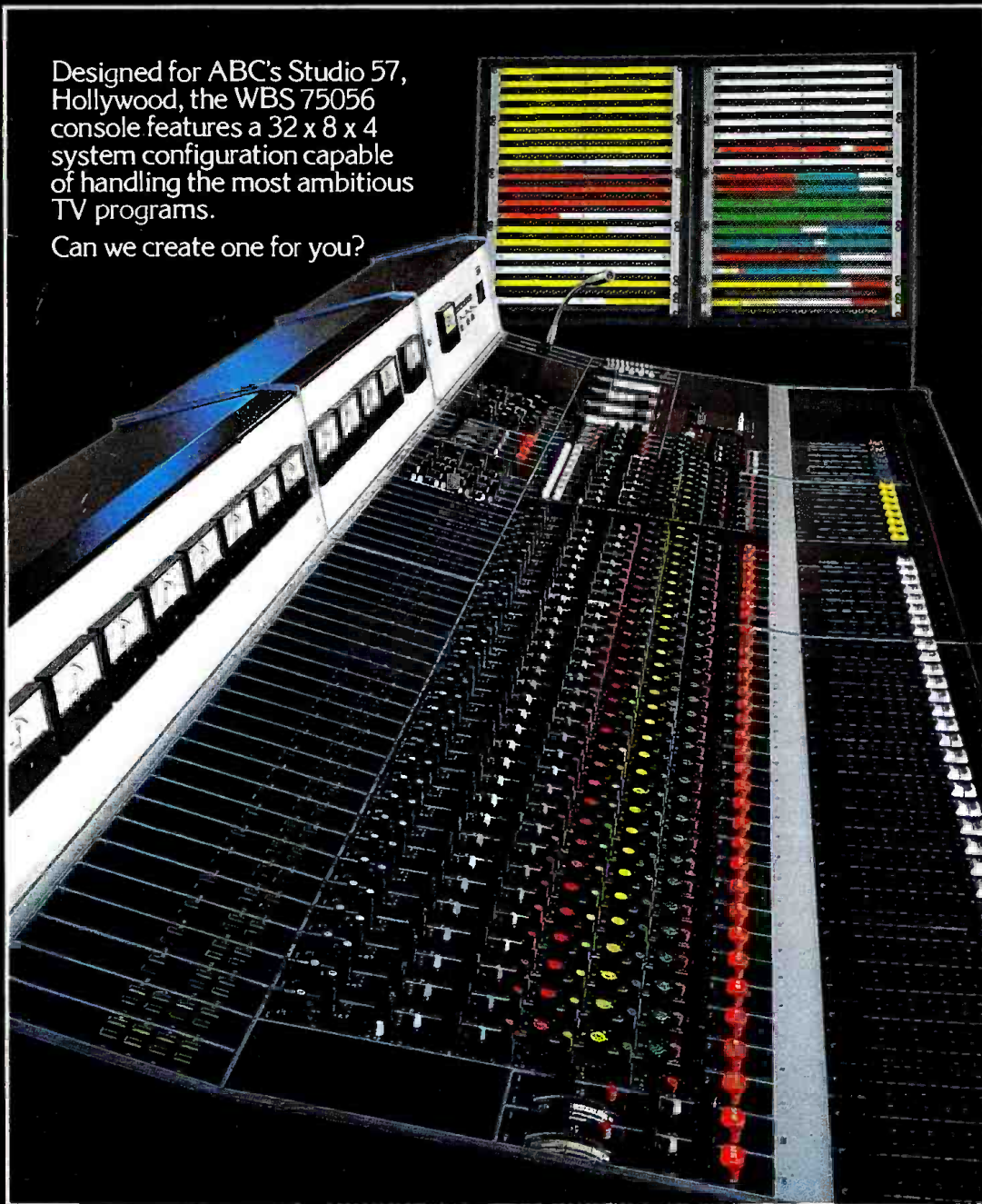
Film is good news.



A new measure of excellence by Ward-Beck.

Designed for ABC's Studio 57,
Hollywood, the WBS 75056
console features a 32 x 8 x 4
system configuration capable
of handling the most ambitious
TV programs.

Can we create one for you?



Tomorrow's Technology Today.

Ward-Beck Systems Ltd., 841 Progress Avenue, Scarborough, Ontario M1H 2X4.
Telephone (416) 438-6550. Telex 06-23469.

Ward-Beck Systems Inc., 290 Larkin Street, Buffalo, N.Y. 14210.