

A spot TV alarm over network encroachment
Stunting start for the new TV season

Broadcasting Sep 5

The newsworthy of broadcasting and allied arts

Our 46th Year 1977

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Big brother to big brothers

It was nearing Christmas time and the Big Brothers of Wexford and Missaukee Counties of Northern Michigan needed toys and things for their little friends. The director placed a call to "Tell and Sell" a daily Monday through Friday "Swap-Shop" type program broadcast by the Fetzer Radio Station WWAM in Cadillac.

Within three weeks, sufficient toys were garnered to meet the needs of the organization, and the director called in and personally thanked the "Tell and Sell" audience for its efforts in "making the project a complete success."

Helping with projects like this is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

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THE **8** TH

LARGEST
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RKO RADIO REPRESENTATIVES

THE BEST NATIONAL SALES FORCE IN AMERICA

THOMAS F. BURCHILL, VICE PRESIDENT AND GENERAL MANAGER.

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SAN FRANCISCO KFRC, WASHINGTON, D.C., WGMS-AM/FM, BOSTON WRKO/WROR, DALLAS KLIF,
PITTSBURGH WKTQ/WSHH, MIAMI/FORT LAUDERDALE WAXY, MEMPHIS WHBQ, COLUMBUS WNCI.

*Source: Arbitron Q/A '76 People 12+ 13A Cumulative 5.6A-12M

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The same commitment
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The Week in Brief

PLUGGING THE DIKE □ The Station Representatives Association voices concern that network commercial practices are draining money from spot TV at a rate that could exceed \$680 million this year. It's spelled out in a special SRA report to stations that is being discussed with network affiliate chairmen. **PAGE 20.**

RISE IN FALL □ TV station reps regain their confidence in fourth quarter sales prospects. **PAGE 20.**

JOCKEYING IN THE GATE □ The networks are trying almost every conceivable form of special programing during premiere weeks, all designed to keep the competition from breaking too fast at the bell. **PAGE 21.**

THE MORNING LINE □ Consultant-prognosticator Herb Jacobs offers his forecast of how the prime-time entries will fare in the new TV season. **PAGE 23.**

USIA, VOA FUTURES □ President Carter will recommend to Congress that the two agencies be merged with loose ties to the White House. **PAGE 24.**

DON'T TIGHTEN CODE □ MPAA's Valenti writes NAB's Wasilewski urging the association not be influenced by those seeking to strengthen NAB guidelines against sex on TV. **PAGE 25.**

MINORITY OWNERSHIP □ NAB has its own idea for boosting such holdings. It tells FCC that a tax break would encourage sales. **PAGE 25.**

WHAT'S COOKING ON THE HILL □ Congress returns from vacation to find a full schedule of work. Here's a look at the broadcast issues and an appraisal of their chances for enactment. **PAGE 28.**

ANOTHER ROUND □ The House Communications Subcommittee this week swings its focus to public broadcasting in its efforts to gain a full perspective for its Communications Act rewrite chores. **PAGE 33.**

IBFM'S AGENDA □ A record 800 attendance is expected for the financial meeting in Chicago that will explore a wide range of broadcast subjects. **PAGE 37.**

LONGER SWEEPS □ The issue of longer TV rating periods

is raised again by committees of the ANA and AAAA. They ask Arbitron and Nielsen to come up with some suggestions by the end of the year. **PAGE 38.**

SPOT TV'S FIRST HALF □ TVB reports that billings hit the \$1.1-billion mark in the initial six months of this year. That's 5% above the 1976 pace. **PAGE 39.**

COME IN, COME IN □ Newspaper publishers in New York are invited to improve circulation by buying TV time. **PAGE 40.**

FTC TIGHTENS PROCEDURES □ Ex parte contacts are now prohibited after the commencement of trade regulation proceedings. **PAGE 40.**

MUSIC TO AFM'S EARS □ Its new contract with motion picture producers contains a lot of benefits in the TV area. **PAGE 40.**

SPEAK UP □ The Southern Baptist Convention's Christian Life Commission embarks on a campaign to get people to voice opinions on TV programing. First salvo is a mailing of how-to materials to 45,000 pastors and leaders. **PAGE 42.**

BEHIND BAMBOO CURTAIN □ An eight-man U.S. delegation of equipment makers returns from a trip to China, certain that the Chinese are developing a satellite, but uncertain of its configuration. The delegation is impressed by the level of technology it found there. **PAGE 44.**

WAIVERS □ FCC bypasses its rules to permit a New York cable system to bring in a third independent VHF. In another case, a Pennsylvania operator is granted special relief from the signal carriage and syndicated exclusivity rules. **PAGE 44.**

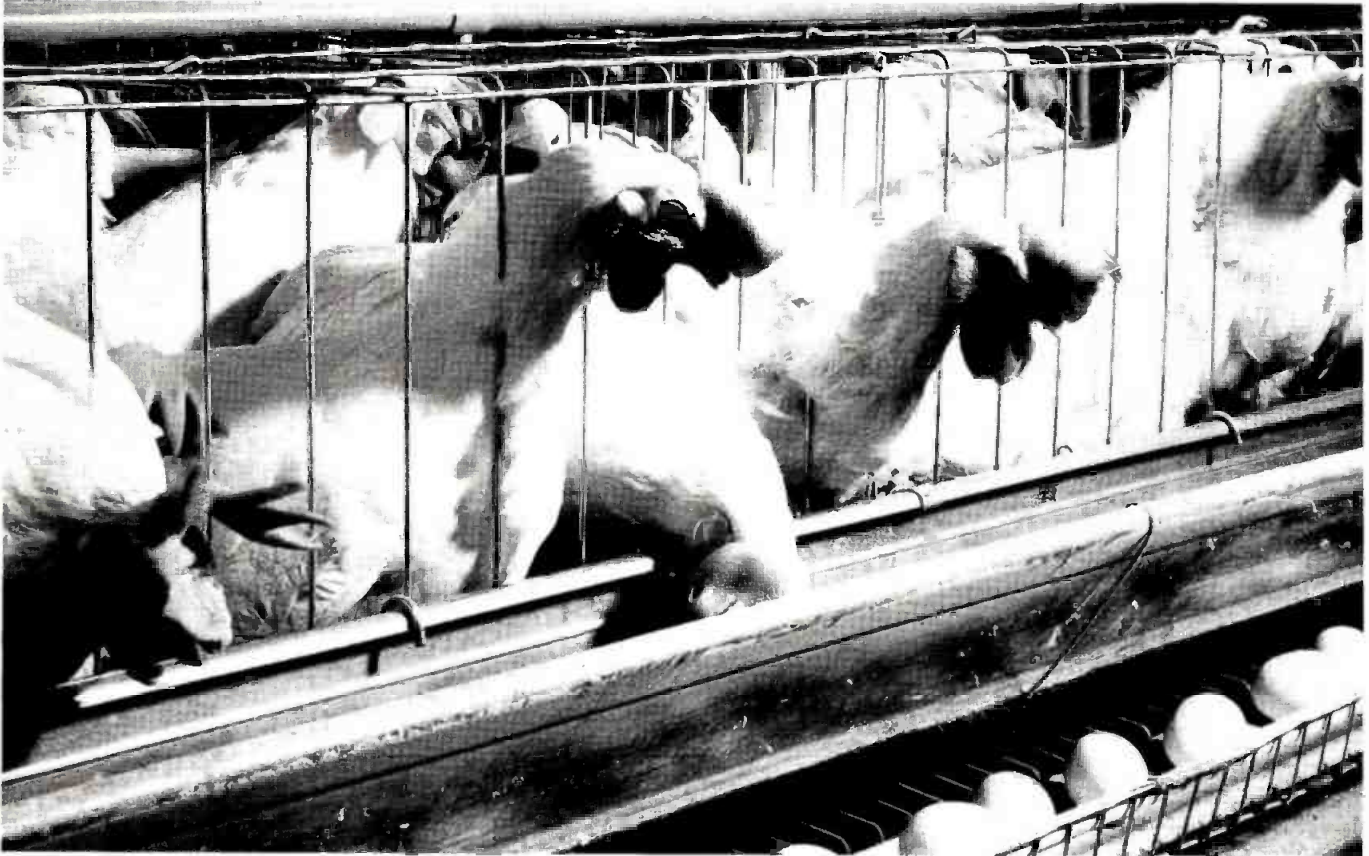
COX CABLE BUYS □ It announces agreement to purchase Gainesville, Fla., system for \$7.5 million cash and stock. **PAGE 45.**

MIXMASTER □ Shortly after Bob Ward took over in 1975 as head of the Cetec Broadcast Group, the decision was made to integrate its Jampro, Sparta and Schafer. Mr. Ward's success in implementing maneuver is reflected in Cetec Corp.'s vastly improved annual report for 1976. **PAGE 65.**

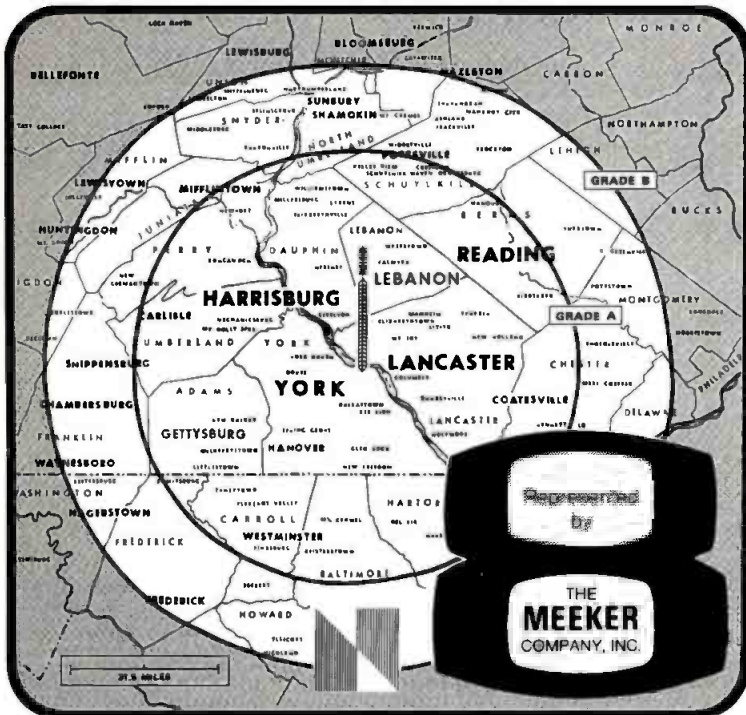
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In the WGAL-TV ADI, poultry production contributes importantly to this booming market's stability. Its \$133,002,000 in annual sales ranks it second among nine income-producing categories of the area's agricultural-livestock industry.



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



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

WGAL-TV

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

* 1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS

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

Closed Circuit®

Insider report: behind the scene, before the fact

All but done

President Carter is authoritatively reported to have made choice of new FCC chairman to succeed Richard E. Wiley and commissioner to succeed recently resigned Benjamin Hooks. Announcements, which may come separately, will name Charles Ferris, now general counsel to House Speaker Tip O'Neill, as chairman and Tyrone Brown, former general counsel of Post-Newsweek Stations, commissioner.

Countdown on Chairman Wiley's departure is running. Although situation remains fluid pending White House announcement, best guess is that he has no more than 19 working days to go (through Sept. 30). Chairman gave White House informal notice last week of intention to leave Oct. 1, is expected to submit formal letter this week. After that he may announce affiliation with major communications law firm in Washington.

Price of promotion

Clue to how costly next two weeks of stunting will be for NBC-TV and CBS-TV (see page 21) is in rerun prices paid by advertisers who were locked into time periods before mass pre-emptions began. On Tuesday (Sept. 6), first night of ABC's *Washington: Behind Closed Doors*, CBS will be showing movie, "Logan's Run" (featuring Farrah Fawcett-Majors in bit part), and NBC will have "The Hindenberg." Both are TV premieres, yet NBC will be getting only \$45,000 for 30-second spots and CBS, \$46,000.

Closed Doors, meanwhile, will be pulling average \$70,000 for same-length spots. One stunt that did pay off: ABC's *The Making of "Star Wars"* on Friday (Sept. 16), which is bringing in about \$87,000 for each 30-second spot.

Money matter

First phase of proposed revision of FCC's financial reporting form 324 is close to completion, and final report may be in commission's hands by end of this month. Technology and Economics Inc., Boston research firm with contract to review present form, is stressing "precise definitions" for revision. Sources there indicate that questions on present form are too broad and that commission does not always receive specific information from reporting stations.

T&E is also reported to be suggesting that commission collect "balance sheet information" as better gauge of station's return on investment. Idea is that commission may use information to check competition among broadcasters and cable

operators within given markets. Revised forms will probably not be seen before next year. Commission's schedule is too tight for their use in 1977 reports.

Prize seekers

Aspen Institute Program on Communications and Society has supplied entrant to list of candidates for new assistant secretary of commerce for communications and information—to head Commerce Department office that, under President's reorganization plan, would be established to replace Office of Telecommunications Policy. He's Marc Uri Porat, 29, Israeli-born (but U.S. citizen) fellow of institute who joins colleague Henry Geller in lengthening line (BROADCASTING, Aug. 15 and 29). Dr. Porat is economist who has devoted long study to "information society"; he is credited with widely quoted research concluding that over half of nation's wages and nearly half of gross national product deal with information goods and services.

Porat orientation differs from that of other prominent candidates in that he favors restricting new assistant secretary's broadcast policy role to matters of technology, keeping hands off content considerations. His candidacy and that of another prominent contender—Harry M. (Chip) Shooshan III, 31, counsel to House Communications Subcommittee who is 31—suffer from relative youth; Mr. Geller, 53, comes out ahead on age points, as well as fitting description of "senior Washington communications lawyer" for whom political headhunters are known to be looking.

Turnabout

Eric Severeid who is to retire as CBS News correspondent at end of November after 38 years on air is to be subject of CBS-TV retrospective on date to be set. Charles Kuralt has been taping interviews with Mr. Severeid at latter's country retreat near Warrenton, Va. It's undetermined whether program will run one hour or two.

Radio on the tube

If computer-terminal writing and editing prove successful at all-news KCBS(AM) San Francisco (BROADCASTING, Aug. 29), sister CBS-owned-and-operated radio stations are likely to follow suit, as well as CBS network radio news to some degree. After second week of four-to-six month test hookup with UPI computer, word from Steve Peppard, CBS Radio director of management information systems, is that

"it looks pretty good." KCBS will be showing off system to some delegates to Radio Television News Directors Association convention there next week.

Full house

Attendance at next week's (Sept. 15-17) convention in San Francisco of Radio Television News Directors Association is expected to equal and possibly exceed last year's record crowd of about 800. Hyatt Regency Embarcadero, main hotel, has filled allotment of rooms set aside for meeting and is shunting overflow to other accommodations. Exhibitors will number about 35, filling nearly 50 booths.

Sponsor identification

Thanks to American Bar Association guideline change allowing lawyer advertising on radio (BROADCASTING, Aug. 15), O'Connor Creative Services claims syndicated two-minute *You're the Judge* is its "single hottest property." Harry O'Connor, president of Los Angeles-based firm, reports "awful lot" of advertising inquiries from lawyers, bar associations and law-related companies.

First of such clients could be Midwestern bar association said to be on verge of deal for certain radio markets. Show—which has Ralph Story (CBS Radio's *Meet the Cook*) present both sides of actual case and, after commercial, give verdict—was launched about four months ago. It now runs in more than 60 markets, and Mr. O'Connor expects figure to reach 175 or more by first of year.

Bill payers

If Arbitron has its way, National Association of Broadcasters will be brought into demand by agencies and advertisers that TV rating services submit proposals looking toward "continuous" local ratings (story page 38). Arbitron officials say they'll be glad to supply information, but that since broadcasters pay bulk of costs, agencies and advertisers should consult with broadcasters at outset. Nielsen company, also aware of who pays freight, plans to get clients' views and also develop cost estimates.

If recent history can be trusted, both Arbitron and Nielsen approaches would reach same end. Couple years ago, when there was agitation for eight-week local sweeps, both services polled their clients, got resounding "no" from broadcasters in each case.

Business Briefly

TV only

Rimmel Cosmetics □ Division of ITT schedules 15-week drive starting in mid-September. Keenan & McLaughlin, New York, will seek spots in 15-20 markets during all day parts. Target: total women.

Knouse Foods □ Company will focus on its Lucky Leaf fruit pie filling in 13-week buy starting in early October. Walter G. O'Connor, Hershey, Pa., is arranging spots in eight markets during all day parts. Target: women, 18-49.

International Gold Corp. □ Company will promote its Kruggerand gold coins in 12-week drive starting in late September. Doyle Dane Bernbach, New York, will schedule spots during day, fringe and prime time. Target: adults.

Ponderosa □ Steak house restaurant chain plans 12-week promotion beginning in mid-September. Doyle Dane Bernbach, New York, will handle spots in about 30 markets during fringe and prime time. Target: adults, 18-49.

Steak N Ale Restaurants □ Subsidiary of Pillsbury is arranging three-month TV campaign beginning in September. Tatham-Laird & Kudner, Chicago, will handle spots in 21 markets during prime and late news time. Target: adults, 25-49.

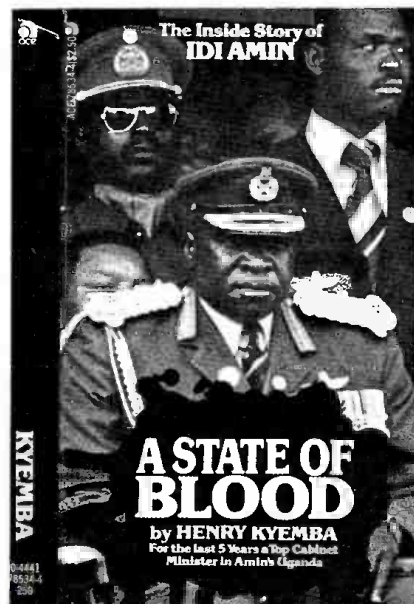
Pennsylvania Apple Advisory Board □ Marketing board has slated 11-week flight to begin in early October. Walter G. O'Connor, Hershey, Pa., is scheduling spots in five markets during day and fringe time. Target: total women.

White Lily Foods □ Company will focus on its White Lily flour in 10-week push beginning in early October. Tucker Wayne & Co., Atlanta, will buy spots in 15 markets during prime time. Target: women, 25-49.

Orkin Exterminating Co. □ Subsidiary of Rollins Inc. is placing nine-week push for its termite control beginning in early September. J. Walter Thompson, Atlanta, is buying spots in 142 markets during day, fringe and prime time. Target: total adults.

National Oats □ Division of Liggett &

Myers will feature its three-minute oats in 11-week spot-TV push beginning in early October. Grey-North, Chicago, is arranging spots in 35-40 markets during day and fringe time. Target: women, 18-49.



Ace Books □ Division of Grossett & Dunlap will feature its new book "State of Blood," inside story of Uganda's dictator, Idi Amin, written by his former minister of health, Henry Kyemba, in two-week TV campaign beginning in mid-September. Winner Communications, New York, will place spots in 30 U.S. and Canadian markets during news, day and prime time. Target: adults, 18 and over.

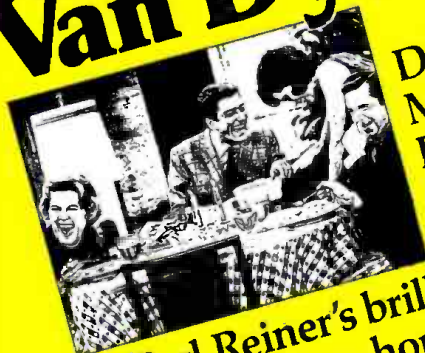
Kern's Bakery □ Bakery launches 10-week TV campaign beginning this week for its bread. Davis-Newman-Payne, Knoxville, Tenn., is scheduling spots in four markets during day, fringe and prime time. Target: total women.

W.F. Young □ Company will place two-month TV flight for its Absorbine Jr. liniment starting in early October. J. Walter Thompson, Atlanta, will buy spots in approximately 15 markets during early fringe time. Target: men and women, 35 and over.

Avon Products □ Company will promote its black line cosmetics in eight-week TV flight starting late this month. Uniworld, New York, will schedule spots in 54 markets during fringe, day and prime time. Target: women, 18-49.

Ole South Foods □ Company features its cobbler-deep dish fruit pies in seven-week campaign beginning in late October. Montgomery & Associates, Bala

The Dick Van Dyke Show



Dick Van Dyke,
Mary Tyler Moore,
Rose Marie and
Morey Amsterdam
head the all-star cast

of Carl Reiner's brilliantly scripted
sitcom that was honored with 14
Emmys and 25 other awards during
5 prime-time seasons.
158 episodes are available.



Cynwyd, Pa., will place spots in about 12 markets during day and early fringe time. Target: total women.

Archway Cookies □ Company is planning six-week TV campaign starting in early October. Archway United, Chicago, will select spots during all day parts in 50 markets. Target: women, 25-64.

Dunlop Tire & Rubber Co. □ Company will place spotlight on its tires in four-week TV flight beginning in early October. Rumrill-Hoyt, New York, will handle spots in 58 markets during news, sports and early fringe time. Target: total men.

Mrs. Paul's Kitchens □ Company is scheduling two-month flight beginning in October. SFM Media, New York, will seek spots in approximately 24 markets during daytime. Target: women, 28-49.

Porsche Audi □ Division of Volkswagen is slating one-to-seven-week drive beginning in early October for its Porsche Audi automobiles. Doyle Dane Bernbach, New York, will select spots in about 40 markets during sports, early and late fringe time. Target: men, 18-49.

Whitmoyer Laboratories □ Subsidiary of Rohm & Haas will feature its Vacor rat killer in seven-week buy starting in early October. Young & Rubicam, New York, and Brewer Advertising, Kansas City, Mo., will schedule spots in 66 markets during prime and fringe time. Target: men, 25-54.

Saluto Foods □ Company is placing five-week flight for its frozen pizza beginning in mid-September. D'Arcy-MacManus & Masius, Chicago, is buying spots in approximately 35 markets during day, prime and late fringe time. Target: women, 25-49.

Jay's Foods □ Company will feature its Neato's corn chips in four-week push beginning in mid-October. Marsteller, Chicago, is picking spots in four markets during day, prime and early fringe time. Target: children, 6-11, and women, 25-49.

General Tire & Rubber Co. □ Company plans three-week buy for its tires starting in late September. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is arranging spots in 26 markets during prime and news time. Target: total men.

Paine, Webber, Jackson & Curtis □ Brokerage firm plans four-week flight beginning in early September. Marschalk, New York, will place spots in 22 markets during news and sports time. Target: men, 35 and over.

Woodhill Chemicals □ Company will spotlight its Super Glue in four-week promotion starting in late September. Wyse Advertising, Cleveland, is arranging spots in 67 markets during fringe and prime time. Target: women and men, 25-49.

County Line □ Company will feature its

Play money. Ideal Toy Corp. reports it will spend \$15 million in advertising—a record for Ideal—in the upcoming TV season with "almost 100% on TV," a 25% increase over last year. TV sponsorships include Thanksgiving parades on CBS and NBC, children's Christmas specials on those networks and prime-time programs on all three networks, with commercials being placed by Helfgott, Towne & Silverstein, New York.

County Line cheese in four-week push starting in mid-September. Ruben Montgomery & Associates, Indianapolis, is handling spots in 24 markets during day and prime time. Target: women, 25-49.

Northern Petrochemical □ Company focuses on its antifreeze in three-week drive beginning in early October. Stern Walters/Earle Ludgin, Chicago, is placing spots in 30 markets during prime time. Target: men, 18 and over.

Random House □ Publisher will feature its Random House Encyclopedia in three-week campaign beginning in late November. McCaffrey & McCall, New York, will place spots in 14 markets including New York, Los Angeles and Chicago during fringe and prime time. Target: women and men, 25-49.

American Home Foods □ Division of American Home Products focuses on its Mini-Bites ravioli-pasta-meatballs in sauce, in four-week TV flight beginning this month. Young & Rubicam, New York, will seek spots in 49 markets during daytime. Target: women, 18-49.

Murray-Ohio □ Manufacturing company will feature its Motocross bicycles in four-week TV promotion starting in late November. Keller Crescent, Evansville, Ind., is arranging spots in 22 markets during fringe time. Target: adults, 25-49.

Pontiac □ Automobile manufacturer is scheduling four-week TV drive beginning in early October. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is seeking spots in about 50 markets during fringe and news time. Target: total men.

Pillsbury Co. □ Company will place spotlight on its Totinos frozen pizza in three-week TV drive beginning in early November. Paragon Companies, Minneapolis, is seeking spots in 16 markets during fringe time. Target: women, 25-49.

Cadbury Corp □ Company will schedule three three-week flights for its chocolates beginning in mid-September, early October and November. Young & Rubicam, New York, is selecting spots in 20 markets during day and early fringe time. Target: women, 18-49.

Chesebrough-Pond's □ Company places spotlight on its Ragu spaghetti sauce in three-week flight starting in early

September. Waring & LaRosa, New York, will station spots in 12 markets during fringe time. Target: total women.

Team Electronics Catalogue □ Catalogue will launch two-week buy starting in mid-September. Grey Advertising, Minneapolis, is arranging spots in three markets during fringe, prime and news time. Target: adults, 18-49.

Eastern States Exposition □ State exposition is arranging two-week promotion to begin middle of this month. Mintz & Hoke, Avon, Conn., is buying spots in Albany, N.Y.; New Haven and Hartford, Conn., and Springfield and Worcester, Mass. Target: adults, 18 and over.

Forest City Stores □ Building supply and home center places one-week TV promotion starting this week. Marcus Advertising, Cleveland, is selecting spots in Detroit, Cleveland and Boston. Target: adults, 18 and over.

Radio only

Meier's Wine Cellars □ Company is planning four-to-12-week radio buy beginning this month. Elkman Advertising, Bala Cynwyd, Pa., will select spots in five markets including Milwaukee and Cleveland. Target: adults, 35 and over.

Big Star □ Supermarket chain is arranging nine-week radio promotion starting in late October. Liller Neal Battle & Lindsey, Atlanta, is picking spots in 16 southeast markets. Target: women, 18-49.

Lufthansa □ German airline is planning seven-week radio push starting this month. McCann-Erickson, New York, will select spots in five markets including Boston and Philadelphia. Target: adults, 35 and over.

Midas Mufflers □ Company will feature its mufflers in five-week radio drive now getting underway. Wells, Rich, Greene, New York, is picking spots in 26 markets including New Orleans. Target: men, 18 and over.

German National Tourist Office □ Tourist office is slating four-week radio campaign beginning in mid-October. AC&R, New York, is placing spots in seven markets including Boston, Chicago, and Los Angeles. Target: adults, 25-49.

Michigan Travel Commission □ Travel board is placing four-week radio promotion starting this month. Ross Roy, Detroit, will select spots in five markets including Chicago and Cleveland. Target: adults, 25-49.

Hoover □ Household appliance manufacturer is preparing one-week campaign beginning in late September. Griswold-Eshleman, New York, will place spots in 14 markets. Target: women, 18 and over.

Monday Memo®

A broadcast advertising commentary from Jules Fine, executive vice president, Ogilvy & Mather, New York.

Some speed bumps for rapidly rising TV price

In the last two years, television prices have risen dramatically, and continued increases in the cost of television will become an inexorable fact of life in the years to come. There may be quibbles about the degrees of increases. But any differences of opinion are simply a matter of how steep the trend will be, not whether it will occur. All forecasts peg television as the medium with the fastest and most severe rate of inflation.

The reason is simple. Advertiser interest in the medium continues unabated.

This view, of course, is predicated on today's conditions and structure. But television is not a static medium. There are emerging factors that could significantly affect the cost trends negatively or positively.

Here's one man's opinion about the influence several of the more prominently discussed issues may have on costs in the short-term future:

Television usage. Despite all the complaints and cynicism about television programming, over-all viewing of television continues to increase slightly each year.

Estimates of increases in viewing of 15 minutes more per home by 1980 and 30 minutes or more by 1985 are very realistic. But, as you can imagine, this degree of increased viewing is not substantial enough to significantly compensate for higher costs.

It also is important to note that these increases will not be evenly spaced throughout the day. Late evening television will benefit greatly. The second or third set in the home tends to wind up in the bedroom. Currently evidence already shows this has positively affected late-night viewing. This, with the growth in multiset penetration, late and late late nighttime television will become a more and more commercially attractive daypart for advertisers.

On the other hand, daytime usage will probably decline substantially by 1985 as a result of the increase in working women and nonworking women who refuse to be tied to the home.

New stations. Obviously, in any supply-and-demand marketplace, new outlets provide a competitive force to keep prices in line. However, it is unlikely within the current FCC environment that there will be a rash of new stations.

Unless there is a dramatic change in FCC philosophy, we can anticipate about eight new stations a year over the next 10 years, all UHF. Most new stations have a very tough time establishing themselves. It takes several years to mature and draw meaningful shares of audiences.



Jules Fine joined Ogilvy & Mather in 1955 as media research supervisor on all agency accounts. He was appointed director of media in 1966 and elected a senior vice president in October 1968. In 1969, he was elected to the board of directors. He became director of marketing services in April 1970, in charge of the media, broadcast, research and computer departments. In 1975 he became an executive vice president. Mr. Fine began his career in advertising in 1952 with the Blom Advertising Co. as media research supervisor.

So, new stations cannot be relied on as a balancing threat to current stations' pricing policies.

"Fourth networks." The concept of a fourth network has received wide publicity and attention in the last year.

First, it is important to get the semantics straight. "Fourth network" is a misnomer if it is interpreted to mean a full-fledged competitor to ABC, CBS, and NBC with 200 stations programed every day of the week.

To start with, alternatives to existing networks must rely on independent stations. Today, there are 74 independent stations in 38 markets covering 58% of the U.S. This is the facilities base competitors to the networks must deal with. It is obvious that any fourth-market venture cannot deliver total national coverage in the next few years.

A more practical and simply accomplished method of creating the equivalent of a fourth network is to increase network commercial time by one or more 30-second units per hour. If this were done, the inventory increase overnight would have as great an effect as creating the mininetworks. One new minute per hour increases inventory by 17%.

There are mixed emotions on the part of network and agencies about this move. The agencies are concerned about the effect of this increase on commercial effectiveness. We are interested in a lower cost-

per-effective-exposure, not lower cost-per-thousand.

The networks also are concerned. They worry about viewer reaction. Plus they are uncertain as to the business potential of the newly created inventory. The net result is ambivalence by both buyer and seller.

Despite all the protestations and idealism, however, I believe the forces are in motion and such a move is inevitable.

Shorter commercial lengths. Ogilvy & Mather—or more properly I should say our chairman—has been promoting 10-second commercials as the only real long-term solution to the television cost problem.

It's likely other innovations will emerge to create more such opportunities. Remember, 60 seconds were the standard in the business not too many years ago. Today, 30's make up 90% or more of all the commercial units on the air. Without the advent of 30's, television would have already priced itself out of the reach of most advertisers. Logic and history dictate we will learn to slice the bologna thinner and thinner to stay in the medium.

Cable Television. Will cable TV offer a large, commercially attractive opportunity for national advertisers in the next five to 10 years? I think not. Our agency estimates cable penetration to be 19% by 1980 and 29% by 1985.

Many agencies may have more optimistic forecasts. Even if we accept a more optimistic forecast of penetration, it would not change my view with regard to cable as a carrier of traditional commercial advertising for the national advertiser.

Specialized, tactical uses of cable will be commonplace in 1980's. But, as a true national outlet, as a universal alternative to the traditional stations—no.

Pay TV. A much discussed threat to commercial television is pay TV, which has finally come into existence in the last two years. The first thing to remember about pay TV is that its growth by and large is dependent on cable TV.

At the moment, given the regulatory restraints on pay TV, it is not a major threat. But, it is likely these restraints will be somewhat modified over time. By 1985, for some specialized movies and sports events, head-to-head bidding will occur.

Thus, pay TV can only cause commercial TV prices to rise... to a limited extent by syphoning audiences, to a major extent as program buyers. It's the latter which is the more immediate problem.

In summary, here's what we can look forward to: Costs will go up, we will complain and then learn to adapt. Clutter will increase; commercial lengths will shrink. But advertisers will continue to believe television is the most effective selling medium in existence. The demand will march on.

These stations covering more than 50% of America are Ready, Set, Go for Marlo:

WCBS-TV	New York
KNXT	Los Angeles
WBBM-TV	Chicago
WCAU-TV	Philadelphia
WBZ-TV	Boston
WTOP-TV	Washington, D.C.
KMSP-TV	Minneapolis-St. Paul
KMOX-TV	St. Louis
WPLG-TV	Miami
KIRO-TV	Seattle
WBAL-TV	Baltimore
WFSB-TV	Hartford
KCRA-TV	Sacramento
KOA-TV	Denver
WKRC-TV	Cincinnati
WDAF-TV	Kansas City
WGR-TV	Buffalo
WJAR-TV	Providence
WNGE	Nashville
KTVK-TV	Phoenix
WCCB-TV	Charlotte
WCMH	Columbus
WLOS-TV	Greenville-Spartanburg-Asheville
WDBO-TV	Orlando
KMOL-TV	San Antonio
WRGB	Albany-Schenectady
WNYS-TV	Syracuse
WJXT	Jacksonville
KMTV	Omaha
WMT-TV	Cedar Rapids
WSJV-TV	South Bend-Elkhart
WMTW	Poland Spring
WRIP-TV	Chattanooga
KHON-TV	Honolulu
WFMJ-TV	Youngstown
WKJG-TV	Ft. Wayne
WMTV	Madison
KSWO-TV	Lawton
WCSC-TV	Charleston, S.C.
KAAL	Austin
WICZ-TV	Binghamton
WUTR-TV	Utica
KIEM-TV	Eureka
WAGM-TV	Presque Isle
KMIR-TV	Palm Springs
WHAG-TV	Hagerstown
WSMW-TV	Worcester

and more to come



Distributed by

GROUP W PRODUCTIONS

WESTINGHOUSE BROADCASTING COMPANY
90 PARK AVENUE, NEW YORK, NEW YORK 10016
(212) 983-5088

A production of The Corporation for Entertainment & Learning, Inc. and Fish Communications, Inc. Created and developed by The CBS Television Stations in association with The Corporation for Entertainment & Learning, Inc. Produced in association with Post-Newsweek Stations, Inc. at WFSB-TV, Hartford.

It starts on Labor Day!

**September kicks off the
season of events on NBC!**

September 5



Monday "Laugh-In"
First of six new specials!
Special guest, Bette Davis!

5



Monday "James at 15"
Strong drama of adolescence!
Kate Jackson guest stars.

6



Tuesday "NBC Nightly News." John
Chancellor and David Brinkley introduce
a new feature... "Segment 3."

6



Tuesday "The Hindenburg"
First time on TV! George C. Scott,
and Anne Bancroft!

7



Wednesday "US Against the World"
Teams of U.S. and international
movie and TV stars compete!

8



Thursday "NFL Football"
Dallas Cowboys vs.
Pittsburgh Steelers!

9



Friday "C'mon Saturday!"
Original musical of NBC's new kids'
shows with Muhammad Ali, others!

9



Friday "Miss Black America Pageant"
A network first! With Billy Dee Wil-
liams, LeVar Burton, many more!

10



Saturday "The Bionic Woman" Season
premiere... Lindsay Wagner teams up
with a bionic dog!

11



Sunday "Mystery in Dracula's Castle"
A two-hour Disney comedy-thriller!

11



**Sunday Big Event: "29th Annual
Emmy Awards"** Host: Robert Blake;
Hostess: Angie Dickinson.

12



Monday "Little House on the Prairie"
Season premiere! Michael Landon
and Merlin Olsen.

12



Monday "Billy: Portrait of a Street Kid."
LeVar Burton of "Roots" stars!

13



Tuesday "The Richard Pryor Show"
America's biggest comedy
sensation!

13



**Tuesday "Sex and the Married
Woman"** World Premiere Movie with
Barry Newman and Joanna Pottet.

14



**Wednesday "A Night with the Heavy-
weights"** Live action bouts — Ken Nor-
ton, Jimmy Young, Ron Lyle, others!

15



Thursday "CHiPs" New series! High-
way cops at work and play! Larry Wil-
cox and Erik Estrada star!

15



**Thursday "Third Annual Rock Music
Awards Show"** Host Peter Frampton
and special guest host, Cher!

16



Friday "Sanford Arms" New!
America's funniest rooming house!
Stars Teddy Wilson, LaWanda Page.

16



Friday "Chico and the Man" Season
premiere! Jack Albertson, Gabriel
Melgar and Della Reese.

16



Friday "Rockford Files" Season pre-
miere! James Garner: private eye
with a wink!

**And
that's just for openers!
Here's
what we've got coming up!**



"79 Park Avenue" Mini-series based
on Harold Robbins' best-seller!



Baseball Playoffs... Climax of the
pennant races in both leagues!



"Dick Clark's Good Ol' Days" From
Bobby Sox to Bikinis. Musical
special about the 50's and 60's.



"Mulligan's Stew" New family
comedy. An already-large family in a
small house gets even larger!



"Police Woman" New season...with
Angie Dickinson and Earl Holliman



**"The Godfather: The Complete Novel
for TV"** Nine hours of superb drama,
including never-before-seen film!



16

Friday "Quincy" Season premiere! Jack Klugman, medical man plays detective!



17

Saturday "The Bionic Woman" New season! Lindsay Wagner fights a raging forest fire!



17

Saturday "Rooster Cogburn" First time on TV! Wayne and Hepburn— together!



18

Sunday Walt Disney's "Gus." First time on TV! The place-kicking mule!



18

Sunday "LIFE Goes to War: Hollywood and the Home Front" A Big Event! Johnny Carson hosts.



19

Monday "Little House on the Prairie" New family adventures with Michael Landon.



19

Monday "Gable and Lombard" First time on TV! The Hollywood movie about Hollywood's greatest love affair!



20

Tuesday "The Richard Pryor Show" Irreverently funny!



20

Tuesday "The Girl in the Empty Grave" World Premiere Movie. Mystery-drama starring Andy Griffith.



21

Wednesday "Oregon Trail" New series... 2-hour premiere! Rod Taylor stars!



21

Wednesday "Big Hawaii" New series! Island adventures! Cliff Potts stars!



22

Thursday "CHiPs" New series... highway cops on and off duty!



22

Thursday "Man from Atlantis" New series about a water-breathing "being." Patrick Duffy stars!



22

Thursday "Rosetti and Ryan" Courtroom comedy-mystery!... new series... premiere episode!



23

Friday "Sanford Arms" Old friends, new laughs!



23

Friday "Chico and the Man" New kid on the block!



23

Friday "Rockford Files" New private-eye adventures! James Garner.



23

Friday "Quincy" The medical profession's slickest sleuth! Stars Jack Klugman.



24

Saturday "The Bionic Woman" New bionic adventures with Lindsay Wagner!



24

Saturday "The Reivers." First time on TV! Steve McQueen's the star!



24

Saturday "NBC's Saturday Night Live" Season premiere with Steve Martin, the Not Ready for Prime Time Players.



25

Sunday "King of the Grizzlies" A 2-hour Walt Disney hit!



25

Sunday "Kill Me If You Can" A Big Event! Alan Alda in a death-row drama!



26

Monday "Little House on the Prairie" New family adventures! Stars Michael Landon.



26

Monday "In the Matter of Karen Ann Quinlan." The real-life story—now a powerful drama! Brian Keith stars.



27

Tuesday "The Richard Pryor Show" Off-beat and on-target!



27

Tuesday "Police Story" Special. David Janssen kicks off new-season specials! 2-hour premiere!



28

Wednesday "Grizzly Adams" Season premiere, with Dan Haggerty!



28

Wednesday "Oregon Trail" New series, with Rod Taylor and a family you'll care about!



28

Wednesday "Big Hawaii" Cliff Potts in new series! Love, deception and greed in exotic setting!



29

Thursday "Muhammad Ali vs. Earnie Shavers" The Champ against the demolition expert!



30

Friday "Sanford Arms" New episodes with Teddy Wilson, LaWanda Page, and Tina Andrews.



30

Friday "Chico and the Man" New season of laughs! Jack Albertson heads the cast.



30

Friday "Rockford Files" James Garner has new crimes to solve.



30

Friday "Quincy" New episodes... and Jack Klugman is sharp as a scalpel!

Programs subject to local variations and preemptions.



NBC: The First 50 Years...A Closer Look Orson Welles hosts another all-new celebration of the best of NBC!



"Contract on Cherry Street" Frank Sinatra in TV drama debut!



"Doonesbury" TV premiere of Pulitzer Prize-winning strip! ©1977 John and Faith Hubley Films Ltd.



"Bob Hope Specials" Laugh-packed show from the master!



"Johnny Carson's 15th Anniversary Special" Johnny's many friends join the celebration!



"The Hobbit" Based on the original version written by J. R. R. Tolkien. ©1977 Rankin-Bass Productions Inc.



"Dean Martin Roasts" The ribbing spares no one!



Henry J. Kissinger The former Secretary of State in a series of unprecedented programs on foreign policy.



Gerald R. Ford In a series of informal programs on the great issues facing our country.



"Aspen" Jet-setting mini-series. Skiing, romance and murder!

■ indicates new or revised listing

This week

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

Sept. 7-9—*Corporation for Public Broadcasting* radio developmental workshop. Hyatt Regency, Chicago.

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. 9-10—*South Dakota Broadcasters Association* annual meeting. KESD-FM-TV Brookings. Information: (605) 668-4191.

Sept. 10—Region 13 workshop of *Radio Television News Directors Association*. Featured speaker: John Hart, NBC News, Washington bureau. Pepco auditorium, Washington. Information: Ted Landphair, WMAL Washington. (212) 686-3013.

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.Y.

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

■ **Sept. 11-13**—*Louisiana Association of Broadcasters* fall convention. Fairmont hotel, New Orleans.

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

Also in September

Sept. 14-15—*Ohio Association of Broadcasters* fall convention. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), Ohio Governor James Rhodes, Radio Advertising Bureau President Miles David and outgoing FCC Chairman Richard E. Wiley are among speakers. 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 *Ameri-*

can Women in Radio and Television. Kahler Plaza, Birmingham, Ala.

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

Sept. 18-20—Annual convention of *National Religious Broadcasters Western chapter*. Banquet speaker Sept. 19 will be Dr. Hal Lindsey, author. International Marriott hotel, Los Angeles.

Sept. 18-20—*CBS Radio Affiliates Association* 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. 20-21—Hearings before *House Small Business Subcommittee on Antitrust and Restraint of Trade Activities* on alleged anticompetitive pricing of FM radio in cars. Washington.

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

■ **Sept. 20-23**—Meeting of managers, *CBS-owned AM stations*. Canyon hotel, Palm Springs, Calif.

■ **Sept. 20-23**—Meeting of managers, *CBS-owned FM stations*. Canyon hotel, Palm Springs, Calif.

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. 28-30—Twenty-seventh annual symposium on broadcasting, *Institute of Electrical and Electronics Engineers*. Frank Mankiewicz, president, National Public Radio, luncheon speaker, first day; Dr. George H. Brown, retired director, RCA Laboratories, Princeton, N.J., banquet speaker, Thursday. Principal topics for discussion: circular polarization of TV antennas, quad-

rophonic FM, fiber optics, broadcast satellites. Washington hotel, 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, Mo.

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*. Featured speakers will include Donald Thurston, board chairman, National Association of Broadcasters; Barbara Newell, Wellesley College president, and Robert M. Bennett, WCVB-TV Boston. Berkshire Hilton, Pittsfield, Mass.

October

Oct. 1—Deadline for entries, *U.S. Television Commercials Festival*. Information and entry forms: 1008 Bellwood Avenue, Bellwood, Ill. 60104; (312) 544-3361.

Oct. 2-5—*Missouri Broadcasters Association* fall meeting. Monday luncheon speaker will be Van Gordon Sauter, CBS-TV, 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. Infor-

mation: Otto Miller, executive secretary, Box 555, Tuscaloosa, Ala. 35401; (205) 758-2157.

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

Oct. 12—*New England Cable Television Association* fall meeting. Highway hotel, route 93, Concord, N.H. Information: Bill Kenny, Box 321, Tilton, N.H. 03276; (603) 286-4473.

■ **Oct. 12**—*American Society of Composers, Authors and Publishers* annual country music awards dinner. Hyatt-Regency hotel, Nashville.

Oct. 12-13—*Kentucky Broadcasters Association* fall convention. A.B. (Happy) Chandler will be principal speaker. Hyatt Regency, Lexington.

Oct. 12-13—*National Association of Broadcasters* management seminar. Hyatt Regency hotel, Chicago.

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. 16-17—*National Association of Broadcasters* management seminar. Hyatt Regency Cambridge, Cambridge, Mass.

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. 17-19**—*New York State Cable Television Association* fall meeting. Sheraton Canandaigua Inn, Canandaigua.

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. 19-20—Twenty-third annual Broadcasters Clinic, sponsored by the *University of Wisconsin-Extension*. Madison. Clinic will feature presentation of technical papers by equipment suppliers and consultants. Information: Don Borchert, UW Telecommunications Center, Vilas Hall, Madison 53706; (608) 263-2157.

Oct. 19-20—*National Association of Broadcasters* management seminar. Peachtree Plaza hotel, Atlanta.

Oct. 19-21—*Tennessee Association of Broadcasters* annual convention and business meeting. Read House, Chattanooga.

■ **Oct. 19-21**—*New Hampshire Association of Broadcasters* annual convention. Margate Inn, Laconia.

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 *Ameri-*

can Women in Radio and Television. Stouffers, Louisville, Ky.

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

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

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

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

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

Oct. 25-27—*International Tape Association's* home video systems seminar. Keynote speaker will be John Chancellor, NBC News. New York Sheraton, New York. Information: ITA, 10 West 66th Street, New York 10023.

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. 1—Awards presentation, *U.S. Television Commercials Festival*. Deadline for entries is Oct. 1, Chicago.

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

■ **Nov. 2-5**—Theater, film and TV lighting symposium held in cooperation with *Florida-Caribbean section, Society of Motion Picture and Television Engineers; Florida Motion Picture and TV Association; Florida-Caribbean Theater Design Conference; Illuminating Engineering Society of North America; Florida section, U.S. Institute for Theater Technology*. Holiday Inn-Biscayne, Miami.

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.

■ **Nov. 3-4**—*Oregon Association of Broadcasters* fall conference. Valley River Inn, Eugene.

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

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

■ **Nov. 6-7**—*National Association of Broadcasters* management seminar. Marriott hotel, Denver.

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

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

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

■ **Nov. 9-10**—*National Association of Broadcasters* management seminar. Sheraton Harbor Inn, San Diego.

Major meetings

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

Sept. 18-21—*Institute of Broadcasting Financial Management* 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.

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

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

Nov. 13-15—*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. 18-20—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. Bona-venture 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 26-28, 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 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.

■ **May 24-27, 1978**—*National Association of Broadcasters* radio programming college. Hyatt Regency hotel, Chicago.

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.

Nearsightedness

EDITOR: I have read with great interest "Window Dressing on the Set" [BROADCASTING, Aug. 22] and hungrily absorbed all the statistical material contained in this mammoth effort. I find the results shocking, but I must enter a strong objection. The Commission on Civil Rights did not go far enough.

I have committed a great deal of time and effort monitoring television and making meaningful compilations in an area completely ignored by the Civil Rights Commission. Are you aware that between 1970 and 1976 only one-tenth of one percent all major roles in television drama were portrayed by persons wearing glasses? Never mind your shocked disbelief. Think of the consequences. Children growing up watching television will view those who wear glasses as oddities to be avoided. Why the optometrists of the world have not raised their voices in demand that the FCC repair this damaging oversight is more than I can fathom.

In all candor, I have been remiss in not calculating the percentages of glass-wearing actor persons associated with the various ethnic and sex categories. I have not determined, for example, the number of Indians—forgive me, Native Americans—in the 31-40 age bracket seen wearing glasses. Nor can I tell you the number of women of Spanish American heritage

in the 21-30 age bracket who sported spectacles. I do have the strong conviction, based on random recollection, that these percentages would be small. —*Marvin Reuben, general manager, WDAM-TV Hattiesburg, Miss.*

Richer's response

EDITOR: We take exception to NBC Radio President Jack Thayer's comment reported in the Aug. 22 "Closed Circuit" [that] "...it's favorite NRBA trick to issue invitations that it can assume won't be accepted—for purpose of looking put upon." For the record, Bert Sherwood of WMAQ(AM) Chicago accepted our invitation to participate at our upcoming convention before he joined NBC. Unfortunately, we did not have the benefit of a crystal ball. If we did, and if we knew of NBC's lack of enthusiasm for our radio endeavors, you can be sure we would have avoided the situation. —*John L. Richer, executive vice president, National Radio Broadcasters Association, Washington.*

SAT scores and TV

EDITOR: I was disappointed to see the report of the advisory panel on the decline of scores in the Scholastic Aptitude Test [BROADCASTING, Aug. 29] renew the

boob-tube attitude about television.

Being 25, I am surely a child of television. But looking back, I can find example after example of information and insights gained from television programing that have added new dimensions to who I am.

Entertainment programs as well as news and other programs have given children a look into worlds they would never see and raised questions that they may not have thought of asking in their home environment.

No other part of American society has stimulated the public consciousness and raised community awareness more than television. I believe the SAT panel would find that those children whose scores were affected by too much TV were really affected by not using their minds about what they saw and heard.—*Wayne Bryan, news director, WGAU(AM)-WNGC(FM) Athens, Ga.*

Footnote

EDITOR: The "Programing" section of BROADCASTING (Aug. 22) reported on NBC using one-inch tape equipment for prime-time dramatic programing. Both the NBC and CBS prime-time efforts utilize the Sony BVH-1000 recorder.—*David K. MacDonald, general manager, Sony Broadcast, New York.*

Where Things Stand

Status report on major issues in electronic communications

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Agency for Consumer Protection. Legislation to create Agency for Consumer Protection, supported by Carter administration, is apparently dead for this year in both houses of Congress. Senate Majority Leader Robert Byrd (W.Va.) says bill will not be called up there until House considers it; House version is 20-25 votes short of majority (BROADCASTING, June 13). Senate's bill has provision sought by National Association of Broadcasters to prevent proposed agency's involvement in broadcast license renewal proceedings at FCC. House bill does not. Proposed agency could only act as advocate, would have no regulatory authority.

Antitrust/networks. Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television program-

ing. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programing NBC could produce for its use for period of 10 years. This and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS, and they say they will not settle with government (BROADCASTING, Nov. 22, 1976). Other objections to consent agreement have appeared (BROADCASTING, March 30), and Justice and NBC have modified portions of proposed settlement (BROADCASTING, May 16). Matter is now pending before Judge Robert Kelleher of U.S. District Court in Los Angeles.

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, to limit competition in business communications field, has been reintroduced in House and Senate. Telephone companies argue that rates of home telephone users might have to go up if "cream skimming"

by specialized common carriers in private-lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters use, argue to contrary that bill is anticonsumer, will confer unparalleled monopoly on AT&T by driving them out of business. To combat effects of Bell bill, Representative Timothy Wirth (D-Colo.) and Senator Gary Hart (D-Colo.) have introduced resolutions in respective houses reaffirming competition as soundest business practice in all areas where possible. Outside Congress, Bell bill is opposed by National Cable Television Association, which argues it would squelch cable growth, and Association for Independent Television Stations, which says bill would increase program-transmission costs.

Broadcasting in Congress. Closed-circuit broadcast test now in progress in House of Representatives may lead eventually to daily live coverage of floor proceedings in House, available for carriage on commercial and

public radio and TV. Source in House Speaker Thomas P. (Tip) O'Neill's (D-Mass.) office predict House will vote for House-operated broadcast feed, although at least one measure in hopper (by Representative B.F. Sisk [D-Calif.]) would have three networks and Public Broadcasting Service handling coverage as pool. House experiment concludes Sept. 15. In Senate, measure by Majority Leader Robert Byrd (W.Va.) to institute closed-circuit coverage of Senate is on shelf.

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31 deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. Comments have been filed in on-going refranchising inquiry (BROADCASTING, March 7).

Carter and broadcasting. President is going on air at unprecedented clip: 13 televised news conferences, "fireside chat," energy talks from Oval Office and to joint congressional session, speech to UN, NBC's *Day with President Carter*, PBS coverage of town meeting in Clinton Mass., CBS Radio call-in show (BROADCASTING, April 25), local question-and-answer show on KNXT(TV) Los Angeles (BROADCASTING, May 23).

Children's TV. U.S. Court of Appeals in Washington has upheld FCC 1974 policy statement on children's television, turned down appeal from that statement by Action for Children's Television (BROADCASTING, July 11), and turned down ACT petition for rehearing (BROADCASTING, Aug. 29).

Communications Act. House Communications Subcommittee is in process of revamping entire Communications Act of 1934. Subcommittee chairman, Lionel Van Deerlin (Calif.), said he hopes to have bill on paper by January 1978. Project has been subject of heated disputes. Despite repeated attempts by Mr. Van Deerlin and subcommittee ranking Republican, Lou Frey (Fla.), to reassure broadcasters, industry has taken hard-line stance against entire project. Networks and National Association of Broadcasters argue that present act works well and should not be tinkered with.

Crossownership (newspaper-broadcast). U.S. Court of Appeals in Washington has overturned FCC's policy allowing newspaper-broadcast crossownerships in same market, unless such multimedia holdings can be shown to be in public interest. Court ordered commission to develop rules under which divestiture of crossownerships would take place. Decision was made in appeal brought by National Citizens Committee for Broadcasting (BROADCASTING, March 7). National Association of Broadcasters, FCC, and newspaper publishers are seeking Supreme Court review (BROADCASTING, March 4); commission contended in its petition for review that appeals court "usurped" FCC's power (BROADCASTING, April 25). Representative Samuel Devine (R-Ohio) ranking Republican on House Commerce Committee has introduced legislation (H.R. 5577) to prohibit FCC from considering newspaper crossownerships in broadcast license proceedings and to prohibit divestiture of crossowned media.

Crossownership (television-cable television). FCC has amended its rules so that

divestiture is required for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review as are two of system owners involved (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25). Pending before appeals court are petitions by three crossowners for stay of August deadline for divestiture.

Drug advertising. Federal Trade Commission has completed several weeks of Washington hearings (BROADCASTING, March 7, 14) on proposed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for a year, is being backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters. In Congress, Senator Ernest Hollings (D-S.C.) has announced his Communications Subcommittee will undertake inquiry into broadcast advertising, with emphasis on effects of advertising of OTC drugs and sugared products to children (BROADCASTING, June 20).

EEO guidelines. FCC has begun rulemaking to adopt for cable television equal opportunity guidelines that track EEO rules commission established earlier for broadcasting (BROADCASTING, Aug. 2, 1976). Commission, however, did indicate concern in announcing rulemaking that Supreme Court decision in Federal Power Commission EEO case (BROADCASTING, May 31, 1976) did not support FCC authority to create such rules for cable. Commission's EEO powers with regard to Equal Employment Opportunity Commission findings has been clarified by appeals court in upholding FCC decisions involving WABC-TV New York and WJLA-TV Washington (BROADCASTING, April 18).

Fairness doctrine legislation. Senator William Proxmire (D-Wis.) has reintroduced his bill to abolish fairness doctrine, entire Section 315 (equal time) of Communications Act, and make clear that government cannot intrude in any fashion in broadcast programming decisions. "Now is the time to make broadcasters fully equal to publishers," senator said in introducing bill (BROADCASTING, Jan. 7). Similar bill has been introduced in House by Representative Robert Drinan (D-Mass.).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). He contended FV policy was result of illegal government pressure and held that National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS, FCC and NAB are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4). In light of court decision NAB has dropped policy of mandatory subscription to TV code. Special NAB committee is considering pro-

posals to strengthen guidelines for treatment of violence and sex in TV code, despite threats by Writers Guild of America that it will take any such guidelines to court (BROADCASTING, Aug. 8).

FCC fees. U.S. Court of Appeals in Washington has ruled that commission's 1970 fee schedule was illegal as applied to broadcasters and common carriers and ordered refunds. Court also said that 1975 fee schedule was improperly drawn (BROADCASTING, Dec. 20, 1976). Commission has suspended collection of fees, begun study of refund process (BROADCASTING, Jan. 3) but insists that Congress will have to give commission authority to collect fees again (BROADCASTING, June 27). And Congress says to hold up on refunds while it tries to come up with solution (BROADCASTING, March 24). National Association of Broadcasters, in letter to FCC Chairman Richard Wiley, has asked for "immediate refund of all fees illegally assessed to broadcast licensees" (BROADCASTING, May 23).

Food advertising. Federal Trade Commission staff attorneys are analyzing comments regarding proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). Rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). Commission concluded public hearings on first phase of proposal—involving energy, cholesterol, natural, organic and health food claims—in January. FTC presiding officer and staff are preparing reports, with latter study expected to call for significant changes in proposed rule, and perhaps new proposal. Hearings on next two phases of rulemaking proposal, which also concern nutrition claims and comparisons, will not be held until first phase is completed; process is expected to be lengthy (BROADCASTING, Dec. 13, 1976).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This is contrary to several recent appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. U.S. Court of Appeals in Washington has overturned FCC declaratory ruling on indecent broadcast as vague and unconstitutional. Commission ruling had been aimed at WBAI(FM) New York for broadcast of George Carlin comedy album. Appeals Court, by 5-to-4 vote, rejected FCC's request for rehearing, and commission has decided to take case to Supreme Court (BROADCASTING, July 25). FCC, meanwhile, appears to be backing off from attempt to police obscenity and indecency on cable TV. It has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25).

KRLA(AM). U.S. Court of Appeals has reversed FCC decision granting Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others). Court said commission erred in basing decision on basis of

most efficient engineering (BROADCASTING, May 16). License of interim operator of station has been set for hearing on charges of misuse of funds (BROADCASTING, June 27; Aug. 8).

License renewal legislation. Bills to lengthen broadcast license terms and make licenses more secure against challenges are showing up in both houses of Congress, including ones by Senate Commerce Committee ranking Republican James Pearson (Kan.) and House Communications Subcommittee ranking Republican Lou Frey (Fla.). Mr. Pearson's bill provides for maximum five-year license term, requires FCC to renew license if licensee's programming was responsive to community and if licensee operated station without "serious deficiencies." Mr. Frey's bill would increase license term to five years, would exempt radio licensees from ascertainment, cut down on renewal paperwork (BROADCASTING, Feb. 28). Mr. Frey says he concurs with subcommittee Chairman Lionel Van Deerlin (D-Calif.) that renewal revision should be handled in context of over-all rewrite of Communications Act, says he introduced his bill to get proposal on record.

Network inquiry. FCC had instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking re-examination of network-affiliate relationships (BROADCASTING, Jan. 17), but project is now in limbo as Senator Ernest Hollings, chairman of Communications Subcommittee and of appropriations subcommittee with responsibility for FCC, has turned down commission's request to reprogram \$350,000 to finance inquiry staff pending appointment by President Carter of new commission chairman (BROADCASTING, July 4, 11).

Pay cable; pay TV. FCC's modification of its pay cable and pay television rules has been overturned by U.S. Court of Appeals in Washington (BROADCASTING, March 28, April 4). FCC, networks and National Association of Broadcasters are appealing part or all of that decision (BROADCASTING, April 25). FCC and broadcasters have petitioned Supreme Court to review case. Court earlier upheld appeal by cable systems, New York Cable Television Association and National Cable Television Association against New York state's assumption of jurisdiction over pay cable rates (BROADCASTING, March 21). In Congress, Representative Charles Thone (R-Neb.) has reintroduced resolution of last session opposing "siphoning" of broadcast programming by cable.

Payola. FCC investigation into practice is under way. Commission currently is holding closed hearings in Washington (BROADCASTING, March 14) and plans more in other cities.

Pole attachment legislation. Bills giving FCC authority over cable pole attachment rates where there is no state regulation are pending in both houses of Congress. Bill in House by Representatives Timothy Wirth (D-Colo.) and James Broyhill (R-N.C.) is based on agreement between National Cable Television Association and National Association of Regulatory Utility Commissioners, two groups whose disagreement helped stall bill last year. In Senate, pole attachment bill by Communications Subcommittee Chairman Ernest Hollings (D-S.C.) ties similar pole attachment provision to provision giving FCC authority to fine cable systems for rule violations. Senate subcommittee held hearings last month (BROADCASTING, June 27).

Ratings. Nielsen prime-time averages, Sept. 20, 1976-Aug. 31: ABC 18.9, CBS 17.0, NBC 16.7.

Saccharin ad ban. Broadcasters have won at least temporary victory in effort to block congressional attempt to place restrictions on outright ban on radio-TV advertising of saccharin products. Senate Commerce Committee has dropped all references to advertising in bill referred to it by Human Relations Subcommittee that is designed to override Food and Drug Administration prohibition against sale of sweetener (BROADCASTING, Aug. 1; see story this issue).

Station trading. FCC has asked for comments on proposal, originated by former Commissioner Benjamin Hooks, to require licensee to provide 45 days notice prior to entering into contract to sell station. Plan is perceived as enhancement of prospects for minority ownership, although all corners might seek to intervene in negotiations once they become public. Comments are due Oct. 3. In associated move, National Association of Broadcasters has filed petition for declaratory ruling concerning issuance of tax certificate to broadcasters who sell to minorities or minority-controlled entities (see "Top of the Week").

Telecommunications policy. Office of Telecommunications Policy would be dismantled under President Carter's plan to reorganize executive branch. Proposal, which would become effective in mid-October, calls for OTP's functions to be divided among White House (presidential policy options), Office of Management and Budget (arbitration of interagency frequency disputes), with bulk of duties going to Commerce Department Office headed by new assistant secretary for communications and information (BROADCASTING, Aug. 1). Congress won't block plan, but communications subcommittees in both houses probably will press for refinements.

VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (BROADCASTING, March 14). Comments are due Aug. 22; beating that deadline was Justice Department, which urged commission to allow drop-ins on a "demand" basis (BROADCASTING, June 27).

Violence on TV. Heat in current debate over TV violence is due largely to public outcry raised by organizations such as National Parent Teachers Association, American Medical Association and National Citizens Committee for Broadcasting. PTA, following series of hearings across country, has put networks on "probation" until January 1978, after which, failing to get desired response, PTA will consider boycotting offending TV programs and sponsors, filing petitions to deny at FCC and undertaking civil litigation; Annenberg School's Dr. George Gerbner says 1976 saw more violence on TV than any other year (BROADCASTING, Feb. 28). House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing on TV violence (BROADCASTING, March 7) and has set Oct. 1 as deadline for report on subject. Issue dominated Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, May 16). Senator Strom Thurmond (R-S.C.) has reintroduced his bill of last Congress (with Senator James Eastland (D-Miss.) prohibiting broadcast of nudity, explicit sexual activity, gross physical violence, morbid torture.

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Top of the Week

SRA declares war on poaching by TV networks

It urges stations to action against drain on spot TV, that, its study asserts, is caused by three majors' high prices

Television station reps last week charged that the networks are taking money away from spot at a rate that could exceed \$680 million this year—more than one-third of the \$1.9 billion that in 1976 represented spot TV's best year ever.

The charge came in an analysis and report, prepared over the past several weeks by the Station Representatives Association ("Closed Circuit," Aug. 15), that traces recent expansions of network commercial time and estimates that further expansions could drain off an additional \$900 million from spot.

The study urges that stations, through their network affiliate boards, "require" that the networks give them six months' notice of any changes in network commercial patterns. The report is being sent by SRA's 20 TV rep-firm members to the 573 stations they represent.

In addition, SRA leaders have conferred with William F. Turner of KCAU-TV Sioux City, Iowa, chairman of the ABC-TV affiliates board, and Charles B. Brakefield of WREG-TV Memphis, chairman of the CBS-TV affiliates—and plan to meet with Ancil Payne of KING-TV Seattle, chairman of the NBC-TV affiliates—about what the reps call the "disastrous" effects that further network expansions could have on station revenue.

More than 90% of these revenues come from national/regional spot (51.3%) and local (39.6%), the analysis says, and the networks have consistently reduced affiliates' opportunities in these areas by taking more and more commercial time for themselves. From 1975 to 1976 alone, according to the analysis, the number of network commercial minutes increased by 5,643, or more than 5%.

Since then the networks have introduced and plan to introduce more commercial minutes, the report continues, and in addition the networks, in filings with the FCC (in its currently deferred network inquiry), have said they have no plans to

increase the number of prime-time commercial minutes but have not ruled out the possibility of such increases.

Anything the networks do, the report maintains, affects spot: "When the networks sneeze, we get a cold." And this year, the study continues, has proved wrong the long-held belief that "when the networks are sold out, the spot business prospers." This year, says the study, the networks have been "sold out at very high rates," with revenues running 24.6% above last year's, and yet spot business has been "terribly soft."

"The dollars the advertiser uses to pay for these increased network costs come directly from spot," the report asserts. "It is important, therefore, before we discuss the matter of network expansion in terms of additional inventory, that we recognize the networks, largely through rate increases, have increased their revenues in the first half of this year by about 25%.

"That increase alone (\$343,656,000) if projected for the full year of 1977, is more than one-third of the total 1976 national/regional spot revenues of \$1,912,691,000—the biggest spot year in our history.

"Another problem is that the networks have dramatically increased their regional network business. In 1976 advertisers spent \$44 million on regional networks. In the first six months of 1977 regional network sales have soared from under \$17 million to well over \$30 million.

"When we also consider the additional dollars that a fourth network could siphon off, along with about \$100 million in

barter business that displaces spot, it is extremely important that everything possible be done to try to insure the economic good health of spot television."

The way things work now, the analysis notes, networks can increase their commercial time within programs and can increase their unit inventory by reducing the length of commercial units—"from 30 seconds to 20, 15 or even 10 seconds," for example—"without the agreement of, or even consultation with, their affiliates."

And they have been doing just that and plan to do more, the report continues:

"ABC adds five commercial minutes per week in *Good Morning, America* this September, and last September they added prime-time news updates.

"A year ago January, CBS started prime-time news updates in which 10-second commercials appeared. In September they will be changing their late-night lineup, which will bring them about a 20% increase for commercial locations.

"In April, NBC added five commercial minutes per week in the *Today* show. In September they will add 10 minutes in the Sunday late-night movie. A year ago in July, their prime-time news updates brought them added commercial time without any expansion of their program hours.

"One by one, these don't appear as major moves, but they add up. One news update per night per network could bring another \$5 million a year to the three networks. And when may news updates become hourly in prime time? And when

Getting warmer: fourth-quarter spot TV

It cooled off this summer, but heated activity in past weeks has some optimists predicting a 15% increase over last year

Despite their concern over long-term consequences of network advertising practices (story this page), TV station reps were fast regaining confidence in fourth-quarter sales prospects last week.

A sustained surge of spot-TV activity showed no signs of slowing, and sales leaders seemed virtually certain that the long summer slowdown was ending.

The pick-up in activity had been detected earlier ("Closed Circuit," Aug. 29), and the Television Bureau of Advertising also called attention to it in announcing spot-TV dollar figures for the second quarter and first half of the year (story page 39). "Availability requests for the fourth quarter are breaking records,"

TVB reported on the strength of a sampling of its rep members.

The new momentum thus far seemed to be, as TVB noted, more in avails requests than in firm orders, although a number of reps reported that orders were accelerating too. If avails requests hadn't yet translated into orders, most seemed confident that they would—if only because, as one rep put it, "they don't ask for avails just for the exercise."

Several reps said most of the activity, although in many cases at record levels, was being generated without the participation of some of the advertisers that are usually among spot TV's biggest customers. These advertisers, some rep sources speculated, had been and still were deliberately holding off in hope that spot prices would break. Others, however, said they were getting requests from "some pretty good corporate advertisers, as one

may their 10-second commercials become 20 or 30?"

And yet, the report emphasizes, network income is at an all-time high, 166.5% higher in 1976 than it was five years earlier, as compared with a 20.5% increase in network compensation to stations in that same span.

If the networks should increase their prime-time commercial minutes to four per half-hour instead of three, they could divert from \$458.6 million to \$655.2 million from spot to network annually, according to the analysis. The former figure, which the study says would represent 24% of 1976 national-spot volume, was based on a network rate of \$35,000 per 30-second commercial unit; the latter, representing 34.3% of 1976 spot volume, assumed a network rate of \$50,000 per 30-second unit.

A similar increase in Monday-Friday daytime, the analysis continues, could take another \$264 million a year out of spot (at an average network rate of \$7,700 per 30).

The report notes that last year the affiliates, through their network boards, forced the networks to abandon plans to lengthen their evening newscasts. The current problem, it asserts, is "equally important or even more important" but can also be prevented through "strong affiliate board action."

Requiring networks to give six months notice of changes in commercial patterns, including changes involving encroachment on stations' program time, the report asserts, "will help to preserve the industry's established financial balance and also to encourage the growth of additional sources of programing. Such requirement would not chop out the financial underpinnings of the TV networks, which is not a desirable goal, but would enable their affiliates to deal with the networks as more equal partners on these matters which would involve the well-being of the stations."

put it, "and a pretty good mix" of others.

Walter A. Schwartz, president of Blair Television's station division, told BROADCASTING that "for the last three weeks we've processed more requests for availabilities each week than in any other week all year." But he was more cautious than some in projecting what it would mean in billings. "I've yet to see a flood of orders as a result of these availabilities," he explained. Yet he thinks that "something is going to come" because, he said, he's one of those who believes that agencies don't ask for avails just to be asking.

Martin F. Connelly, president of Petry Television, also was reluctant to project results of the current activity. Right now, he said, it looks as though the fourth quarter will be better than last year's, "but you can't tell—it depends on what the networks do." He expected, however, that it will be "a soft September, a little better October and a very good November."

David Allen, president of Katz Televi-



ABC's *Behind Closed Doors*



CBS's *Making of 'The Deep'*



NBC's *Elvis*

TV networks jockey horses in season starting gate

Rash of specials and unusual scheduling marks premiere weeks, all designed to keep the competition from breaking too fast at the bell

The survival-of-the-fittest ethic in network TV programing has produced a genuine mutant: the two prime-time weeks from today—(Sept. 5)—to Sept. 17.

Into that space of 40 hours, the three commercial networks have crammed an average of 35 hours each of special programing, including fall season premieres. That compares to a mere 13 hours of non-special programs on all three networks combined.

Premiering the fall schedule is the usual

justification for such hoopla. Yet of those 40 hours, an average of only 16 hours will be spent by each network on actual premieres of either new or returning programs—and that includes the five one-hour wrap-ups such as *CBS Galaxy* and NBC's *C'mon Saturday*. Almost half of the week, 19 hours, will be devoted to specials that bear no relationship to the fall schedule. It may be the stuntman's finest hour.

When it's all over, ABC will have unveiled four of its six new series, CBS will have started five out of 10 and NBC four out of eight. That leaves nine new shows to premiere the week of Sept. 18—ABC's *San Pedro Beach Bums* and *Love Boat*, CBS's *Fitzpatricks*, *Lou Grant* and *Tony Randall*, and NBC's *Oregon Trail*, *Big Hawaii*, *Man From Atlantis* and *Rosetti and Ryan*—when the schedules finally start to settle into a season. CBS will not put in its remaining two new series, *We've Got Each Other* and *On Our Own*, until Saturday, Oct. 1, and Sunday, Oct. 9, respectively.

The rationale for this "jumbled and jugged" situation, as one disgruntled adver-

sion American, had fewer reservations. Business has improved "dramatically," he said. He's predicting the fourth quarter will be stronger than 1976's.

Peter Ryan, executive vice president of Harrington, Richter & Parsons, said "it looks as though the dam has finally broken," with activity for the fourth quarter running 15% ahead of a year ago. It's too early to say how big fourth-quarter billings will be, he said, "but we're on our way to a good-selling fourth quarter."

L. Donald Robinson, head of Field Spot Sales, said fourth-quarter prospects were brightening and that the third wouldn't be as bad as some had thought, although not great either.

Stephen D. Seymour, president of Television Advertising Representatives, said his firm had written "a very large amount of business" in the past two weeks and has a lot pending. "Not bad," he added.

Theodore Van Erk, senior vice presi-

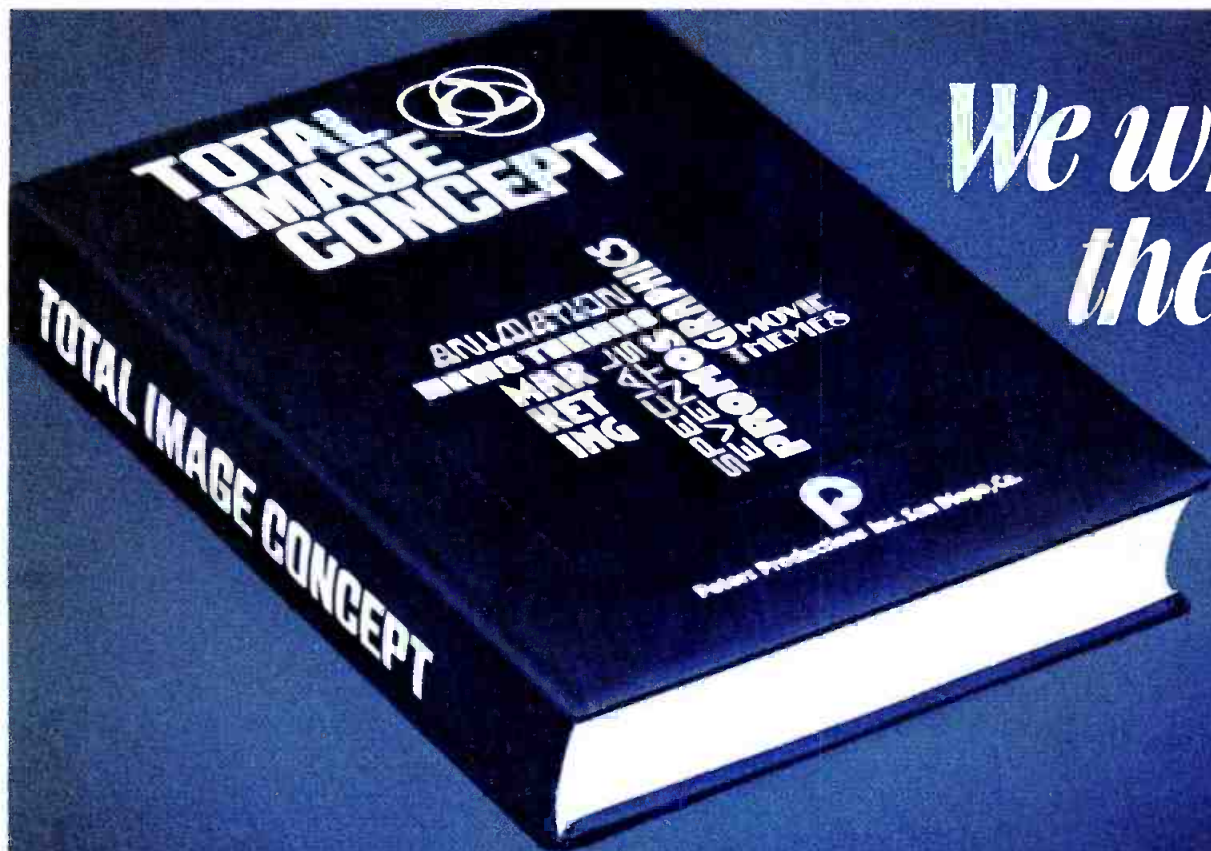
dent of Peters, Griffin, Woodward, said the acceleration thus far was primarily in avails requests but that "orders will be following" and could bring the third quarter up to last year's and should push the fourth quarter—and perhaps the year—7% to 9% ahead of 1976's record.

The TVB's canvass of rep members found similar sentiments. Among the findings:

Al Masini, president of Telerep: "Business is coming in later than last year, like 1974 and 1975. In 1976, everything was way in advance. Last week we had a 33% increase in availability requests [compared with] a year ago."

Phil Corper, vice president and general sales manager of HR Television: "Tons of avails out, business starting to come in—looks like a good fourth quarter."

Robert Kizer, president of Avery-Knodel: "We had as many avails requests in the week of Aug. 12 as in the entire five broadcast weeks in July."



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Sermonette. ABC-TV will air a 15-minute "featurette" called *TV Grows UP* at 10:45 p.m. Tuesday (Sept. 6), immediately following the conclusion of the premiere episode of *Washington: Behind Closed Doors*.

Consisting mainly of clips of ABC-TV programs, the short will discuss "how television has changed since the days of *Father Knows Best* and *Ozzie and Harriet*, and how it now more accurately reflects the cultural needs and current lifestyles in the United States," according to ABC.

An ABC spokesman and the short's co-producer, Larry Sullivan of Sullivan and Marx Productions, strongly denied that the program was a response to the furor over the new ABC series *Soap* (which will not be among the programs excerpted in the short). Both said that the 15-minute time gap resulted from *Closed Door's* starting time being moved to 8:30 p.m. to accommodate material which the network felt could not be edited out without destroying the "artistic integrity" of the episode.

tising executive described it, is each network's determination not to let the others have an open field to show off new programs. The irony is that ABC—the network that started it all with its June 27 announcement of *Washington: Behind Closed Doors*—has ended up with the most traditional premiere schedule of the three, and now professes astonishment at its competitors' willingness to "rip their schedules to bits" to keep abreast.

"We schedule according to a plan," said Seymour Amlen, vice president of programming for ABC Entertainment, "and basically we try to stick to it as much as possible. I don't think we've been as guilty of the last-minute twisting and shuffling the advertisers are complaining about."

Asked if it wasn't the renegade programming style of Fred Silverman, his boss, that set the tone for the unscheduled schedule, Mr. Amlen agreed that it probably had been, but only in the sense that ABC's "comprehensive success" had stimulated the competition to attempt to out-do Mr. Silverman at his own game.

Indeed, CBS and NBC have thrown a literally unbroken string of specials and big-name movies against *Closed Doors*, offering everything from Steven Ford at a state fair to Jacqueline Bisset in the Bahamas. The feeling in the advertising business, at least, seems to be that *Closed Doors* has its work cut out for it if it is to withstand the competitions' glittering distractions, especially since its lead-ins are generally less attractive. As one agency executive put it, "As well-done as *Washington* may be, it is not a *Roots*." But *Closed Doors* undoubtedly got a hefty boost last week when three national magazines—*Time*, *Newsweek* and *TV Guide*—with a combined weekly readership of approximately 84 million put the miniseries on their covers. "That didn't hurt," said Mr. Amlen.

Competition between series doesn't really start until after *Closed Doors* ends Sept. 11, and even then the shows won't meet head-to-head with their competition with any consistency until late that week. Monday, Sept. 12, is a partial exception, with CBS running its regular series line-up of *Young Dan'l Boone*, *The Betty White Show*, *Maude* (all premieres) and *Rafferty* against NBC's regularly scheduled *Little House on the Prairie* and *Monday Night* movie. ABC is running a pilot, *Lucan*, from 8 to 9, and then will have its regular Monday night football game (although the

college game it's showing that week probably won't have the professionals' pull).

Generally, though, everyone will be trying to steal the audience away from the competition's (basically ABC's) premiere episodes throughout the two weeks. For example: on Tuesday, Sept. 13, ABC will let loose with *Happy Days* (which will preempt *Laverne and Shirley* in an expanded premiere episode), *Three's Company*, *Soap* and *Family*. Against that, CBS will throw physicality (*Night of the Champions* boxing) while NBC, after Richard Pryor's debut, will try sex (*Sex and the Married Woman*). The next night, NBC will pit boxing against the special two-hour premier of *Charlie's Angels* while CBS will have a movie featuring "a grueling pursuit in the wilderness of a band of bank robbers by an Arizona state trooper." Other counterprogramming stunts include NBC's rock awards show bridging ABC's Redd Foxx premiere on Thursday, Sept. 15, and ABC's "The Hardy Boys and Nancy Drew Meet Dracula" vs. NBC's Disney movie, "The Mystery of Dracula's Castle," which also bridges ABC's debut of *The Six Mil-*

lion Dollar Man on Sunday, Sept. 11.

As for how strong a push the two weeks of stunting will give the season's programs, nobody seems to know. There are two possibilities on which speculation is generally divided. One is that Sept. 5-17 will in essence be an isolated phenomenon, a bounty to viewers who will take their pick of the specials and decide on the series later. The other view holds that the heavy weight given to series promotion within the stunts and the special premiere episodes themselves will indeed entice sampling of the programs and build an audience for them in the traditional manner.

Network programmers concede first of all that the primary goal of the two-week stuntfest was to not let the other guys get ahead—"we couldn't afford not to do it," said a CBS programmer. But they also believe that sampling of series will be substantial, although there is some disagreement on exactly how that sampling can best be encouraged and exploited. ABC, which has stacked most of its premieres close together, feels that "one premiere tends to feed on another," according to Mr. Amlen. CBS, on the other hand, feels that a staggered premiere schedule, which CBS has, allows promotional efforts to be concentrated more effectively on each show, according to vice president of programming Harvey Shephard.

Because the competition and the premieres are so atypical, it is probable that no one will ever be sure, on the basis of this season's start at least, which philosophy is closest to the truth. The consensus among advertisers and others in the industry is that the only thing that matters in the end is the quality of the program—and in that ABC is given the decided edge.

Jacobs expects NBC-TV rally in first quarter

But consultant-prognosticator sees network's special events petering out after initial splurge; in predictions for season over-all he looks for ABC, CBS and NBC to rate in that order

Herb Jacobs, whose preseason predictions on the programming fortunes of the three commercial television networks have acquired a respectable reputation for accuracy, now believes that NBC-TV will beat out CBS-TV as the number-two network for the fall quarter of 1977—if only for that quarter. Probably to no one's surprise, he still thinks ABC-TV will be number one by a healthy margin.

Mr. Jacobs, president of the broadcast consultancy firm, Telcom Associates, had earlier predicted that CBS would be number two (BROADCASTING, June 13). He now feels that NBC's stunting and promotion, as well as its disposal of what Mr. Jacobs calls "clinker" series (such as *CPO Sharkey*, *Off the Wall* and *Class of '65*) will

give it the advantage it needs to replace CBS as runner-up. However, that advantage will be short-lived, he believes, both because NBC will run out of high-powered specials by January or February and because viewers will grow weary of trying to follow a specials-oriented schedule.

"It is my firm belief that the NBC philosophy will fail," he said, "because I've found people to be creatures of habit, inherently lazy and of short patience. Therefore, after the novelty wears off they will not put themselves at the mercy of a daily scorecard to select their viewing."

The only factor that may postpone that drop-off is that, in Mr. Jacobs's view, the development plans for midseason replacements don't seem particularly strong at CBS (or, for that matter, at NBC either).

On a nightly basis, Mr. Jacobs sees ABC sweeping Tuesdays and Wednesdays, winning Fridays and Sundays "comfortably" and squeaking through on Saturday. NBC will win Mondays, he predicts, and will be a close runner-up on Friday, Saturday and Sunday. CBS's best performance, according to Mr. Jacobs, will be on Thursday, when it will tie with ABC for first place. Of the new program entries, Mr. Jacobs lists only three as probable successes: ABC's

Handicapping the new TV season: the Jacobs version (see story page 23)

MONDAY

	ABC		CBS		NBC
8:00					
8:30	San Pedro Bums*	25	Dan'l Boone*	26	Little House on the Prairie
		26		27	36
9:00					
9:30		30	Betty White Show*	31	
					32
10:00	NFL Monday Night Football	33	Maude	30	Monday Night at the Movies
					33
10:30		35		27	
			Rallerty*		
11:00		35		27	34

TUESDAY

	ABC		CBS		NBC
8:00					
8:30	Happy Days	43	The Fitzpatricks*	24	The Richard Pryor Show*
				25	26
9:00	Laverne and Shirley	41			
9:30	Three's Company	36	M*A*S*H*	37	
					22
10:00	Soap*	40	One Day at a Time	33	Mulligan Stew*
					23
10:30	Family	36	The Lou Grant Show*	33	Police Woman
					25
11:00		36		33	

WEDNESDAY

	ABC		CBS		NBC
8:00					
8:30	Eight Is Enough	31	Good Times	30	Grizzly Adams
					27
9:00		32	Busting Loose	28	
					29
9:30	Charlie's Angels	37		30	The Oregon Trail*
					25
10:00		38	Wednesday Night Movie	31	
					25
10:30	Baretta	37		32	Big Hawaii*
					25
11:00		37		33	

THURSDAY

	ABC		CBS		NBC
8:00					
8:30	Welcome Back, Kotter	36		31	CHiPs*
					21
9:00	What's Happening	35	The Waltons	33	
					22
9:30	Barney Miller	33		32	
					28
10:00	Carter Country*	29	Hawaii Five-O	33	The Man From Atlantis*
					30
10:30	The Redd Foxx Show*	30		32	Rosetti and Ryan*
					29
11:00		30	Barnaby Jones	32	

FRIDAY

	ABC		CBS		NBC
8:00					
8:30	Donny and Marie	31		28	Sanford Arms*
					29
9:00		32	Wonder Woman**	28	Chico and the Man
					30
9:30		32		28	
					31
10:00	Friday Night Movie	33	Logan's Run*	28	Rockford Files
					31
10:30		34		25	
					33
11:00		34	Switch	25	Quincy

SATURDAY

	ABC		CBS		NBC
8:00					
8:30	Fish	30	The Bob Newhart Show	29	Bionic Woman**
					31
9:00	Operation Petticoat*	30	We've Got Each Other*	29	
					31
9:30	Starsky and Hutch	33	The Jeffersons	31	
					29
10:00		34	Tony Randall**	29	Saturday Night Movies
					30
10:30	Love Boat*	30		32	
					31
11:00		30	Carol Burnett	33	

SUNDAY

	ABC		CBS		NBC
7:00					
7:30	Hardy Boys/Nancy Drew Mysteries	28	Sixty Minutes	33	
					31
8:00		26		33	Wonderful World of Disney
					31
8:30	Six Million Dollar Man	34	Rhoda	32	
					31
9:00		37	On Our Own*	29	
9:30		33	All in the Family	35	
					30
10:00	Sunday Movies	34	Alice	31	The Big Event
					33
10:30		36		28	
					34
11:00		36	Kojak	28	

From page 23

Soap and CBS's *Betty White* and *Lou Grant*. As for the regular series line-ups on NBC and CBS, Mr. Jacobs describes them generally as either aging, in the case of returning programs, or marginal to

begin with, in the case of the new ones.

For over-all average shares, Mr. Jacobs foresees the following fourth-quarter breakdown: ABC with a 33.2, CBS with a 30.1 and NBC with a 29.3. Those averages are computed on the basis of head-to-head competition between regularly scheduled series, and it is NBC's willingness to pre-

empt which will, Mr. Jacobs said, put that network temporarily into the number-two slot.

The above chart shows Mr. Jacobs's predictions day-by-day. Single asterisks (*) indicate new programs; double asterisks (**) indicate a program that has moved from one network to another.

Carter plan would merge USIA, VOA; link them to State and White House

Congress will get proposal soon; Stanton sees new agency as emphasizing culture over information

President Carter has recommended that the Voice of America and the United States Information Agency be reorganized into a quasi-independent agency with loose ties to both the White House and the Department of State. The new agency would also include the State Department's Bureau of Educational and Cultural

Affairs. The plan will be submitted to Congress by Oct. 31.

The President's proposal contains a guarantee for the independent news functions of the VOA. Tying the new agency to the State Department is at least a partial turnaround for the administration, which was expected to set up a totally independent operation ("Closed Circuit," Aug. 15).

Under the proposal, the new agency would get broad direction from the State Department, but its budget and administration would be separate—"exactly like the Arms Control and Disarmament Agency," according to VOA Director R. Peter Straus, who also called the reorganization "a change for the better."

Mr. Straus said that under its existing charter VOA is responsible to the secretary of state "for policy guidance," and under

the new arrangement there would be a "significant improvement" in the "formal organizational relationships among the various agencies that conduct the nation's public communications with foreign countries. The director of the new agency would also report directly to the President.

A joint statement released by Acting Secretary of State Warren Christopher and USIA Director John E. Reinhardt said the new agency will give the cultural, educational and informational activities of the various departments a "greatly enhanced stature and make it possible to serve the American people and American interests more effectively."

Senator Charles Percy (R-Ill.), who earlier this year introduced a bill calling for a separate and independent VOA (BROADCASTING, May 9), issued a statement last week on the President's reorganization plan. It said, in part: "I am pleased by reports that the President is willing to take specific responsibility to insure that VOA can increase its credibility with foreign audiences"

The President's proposal is viewed as a partial victory for Dr. Frank Stanton, former president of CBS and now head of the American National Red Cross. In 1975 Dr. Stanton headed a panel that recommended, among other things, that VOA be set up as an independent agency (BROADCASTING, March 17, 1975). Although the President did not accept the VOA recommendation, Dr. Stanton feels he did go "75% our way" by setting up the organizational structure in the manner he did.

The panel's recommendations included creating a new Office of Policy Information within the State Department, which would be responsible for articulating its own foreign policy, as well as an autonomous Information and Cultural Affairs Agency (ICAA) within the State Department orbit that would assume the assignments then split between State and USIA.

The panel suggested that the head of the ICAA report directly to the secretary of state and that two of the five board members appointed to the independent VOA should report ultimately back to State.

Dr. Stanton said the President had "come a long way to meeting the panel's recommendations." He added that he felt VOA could do well under the new structure as long as the presidential guarantee of editorial independence is strong enough. Congress, he said, is going to insist on an independent VOA.

Reports indicate that the reorganization will not come to pass until some time next year. The President must submit his proposal to Congress, which will have 60 legislative days to look it over. If after that time neither house votes to turn the plan down, it will become effective automatically. Dr. Stanton does not expect any substantive action on the plan before the end of the year.

No new head of the international communications agency has been named, but the person most frequently mentioned has been Mr. Reinhardt. Likewise, the agency

itself has not been named. According to Dr. Stanton, however, indications are that it will be called something along the lines of the Agency for Informational and Cultural Exchange. He indicated that the emphasis will be on the word cultural. Dr. Stanton said that the reorganization plan seemed to shift USIA from "an informational to a cultural agency."

MPAA objects to NAB efforts to tighten up TV code

Valenti writes Wasilewski, cautions on the consequences of trying to control televised sex

Motion Picture Association of America President Jack Valenti last week urged the National Association of Broadcasters not to follow through with its intentions to strengthen NAB guidelines against sex on TV.

Specifically, Mr. Valenti objected to the decision of the NAB board to write a new code prohibition against material "generally perceived to be obscene" (BROADCASTING, July 4). The present code prohibits "obscenity, indecent or obscene matter as proscribed by law." Mr. Valenti wrote: "If you toss aside that which is founded in the law and substitute for it a vague, meandering clause . . . you are inviting everyone to be a judge without the sanction of the law or constitutional authority or even plain horse sense."

If NAB makes a change, it "is squandering its good judgment to placate a few critics," Mr. Valenti added. "Good judgment is far rarer and more valuable than momentary criticism."

He said further that "the instant we confer on tenacious critics the power to be the arbiters of what is said and seen on TV, we are hobbled. From that rude opening there would be a rip tide as others armed with the success of a few decide they have their own notions of what is 'generally perceived to be.' This is what got Pandora in so much trouble."

In reply, NAB President Vincent Wasilewski wrote Mr. Valenti that if the

TV board does anything—and "it is possible that nothing will be adopted"—it will not be likely to incorporate the language "generally perceived" into the code.

Still, local stations have a responsibility to determine what programs are acceptable to their local communities, Mr. Wasilewski argued, "not limited only to 'obscene' or that which is 'proscribed by law.' For example, there are many, many X-rated movies that the courts have found to be neither obscene nor proscribed by law, but which we would not broadcast on television."

"All that our board is trying to do," he said, "is give some guidance to individual licensees in the exercise of this judgment."

Mr. Valenti's letter to Mr. Wasilewski (addressed "My dear Vince") joins an earlier letter from the Writers Guild of America West, which threatened to sue NAB if it follows through with the board's directive ("Closed Circuit," July 18).

The TV board plans to meet in Washington Sept. 16 to consider the recommendations of a special committee headed by TV Board Chairman Kathryn Broman of Springfield Television Broadcasting, Springfield, Mass. (see box, this page).

NAB has its own idea for boosting minority ownership

Association petitions FCC to provide for a tax break and thus encourage more sales

The National Association of Broadcasters petitioned the FCC last week for a declaratory ruling the association thinks would increase minority ownership of broadcast stations without the imposition of rigid governmental standards on the industry.

The NAB petition—for which NAB credits Frank Washington, a consultant with the Office of Telecommunications Policy—asks the FCC to issue a tax certificate to any broadcaster who sells a broadcast property to a minority buyer. The

Eleventh commandment for fifth estate. This is the language that has movie producers and TV writers up in arms: a proposed amendment to the TV code designed to prevent that medium's going too far. The draft was prepared by an ad hoc National Association of Broadcasters committee headed by Kathryn Broman, chairman of the TV board, and will be the subject of debate at a special TV board meeting in Washington Sept. 16. Mrs. Broman's committee reportedly has no further plans for revision of the draft language before that date.

The text in full:

"Subscribers shall not broadcast any material which they determine would be generally perceived to be obscene, profane or indecent in their service areas.

"Above and beyond the requirements of law, broadcasters must consider the family atmosphere in which many of their programs are viewed.

"There shall be no graphic portrayal of sexual acts by sight or sound. The portrayal of implied sexual acts must be essential to the plot and presented in a responsible and tasteful manner.

"Subscribers are obligated to bring positive responsibility and reasoned judgment to bear upon all those involved in the development production, and selection of programs."

tax certificate would enable the seller to avoid capital gains taxes if he buys similar property within a requisite period.

It is the first "realistic" solution to the problem of too few minority owners in broadcasting, NAB claimed, because "the government's role is limited to initiating an activity that provides an economic incentive to businessmen. It is meaningful incentive which can get the job done without the heavy hand of the government either forcing sales or establishing preferences which might be suspect constitutionally." (The FCC has initiated an inquiry into the possibility of requiring 45 days' advance notice of all stations sales as one means of encouraging minority

ownership [BROADCASTING, Aug. 1]).

In its petition to the commission, NAB noted that it has not agreed with past proposals for increasing diversity of ownership—for example, the suggestion that a certain percentage of licenses not be renewed, and then distributed to minority interests. The NAB proposal holds out the possibility of increasing minority participation without hurting existing owners. "Once the incentive is put forth, the actions of the marketplace will effectuate the commission's ends," the association said.

Mr. Washington, a black attorney, said minority spokesman he has talked with welcome the NAB petition, but only as a first step toward the goal. The other half of

the picture, which NAB and the FCC should be encouraged to address, he said, is how to help minorities find money for the initial capital investment in station properties.

Curtis White, another black attorney of the Washington firm Hayes & White, voiced similar sentiment: "It is a step in the right direction," he said. "But it's not enough and ought not to be construed as a definite solution to the problem of minority ownership." The NAB proposal may be in an incentive for increased "dialogue" between sellers and minority buyers, but there remains the problem of financing. "This does not address that area at all," he said.

In Brief

ABC Sports, in cautiously worded statement Friday on investigation it commissioned into **U.S. Boxing Championships**, said that "in a number of cases, unqualified fighters were invited to participate because of associations with the tournament's organizers while qualified fighters were excluded." Statement also said report clears ABC employees of "conscious wrongdoing" but implicates other "individuals involved with the administration and organization of the tournament" with "a good deal of unethical behavior." Promoter Don King was faulted only for improper administration of tournament (BROADCASTING, Aug. 29). ABC has sent report to FCC, House Communications Subcommittee and U.S. attorney for Maryland; it will make it available for inspection this week.

Second of major **one-inch helical videotape recording formats** has won sanction of working group of Society of Motion Picture and Television Engineers. It's formally identified as "1-Inch Type B Helical Video Recording," but in reality is BCN format developed by Bosch-Fernseh and produced at moment by that company (which has some 250 recorders already in field) and three other manufacturers: Philips, RCA and IVC. Type B is segmented format, as opposed to nonsegmented format developed on which compromise agreement was reached between Sony and Ampex, and approved by SMPTE, in July (BROADCASTING, July 11, 18). Bosch-Fernseh has scheduled full presentation of new format at SMPTE national conference in Los Angeles Oct. 16-21.

Federal district court judge in New York approved **agreement that will cost NBC about \$2 million** for back payments and training programs for some of its women employees in settlement of class-action sex-bias suit. Reached last spring and approved by Judge Lloyd P. MacMahon last week, agreement calls for, among other provisions, \$540,000 in back pay for eligible women, \$860,000 to women to equalize their salaries with men's in equivalent positions, \$200,000 to plaintiffs (Women's Committee for Equal Opportunity and 16 women employees) and \$400,000 for legal fees and system to monitor complaints (BROADCASTING, May 16).

President Carter will make two-way, by telephone, **appearance before Radio Television News Directors Association convention** in San Francisco (Sept. 15), at 11 a.m. PDT. He will open with brief statement, then answer questions from panel of newsmen. It marks his closest formal appearance before association, although he conducted similar by-phone session with American Society of Newspaper Editors in Hawaii early in May.

FCC Chairman Richard Wiley announced at opening session of commission's broadcast forum for National Black Media Coalition that **Small Business Administration** would be instituting **inquiry into question of providing loans for acquisition of broadcast stations**. Mr. Wiley said SBA Administrator Vernon Weaver had informed him of SBA's impending decision. FCC conference was being held in conjunction with opening of third annual convention of NBMC, which opened Friday and continued through Sunday in Washington.

Directors of station-group owner **Rust Craft Greeting Cards Inc.** have **rejected Ziff-Davis offer** to buy controlling amount of stock at \$25 per share (BROADCASTING, April 7). Rust Craft statement said Ziff proposals "would have effectively precluded the possibility of another purchaser offering a higher price." Ziff extends its offer to Sept. 15. Rust Craft owns six TV's, six AM's, five FM's. Ziff's principal holding is Ziff-Davis Publishing (*Psychology Today*, *Car and Driver*, *Popular Photography*, etc.).

National Council of Churches, with support of United Church of Christ and United Methodist Church, has sent mailing to church leaders in all ABC markets **encouraging viewer feedback to local stations about network's new "Soap" series**. Letter did not, however, urge pressure on advertisers, direction taken by Christian Life Commission of Southern Baptist Convention (BROADCASTING, Aug. 29). ABC reiterated last week that show will go on.

National Football League, which increases regular-season schedule to 16 games in 1978 (BROADCASTING, Aug. 1), wants to sell **separate TV minipackage of four games (on Sunday, Tuesday or Thursday nights)** that will be created by expanded slate. Successful network bidder would also get rights for two years of Super Bowls in 1978-81 span.

Telecommunications Inc., Denver-based cable multiple system operator has signed **agreements with Home Box Office** for HBO's pay programming and with Scientific Atlanta for 57 five-meter earth stations. When in service, earth stations will make satellite-fed programming available to "vast majority" of TCI's 700,000 subscribers.

Station interest in fifth Nixon/Frost interview is considerably lower than that for earlier episodes with only 62% clearance expected (compared to 96% for other four). Fifth and final show is not being fed as were others; tapes have been mailed to stations and they may air it between Sept. 4 and Sept. 16. Show includes discussion on famous 18 1/2-minute gap in Watergate tapes.

U.S. Court of Appeals in Washington suspended FCC rule requiring cable operators to prescreen potentially obscene or indecent programming. Commission, which had questioned constitutionality of its rule, had requested that court remand case so that it could institute new rulemaking in matter (BROADCASTING, July 18). Case was brought to appeals court by American Civil Liberties Union. Cable operators are still subject to criminal codes banning transmission of obscene material.

Robert E. (Ted) Turner III, principal owner of WTGS-TV Atlanta, selected by New York Yacht Club to defend America's Cup as skipper of 12-meter Courageous. Races with challenger, Australia, are to begin Sept. 13. **Gordon Graham**, former NBC News correspondent in Washington, more recently anchorman in New York for NBC Radio's now discontinued News and Information Service, named regional manager, affiliate relations, NBC Radio, New York. **George M. Lohnes** and **Ronald H. Culver** have retired as senior partners in Lohnes & Culver, consulting broadcast engineers, which they founded in 1944.

The new RCA TFS-121 Synchronizer alone is great.

With freeze frame and picture compression, it's unbeatable.

"Superhighband" video. The TFS-121 Digital Video Synchronizer is designed and manufactured by RCA. It starts with state-of-art sampling and storage technology that positions it ahead of competitive offerings.

The video sampling is at four times subcarrier frequency, resulting in "superhighband" video performance which translates into excellent picture quality.

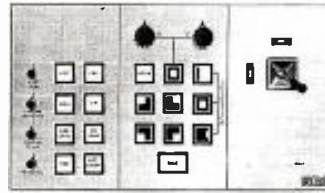
That's only the beginning of the TFS-121's high value/performance rating. It is the most versatile stand-alone synchronizer around, and works beautifully without a switcher. It eliminates the need for genlocking and/or rubidium standards. And switches smoothly between non-synchronous sources without disrupting sync.

Forget the old problems. With the TFS-121, you can accept network feeds, ENG and other remote pickups, or satellite transmissions, without disturbing in-house operations—live programming, production, recording. The TFS-121 accepts and matches those signals to station sync, so you can forget about the old problems of glitches, picture rolls and tears, or drop-outs.

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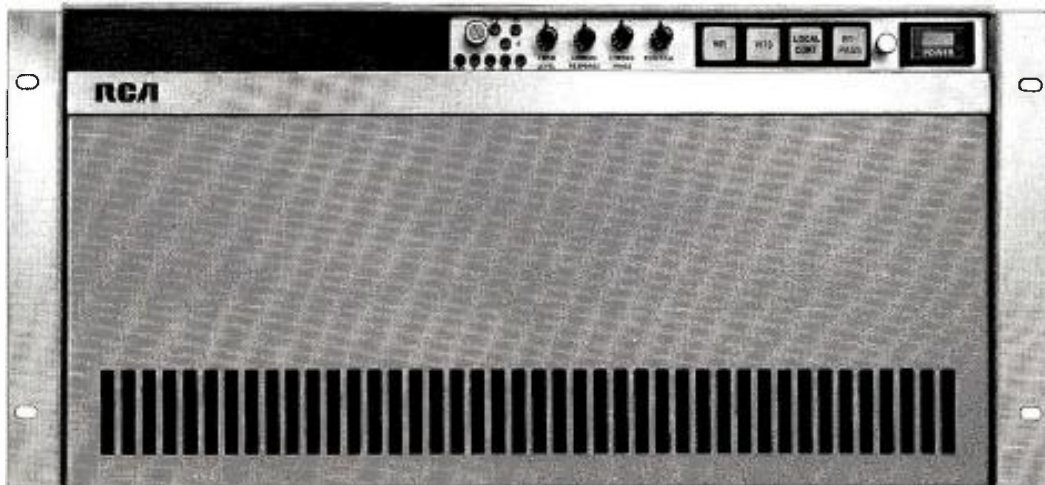
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Plenty of work awaits Congress on its return

So much that much of it won't get done; the biggest question mark is broadcast law review by Van Deerlin subcommittee

Congress returns this week from its month-long hiatus to face again some issues that have made this a year for broadcasters to keep a close watch on their legislators.

In the House, Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee forges ahead with the review of the Communications Act of 1934, jamming its calendar with hearings and meetings from now to mid-October. In the Senate, Ernest Hollings's (D-S.C.) Communications Subcommittee keeps the boards clear for two crucial FCC nominations which could come from the White House any day.

Time is running short for any broadcast-related matters to be finished this session. A spokesman for House Speaker Thomas P. (Tip) O'Neill (D-Mass.) said last week that he has talked about Oct. 21 as a target date for adjournment. The Senate has slated Oct. 8 as departure day. Both dates could slide, but not on account of any broadcast issues.

To get an idea of what broadcasters can expect between now and adjournment of the first session of the 95th Congress, it is helpful to divide the issues into three categories: what will happen, what might happen and what definitely will not happen.

First, what will happen.

■ If it wishes to avert the proposed Food and Drug Administration ban on saccharin products, Congress must take action on legislation that has broadcasters up in arms at the moment. The proposed saccharin bill would suspend a saccharin ban for 18 months but consideration has been given to limiting broadcast advertising of products containing saccharin to discourage purchases.

The likelihood of such a restriction was severely diminished, however, when the Senate Commerce Committee voted before recess to remove all the advertising provisions from Senator Edward Kennedy's (D-Mass.) bill (BROADCASTING, Aug. 1). When the Senate votes on it, there will be two versions to consider: the Commerce Committee's and the Human Resources Committee's, which would require broadcast and print ads alike to carry health warning messages prescribed by the secretary of health education and welfare. Had a vote of the Senate taken place before the recess, the Commerce Committee version would have prevailed, Kennedy staffers concede

("Closed Circuit," Aug. 22).

Broadcasters claim all the credit for the Commerce Committee's vote to remove the advertising restriction and hope their momentum will carry into the House, where another saccharin bill is pending before the House Commerce Committee, this one with a vague provision giving the FDA authority to curtail saccharin ads. House Communications Subcommittee Chairman Van Deerlin and ranking Republican Lou Frey (Fla.) are preparing a "dear colleague" letter in an effort to persuade the other members of the Commerce Committee to go the route of the Senate Commerce Committee.

Neither a Senate vote nor a debate of the House Commerce Committee has yet been scheduled.

■ Another bill that broadcasters see as cutting into their advertising revenues is the "national energy act" which passed the House before the recess (BROADCASTING, Aug. 9). A provision in it would prohibit electric and natural gas utilities from passing on to their customers the cost of advertising that promotes energy consumption or attempts to influence public opinion. Since those are the types most frequently used on radio and TV, broadcasters see the bill as discriminating against them.

The National Association of Broadcasters put out word two weeks ago that it is mounting an attack against the bill, which is scheduled to undergo hearings Sept. 7-9 before the Senate Subcommittee on Energy Conservation and Regulation.

■ Despite divisions in his subcommittee, Representative Van Deerlin has vowed there will be a report on TV violence that everyone can agree on. After failing to agree on the current draft (BROADCASTING, Aug. 1), which is the

product of several revisions at the staff level, the subcommittee gave itself until Oct. 1 to resolve all differences. Mr. Van Deerlin, who in the past has expressed indifference to the whole project, pledged to assert his leadership to wrap up the report.

Virtually every member of the subcommittee has his pet concern for the report, which was written in the aftermath of hearings last year and this on TV violence. But the main differences seem to revolve around the networks. Representatives Henry Waxman (D-Calif.) and Timothy Wirth (D-Colo.) voiced support for the current document, which is heavily critical of the networks and recommends the study of alternatives for restructuring the industry as one means of getting at the problem of TV violence. The networks rebel against that suggestion, and CBS has charged that the report invites government censorship.

Because public feeling runs high on this volatile issue, observers predict the congressmen will work out their differences behind closed doors. They predict the next time the subcommittee comes together, it will be to rubber stamp a document whose wrinkles were smoothed out well in advance of the public session.

Two violence-related bills—Representative Edward Markey's (D-Mass.) bill requiring the networks to give stations 30 days to preview prime-time programs, and John Murphy's (D-N.Y.) bill requiring stations to get half their programming from sources other than the networks—will not receive action.

■ Another House Communications Subcommittee project that might be at least partially completed by the time Congress adjourns this year is the inquiry into the networks' relations with professional sports. Under the microscope are allega-



Out in force. Following last Wednesday's (Aug. 31) mass demonstration at ABC headquarters in New York, the striking National Association of Broadcast Employees and Technicians estimated a head count from 1,000 to 1,200, made up of about 650 members of New York local 16, as well as sympathizing members of other labor groups. ABC security, however, estimated that there were about 350 people at the peak of the demonstration. The strike, which began May 17, made New York news earlier last month when two working members of WABC-TV New York were charged with criminal trespass for not having proper press credentials while attempting to cover New York City Mayor Beame at City Hall.

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MAYERLING
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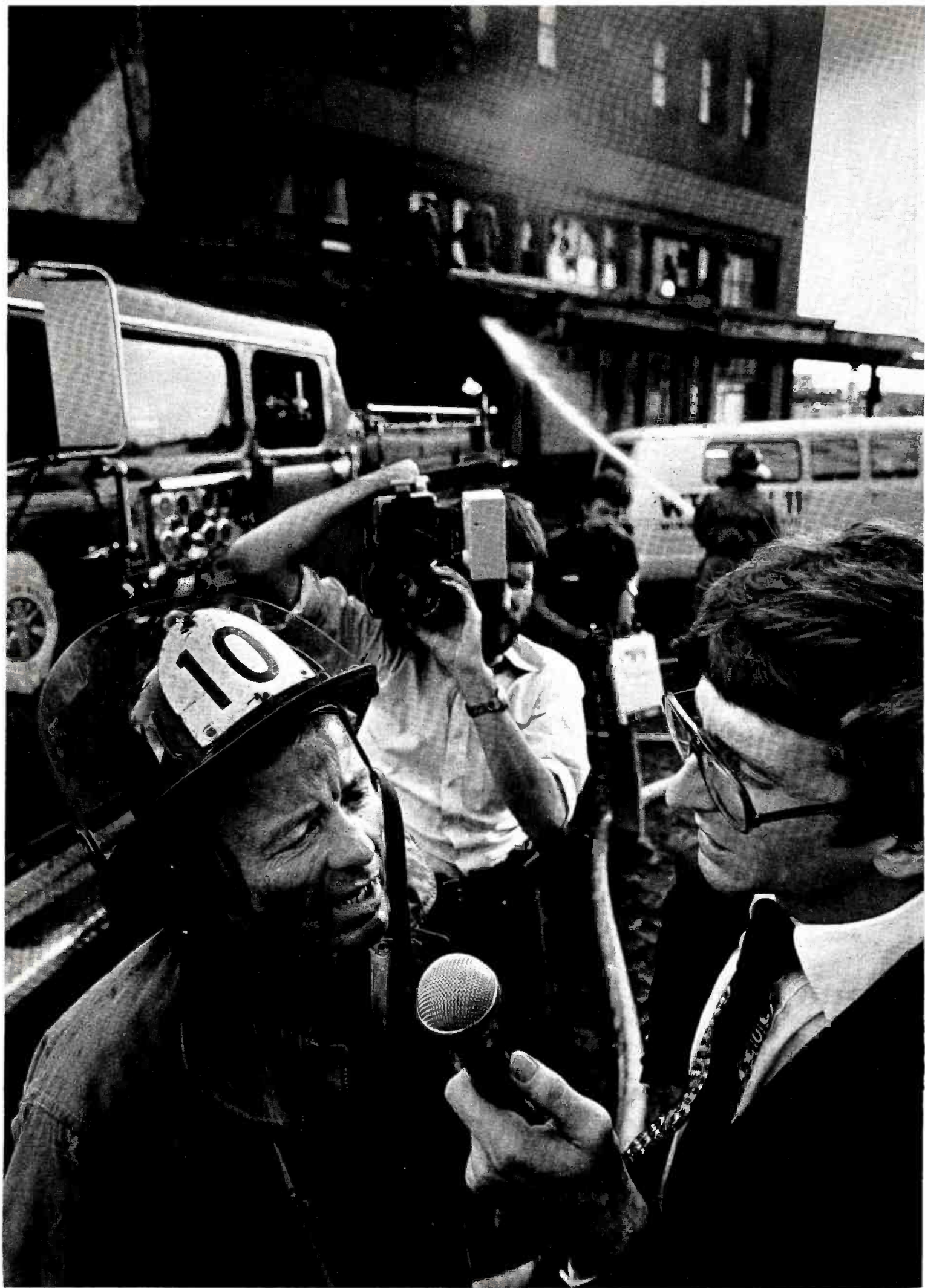
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tions of improprieties in connection with the U.S. Boxing Championships covered by ABC (ABC has since received a report concluding that no crimes were committed), the "winner-take-all" tennis matches broadcast by CBS, as well as NBC's deal with the Soviet Union to cover the 1980 summer Olympics.

The findings to date have cleared NBC of charges that it traded away its journalistic freedom in the agreement with the Russians, Chairman Van Deerlin said, but the focus is still on the Olympics—specifically on the negotiations involving all three networks before a deal was reached ("Closed Circuit," Aug. 29). The subcommittee investigators hint that they have found some wrongdoing there, although they won't specify who or what until they have a chance to tell the subcommittee members. There will be a briefing, perhaps this week, with recommendations from the staff for public hearings some time this month.

■ Also in this session, it is expected that the Senate will be asked to confirm the next FCC chairman and a new FCC member, provided President Carter announces his choices some time soon. Recommendations for commission chairman, to succeed retiring Chairman Richard Wiley, and for a seventh commissioner to replace Benjamin Hooks, who resigned to head the National Association for the Advancement of Colored People, have reportedly been on the President's desk for weeks.

Other nominations expected any day are for the three vacancies on the 15-member board of the Corporation for Public Broadcasting. But it is not certain they would be acted on this session, even if announced by the White House before Congress adjourns.

■ Another event that will not necessarily be followed by an action is a series of two-day hearings this week (Sept. 8-9) on how television treats the elderly.

The chairman of the House Select Committee on Aging, Claude Pepper (D-Fla.), age 76, is convinced old people are victims of a bad stereotype on TV and he wants to ask the networks some questions about it. But aides said there is no legislation being considered.

What might happen.

■ The House Communications Subcommittee's review of the Communications Act heads the list of imponderables

in this Congress. While broadcasters fight the whole project as if it were the biggest threat to their well-being since the government began regulating them, some among them prophesied privately that the effort will collapse in the end. Signals from the subcommittee are not much help in predicting an outcome. Counsel Harry M. (Chip) Shooshan, who is overseeing the broadcast chapter of the review, said for instance that even he cannot say now how comprehensive the legislation will be that emanates from the review. "Nobody ever said we would rewrite every sentence" of the Act, he said. On the other hand, "there are going to be significant changes in all areas," he added, "including broadcasting."

Mr. Shooshan himself might leave the project before it is finished if he succeeds in getting the nomination for the new assistant secretary post at the Commerce Department proposed in President Carter's reorganization of executive branch communications functions. But that should not affect the outcome of the review, Mr. Shooshan said.

Subcommittee Chairman Van Deerlin's timetable is definite, calling for a draft bill to be completed for the subcommittee's consideration by the time Congress returns in January. But because no one knows for sure what to expect, place the Communications Act review in the uncertain column.

The project moves on, crowding the subcommittee's calendar with hearings and meetings for the remainder of the session. There may be one more session on the broadcast portion, which underwent two weeks of hearings in July and August (see page 33). The rest of the schedule looks like this: Sept. 7-9, panel discussions on public broadcasting; Sept. 12, maritime communications; Sept. 15, citizen band radio; Sept. 16, 19 and 20, land-mobile radio; Sept. 21, 26-28, domestic common carrier; Sept. 29-30, cable television; Oct. 4, aeronautical radio; Oct. 5-6—international communications.

In addition there will be another meeting of the subcommittee's broadcast advisory group, as yet unscheduled, but probably on the West Coast, Mr. Shooshan said.

One piece of legislation that still has a slim chance of passage in this Congress is the bill to give the FCC authority over cable pole-attachment rates where there is

no state regulation. The bill before the House Communications Subcommittee confines itself to that issue, but the one in the Senate Commerce Committee also includes a provision for giving the FCC authority to fine cable systems for rule violations.

There are problems acting as a drag on both. In the Senate, the committee is wrestling with the problem of how to avoid burdening the FCC with a flood of appeals from cable systems unhappy with their pole rates. In the House, the bill has to compete with the Communications Act review.

■ Another measure with still a chance of passage in this session is a plan for the broadcasting of floor proceedings in the House. Speaker O'Neill has acknowledged that it is probably inevitable that the House's longstanding ban on radio and TV inside the chamber will fall.

The question is who should control the cameras: Congress, or the networks? A survey of the members still being tallied for the Speaker indicates widespread support for broadcasting, but opposition to the networks supplying a feed. ("Closed Circuit," Aug. 29).

Cameras have been operating on an experimental basis inside the House since March, but only for the House's closed-circuit monitors. That experiment is scheduled to end this month, and it is possible the system will be institutionalized, and live feeds made available to radio and TV stations as early as next year.

Other matters that might receive attention this year come more under the heading of oversight than legislation. The major issue that currently has the rapt attention of Senator Hollings is President Carter's plans for abolishing the Office of Telecommunications Policy and dividing the executive branch telecommunications functions among the White House, the Commerce Department and the Office of Management and Budget. The senator has displayed some impatience with the White House for an explanation of the plans in greater detail than has been given so far. "They don't want to admit it," Subcommittee Counsel Mary Jo Manning said of the White House staffers responsible for the telecommunications proposal, "but when they sent that plan up they didn't know what they were doing." She said an executive order defining more clearly who would be responsible for what under the

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	% Change		Revenues	Net Income	Per Share
Ampex.....	3 mo. 7/30	70,774,000	+8.1	4,522,000	+149.5	.41	65,449,000	1,812,000	.17
Communications Properties.....	9 mo. 7/30	20,074,000	+20.4	1,782,000	+ 45.7	.37	16,862,000	1,223,000	.26
Fuqua.....	6 mo. 6/30	295,786,000	+15.7	8,836,000	+ 14.7	.93	255,429,000	7,700,000	.87
Harrie.....	Year 6/30	646,268,000	+25.7	40,059,000	+ 49.2	3.12	513,883,000	26,838,000	2.13
LIN.....	6 mo. 6/30	20,194,000	+15.3	3,424,000	+ 28.9	1.19	17,513,000	2,656,000	.97
Marvin Josephson.....	Year 6/30	28,825,000	+ 1.1	4,003,400	+ 7.8	2.01	28,504,200	3,711,000	1.90
Movielab.....	26 wk. 7/2	14,291,106	+ 6.0	339,824	- .8	.24	13,470,401	342,220	.24
Reeves Telecom.....	6 mo. 6/30	1,163,101	-23.1	153,930	- 62.9	.06	1,511,718	414,125	.17
Scientific-Atlanta.....	Year	51,004,000	+12.5	2,670,000	+32.1	1.60	45,336,000	2,020,000	1.33

new arrangement was expected at the subcommittee "any day."

Senator Hollings and Representative Van Deerlin are reportedly satisfied enough with the Carter plan that they will not press for veto. It is possible, however, that both subcommittees will hold hearings at some point to make sure the new plan gets off on the right foot.

The other issue Mr. Hollings is overseeing is the FCC's plan for refunding fees it has collected from licensees since 1970. The FCC is resisting arguments that it can and should recalculate its fee schedule and refund only part of the money—it wants to refund all of it—contrary to an opinion of the General Accounting Office, Congress's watchdog agency (BROADCASTING, Aug. 15). At Senator Hollings's urging, the Senate Appropriations Committee has directed the commission to produce another fee schedule, but Mrs. Manning said the senator will continue to apply persuasion to try to get the FCC to comply voluntarily.

What won't happen.

■ Among bills and issues that are not likely to come to fruition this year is license renewal. Several bills have been introduced in both houses to lengthen license terms from the current three to four, five or six years, and to insulate broadcasters against unfounded challenges and burdensome paperwork. But neither Representative Van Deerlin nor Senator Hollings is eager to act on them. Mr. Van Deerlin says the issue will be addressed in the review, not as separate legislation. Mr. Hollings, who seemed willing to move on license renewal bills earlier this year, now perceives there is little urgency for renewal reform among large-market broadcasters, according to Mrs. Manning. Clearly, revisions are in order for small-market radio broadcasters, she said, but that is an issue perhaps for next year.

■ Senator William Proxmire's (D-Wis.) bill to repeal the fairness doctrine, equal time and nearly all other restrictions on broadcast program decisions will continue to gather dust, as will the bill's duplicate in the House by Representative Robert Drinan (D-Mass.).

■ Reports of the death of the bill to create a new Agency for Consumer Protection were premature, its supporters say, but the measure shows few signs of life. That is fine with broadcasters, who chafe at the thought of a government agency intervening on behalf of consumers to make life harder for them at renewal time.

■ Also barely breathing is the so-called "Bell bill," legislation named after its chief backer, AT&T, designed to restrict competition against telephone companies in the business communications and terminal equipment fields. Nothing has happened on the bill in the Senate, while in the House Communications Subcommittee, staffers say they have "moved beyond" the issues in the bill to deal with deeper common carrier problems in the subcommittee's Communications Act review.

■ Performance royalty, an issue that

pains broadcasters as it arises year after year, is currently in the hands of the register of copyrights ("Closed Circuit," Aug. 29). Until Congress receives the register's report next January, no action will take place on legislation by Representative George Danielson (D-Calif.) to create new royalties—which broadcasters and other users of recorded music would have to pay record performers and manufacturers.

■ The Senate Communications Subcommittee's inquiry into broadcast children's advertising has been sidetracked since the subcommittee's meeting with advertising producer and theoretician Tony Schwartz (BROADCASTING, June 27), and will probably remain sidetracked the remainder of this year.

■ A major bill revising the federal criminal code has some journalists up in

arms because of provisions dealing with judges' powers to restrict coverage of court proceedings, and with control of secret government documents. The Reporters Committee for Freedom of the Press has likened the bill to a "legal noose" around the flow of information from the government, but the American Newspaper Publishers Association, by contrast, has termed the bill "a good faith outstanding effort" to protect the rights of the press. It matters little this session which is right, because the bill is not likely to be passed by the Senate this year.

■ Another measure not likely to go anywhere this year is Representative Charles Thone's (R-Neb.) resolution condemning the siphoning of broadcast programs by pay cable systems. The Thone measure has never had realistic chances of passage.

Rewrite focus swings this week to public broadcasting

Informal sessions on minority ownership to wind up commercial aspects

The House Communications Subcommittee is planning another session on the commercial broadcasting portion of the Communications Act rewrite, to consider minority ownership in broadcasting.

Rather than a formal hearing or panel discussion like the previous meetings, however (BROADCASTING, Aug. 1, 8), this one will be a more informal "conference," the subcommittee counsel, Harry M. (Chip) Shooshan, said, to discuss proposals for improving minority participation. "It's an area where there are very legitimate concerns but few people talking about it are really coming out with anything specific," he said. The date has yet to be set.

Under current plans, that will conclude the public hearing aspect of the subcommittee inquiry into commercial broadcasting.

This week, the panel turns its gaze on public broadcasting in three days of roundtable discussion with experts in the field. The sessions are scheduled to run morning and afternoon and comprise six panels in all. Following is the list of participants by panel, as slated last week.

■ Sept. 7, a.m.—"Overview:" Hartford Gunn, Public Broadcasting Service; Dr. James Killian, head of the first Carnegie Commission, which conceived the public broadcasting system; Anne Branscomb, Kalba-Bowen Associates, Cambridge, Mass.; William Harley, National Association of Educational Broadcasters (NAEB); Warren Braren, Consumer's Union, and Nancy McMahon, Advisory Council of National Organizations, Corporation for Public Broadcasting.

■ Sept. 7, p.m.—"System structure, public participation": Henry Loomis and Robert Benjamin, CPB; Larry Grossman, PBS; William Fore, National Council of

Churches; Ralph Jennings, United Church of Christ, Douglas Vernier, KUNI(FM) Cedar Falls, Iowa; Ellen Stern Harris, citizen activist, Los Angeles, and board member, WETA-TV Washington; Henry Cauthen, South Carolina Educational TV Commission; Joseph Aguayo, Children's Television Workshop, and William Lamb, KCET(TV) Los Angeles.

■ Sept. 8, a.m.—"Programming and service": Chloe Aaron, PBS; Topper Carew, WGBH-TV Boston, Tom Warnock, CPB; Fred Rebman, WJCT(TV) Jacksonville, Fla.; Jack Golodner, AFL-CIO; Sol Rubin, National Communications Foundation, Hollywood; Nick DeMartino, Washington Community Video Center; Rene Cardenas, Bilingual Children's Television, Oakland, Calif.; Natan Katzman, Research and Programming Services, San Francisco, and Anthony Tiano, KETC(TV) St. Louis.

■ Sept. 8, p.m.—"Delivery of programming and services": Wilson Dizard, United States Information Agency; Andrew Horowitz, Public Interest Satellite Association, New York; Matt Coffey, National Public Radio; Phil Rubin, CPB; Amos (Bud) Hostetter, Continental Cablevision and CPB; Tom Thomas, National Federation of Community Broadcasters, Washington; Herbert Dordick, Annenberg School of Communications, University of Southern California, and Harold Wigren, retired consultant, National Education Association.

■ Sept. 9, a.m.—"Relationship between government and the public telecommunications system": Nicholas Johnson, National Citizens Committee for Broadcasting; Frederick Breitenfeld, Maryland Center for Public Broadcasting; Daniel Toohey, Dow, Lohnes & Albertson, Washington; Steve Suitts, Southern Regional Council, Atlanta; Paul Duke, WETA-TV, and James Fellows, NAEB.

■ Sept. 10, p.m.—"Funding": Joseph Hughes, CPB; Al Zack, AFL-CIO; Her-



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bert Schmertz, Mobil Oil Co.; Joan Shigekawa, independent producer, New York; Lawrence Frymire, New Jersey Public Broadcasting Authority; Edward Elson, NPR; David Crippens, KCET(TV) Los Angeles; David Davis, Ford Foundation; Bill McCarter, WTTW(TV) Chicago, and Stuart Sucherman, WNET(TV) New York.

Changing Hands

Announced

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

■ **KCRA(AM)-KCTC(FM)** Sacramento, Calif.: Sold by Kelly Broadcasting Co. to WGN Continental Broadcasting Co. for reported \$5.6 million. Seller is owned by Nina N. Kelly and her two sons, Robert E. and Jon S. (one-third each). Family also owns KCRA-TV Sacramento, which they are retaining. Buyer is subsidiary of Tribune Co. (*Chicago Tribune*), which owns WGN-AM-TV Chicago, KWGN-TV Denver and KDAL-AM-TV Duluth, Minn. Through interlocking ownership with News Syndicate Co. (*New York Daily News*) it is associated in ownership of WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. Tribune Co. also owns WGN Electronic Systems Co., multiple cable system operator in California and Michigan. Daniel T. Pecaro is president of WGN Continental. KCRA operates on 1320 khz with 5 kw day

and 1 kw night. KCTC on 96.1 mhz with 45 kw and antenna 520 feet above average terrain.

■ **WLDM(FM)** Detroit: Sold by Lincoln Broadcasting Co. to Combined Communications Corp. for \$2 million, plus 25,000 shares of CCC stock. Seller is owned by Harold Tanner and John A. Ross, who have no other broadcast interests. Buyer is publicly traded group owner of WXIA-TV Atlanta; KBTW(TV) Denver; WPTA(TV) Roanoke, Ind. (Fort Wayne); KARK-TV Little Rock, Ark.; WLKY-TV Louisville, Ky.; KOCO-TV Oklahoma City; KTAR-AM-TV-KBBC(FM) Phoenix; KSDO(AM)-KEZL(FM) San Diego; KIIS-AM-FM Los Angeles, and WWDJ(AM) Hackensack, N.J. CCC has also bought WJLA-TV Washington for approximately \$100 million, including stock and trade of KOCO-TV, from Washington Star Communications Inc. (BROADCASTING, April 4) and five-station group of Globe Broadcasting Co. for \$13.8 million. CCC will spin off Globe's WMGC(AM) Cleveland (BROADCASTING, May 2). Both sales are subject to FCC approval. CCC has also received FCC approval of \$7.5-million purchase of WWWE(AM) Cleveland (see below). FCC approval of all pending transfers will give CCC seven AM's, seven TV's and six FM's. Karl Eller is president and chief executive, and John J. Louis Jr. is chairman. CCC also owns *Cincinnati Enquirer* and outdoor advertising firm. WLDM operates on 95.5 mhz with 165 kw vertical, 43 kw horizontal and an-

tenna 320 feet above average terrain.

■ **WZZA(AM)** Tusculumbia-WRCK-FM Sheffield, both Alabama: Sold separately by Wein Broadcasting Inc. to Muscle Shoals Broadcasting Inc. and Slatton & Associates, WZZA for \$101,000, plus \$45,000 consulting fee and agreement not to compete, and WRCK-FM for \$10,000 cash, plus assignment of \$126,000 note and \$12,000 covenant not to compete, respectively. Seller is principally owned by Edward Wein and his wife, Margaret (50%). Remaining shares are owned equally by Melvin Satlof, Stanley Hirsch and Irwin Friedlander. Sellers also own WDIG(AM) Dothan, Ala. Buyer of WZZA, Muscle Shoals, is owned by Bob Carl Bailey (61%), J.C. McClanahan Jr. (13%), Bob R. Love (13%) and two others. Mr. Bailey is station manager of WZZA. Mr. McClanahan is in retail clothing business, and Mr. Love is supermarket manager. None has other broadcast interests. Slatton & Associates, buyer of WRCK-FM, is principally owned by Paul S. Slatton (70%) and four others (none with more than 10%). Mr. Slatton is general manager of stations. Robert W. Kicker, 10% owner of buyer, owns Tusculumbia construction firm and at one time owned both stations. WZZA is 500 w daytimer on 1410 khz. WRCK-FM operates on 106.3 mhz with 3 kw and antenna 86 feet above average terrain.

■ **KKAA(AM)-KQAA(FM)** Aberdeen, S.D.: Sold by Dakota-North Plains Corp. to Sunset Communications Corp. for \$353,900. Seller is principally owned by L.T. Lausten, whose son is principal owner of buyer. Elder Mr. Lausten is also applicant for new AM at Volga, S.D. Buyer is owned by David Lausten (75%) and Alan Fischer (25%). Younger Mr. Lausten is general manager of KKAA, and Mr. Fischer is treasurer of present licensee. KKAA operates on 1560 khz with 5 kw full time. KQAA is on 94.9 mhz with 40 kw and antenna 200 feet above average terrain.

■ **WBDN(AM)** Escanaba, Mich.: Sold by Escanaba Broadcasting Co. to Bay de Noc Broadcasting Inc. for \$315,000. Seller is owned by Leroy Nelson, Don Curran, Mike Nelson and Dean Manley, who have no other broadcast interests. Buyer is owned by three employees of KTOE(AM) Mankato, Minn.: James Ruud, salesman; Marc Tall, newsman, and Bob Gagne, air personality. They have no other broadcast interests. WBDN is 1 kw daytimer on 600 khz. Broker: John D. Stebbins Co.

■ Other station sales announced last week by the FCC include: WTRR(AM) Sanford, Fla., and KNAM(AM) Midland, Tex. (see page, 51).

Approved

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

■ **WWWE(AM)** Cleveland: Sold by Ohio Communications Inc. to Combined Communications Corp. for \$7.5 million, plus two covenants not to compete totalling \$1,200,000. Seller is owned by Nick J. Mileti and Joseph Zingale, who will retain co-owned WWWW(FM) Cleveland. Buyer is



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9/5

publicly held major group owner headed by Karl Eller and John J. Louis Jr. For CCC's broadcast holdings and other interests, see WJDM(FM) Detroit above. WJWW operates on 1100 khz with 50 kw full time.

■ **KYA-AM-FM** San Francisco, WRTH(AM) Wood River, Ill. (St. Louis): Sold by Avco Broadcasting Corp. to King Broadcasting Co. for \$4 million. Seller has been disposing of its broadcast group for past two years, and FCC approval of transaction concludes selling of four AM's, two FM's and five TV's for total of \$89,850,000 (BROADCASTING, June 13). Parent company, Avco Corp., also owns Avco Embassy Pictures, Carte Blanche, insurance and financial concerns and manufacturers of electronic products, airplane engines and farm implements. Buyer is group owner of KGW-AM-TV-KINK(FM) Portland, Ore.; KING-AM-FM-TV Seattle and KREM-AM-FM-TV Spokane, Wash. King also owns King Videocable Co., multiple system operator in California, Oregon and Washington. Principal owners are Dorothy S. Bullitt, Harriet B. Rice and Priscilla B. Collins. KYA is on 1260 khz with 5 kw day and 1 kw night. KYA-FM is on 93.3 mhz with 25 kw and antenna 660 feet above average terrain. WRTH is on 590 khz with 500 w day and 1 kw night.

■ **KNOK-AM-FM** Fort Worth: Sold by KNOK Broadcasting Inc. to EGG Dallas Broadcasting Inc. for \$1,518,000, including \$300,000 covenant not to compete. Seller is subsidiary of Chatham Corp., which sold WKDA-AM-FM Nashville last year for \$1.2 million (BROADCASTING, July 26, 1976). Principals are Gary Brainin, Albert Greene, Charles E. Harris and Robert J. Bond Jr. Buyer is principally owned by Earl G. Graves, who also owns *Black Enterprises* magazine, New York. Mr. Graves has no other broadcast interests. KNOK is 1 kw daytimer on 970 khz. KNOK-FM is on 107.5 mhz with 100 kw.

■ **WLVA(AM)** Lynchburg, Va.: Sold by Washington Star Communications Inc. to WLVA of Lynchburg Inc. for \$660,000. Seller is group owner of WLVA-TV Lynchburg, WCIV-TV Charleston, S.C. and WJLA-TV Washington, which has been sold to Combined Communications Corp. for approximately \$100 million (see above). Seller is owned by Joe L. Allbritton, who, upon approval of WJLA-TV sale, will complete FCC-ordered divestiture of crossownership holdings. Buyer is owned by Shenandoah Broadcasting Co., which is owned by Brice A. Miller (52.94%) and eight others (none with more than 6%). Shenandoah owns WKDW(AM)-WSGM(FM) Staunton, Va. Mr. Miller owns 10% of WCOK(AM) Sparta, N.C. No other Shenandoah shareholder has other broadcast interests. WLVA operates on 590 khz with 1 kw full time.

■ **KELP(AM)** El Paso: Sold by KELP Inc. to Clear Channel Communications Inc. for \$500,000 plus \$150,000 covenant not to compete. Seller is principally owned by John B. Walton Jr., owner of KFOX(AM) Long Beach, Calif.; KIKX(AM) Tucson,

Ariz.; KIDD(AM) Monterey, Calif., and KDJW(AM)-KBUY-FM Amarillo, Tex. Mr. Walton sold KELP-TV El Paso to Marsh Media Ltd. for \$3,075,000 last year (BROADCASTING, March 8, 1976). Buyer is owned by L.L. Mays, B.J. McCombs, John M. Schaefer (31.67% each) and John Barger (5%). They also own WOAI-AM-FM San Antonio, Tex., and KXXO(AM)-KMOD(FM) Tulsa, Okla., KELP is on 920 khz with 1 kw day and 500 w night.

■ **WBCK(AM)** Battle Creek, Mich.: Sold by Michigan Broadcasting Co. to Wolverine Broadcasting Co. for \$570,000, plus \$26,000 covenant not to compete. Seller is owned by David N. Holmes, who has no other broadcast interests. Buyer is owned principally by Nestor A. Sibbold (52%) and his son, David (8%). Five other stockholders, none with other broadcast interests, hold remaining shares. Mr. Sibbold is former station manager of WWJ-AM-FM Detroit. His son is partner in Plymouth, Mich., fencing company, WBCK is on 930 khz with 5 kw day and 1 kw night.

■ Other station sales approved last week by the FCC include: KBJT(AM) Fordyce, Ark., and KBOR(AM) Brownsville, Tex. (see page 51).

You name it, and it's on the IBFM agenda

**Financial meeting in Chicago
to explore wide range of subjects
affecting broadcast operations;
NAB's Wasilewski to speak Sept. 20**

A record attendance of 800 persons is expected for the 17th annual conference of the Institute of Broadcasting Financial Management, to be held Sept. 18-21 in Chicago.

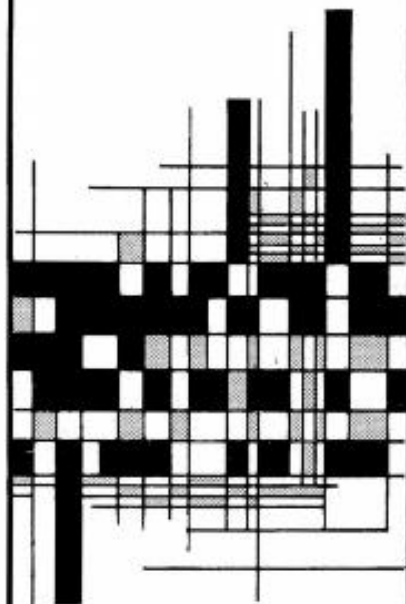
A total of 28 workshops and general sessions have been scheduled under the direction of the conference chairman, Gene R. Anderson, vice president for finance at Forward Communications, Wausau, Wis., who is also IBFM president-elect.

"In keeping with the business and financial manager's broadening role in broadcasting," Mr. Anderson said, "the conference program includes sessions on sales and marketing, programming, credit, accounting, finance, engineering, personnel and labor relations as well as a joint session with spouses on 'Making the Most of Your Estate'."

Vincent T. Wasilewski, president of the National Association of Broadcasters, will speak at the luncheon on Tuesday, Sept. 20. Robert Genetski, author and economist for the Harris Bank of Chicago, will address the Sept. 19 luncheon, and Clifford Woodbury, a management consultant specializing in personnel and motivation, will address a general session on the morning of Sept. 20 and conduct a workshop on personnel that afternoon.

Other subjects to be explored include

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The members will also vote on a proposal to change the organization's name to Broadcast Financial Management Association and to abbreviate it as BFM.

The conference will be held at the Hyatt Regency-Chicago. Chicago radio and television stations will be hosts at a reception Sunday evening, Sept. 18. IBFM President Harold Poole, vice president and controller of Gilmore Broadcasting, Kalamazoo, Mich., will open the business sessions at 9 a.m. Monday morning.

Media Briefs

Cottone ruling stands. FCC has upheld its exclusion of Washington attorney Benedict P. Cottone from participating in KUPY(AM) (formerly KAYE) Puyallup, Wash., renewal proceeding. In closed session last week, commission voted 4-to-0 not to rescind its order barring Mr. Cottone from case (BROADCASTING, March 21). Commissioner James Quello did not participate.

Times signs. Times-Mirror Co., Los Angeles, has signed agreement to purchase *The Stamford (Conn.) Advocate*

and *Greenwich (Conn.) Time* for undisclosed number of T-M Co. shares. Papers are owned by Gillespie Bros. Inc., which also owns WSTC(AM)-WYRS(FM) Stamford. Stations are not included in deal. T-M Co. owns papers including *Dallas Times Herald*, Long Island (N.Y.) *Newsday* and *Los Angeles Times*.

Blind rap FCC. National Federation of the Blind has passed resolution urging FCC to lift its restrictions on blind persons holding commercial broadcast licenses. Resolution, adopted at July convention in New Orleans, says current FCC restrictions, which say, in part, that licenses held by blind persons are "not valid at any station not adapted" for blind employees, are "vague and undefined." Group says FCC's restrictions do "not properly fall within scope" of commission.

Stock dividend. MCA Inc., Universal City, Calif., announced 3% stock dividend on its common shares, payable Oct. 24 to stockholders of record Sept. 20. This is in addition to regular quarterly cash dividend of 25 cents per share, payable Oct. 11 to shareholders of record Sept. 20.

Correction. In BROADCASTING's Aug. 29 story on Motion Picture Association of America filing at FCC seeking inquiry into "super stations," it was said that WTCG(TV) Atlanta owner Ted Turner is also owner of Southern Satellite Systems. Mr. Turner formerly owned that common carrier; Edward Taylor is present owner.

Broadcast Advertising

New life in push for longer sweeps

ANA-AAAA committees ask Arbitron and Nielsen for proposals; old objections still exist, however

The issue of longer local TV rating periods was raised again last week by committees of the Association of National Advertisers and the American Association of Advertising Agencies.

The committees endorsed the concept of continuous, 52-week audience measurement through all markets. But they also acknowledged that attaining this ideal "seems unrealistic at this time" and suggested that the rating services develop "some modified plan."

"This modification," they said in identical letters to Arbitron Television and the A.C. Nielsen Co., "should maintain the integrity of the 52-week measurements, but may only be initially feasible in a limited number of markets."

They asked Arbitron and Nielsen individually to come up with "proposals that will supply the industry with more representative data for evaluation by the industry before the end of 1977."

Expansion of the present four-week local measurement sweeps to eight weeks was advocated by agency and advertiser researchers and some broadcasters, notably CBS-TV, some three years ago. It was opposed, however, by most broadcasters and station reps on a number of grounds, including cost. Since broadcasters would have to pay most of the costs the rating services have not been inclined to push the issue against their opposition.

Jacqueline Da Costa, Ted Bates & Co. vice president and director of media information and analysis, has been one of the leaders in the campaign for continuous measurements, and advertiser sources said last week that the issue was now being raised again.

Ms. Da Costa told an ANA research workshop last winter that development of "more meaningful" local audience measurements was "imperative." She said 52-week measurements could be accomplished without creating larger samples than those now used by Arbitron and Nielsen, because the present samples could be reallocated over 52 weeks, and that the net increase in costs should not be more than 5% to 10% (BROADCASTING, March 21).

In their letters to the rating services the ANA and AAAA committees—the ANA TV and research policy committees and the AAAA media research committee—said that changes in TV network and station programming practices "have reached the point where there is no longer a 'typi-

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cal' four-week period."

"This fact," they continued, "coupled with the need for proof-of-performance data over a longer term and the need for data on viewing habits in markets/periods that are not rated, requires a change in the survey procedures currently employed by the local television rating services.

"Therefore the AAAA and the ANA recommend that local television audience measurement be conducted on a continuous (52-week) basis through all television markets. It would be ideal to accomplish this objective with no reduction in sample sizes of the reports used for buying and selling transactions.

"This will necessitate substantial additional sample interviews in markets/periods that are currently only measured once a quarter. It could, therefore, require a significant increase in the cost of local TV audience measurement, primarily in the smaller markets."

Accordingly, the committees asked the services to come up with proposals for appropriate "modified" plans and to include in their proposals "long-term plans to increase systematically sample sizes by market groupings in order to eventually cover all markets on a continuous basis."

It was believed last week that both Nielsen and Arbitron would comply with the request that they submit proposals, but what would happen after that remained a matter of speculation. Some station rep sources who had opposed eight-week sweeps in the past said that, now as then, they felt that longer measurements are desirable, but only if they can be obtained realistically in terms of both procedures and costs.

The letters were sent to Theodore Shaker, president of Arbitron, and James Lyons, executive vice president and manager of the media research division of Nielsen. They were signed by Bernard Guggenheim of Campbell-Ewald, chairman of the AAAA media research committee; Herb E. Krugman of General Electric, chairman of the ANA research policy committee, and Harry D. Way of Colgate-Palmolive, chairman of the ANA television committee.

Spot buying hits \$1.1-billion mark in '77 first half

Perennial kingpin P&G contributes \$25.6 million; five new faces appear in top-100 line-up

Spot television investments in the first six months of 1977 reached \$1,119,627,600, up 5% from the \$1,061,400,000 recorded in the same period of 1976, the Television Bureau of Advertising reported last week, based on estimates compiled by Broadcast Advertisers Reports.

The first-half estimates were issued along with a listing of spot TV's top-100

advertisers for the second quarter of 1977.

Five advertisers appeared in the top 100 quarterly report for the first time: Reed-Union (Nu Finish car cleaner and polish and Nu Vinyl protective cleaner), \$2,216,400; Comerco Inc. (Olympic overcoat paint and stain), \$1,680,300; H.P. Hood & Sons (dairy products), \$1,333,200; Iroquois Brands Ltd. (Champale malt liquor and Yoo Hoo chocolate drink), \$1,316,300, and Action Marketing Inc. (Thompson Roto Stripper and Clean Machine Mop), \$1,259,400.

Big gains in TV spot spending were reported for, among others, Dial Media, which wasn't in spot TV in the second quarter last year; Anheuser-Busch, up 1,010%; American Air Lines, up 467%; Chevrolet Auto Dealers Association, up 188%; Uniroyal, up 140%; Philip Morris, up 102%; Ford Auto Dealers Association, up 99%, and Time Inc., up 95%.

Breakdowns of spot TV spending by product category for both the second quarter and the first half of 1977 showed food and food products still by far the largest, with \$240.2 million for the first six months. But the biggest gain was racked up by publishing and media, up 67% to \$36 million for the six-month period. Other large gainers for the first half included records and tapes and radio and TV sets, up 58% to \$66.7 million; beer and wine, up 29% to \$41.7 million; agriculture and farming, up 27% to \$12.1 million, and consumer services, up 22% to \$34.0 million.

In the second quarter, nighttime accounted for \$185.6 million or 31.2% of total spot billing; early evening was responsible for \$150.6 million or 25.3%; daytime, \$136.3 million or 22.9%, and late night \$122.8 million or 20.6%. The 30-second commercial length represented \$506.3 million or 85.1% of second-quarter spot billing, followed by the 60-second message with \$71.0 million or 11.9%.

The second quarter's top-100 advertisers were ranked as follows, based on estimated dollar activity in 75 leading markets monitored by Broadcast Advertisers Reports for one week each month and projected to the month:

1. Procter & Gamble	\$25,628,100
2. General Foods	19,396,700
3. Colgate Palmolive	11,101,300
4. Lever Brothers	9,426,600
5. Kraftco Corp.	9,104,200
6. International Tel. & Tel.	8,898,500
7. PepsiCo	8,746,900
8. American Home Products	8,258,800
9. William Wrigley Jr.	8,147,500
10. Ford Motor	8,082,800
11. American Tel. & Tel.	7,982,500
12. General Motors	7,813,200
13. General Mills	7,749,600
14. Chrysler	7,451,700
15. Borden	6,651,000
16. Coca-Cola	6,527,600
17. Bristol-Myers	6,321,600
18. Warner-Lambert Pharmaceutical	5,717,000
19. Mattel	5,415,300
20. Nestle	5,343,200
21. Kellogg	5,096,800
22. Mars	4,676,100
23. Beatrice Foods	4,303,600
24. Dial Media	3,993,900
25. A.H. Robins Co.	3,931,000
26. Triangle Publications	3,761,800

27. Gillette	3,694,100
28. Anheuser-Busch	3,509,800
29. Nissan Motor Corp., USA	3,290,200
30. Scott Paper	3,282,200
31. Time	3,247,000
32. Toyota Motor Distributors	3,056,300
33. American Airlines	3,043,800
34. Trans World Airlines	3,019,900
35. Nabisco	2,957,100
36. Chevrolet Auto Dealers Assn.	2,941,900
37. Standard Oil Co. of Ind.	2,760,300
38. CPC International	2,724,800
39. Philip Morris	2,709,700
40. Carnation	2,674,200
41. Ford Auto Dealers Assn.	2,635,400
42. General Electric	2,576,200
43. Norton Simon	2,545,200
44. American Dairy Assn.	2,537,500
45. Uniroyal	2,504,600
46. E. & J. Gallo Winery	2,491,800
47. Esmark Inc.	2,466,800
48. Standard Oil Co. of Calif.	2,452,000
49. Sterling Drug	2,446,200
50. Seven Up	2,384,200
51. Squibb	2,333,500
52. Revlon	2,331,100
53. Reed-Union	2,216,400
54. Eastern Air Lines	2,194,400
55. Ralston Purina	2,156,900
56. K. Hattori & Co. Ltd.	2,140,300
57. Volkswagenwerk A.G.	2,117,800
58. International Harvester	2,116,100
59. Quaker Oats	2,081,900
60. R.J. Reynolds Inds.	2,076,300
61. North American Phillips	2,071,500
62. UAL Inc.	2,067,200
63. Dr. Pepper	2,051,900
64. Fuqua Industries	1,990,000
65. Block Drug	1,973,500
66. Jos. Schlitz Brewing	1,911,500
67. Liggett Group	1,902,700
68. Union Oil Co. of Calif.	1,858,400
69. American Can	1,846,400
70. Royal Crown Cola	1,780,400
71. Olympia Brewing	1,775,200
72. Miles Laboratories	1,757,900
73. Mego International	1,682,200
74. Comerco Inc.	1,680,300
75. Stroh Brewery	1,651,100
76. Consolidated Foods	1,644,100
77. American Motors	1,629,100
78. Ciba-Geigy	1,613,200
79. Oldsmobile Auto Dealers Assn.	1,595,600
80. Eastman Kodak	1,559,600
81. Continental Air Lines	1,537,600
82. Chesebrough Ponds	1,524,100
83. G. Heileman Brewing	1,502,500
84. Audio Research	1,459,400
85. Campbell Soup	1,432,700
86. H.J. Heinz	1,382,600
87. Shell Oil	1,380,900
88. Pan American World Airways	1,378,400
89. RCA Corp.	1,360,700
90. H. P. Hood & Sons	1,333,200
91. National Railroad Passenger Corp.	1,328,700
92. K-Tel International	1,317,200
93. Iroquois Brands	1,316,300
94. Noxell Corp.	1,310,500
95. American Cyanamid	1,294,400
96. IFI International	1,292,900
97. Crown Zellerbach	1,263,400
98. Toyo Kogyo Co.	1,260,800
99. Action Marketing	1,259,400
100. Weed Eaters	1,256,200

Advertising Briefs

Correction. Richard K. Manoff Inc., New York, has been appointed agency for WNBC(AM) New York with budget of about \$500,000 and not for WNEW(AM) there as reported in BROADCASTING Aug. 15. Manoff replaces Martin Landey, Arlow Advertising, New York.

Apple-cations. Entry blanks were being mailed last week to advertising agencies

and commercial producers for New York Market Radio Broadcasters Association's third annual Big Apple awards for creative excellence in radio. Copies may also be obtained from NYMRAD, 575 Lexington Avenue, New York 10022. Awards will be presented at Nov. 18 luncheon. John Lack, vice president and general manager of WCBS(AM) New York, is chairman of awards competition.

Rice re-extends invitation to print to utilize TV

TVB president urges publishers to stop looking at television as competition, and see it as aid

Newspaper publishers in New York State were invited last week to ante up a total of \$10 million to improve their circulation—by buying time on TV stations.

The invitation came from Roger D. Rice, president of the Television Bureau of Advertising, in a speech to a meeting of the New York State Publishers Association, held Monday at Lake Placid.

"Stop looking at television just as competition," he said. "Newspapers and TV work well together. Look upon us as a way of doing what you want and need done... as a way of attracting more of those non-readers we've been talking about."

In one New York market after another, Mr. Rice said, up to one-half or more of the homes are nonnewspaper homes that do watch TV, and hence can be reached by TV but not by newspaper advertising.

Many newspapers use TV to build circulation but in total they are "under-spent," Mr. Rice said. He noted that in the five-year span from 1971 to 1976, newspapers increased their TV spending by 22%, while department stores boosted their television budgets by 312%.

Mr. Rice also reminded the publishers that, although newspaper revenues exceed \$15 billion (including circulation revenues) and thus are twice as large as TV's, television now outsells newspapers among advertisers that are acceptable to both media (BROADCASTING, Aug. 22).

Ex parte contacts restricted by FTC

Any that are made will have to become part of record in new rule effective immediately

The Federal Trade Commission has voted to prohibit ex parte contacts after the commencement of trade regulation proceedings.

If prohibited communications do take place, the commission will include them in the public record of the proceeding. They will not, however, become part of the rulemaking record.

The vote on the amendment to the FTC rules was 3 to 2, with Commissioners Calvin Collier and Elizabeth Dole dissenting. Neither of them, however, objected to limiting off-the-record contacts.

Commissioner Collier, for example, said that the commission's rules have failed "to provide an adequate opportunity for such communications to be made on the record." He said the rules are "seriously deficient" in that they presently fail to provide "for oral presentations to the commission by designated representatives in rulemaking proceedings." Commissioner Collier suggested that the FTC adopt a policy of allowing oral presentations "at the close of rulemaking proceedings." He said he objected "to an absolute ban" on ex parte contacts "unless and until the commission establishes a proper forum for receipt of oral presentations."

Commissioner Dole, too, saw no harm in limiting contacts. She did not like the solution the FTC offered, however. She said she believed that the "purpose of this rule could have been served in a less restrictive way... I would have preferred a rule requiring that, after commencement of a trade regulation rulemaking proceeding, all written communications from any person not employed by the commission... be placed in the public record." She suggested the same for oral communications. According to Commissioner Dole's statement, she does not favor limiting contacts with staff members.

The FTC rule changes are effective immediately.

Programming

AFM gets scoring concession, other TV benefits under new pact with movie producers

Music will have to be redone live each year of a television series; wages will go up, pension payments will increase in three-year contract

Members of the American Federation of Musicians won the right to live scoring of TV dramatic series as well as "significant improvements in wages and benefits" under a three-year contract with motion picture producers whose terms were revealed by AFM last week.

AFM, the Association of Motion Picture and Television Producers and The Alliance agreed on terms of the contract last month (BROADCASTING, Aug. 8) but details were not disclosed until the affected AFM members had ratified them. AFM said last week the agreement had been ratified by an "overwhelming" 472-to-33 vote.

Live scoring, AFM said, was the new contract's "most significant and revolutionary feature," long sought by the union. In the past, a union spokesperson explained, music for a dramatic series could be recorded and re-used in that series year after year. Under live scoring, it must be recorded in the year in which it is used.

The agreement, according to the union, calls for live scoring on some series produced for the 1977-78 season—those that had not been contractually committed for production as of July 31 this year—requires live scoring on all dramatic series starting with the 1978-79 season.

Hal C. Davis, AFM president, who announced the terms, said the old scale wage of \$93.41 for a three-hour session would be increased 23.65% over the three-year life of the contract, with an increase of 8% as of Aug. 1, 1977; an additional 7% as of Aug. 1, 1978, and another 7% Aug. 1, 1979.

Employer contributions to the musicians pension fund will be increased to 8% from 7%.

Other changes, President Davis said, include an increase in premium-time pay, notice required for cancellation of call, increase in cartage allowances, reduction of time during which wages must be paid after an engagement and of time in which contributions to the pension fund must be paid.

Members working in music preparation—arrangers, orchestrators, copyists, librarians—were said to have won the same wage increases granted instrumentalists. Wages of sideline musicians were increased 13% in the first year, 7% in the

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WTCN-TV	Minneapolis- St. Paul	WEYI-TV	Flint-Saginaw- Bay City	WAFB-TV	Baton Rouge
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second and 7% in the third, for a compounded increase of 29.37%, according to the union.

The contract is retroactive to Aug. 1.

Baptist group in national drive for viewer control of TV programing

Opening salvo is comprehensive packet to 45,000 religious leaders spotlighting issues and suggesting methods for expression of opinion

A grass roots campaign to get people to make their views known about television programing has been launched by the Southern Baptist Convention's Christian Life Commission, Nashville.

A package of material, "Help for Television Viewers," has been mailed to more than 45,000 Southern Baptist pastors and leaders with provisions for ordering extra copies for distribution to congregations.

Included in the packet are seven pamphlets "designed to equip concerned Christians with pertinent information about the moral crisis television presents."

The pamphlets discuss:

- "How Television Affects Us" (topics include: Is television addictive?, the impact of television violence, alcohol and TV, television and sexuality, the impact of

television commercials, television and profanity and television and the family).

- "What Individuals Can Do" (keeping a list of programs watched, planning weekly viewing, reading publications on TV, writing to networks, stations and advertisers).

- "What Families Can Do" (set limits on the amount of TV children can watch each week, monitor programs, discuss both shows and commercials with children).

- "What Churches Can Do" (including sermons, study classes or workshops on television and morality, work with groups such as the Parent-Teacher Association, American Medical Association and Action for Children's Television).

- "Resources for Study and Action" (listing names and addresses of citizen groups, government agencies, networks, trade associations, books, periodicals, and some of the largest TV advertisers).

Also included are a fact sheet of quotations from various people and organizations on television and morality; a card with the heading, "Either you control your TV or your TV will control you," encouraging viewers to make moral decisions before, during and after viewing programs and including as one criteria, "Will watching this program represent responsible Christian stewardship for me?"; a log for evaluating programing with spaces to note negative aspects (violence, sex, profanity, alcohol) and positive ones (wholesome family life, responsible treat-

ment of individuals and racial groups, integrity) during shows; pre-addressed post cards to the three network presidents for sending "immediate reactions" to programing, and a large poster for placement in churches explaining the package to parishioners.

While the package offers no list of objectionable shows it does say that the packet's introduction "comes at a time when the subject of television and morality is receiving renewed nationwide attention, sparked particularly by the controversy over *Soap*..." The Christian Life Commission, it said, has joined with other religious and civic groups "to keep *Soap* off the air (BROADCASTING, Aug. 29)."

Program Briefs

Gerbner's answer. CBS's protests against Dr. George Gerbner's methods for analyzing TV violence are motivated more by concern for bottom line, than for scientific purity, Dr. Gerbner wrote House Communications Subcommittee last week. CBS has argued repeatedly that researcher's counting of violent acts in comic situations is silly and inflates violence picture, but Dr. Gerbner, dean of University of Pennsylvania's Annenberg School of Communications, said his study deliberately tries not to impose value judgments on what's good or bad violence. Furthermore, rather than being defensive, networks should realize that "independent scientific research is the best defense against uninformed and unwarranted public criticism," he said. Latest defense is in response to CBS's re-rebuttal of Dr. Gerbner's research findings, which concluded that violence on all three networks hit all-time high last year.

Betty's back. Former First Lady Betty Ford is scheduled as host of 90-minute Christmas-season special for NBC-TV, *The Nutcracker*, as performed by Bolshoi Ballet of Russia. Special appearance of Mrs. Ford is in addition to her contracted appearances with NBC News. Producer of *The Nutcracker* special is Lothar Bock, who is to produce three programs per year for NBC as part of deal for helping win TV rights to 1980 Olympics for network.

Booknote

The Today Show, by Robert Metz, Playboy Press, New York, 264 pp., \$10.

This is an airy history of one of television's longest-running programs, NBC-TV's still-hardy *Today*. Written to appeal primarily to the show's early-rising fans, the book traces in hops, skips and jumps its development from conception and its early years, when Dave Garroway shared honors as the host with a chimp named J. Fred Mugs, down to the present. Personal idiosyncracies, feuds, intrigues and clashing personalities are liberally interwoven. The author is a *New York Times* financial columnist who also wrote "CBS: Reflections in a Bloodshot Eye."

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WINS battles its way into city energy hearing

Some quick legal work by Westinghouse Broadcasting Co.'s WINS(AM) New York last week enabled broadcasters to present Consolidated Edison Chairman Charles Luce's testimony before the city's Special Commission of Inquiry into Energy Failures—and in a broader sense, opened up certain hearings to radio and television.

When setting up to cover the hearings last Monday night, WINS and other stations were informed of a state civil rights law that prohibits broadcast coverage when any of the witnesses is under subpoena. With the hearing the following morning, WINS that night went to State Supreme Court Justice Hyman Korn's home and received a show-cause order. A hearing on the order was held the next day, with WINS calling the law unconstitutional (still photographs are allowed) and asking for its elimination or at least a narrower interpretation. WINS received the latter, with Justice Bernard Nadel ruling that broadcasters could cover witnesses who are not under subpoena and those under subpoena who don't invoke the law. During the commission hearing, Four Con Ed technicians were under subpoena while Mr. Luce appeared voluntarily.

Supporting WINS in the action was the New York Press Club, whose freedom of press committee chairman, WCBS(AM)'s Jerry Nachman, claimed that the law prevented broadcast journalists from exercising their First Amendment rights. A Westinghouse attorney characterized the revised interpretation as "half a loaf" believing broadcasters should be permitted to cover all witnesses. Mr. Nachman said his committee will continue to press for abolition of the entire law.



New news style. *The NBC Nightly News* launches both a new format and a new set tomorrow (Sept. 6) as it returns to a two-city anchor concept with John Chancellor in New York (top) and David Brinkley in Washington. As shown above during a rehearsal, the basic change involves the removal of anchor desks. According to executive producer Joseph Angotti, the new design is "really an elimination of a set more than the creation of a new set." He characterized the desks as "barriers" and with the new props, each co-anchor will have freedom to move around. Aside from different color schemes (brown in New York and blue and gray in Washington) the two sets are identical and, according to Mr. Angotti, meant to present an "open feeling," within which "it's easier for the TV audience to concentrate on the story," rather than the props. The format changes, outlined at the NBC-TV affiliates convention in Los Angeles earlier this year (BROADCASTING, May 23) call for four segments: the first containing an in-depth treatment of the day's top story; the second, fast paced news briefs; the third, a minidocumentary (Bill Wheatley is producer-in-charge and reporters assigned to this segment include John Hart, John Dancy, Brian Ross, Garrick Utley, James Polk, Paul Altmeyer and Betty Rollin), and fourth, other news as well as a poignant or humorous closing piece.

ATAS journalism honors

The Academy of Television Arts and Sciences announced the winners of its Broadcast Journalism awards, which will be presented Sept. 10 as part of the Creative Arts Emmy awards luncheon at the Beverly Wilshire hotel, Beverly Hills, Calif.

Awards will go to: Eric Sevareid "in tribute to his four decades of distinguished and courageous service in broadcasting"; CBS's *60 Minutes* for its "consistently high standard of excellence in investigative reporting"; the League of Women Voters for the 1976 presidential debates which "represented significant public input to the television industry," and Robert MacNeil and James Lehrer of the *MacNeil-Lehrer Report* for bringing "a fresh dimension to news broadcasting by reaching beyond the headlines to cover news issues in depth."

TVAC

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Domestic satellite behind bamboo?

U.S. manufacturers return from Red China tour impressed by level of technology if not by mass-production techniques

An eight-man delegation of communications equipment manufacturers returned from a nine-day trip to China certain that the Chinese are working on the development of a domestic satellite system, but uncertain of its configuration—whether, for example, it would be used for direct-to-home broadcasts.

The trip, sponsored by the Communications Division of the Electronic Industries Association, focused on satellite communications and included tours of various installations in the Peking area (BROADCASTING, Aug. 8).

"We are sure that they're working on a domestic satellite system," said Sidney Topol, president of Scientific Atlanta and chairman of the EIA's Communication Division. "It was also clear that they know a lot about our capabilities." While most of the talk was on a general level, Mr. Topol said the Chinese were also interested in some specific areas—including the 11-14 and 18-20 ghz bands of the spectrum. He added that the Chinese have filed an application with the International Telecommunications Union for a satellite slot.

In technology, Mr. Topol said the Chinese were more advanced than the group had expected. "They're about 10

years behind us, not in technology, but in production techniques and volume." And that, he said, will improve in time.

Because the discussions were so general (the Chinese method of doing business) the group felt that any equipment orders resulting from the trip might not be placed by China for months or longer.

Included in the visit were trips to a U.S.-built 30-meter earth station (one of three in the country), a Chinese 10-meter dish, the Peking telephone and telegraph building (which housed some very sophisticated Chinese-built microwave facilities) and a demonstration of picture phones at an industrial exhibit.

Technical Briefs

Microwave sale. Collins Systems International announced signing contract for more than \$100 million with Western Electric Co. for microwave equipment to be installed in an intra-kingdom microwave network in Saudi Arabia. Western Electric and Collins teamed to bid on \$400-million project that also includes Western Electric's providing transmission facilities for nationwide automatic long-distance telephone service. Microwave project will have 90,000-channel capacity with almost 300 stations.

Big sale. Marconi Communications Systems Ltd. announced sale of about \$1.73 million of television equipment to Kuwait Ministry of Information. Purchase includes seven MkVIII cameras, video and sound mixers, sync generators and miscellaneous equipment which will be installed at two new studios at Kuwait's Radio and Television Center before February 1978.



Buying in bulk. Meredith Broadcasting has ordered \$7 million in equipment from RCA, which said it was one of the largest orders it ever received from a single broadcaster. Included in the order were a 50 kw transmitter for each of the four Meredith TV stations, 16 TR-600 video tape recorders and seven TK-28 telecine islands, 11 TK-46 studio cameras, six TKP-45 portable production cameras and 11 TK-76 electronic newsgathering cameras (bringing to 24 the number of TK-76 ENG units in use by Meredith stations). Harry L. Francis, Meredith operations vice president, said the order represents "a final step in fully converting our stations to ENG," and that "the additional production equipment included will enable Meredith stations to provide clients, advertisers and producers some of the most modern production facilities in the industry." Deliveries of the equipment have begun and will continue through 1979. Shown here with one of the TK-46 cameras are (l to r) Mr. Francis; James Conley, president of Meredith Broadcasting, and J. E. Hill, RCA division vice president and general manager, RCA Broadcast Systems. The Meredith stations are KCMO-TV Kansas City, Mo.; WTVH Syracuse, N.Y.; KPHO-TV Phoenix and WNEM-TV Saginaw, Mich.

Signal-carriage waivers granted to two CATV's

N.Y. system gets to bring in three VHF's; Pa. operator given grandfather extension

The FCC last week granted two cable systems waivers of its rules. In one instance, the commission allowed a New York state system to add a third independent VHF signal. In the other, a Pennsylvania system was granted special relief from the signal carriage and syndicated exclusivity rules.

The commission allowed Mid-Hudson Cablevision Inc. to add the signal of WNEW-TV New York to its systems in five upstate communities: the villages of Catskill and Athens, the towns of Catskill, Athens and Greenport and the city of Hudson. All are within the Albany-Schenectady-Troy major television market.

Although commission rules allow for the carriage of three independent signals, one of those signals must be a UHF station. Mid-Hudson said, however, that to comply with that regulation it would have to import a UHF signal by microwave from Boston. It said the cost of importing a Boston signal would be prohibitive. The operator added that importing a Boston signal would force it to pass over a nearer in-state signal, WNEW-TV's.

The commission granted the operator's request, it said, because no local broadcasters objected to the carriage of the WNEW-TV signal and because it had a "long history" of favoring carriage of in-state signals.

In the Pennsylvania case, Lower Bucks Cablevision Inc., operator of several systems within the Philadelphia-Burlington, N.J., television market, requested that it be allowed to extend its carriage of grandfathered signals to an area immediately adjacent to its present coverage area.

Lower Bucks had been franchised to serve Bristol borough, Bristol township, Middletown township and Pennel borough, all Pennsylvania, in 1966. Construction began in 1967, but before it was completed several Philadelphia stations filed a petition for special relief asking the commission to rescind authority to carry the New York stations Lower Bucks had already begun to carry in the areas outside Pennel. The commission then confined carriage of the New York signals to those portions of the system completed.

Under the commission's order, part of Lower Bucks's system became grandfathered in 1972 and part did not. The operator then requested that the commission extend the grandfathered rights to its entire system.

According to Lower Bucks, the 1967 freeze imposed on it by the commission had resulted in a situation where residents on one side of a street had cable available while neighbors across the street were una-

ble to obtain service. It also said that building a separate headend for the 300 to 500 new subscribers would cost a prohibitively expensive \$40,000.

Another for Cox Cable

Gainesville, Fla., system brings \$7.5 million cash, stock

Cox Cable Communications Inc. has announced that it reached an agreement in principle to purchase University City Television Cable Co., Gainesville, Fla., for \$3.5 million plus 150,000 shares of Cox Broadcasting common stock (worth \$3,975,000 at last Monday's closing price of 26½).

University City serves more than 24,000 subscribers with monthly subscription rates of \$6. It is owned equally by J. L. Milliken, president-general manager; Ralph Shepler; J. D. Cutlip; Chris Thorniley, vice president; and Harry Harkins, treasurer. They all have interests in Ohio Valley Cablevision which operates five systems in Ohio, and 10 in West Virginia. In addition, Messrs. Cutlip and Harkins also have interests in systems in Waycross, New Martinsville and Padon City, all Georgia, and Belington, W. Va. Messrs. Thorniley and Shepler have interests in systems in Waycross and Elkins, W. Va.

Cox Cable is a wholly owned subsidiary of Atlanta-based Cox Broadcasting. Cox Cable operates 40 systems in 17 states. Cox Broadcasting owns five TV, five AM and six FM stations. Broker: Daniels and Associates.

Cable Briefs

Bound for Rockies. United Cable Television Corp. has relocated corporate headquarters from Tulsa, Okla., to 40 East Denver Technological Center, 7995 East Prentice Avenue, Englewood, Colo. 80110; (303) 779-5999.

Down to earth. Hughes Aircraft Co. is sponsoring seminar on earth station technology Oct. 5-7 at Stouffer's National Center hotel, Arlington, Va. (Washington). Speakers will cover design, installation and operation of ground terminals, as well as site considerations and maintenance procedures. Another meeting is scheduled for Jan. 16-18, 1978, in Kansas City, Kan. For further information contact: Marcia Dunklau, Hughes Microwave Communications Products, Building 237, Box 2999, Torrance, Calif. 90509.

Signed up. Hollywood Home Theatre announced that it has signed agreement to provide its pay-cable programming service to Gateway Cablevision, Amsterdam, N.Y. Gateway, which serves more than 6,000 subscribers, had previously been affiliate of Home Box Office.

Loan. Becker Communications Associates announced closing of \$3.3 million loan to Erie Communications Inc. Money will be used to refinance existing debt and provide expansion of company's 7,300-sub-

scriber cable system in Erie county, Pa. Erie also has system in Dunkirk, N.Y.

For pay only. Oct. 1 availability date has been set for four Columbia Pictures specials, first group of shows company is offering exclusively to pay-TV. Features from Columbia Pictures Pay Television are *In Session: Seals & Crofts* (produced in-house); *A Night on the Town*, starring rock star Rod Stewart; *Fusion* with Electric Light Orchestra, and Broadway hit, *Scapino*. Three more *In Session* shows are to follow.

HBO lands San Diego. Cox Cable's Mission Cable system serving San Diego, country's largest cable system with about 140,000 subscribers, has signed agreement to offer Home Box Office pay programming starting in fall.

New two-way. Santa Barbara Cable TV,

Santa Barbara, Calif., along with Memorial Rehabilitation Center and St. Francis hospital has set up two-way closed circuit system via cable that allows patients at rehabilitation center to be diagnosed by physicians at St. Francis. Project is funded by local grants including one from Alice Tweed Tuohy Foundation in Santa Barbara.

New vistas. Vista Programming Services, new program supplier for cable systems, announced available immediately are videocassettes of sports, children's and family shows and musical specials. Shows are offered on contractual basis with systems able to use them unlimited amount of times during contract period. For more information contact: Constance Schmidt, *Vista Programming Service*, 20 Galston Dr., R.R. 4, Trenton, N.J. 08691; (609) 799-1914.

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The Broadcasting Playlist Sep 5

Contemporary

<u>Last This</u> <u>week week</u>	<u>Title □ Artist</u>	<u>Label</u>
1 1	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
2 2	<i>Best of My Love</i> □ Emotions	Columbia
3 3	<i>Higher and Higher</i> □ Rita Coolidge	A&M
4 4	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
6 5	<i>Handy Man</i> □ James Taylor	Columbia
5 6	<i>Float On</i> □ Floaters	ABC
7 7	<i>Easy</i> □ Commodores	Motown
13  8	<i>Barracuda</i> □ Heart	Portrait/CBS
8 9	<i>You and Me</i> □ Alice Cooper	Warner Bros.
10 10	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
11 11	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
26  12	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
17 13	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
12 14	<i>I'm in You</i> □ Peter Frampton	A&M
15 15	<i>Just a Song Before I Go</i> □ Crosby, Stills and Nash	Atlantic
16 16	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
18 17	<i>Theme from "Star Wars"</i> □ London Sym.	20th Century
23  18	<i>Theme from "Star Wars"</i> □ Meco	Millennium
21 19	<i>On and On</i> □ Stephen Bishop	ABC
20 20	<i>Cold as Ice</i> □ Foreigner	Atlantic
19 21	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
29  22	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
28  23	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
24 24	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
34  25	<i>Black Betty</i> □ Ram Jam	Epic
33  26	<i>Boogie Nights</i> □ Heatwave	Epic
9 27	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
14 28	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
35  29	<i>Don't Worry Baby</i> □ B.J. Thomas	MCA
30 30	<i>That's Rock 'n' Roll</i> □ Shaun Cassidy	Warner Bros.
32 31	<i>I Feel Love</i> □ Donna Summer	Casablanca
22 32	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
44  33	<i>Brick House</i> □ Commodores	Motown
39  34	<i>Jungle Love</i> □ Steve Miller Band	Capitol
25 35	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
27 36	<i>You're My World</i> □ Helen Reddy	Capitol
38 37	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
40 38	<i>Ariel</i> □ Dean Friedman	Lifesong
37 39	<i>Give a Little Bit</i> □ Supertramp	A&M
31 40	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
43 41	<i>She Did It</i> □ Eric Carmen	Arista
—  42	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
50  43	<i>The Greatest Love of All</i> □ George Benson	Arista
—  44	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
48 45	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
36 46	<i>Christine Sixteen</i> □ Kiss	Casablanca
45 47	<i>Cat Scratch Fever</i> □ Ted Nugent	Epic
41 48	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
— 49	<i>Another Star</i> □ Stevie Wonder	Motown
— 50	<i>Way Down</i> □ Elvis Presley	RCA

Playback

Up and away. *Heaven on the Seventh Floor* (RSO), a fantasy song about an elevator romance, is the second single for Paul Nicholas, an English actor who's trying out for pop singer as well. This single, which follows *Reggae Like It Used to Be* (first single from *Paul Nicholas LP*), is gaining attention on top 40 radio; it bolts to 44 on "Playlist." Johnny Michaels of Reno's KCBN(AM) saw this one coming: he told "Playback" a month ago it would soon prove itself (BROADCASTING, Aug. 8). It's on at WCOL(AM) Columbus, Ohio, WOXI(AM) Atlanta and WRKO(AM) Boston. **Coming up.** A song from "South Pacific" has been revived and opinions are mixed on its merit. *Some Enchanted Evening* is Jane Olivor's debut single from her first album, *First Night*. The single is on at KDWB(AM) Minneapolis-St. Paul and music director John Sebastian reports the record is especially successful among female listeners. He calls Ms. Olivor "one of the best vocalists I've heard in years ... incredibly good." Terry Danner of KGW(AM) Portland, Ore., had the same reaction: "This is the most fabulous piece of music I've heard in five years. It will either be the biggest record of '77 or it will thud so loud you can hear it in Tokyo." Ed Greene of KIMN(AM) Denver had another reaction. He says "I don't mean to be hostile to Jane Olivor but that lady is not going on this rock 'n' roll station." **All in the family.** Kate Taylor, sister of James Taylor, has reworked *It's in His Kiss (The Shoop Shoop Song)* (Columbia), originally done by Betty Everett in 1964. James joins his sister on the record. "A real tasty, nice version. It looks like it might be a winner," says Jack Starr of KHFI-FM Austin, Tex.

Country

<u>Last This</u> <u>week week</u>	<u>Title □ Artist</u>	<u>Label</u>
2 1	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
5 2	<i>I've Already Loved You in My Mind</i> □ Conway Twitty	MCA
23  3	<i>Daytime Friends</i> □ Kenny Rogers	United Artists
4 4	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
3 5	<i>Sunflower</i> □ Glen Campbell	Capitol
1 6	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
6 7	<i>Play Born to Lose Again</i> □ Dotts	RCA
10 8	<i>Southern California</i> □ Jones & Wynette	Epic
8 9	<i>Till the End</i> □ Vern Gosdin	Elektra
25  10	<i>If You Don't Love Me</i> □ Freddy Fender	ABC/Dot
7 11	<i>That's the Way Love Should Be</i> □ Dave & Sugar	RCA
15 12	<i>Baby, I Love You So</i> □ Joe Stampley	Epic
16 13	<i>Way Down</i> □ Elvis Presley	RCA
—  14	<i>I Love You a Thousand Ways</i> □ Willie Nelson	Columbia
24  15	<i>The Pleasure's Been All Mine</i> □ Freddie Hart	Capitol
—  16	<i>Eastbound and Down</i> □ Jerry Reed	RCA
17 17	<i>Pledging My Love</i> □ Elvis Presley	RCA
12 18	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
11 19	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
13 20	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
14 21	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
— 22	<i>It's All in the Game</i> □ Tom T. Hall	Mercury
— 23	<i>Why Can't He Be You</i> □ Loretta Lynn	MCA
— 24	<i>Ya'll Come Back Saloon</i> □ Oak Ridge Boys	ABC/Dot
— 25	<i>You are so Beautiful</i> □ Tanya Tucker	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.

Media

Peter A. Lund, VP-general manager, WTOP(AM) Washington, and formerly of KSDO(AM) San Diego, named VP, CBS-owned AM Stations, CBS Radio Division, New York, effective next Monday, Sept. 12. He succeeds **J. William Grimes**, named VP-personnel, CBS Inc. (BROADCASTING, Aug. 22).



Lund

Provo

W. Roger Provo, personnel administrator for Washington Star Station Group until sale of WMAL-AM-FM Washington to ABC, named VP of broadcast division, Washington Star Communications Inc.

Keith S. Donald, general manager, KOWH-AM-FM Omaha, named president of licensee, Reconciliation Inc., succeeding **Bob Gibson**, who retains his post as board chairman.



Moran

John D. Moran, director of labor relations, Group W. New York, appointed VP-business affairs.

Larry O'Neal, announcer, WZYQ-AM-FM Frederick-Braddock Heights, Md., named general manager, WBKN(AM)-WGOT(FM) Newton, Miss.

Tom Kopin, program director, WCSJ-AM-FM

Morris, Ill., named general manager.

Ralph A. Smith, general sales manager, KARN(AM) Little Rock, Ark., named manager, KPFW(AM) Fort Smith, Ark., and co-owned KXXI(FM) there, now under construction.

Terry L. Etter, news director, WVTN(FM) Monticello, Ind., promoted to assistant general manager.

Georgia Van Beuren, sales manager, WSTC(AM) Stamford, Conn., named assistant station manager, WDJZ(AM) Bridgeport, Conn.

Bill Rock, production manager-air personality, WNBC(AM) New York, joins WELI(AM) New Haven, Conn., as operations manager.

Nancy Mitchell, with McCoy Broadcasting Co., group station owner, Denver, appointed government relations director, working with McCoy stations in connection with FCC, EEO and national and local government agencies.

William Hughes, executive VP-director,

Western Broadcasting Co., Vancouver, B.C., resigns, but remains president of WB's Northwest Sports Enterprises Ltd. subsidiary.

Carole Chadwick, producer, noncommercial WJCT(TV) Jacksonville, Fla., named director of corporate underwriting.

Broadcast Advertising



Donnellon

Kenneth P. Donnellon, former Katz Agency VP, board member and head of its Media Payment Corp., who for past two years has managed his own consulting firm specializing in corporate communications, rejoins Katz in general executive capacity, concentrating initially on special projects.

Dorothy Parisi Runkel, senior VP, secretary and general manager of Doyle Dane Bernbach, New York, joins Blaine Thompson advertising there as executive VP of operations.

Gerald C. Peirce, director of audio-visual department, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., elected VP.

Joan Leahy, manager, daytime program sales, NBC-TV, New York, named director, daytime program sales.

Jill Asher Murray and **John K. DeBonis**, creative supervisors, Hoefer, Dieterich & Brown, San Francisco, named VP's.

Marvin F. Himelfarb, VP-creative director and co-founder, Abramson/Himelfarb advertising, Washington, elected executive VP-creative services.

Chris Bolton, from Kenyon & Eckhardt, New York, joins J. Walter Thompson, Chicago, as account supervisor. **Mike Lynn**, director of marketing, Lenart Ltd. & Co., joins JWT as media supervisor.

David Francis, **Neil Vanover** and **Bob Watson**, associate creative directors, Needham, Harper & Steers, Chicago, and **Walt Perls**, operator of his own agency, Walter M. Perls Inc., named NH&S creative directors.

Charles Hitchins, account executive, Blair Television's ABC sales team Chicago, promoted to sales manager, succeeding **Clint Pace**, named national sales manager, WEWS(TV) Cleveland. **Chris Rybacki**, account executive, WKBW(AM) Buffalo, N.Y., and **Susan Bradkin**, radio buyer, Benton & Bowles, New York, join Blair Radio there as account executives.

Gabe Massimi, senior VP of creative services, McDonald & Little, Atlanta, appointed creative director.

Johnny Canton, program and music director and air personality, WGGY(AM) Minneapolis-St. Paul, joins Masters & Associates, advertising,

public relations, sales promotion and marketing agency, there as VP and associate, responsible for broadcast production, client-agency media liaison, market support and development, programs and new business.

Rich Livingston, from Earle Palmer Brown Associates advertising, Washington, joins Goldberg/Marchesano & Associates advertising-public relations there as marketing services VP.

Barbara Schnabel, manager, local broadcast buying, Carl Ally, New York, appointed manager, national and local broadcast buying. **Tom Bolger**, associate director, media research, Grey Advertising, joins Ally as manager of media research and analysis.

John Seroogy, creative director, CBS Inc., Emeryville, Calif., joins Botsford Ketchum, San Francisco, as senior copywriter.

Vincent I. Perez, from D'Arcy-MacManus & Masius, Chicago, joins McGavren-Guild, station representative there, as account executive.

Anne Powell, personnel manager, Kenyon & Eckhardt, New York, joins Foote, Cone & Belding there as personnel director.

Jack Carr, from KLAK(AM)-KPPL(FM) Denver, named director of advertising-promotion for parent, McCoy Broadcasting Co. there.

Timothy J. Hahnke, Western manager, ABC-

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Continental Electronics 

H-R rep appointments. **Tanya Kaminsky**, director of research, Telerep, New York, named vice president/research director, H-R Television there, **Warren C. Ford**, H-R Television research division manager, named director of programming. Named divisional research directors were **Carol Teichman**, WJLA-TV Washington research manager, Television One; **Candi Brienza**, H-R Television senior analyst, Television Two, Northeast, and **Susan Kasprzak**, Telerep senior analyst, Television Two, Southwest. New H-R Television senior analysts reporting to Ms. Teichman are **Gabe Le Conte**, Blair TV research analyst, and **Joseph Cusenza**, heating system analyst with RE-AD-CO, New York; reporting to Ms. Brienza are **David Baldwin**, librarian at Crispus Attucks School, New York, and **Robert Hanson**, Petry TV senior analyst, and to Ms. Kasprzak are **Alice Charlton**, HR Television broadcast analyst, and **Lawrence Friedland**, Long Island, N.Y., teacher.

FM Spot Sales, Los Angeles, named general sales manager, ABC-owned WDAI(FM) Chicago.

George Sosson, retail sales manager, WCAU(AM) Philadelphia, appointed general sales manager, co-owned WCAU-FM there.

Joseph W. Evans, regional salesman, WTVR-TV Richmond, Va., named national sales manager,

WCBD-TV Charleston, S.C.

Dave Schmidt, air personality, WBYG-FM Kankakee, Ill., appointed sales manager.

William J. Pope, promotion manager, WKOL(AM) Amsterdam, N.Y., appointed local sales manager.

Nicki Hegley, senior account executive, WJNO(AM) West Palm Beach, Fla., named local sales manager, WGMW(FM) Riviera Beach, Fla.

Programing

Barry Thurston, programming director, Kaiser Broadcasting, New York, (now Field Communications), named VP, programming.

Barbara J. Garshman, administrator, program development, NBC-TV, New York, appointed program development executive.

Robert E. Wold, responsible for arranging delivery facilities for radio programs, Robert Wold Co., Los Angeles, coordinator of program production and delivery facilities for radio and TV, promoted to radio operations VP. (He is nephew of owner, Robert N. Wold.) **Richard N. Marsh**, director of operations, KNXT(TV) there, joins Wold as coordinator of TV operations and engineering.

Richard S. Geer, television-commercial-motion picture producer, Glen Lau Productions, Ocala, Fla., joins Image Makers, audio-visual production division of Blakeslee-Lane, Baltimore, as director of marketing, responsible for expansion of activities in television, audio-visual production and motion pictures.

Todd P. Leavitt, law clerk, Viacom, New York, appointed attorney in law department.

Tim Ryan, sportscaster for NBC-TV and WNBC-TV New York, signed as sports commentator for CBS Sports.

Robert Ehlers, assistant art director, WPIX(TV) New York, named art director.

Roz Frank, continuity director, KNUS(FM), Dallas, joins WNBC(AM) New York as music coordinator.

Frank Cody, programing liaison, KBPI(FM) Denver, joins KLOS(FM) Los Angeles as program director.

Allen Dennis, air personality, WMAK(AM) Nashville, named program director, succeeding **Chris Hampton**, who enters sales as WMAK account executive.

Chris Mitchell, newscaster, KSTP-TV Minneapolis-St. Paul, named program director, WAVI(AM) Dayton, Ohio.

Roger Skolnik, research consultant to several ABC-owned FM stations and mass media instructor at University of Illinois, Chicago, joins ABC's WDAI(FM) there as program manager.

Shirley W. Farrar, cultural coordinator, WROQ(FM) Charlotte, N.C., appointed public affairs director, co-owned WAYS(AM) there.

Raymond Green, production manager, KTTV(TV) Los Angeles, promoted to executive producer.

Gail L. Moaney, associate producer, WRC-TV Washington, appointed producer.

Don Davis, news director, noncommercial WOSU-AM-FM Columbus, Ohio, appointed assistant director for programing and production.

Alford (Bill) Reynolds, student fine arts director, noncommercial WMOT(FM) Murfreesboro, Tenn., named manager of music and arts, noncommercial KWIT(FM) Sioux City, Iowa. **Nina Kern**, classical music program host and salespersons, WMMM(AM)-WDKF(FM) Westport, Conn., joins KWIT(FM) as producer-announcer.

Broadcast Journalism

Bill Sternoff, reporter, producer and weekend anchor, NBC-owned WRC-TV Washington, appointed correspondent, NBC News Atlanta bureau.

Jim Harriott, news anchor-director of special projects, KIRO-TV Seattle, named executive news director, KOMO-TV there.

Sam Scaggs, broadcast instructor, Elkins Institute, Memphis, joins KJEZ(FM) Poplar Bluff, Mo., as news director.

News staff reassignments, WBBM-TV Chicago: **Johnathan Rodgers**, manager, news administration, named manager-news; **Donna LaPietra**, producer, appointed executive producer, and **Tom Kuelbs**, assignment manager, named producer.

A. Trevor Jones, managing editor, UPITN news service, London, named VP. **Derek S. Langsdon**, news editor, appointed manager-news services, and **John W. Crossland**, reporter, named manager-documentaries.

Myra Friedli, news producer, WJXT(TV)

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Jacksonville, Fla., promoted to executive news producer.

Jim Childress, reporter, WPEC(TV) West Palm Beach, Fla., joins Capitol Broadcast News, Washington, in same capacity.

Susan Farrell, reporter, KGTW(TV) San Diego, named co-anchor.

Francie Murphy, reporter, WKRG-TV Mobile, Ala., joins WLCY-TV Largo, Fla., as co-anchor-reporter.

Bill O'Reilly, reporter, WFAA-AM-TV Dallas, joins KMGH-TV Denver as reporter-anchor.

Mary K. Simon, reporter KTTC(TV) Rochester, Minn., joins KTHI-TV Fargo, N.D., in same capacity.

John Lee, news director, KWBB(AM) Wichita, Kan., joins KWKH(AM)-KROK(FM) Shreveport, La., as reporter-anchor. **Jim Hashok**, KWKH-KROK reporter, named overnight news editor. **Gwen Campbell**, reporter-talk show host, KTUC(AM)-KFMM(FM) Tucson, Ariz., joins KWKH-KROK as minority affairs reporter-anchor. **Barry Erwin**, student, Louisiana Technical University, named KWKH-KROK reporter.

Jean Forest, graduate, University of Michigan, Ann Arbor, joins WBYG-FM Kankakee, Ill., as reporter.

David Feingold, senior producer, news-public affairs unit, noncommercial WOI-AM-FM Ames, Iowa, joins noncommercial WOSU-AM-FM Columbus, Ohio, as news director.

Robb Empson, reporter, KSCH(AM) Sioux City, Iowa, joins noncommercial KWIT(FM) there as manager of news and public affairs.

Richard E. Stoss, sports reporter, photographer, commentator and producer, WSLs-TV Roanoke, Va., joins news department, WTVR-TV Richmond, Va., as sportscaster-sports reporter.

Cable

Staff changes, Continental Cablevision of Ohio: **Robert B. Clasen**, southern regional manager, promoted to assistant VP of that region; **Lyle H. Kneeskern**, director of engineering, northern region, appointed assistant VP and director of engineering; **Richard Zahniser**, field engineer, Tiffin system, appointed northern regional engineer; **James O. Robbins**, regional manager for North Dayton, promoted to assistant VP, Miami Valley region, and **Thomas H. Beat**, technician, Findlay system, named manager, Galion, Crestline, Willard and Upper Sandusky systems.

J. Randall Steward, VP-regional manager, Communications Marketing, San Diego, joins Hawkeye Cablevision, Des Moines, Iowa, as VP-marketing and director of marketing for parent, Heritage Communications.

Executives assigned to newly created posts in Warner Cable Corp.'s QUBE division, preparing to introduce two-way communication service in Columbus, Ohio, later this year: **James U. Daley** becomes director of finance; **Gene Haist**, director of employee relations, and **James L. Williamson**, director of customer relations.

Edward V. Kaufholz Jr., from noncommercial WUFT(TV) Gainesville, Fla., joins Teleprompter Cable TV, St. Petersburg, Fla., as program manager in charge of local originations.

Herb Ornstein, senior VP, Jerrold Electronics, Horsham, Pa., forms Ornstein Communications Associates, CATV financial consulting firm, New Rochelle, N.Y.

Steve A. Schoen, sales engineer, Jerrold Electronics, Horsham, Pa., joins Magnavox CATV Systems, Manlius, N.Y., as technical sales representative.

Equipment & Engineering

Frank A. Rigano, director, system consulting services, Computat Systems Corp., New York, joins ABC Radio Network, New York, as manager, systems development.

Carl P. Hollstein Jr., manager-recording technology, Information Storage Systems, Cupertino, Calif., joins Consolidated Video Systems, manufacturer of digital products for television, Sunnyvale, Calif., as engineering VP.

Brad Varnum, engineering manager, Litton Resources, Houston, joins Dataflux Corp., manufacturer of fixed-head disk memory equipment, Sunnyvale, Calif., as engineering VP.

H. Robert Limmer, on corporate legal staff, Anaconda Co., New York, joins RCA there as staff VP-counsel. **Peter W. Hofmann**, RCA staff VP-financial analysis, named staff VP-auditing.

Edward H. Huber, district manager of radio sales in Ohio and Pennsylvania for broadcast products division of McMartin Industries, joins American Electronic Laboratories, Montgomeryville, Pa., as Eastern U.S. regional sales manager, broadcast division.

Robert Lambert, technical supervisor, Tele-Color Productions, Alexandria, Va., named director of engineering. **Fred Rehbein**, account executive with Television Production Center, Pittsburgh, joins Tele-Color in same capacity.

Allied Fields

Dell F. Heney, account executive, A.C. Nielsen, Menlo Park, Calif., and **John V. Edwards**, account executive, Dallas, named VP's.

Alexander Korn, economist with FCC Broadcast Bureau, takes early retirement and joins Robert R. Nathan Associates, Washington, to do part-time consulting. He had been with FCC 12 years during which time he was acting chief of research and education division and chief of research branch in Broadcast Bureau.

Mitchell J. Gutkowski, from media research department, William Esty advertising, New York, joins Advanswers Media/Programing, media service organization there, as network television account executive.

Deaths

J. Noel Macy, 76, former newspaper publisher who helped set up information program that evolved into U.S. Information Agency, died in Washington Aug. 24 after long illness.

Pat Fontaine Leiweke, 53, former St. Louis television personality who appeared on NBC's *Today* show in 1962 and 1963, died of cancer in Pilot Knob, Mo., Aug. 24.

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As compiled by BROADCASTING for the period Aug. 22 through Aug. 26 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 Action

- Broadcast Bureau granted following CP modification to extend completion time to date shown: *WTHS-TV Miami (BMPET-888), Feb. 15.
- Winston-Salem, N.C., Good News TV Network—Broadcast Bureau granted ch. 45 (656-662 mhz); ERP 1607 kw vis., 161 kw aur., HAAT 526 ft.; ant height above ground 495 ft. PO. address: c/o David B. Blanco, 265 Olson St. 27103. Estimated construction cost \$602,200; first-year operating cost \$96,000; revenue \$96,000. Legal counsel Gary S. Smithwick, Winston-Salem, N.C.; consulting engineer Serge Bergen, Principals: Wesley Bailey, Mark Cortis, David B. Blanco, Steve Campbell, John Simms and Charles L. Peters. Messrs. Bailey and Blanco are attorneys. Mr. Cortis is minister. Mr. Simms is principal of textile firm, and Mr. Peters is employee of trucking firm. Mr. Campbell is former air personality of WFMV-TV Greensboro, N.C. Correction of earlier item. Action Aug. 10.

AM license

- Broadcast Bureau granted following license covering new station: WZZI Madisonville, Tenn. (BL-14,340).

FM actions

- *Baton Rouge, La., East Baton Rouge Parish School Board—Broadcast Bureau granted 90.1 mhz, 10 w. PO. address: 1050 South Foster Dr., Baton Rouge 70821. Estimated construction cost \$16,800; first-year operating cost \$700. Format: variety. Principal: Applicant is educational institution (BPED-2415). Action Aug. 17.
- *Duxbury, Mass., Duxbury Community Radio—Broadcast Bureau granted 91.7 mhz, 10 w. PO. address: c/o Robert J. Perkins, 450 Lake Shore Dr., Duxbury 02332. Estimated construction cost \$5,145; first-year operating cost \$1,000. Format: variety. Principal: Applicant is non-profit corporation formed for purpose of operating proposed station (BPED-2213). Action Aug. 15.

FM licenses

- Broadcast Bureau granted following licenses covering new stations: KLVA Lake Village, Ark. (BLH-7472); KGLS Glenwood Springs, Colo. (BLH-7419); *WDCB Glen Ellyn, Ill. (BLED-1682); KFNH Oberlin, Kan. (BLH-7474); *WQRP West Carrollton, Ohio (BLED-1684); KRRO Ardmore, Okla. (BLH-7424); KLMT Marlin, Tex. (BLH-7340).

Ownership changes

Applications

- WRCK-FM Sheffield, Ala. (106.3 mhz, 3 kw)—Seeks assignment of license from Wein Broadcasting Corp. to Slatton & Associates for \$10,000 cash, plus assignment of \$126,000 note and \$12,000 covenant not to compete. Seller is principally owned by family of Ed-

ward and Margaret Wein (50%), who also own WDIG (AM) Dothan, Ala., and WZZA (AM) Tusculumbia, Ala. (see below). Buyer is owned by Paul S. Slatton (70%) and four others (none with more than 10%). Mr. Slatton is general manager of stations. Robert W. Kicker, 10% owner of buyer, owns Tusculumbia construction firm and is former owner of stations. Ann. Aug. 22.

- WZZA (AM) Tusculumbia, Ala. (1410 khz, 500 w-D)—Seeks assignment of license from Wein Broadcasting Inc., to Muscle Shoals Broadcasting Inc. for \$101,000, plus \$45,000 consulting fee and agreement not to compete. Seller is principally owned by family of Edward and Margaret Wein (50%) and Melvin Sattlof, Stanley Hirsch and Irwin Friedlander (162/3% each). Wein family also owns WDIG (AM) Dothan, Ala., and WRCK-FM Sheffield, Ala., which they are selling. Buyer is owned by Bob Carl Bailey (61%), J. C. McClanahan Jr. (13%), Bob R. Love (13%) and two others. Mr. Bailey is station manager of WZZA, Mr. McClanahan is in retail clothing business, and Mr. Love is supermarket manager. Ann. Aug. 22.

- WTRR (AM) Sanford, Fla. (1400 khz, 1 kw-D, 250w-N)—Seeks assignment of license from Myron and William Reck to Seminole Radio Corp. for \$156,000, plus \$40,000 covenant not to compete. Sellers are father (49%) and son (51%), respectively, who have no other broadcast interests. Buyer is owned by Robert E. Smith (95%) and his wife, Dorothy (5%). They also own WIXX-AM-FM New Richmond and WWIS (AM) Black River Falls, both Wisconsin. Ann. Aug. 22.

- WTBQ (AM)-WKGQ (FM) Cumberland, Md. (AM: 1450 khz, 1kw-D, 250 w-N; FM: 106.1 mhz, 4 kw)—Seeks assignment of license from Welborne Broadcasting Inc. to Wooster Republican Printing Co. for \$600,000, plus \$100,000 covenant not to compete. Seller is owned by David P. Welborne, who also owns 50% of WNCA (AM) Siler City, N.C. Buyer is owned by Raymond E. Dix and family, Wooster, Ohio. Dix family owns WWST-AM-FM Wooster and WRAD-AM-FM Radford, Va., and publishes *Wooster Daily Record*, *Alliance Review*, *Ashtand Times-Gazette*, *Cambridge Jeffersonian*, *Defiance Crescent-News*, *Martins Ferry-Bellaire Times-Leader* and *Ravena-Kent Record Courier*, all Ohio, and *Frankfort (Ky) State-Journal*. WTBO is on 1450 khz with 1 kw day and 250 w night. WKGQ is on 106.1 mhz with 4 kw and antenna 1,400 feet. Broker: Blackburn & Co.

- KMYR (FM) Albuquerque, N.M. (99.5 mhz, 19.5 kw)—Seeks assignment of license from Fontana Media Corp. to Sunbelt Communications Inc. for \$415,000, plus \$10,000 covenant not to compete. Seller is principally owned by Walter Weir and his wife, Janet (58.2%). They have no other broadcast interests. Buyer is owned equally by: Michael Rovell, Chicago lawyer; Daniel L. Lassman, Chicago dentist; Carl T. Robinson, investor; Michael B. Hesser, investor; William C. Moyes, former consultant with Frank N. Magid Associates; Murray Rosenberg, Chicago physician;

Gerald Wine, Chicago dentist; Pasquale DeMarco, Chicago physician; Rose Kobernick, Mr. Lassman's mother-in-law, and Robert O. Magruder, Dallas media broker. All except Mr. Magruder own KSLY (AM)-KUNA (FM) San Luis Obispo, Calif. Ann. Aug. 22.

- KNAM (AM) Midland, Tex. (1510 khz, 500 w-D)—Seeks assignment of license from Green Dolphin Broadcasting to United Communications Inc. for \$125,000. Seller is principally owned by Michael Fitz-Gerald, who also owns KNFM (FM) Midland. Buyer is owned by Robert D. Martin (51%) and O. Melvin Phillips (49%). They are Arizona physicians without other broadcast interests. Ann. Aug. 22.

- KKAA (AM)-KQAA (FM) Aberdeen, S.D. (AM: 1560 khz, 5 kw-U, DA-2; FM: 94.9 mhz, 40 kw)—Seeks assignment of license from Dakota-North Plains Corp. to Sunset Communications Corp. for \$353,900. Seller is principally owned by L.T. Lausten, who is applicant for new AM at Volga, S.D. Principal in buyer is son of seller. Buyer is owned by David Lausten (75%) and Alan Fischer (25%). Younger Mr. Lausten is general manager of KKAA, and Mr. Fischer is treasurer of present licensee. Ann. Aug. 22.

Actions

- KBJT (AM) Fordyce, Ark. (1570 khz, 250 w-D)—Broadcast Bureau granted transfer of control of KBJT Inc. from Mack Smith and Jess T. Bagwell (51/49% before; none after) to Paul Coates, Gerald Keith and others (none before; 100% after). Consideration: \$178,056. Principals: Neither Mr. Smith nor Mr. Bagwell has other broadcast interests. Buyers are Mr. Coates, his brother Gary, Mr. Keith and Yancey Reynolds (25% each). Messrs. Reynolds and Keith have Hope, Ark., real estate interests and minor holdings in KXAR (AM) there. Mr. Paul Coates is KXAR general manager, and Mr. Gary Coates is KGHM (AM) Brookfield, Mo., sales manager (BTC-8387). Action Aug. 22.

- KYA-AM-FM San Francisco (AM: 1260 khz, 5 kw-D, 1 kw-N; FM: 93.3 mhz, 25 kw), WRTH (AM) Wood River, Ill. (St. Louis) (590 khz, 500 w-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Avco Radio Corp. from Avco Corp. to King Broadcasting Co. for \$4 million. Seller, pioneer group broadcaster, has been selling station group for last two years. Stations are last in group to be sold. Buyer is cable and broadcast group owner of KGW-AM-TV-KINK (FM) Portland, Ore.; KING-AM-FM-TV Seattle, and KREM-AM-FM-TV Spokane, Wash. Company also owns King Videocable Co., multiple system operator in California, Oregon and Washington. Principal owners are Dorothy S. Bullitt, Harriet B. Rice and Priscilla B. Collins (BTC-8386). Action Aug. 22.

- WBCK (AM) Battle Creek, Mich. (930 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from Michigan Broadcasting Co. to Wolverine Broadcasting Co. for \$596,000, including \$26,000 covenant not to compete. Seller is David N. Holmes,

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Call letters

Applications

Call	Sought by
New AM's	
KGFL	Victor R. Weber, Clinton, Ark.
KAGC	Brazos Metro, Inc., Bryon Tex.
New FM's	
*KFAI	Fresh Air, Inc., Minneapolis
*WITC	Cazenovia College, Cazenovia, N.Y.
WWJM	Perry County Broadcasting Co., New Lexington, Ohio
*KOKF	Oklahoma Foundation for Research and Development/Utilizations, Inc., Edmond, Okla.
*WPTG	Lancaster Bible College, Lancaster, Pa.
Existing AM's	
WBCF	WOWL, Florence, Ala.
KMGX	KHOS, Tucson, Ariz.
WQVQ	WVXX, Highland Park, Ill.
WWWG	WNIA Cheektowaga, N.Y.
KHBJ	KCAN, Canyon, Tex.
WABS	WAVA, Arlington, Va.
KZOK	KUUU, Seattle.
WAPL	WRXA, Appleton, Wis.
Existing FM's	
KHUT	KWBW-FM Hutchinson, Kan.
KZZX	KMYR Albuquerque, N.M.
KOVO	KGLP Gallup, N.M.
WRMZ	WMNI-FM Columbus, Ohio
WAPL-FM	WCRX-FM Appleton, Wis.
WDDC	WPDR-FM Portage, Wis.

Grants

Call	Assigned to
New TV	
KNBN-TV	National Business Network, Inc., Dallas
New AM's	
WJMQ	Norfolk County Broadcasting Co., Norfolk, Mass.
New FM's	
WGCV	Gulf Broadcasting Inc., Port St. Joe, Fla.
KJOT	Gem State Broadcasting Corp., Boise, Idaho
*WDLN-FM	Moody Bible Institute of Chicago, East Moline, Ill.
KANY	Ankeny Broadcasting Corp., Ankeny, Iowa
WATD	Marshfield Broadcasting Co., Marshfield, Mass.
KTRI-FM	Mansfield Broadcasting Co., Mansfield, Mo.
KYBS	Yellowstone Broadcasting Services Inc., Livingston, Mont.
KZIN-FM	Tri-County Radio Corp., Shelby, Mont.
KFAH	Fortner-Hill Broadcasting Inc., Alliance, Neb.
WCDB	State University of New York, Albany, N.Y.
KGUL-FM	Calhoun County Broadcasting, Port Lavaca, Tex.
Existing TV	
WSET-TV	WLVA-TV Lynchburg Va.
Existing AM's	
KXES	KWYT Salinas, Calif.
WSNY	WMBR Jacksonville, Fla.
KGRZ	KGMV Missoula, Mont.
WLKK	WWYN, Erie, Pa.
WFAB	WCID, Juncos, Puerto Rico
KPRO	KMOR Murray, Utah
Existing FM's	
KBIK	KKOK, Lompoc, Calif.
WDFL	WVPC-FM Monmouth, Ill.
KZZL	KLEM-FM Le Mars, Iowa
WKMO	WLCB-FM Hodgenville, Ky.
KRRV	KDBS-FM Alexandria, La.
KDBX	KWRT-FM Boonville, Mo.
KGRD	KGRD-FM Las Cruces, N.M.
KATX	KPLA Plainview, Tex.
KCGL	KSTU Centerville, Utah
KZOK-FM	KZOK Seattle
WRLO-FM	WATK-FM Antlago, Wis.

Editor's note. Five errors—four of commission, the other of omission—marré the accuracy of BROADCASTING's Aug. 29 report of television financial data for 1976, as released by the FCC. Three are corrected in the sections reproduced below, designed to be cut out of this issue (along the dotted lines) and pasted

over incorrect sections in last week's issue.

Those involve "Table 3: The market-by-market breakdown of television revenue and profit in 1976," that began on pages 30 and 31 of that issue. (1) Headings on that spread omitted the necessary superior numbers to lead readers to the appropriate footnotes appearing

3.

The market-by-market breakdown of

Market (number of stations reporting in parentheses ³)	Revenue rank	Profit rank	Time sales ¹			
			Network		Spot ²	
			1976 (000)	1975 (000)	1976 (000)	1975 (000)
Springfield, Mo. (3)	98	105	930	783	2,850	1,995
Springfield-Decatur-Champaign-Urbana-Danville, Ill. (4)	82	63	1,422	1,405	5,287	4,123
Syracuse, N.Y. (3)	50	51	1,914	1,793	9,281	6,702
Tampa-St. Petersburg, Fla. (4)	23	21	2,279	2,157	20,512	14,441
Terre Haute, Ind. (3)	118	98	870	845	1,689	1,272
Toledo, Ohio (3)	54	47	2,547	2,493	7,112	5,259
Traverse City-Cadillac, Mich. (3)	130	128	591	577	1,547	1,086
Tucson, Ariz. (4)	77	89	655	546	4,055	3,419
Tulsa, Okla. (3)	49	46	1,379	1,296	6,390	4,673
Washington (5)	8	17	3,040	2,812	51,470	39,297
Wichita Falls, Tex.-Lawton, Okla. (3)	117	124	659	625	1,626	1,208
Wichita-Hutchinson, Kan. (3)	65	59	1,172	1,133	4,749	3,792
Wilkes Barre-Scranton, Pa. (3)	70	79	1,455	1,277	5,329	3,960
Yakima, Wash. (3)	132	122	477	503	1,376	1,095
Youngstown, Ohio (3)	94	97	802	770	5,180	3,872
Markets of three or more stations (495)			239,158	230,419	1,814,784	1,372,658
Markets of fewer than three stations (185)			30,718	27,862	101,142	68,707
All markets (680) ⁶			269,876	258,280	1,915,927	1,441,365

¹ National and regional spot and local spot sales are for time only. Excluded are revenues from programs, talent, materials, facilities and services sold in connection with the sale of time.

² Before commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons in these categories should be made with caution.

³ Does not include 21 satellites that filed combined reports with their parent stations.

⁴ Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials, facilities and services sold in connection with the sale of time.

who has no other broadcast interests. Buyer is owned principally by Nestor A. Sibbold (52%) and his son David (8%). Five other stockholders, none with other broadcast interests, hold remaining shares. Elder Mr. Sibbold is former station manager of WWJ-AM-FM Detroit. His son is partner in Plymouth, Mich., fencing company (BAL-9046). Action Aug. 22.

■ **WWWE(AM)** Cleveland (1100 khz, 50 kw)—Broadcast Bureau granted assignment of license from Ohio Communications Inc. to Pacific and Southern Co. for \$7,500,000, plus two covenants not to compete totalling \$1,200,000. Seller's principals are Nick J. Mileti and Joseph Zingale, who will retain co-owned WWM(FM) Cleveland. Buyer is subsidiary of Combined Communications Corp., 60% publicly held, 40% owned by John J. Louis Jr. and Karl Eller families, publishes *Cincinnati Enquirer*, owns number of outdoor advertising firms and is major broadcast group (BAPL-490). Action Aug. 22.

■ **KBOR(AM)** Brownsville, Tex. (1440 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Brownsville Broadcasting Co. to Stereo Broadcasting Corp. for \$280,000 plus assumption of \$45,000 in debts. Seller is owned by Herbert L. Dewalt, Minor J. and Willis A. Wilson, none of whom has other broadcast interests. Mr. Dewalt is father of two principals in buyer. Buyer is owned by Stephen A. and James W. Dewalt, brothers (64.3% and 7.1%, respectively), Jerry D. Harrison and Eli Adams (14.3% each). Mr. Stephen Dewalt is principal of KIOU(FM) Corpus Christi, Tex., and his brother is part owner of Brownsville two-way radio sales company. Dr. Harrison is Corpus Christi dentist, and Mr. Adams owns outdoor advertising firm there (BAL-9037). Action Aug. 22.

■ **KELP(AM)** El Paso (920 khz, 1 kw-D, 500 w-N)—

Broadcast Bureau granted assignment of license from KERP Inc. to Clear Channel Communications Inc. for \$500,000 plus \$150,000 covenant not to compete. Seller is principally owned by John B. Walton Jr., who also owns KFDX(AM) Long Beach, Calif., KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey, Calif., and KDJW(AM)-KBUY(FM) Amarillo, Tex. Buyer is owned by L. L. Mays, B. J. McCombs, John M. Schaefer (31.67% each) and John Barger (5%). They also own WOAI-AM-FM San Antonio, Tex., and KXXO(AM)-KMOD(FM) Tulsa, Okla. (BAPL-498). Action Aug. 22.

■ **WLVA(AM)** Lynchburg, Va. (590 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from WLVA Inc. to WLVA of Lynchburg Inc. for \$660,000. Seller is owned by Washington Star Communications Inc., group owner of WLVA-TV Lynchburg, WJLA-TV Washington and WCIV(TV) Charleston, S.C. Joe L. Allbritton is owner. Buyer is owned by Shenandoah Broadcasting Co. which is owned by Brice A. Miller (52.94%) and eight others (none with more than 6%). Shenandoah owns WKDW(AM)-WSGM(FM) Staunton, Va. Mr. Miller owns 10% of WCOK(AM) Sparta, N.C. No other Shenandoah principal has other broadcast interests (BAL-9049). Action Aug. 23.

Facilities changes

TV actions

■ ***WPBT Miami**—Broadcast Bureau granted mod. of CP to change ERP to 64.6 kw; max. ERP 100 kw; ant. height 930 ft.; change type trans. (BMPET-894). Action Aug. 15.

■ ***WTHS Miami**—Broadcast Bureau granted mod. of

at the end of the table, on pages 34 and 35. (2) The entry labeled Springfield, Mass., should have read Springfield, Mo. (3) Data for the markets from Springfield-Decatur-Champaign-Urbana-Danville, Ill., through Youngstown, Ohio, was misaligned across pages 34 and 35.

The fourth and fifth errors: The entry for

Greenville-New Bern-Washington, N.C., in the "Market-by-market revenues on a per-home basis" listing on page 34 should have been \$39.02, not \$30.02, and the entry for Springfield, Mass., should have read Springfield, Mo., with a per-home cost of \$26.67.

■ **KPAN-FM** Hereford, Tex.—Broadcast Bureau granted CP to change trans. location (same site); install new trans.; ant.; ERP 3 kw (H&V); ant. height 260 ft. (H&V); remote control permitted; conditions (BPH-10,599). Action Aug. 17.

FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: **KRQQ** Tucson, Ariz. (BPH-10,524), Aug. 10; **KMAG** Ft. Smith, Ark. (BPH-10,357), Aug. 8; **KLBS** Los Banos, Calif. (BMPH-15,122), Aug. 9; **KAMB** Merced, Calif. (BMPH-15,122), Aug. 9; **WLYQ** Norwalk, Conn. (BPH-10,214), Aug. 8; **KBOI-FM** Boise, Idaho (BPH-8358), Aug. 10; **KBMO-FM** Benson, Minn. (BPH-10,594), Aug. 12; **WPTW-FM** Piqua, Ohio (BPH-10,322), Aug. 10; **WSRB** Walpole, Mass. (BPED-2393), Aug. 9; **WICN** Worcester, Mass. (BPED-2490), Aug. 8; **KOCV** Odessa, Tex. (BPED-2508), Aug. 3.

television revenue and profit in 1976

Local ²		Barter and trade-outs		Total broadcast revenues ⁴		Percent change in revenue	Total broadcast expenses	Total broadcast profit ⁵
1976 (000)	1975 (000)	1976 (000)	1975 (000)	1976 (000)	1975 (000)		1976 (000)	1975 (000)
3,241	2,505	188	158	6,225	4,762	30.7	5,208	1,016
6,096	4,627	183	212	11,906	9,621	23.8	8,749	3,157
6,159	4,969	500	379	14,803	11,547	28.2	10,358	4,445
12,628	10,945	504	360	30,621	23,901	28.1	17,317	13,304
2,798	2,230	122	102	4,790	3,945	21.4	3,557	1,233
6,684	5,431	234	249	14,056	11,532	25.8	9,022	5,034
1,565	1,275	109	73	3,444	2,745	25.5	3,203	240
5,419	3,885	155	200	8,682	6,934	25.2	7,160	1,522
9,283	7,310	212	179	14,987	11,731	27.8	9,901	5,085
23,671	20,217	1,018	1,062	64,434	53,408	20.6	49,769	14,665
2,879	2,472	90	93	4,806	4,042	18.9	4,354	452
5,807	4,627	223	261	10,697	8,892	20.3	7,021	3,676
4,709	3,752	315	356	9,889	7,762	27.4	7,825	2,065
1,409	1,273	114	119	2,829	2,529	11.9	2,300	529
1,900	1,817	188	133	6,738	5,462	23.4	5,434	1,304
1,283,515	1,000,997	67,237	63,679	2,861,507	2,256,640	26.8	1,945,919	915,587
106,107	78,816	5,332	3,701	219,475	163,743	34.0	180,507	38,968
1,389,622	1,079,813	72,569	67,379	3,080,982	2,420,382	27.3	2,126,427	954,555

ities and services, plus other broadcast revenue.

⁵Before federal income tax. Minus sign indicates loss.

⁶Excludes sales made by four commercial stations that obtained revenues from contributions: National and regional—\$1,414,738 and local—\$1,047,834.

⁷One or more stations failed to report.

⁸Data withheld to maintain confidentiality of individual station figures.

CP to change ERP to 64.6 kw; max. ERP 100 kw; ant. height 930 ft.; change type trans.; change type ant. (BMPET-897). Action Aug. 15.

FM applications

■ **WLCC** Luray, Va.—Seeks mod. of CP to change trans. location; change trans.; make changes in ant. system (increase height); change ERP: .238 kw (H&V) and HAAT 1,080 ft. (H&V); operate trans. by remote control. Ann. Aug. 24.

■ **WVIC-FM** East Lansing, Mich.—Seeks mod. of CP to change trans.; make changes in ant. system (decrease height); ERP 50 kw (H), 44.2 kw (V). Ann. Aug. 24.

FM actions

■ **KCLO-FM** Leavenworth, Kan.—Broadcast Bureau granted CP to install new ant.; ERP 100 kw (H&V); ant. height 410 ft. (H&V) (BPH-10,619). Action Aug. 17.

■ **WCUM-FM** Cumberland, Md.—Broadcast Bureau granted mod. of CP to change trans. location (same site); ant.; make changes in ant. system (increase height); ERP 3.5 kw (H), 3.6 kw (V); ant. height 1420 ft. (H), 1390 ft. (V); remote control permitted (BMPH-15,199). Action Aug. 17.

■ **WMDM-FM** Lexington Park, Md.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw (H&V); ant. height 300 ft. (H&V); conditions (BPH-10,608). Action Aug. 19.

■ **WGRD-FM** Grand Rapids, Mich.—Broadcast Bureau granted CP to install new DA; ERP 30 kw (H), 28.5 kw (V); ant. height 590 ft. (H&V); remote control permitted; condition (BPH-10,603). Action Aug. 19.

■ **KTIS-FM** Minneapolis—Broadcast Bureau granted

CP to change trans. location (same site); ERP 74 kw; ant. height 270 ft.; remote control permitted; condition (BPH-10,626). Action Aug. 19.

■ **WGUF-FM** Gulfport, Miss.—Broadcast Bureau granted mod. of CP to change trans. location; ant.; ERP 3 kw (H&V); ant. height 260 ft. (H&V); remote control permitted; condition (BMPH-15,200). Action August 17.

■ **KSAB** Liberty, Mo.—Broadcast Bureau granted mod. of CP to change trans.; ant., ERP 100 kw (H&V); ant. height 630 ft. (H&V); remote control permitted; condition (BMPH-15,189). Action Aug. 17.

In contest

Procedural Rulings

■ **Alexandria, La., FM proceeding:** Cenla Broadcasting Co. and United Communications Inc., competing for 93.1 mhz (Docs. 21,151-2)—ALJ Walter C. Miller continued without date hearing now scheduled for Sept. 6. Action Aug. 18.

■ **WPCE(AM)** Portsmouth, **WOWI(FM)** Norfolk, both Virginia, **renewal proceeding:** Tidewater Radio Show Inc. and Willis Broadcasting Corp. (Docs. 21,278-9)—Chief ALJ Chester F. Naumowicz Jr. scheduled hearing for Dec. 28 in Washington and further hearing for Jan. 9, 1978, in Portsmouth or vicinity. Action Aug. 23.

■ **WBLU(AM)** Salem, Va., **revocation proceeding:** Blue Ribbon Broadcasting Inc. (Doc. 21,280)—Chief ALJ Chester F. Naumowicz Jr. scheduled hearing for Dec. 28 in Washington and further hearing for Feb. 6, 1978, in Salem or vicinity. Action Aug. 23.

Dismissed

■ **Warrenton, Va., FM proceeding:** Fletcher Broadcasting Corp. and Goldcup Broadcasting Inc., competing for 94.3 mhz (Doc. 21,112-3)—ALJ David I. Kraushaar dismissed with prejudice application of Fletcher; denied Fletcher's request for reimbursement, and terminated proceeding. Action Aug. 18.

Initial decision

■ **Dickinson, N.D., AM proceeding:** Badlands Broadcasting Co. and Roughrider Broadcasting Co., competing for 1460 khz (Doc. 20,691-1)—ALJ James F. Tierney granted application of Roughrider and granted joint request for approval of merger of competing applicants. Ann. Aug. 22.

Fines

■ **KLXA-TV** Santa Ana, Calif.—Broadcast Bureau notified licensee that it had incurred apparent liability of \$250 for failing to perform semi-annual visual reflectometer power calibrations since at least Aug. 1, 1975. Action August 17.

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■ WMCW(AM) Harvard, Ill.—Broadcast Bureau ordered licensee to forfeit \$200 for failing to file application for renewal of license with commission not later than first day of fourth full calendar month prior to expiration date of license sought to be renewed. Action Aug. 17.

■ WITF(FM) Tuscola, Ill.—Broadcast Bureau ordered licensee to forfeit \$200 for repeated failing to file application for renewal of license with commission not later than first day of fourth full calendar month prior to expiration date of license sought to be renewed. Action Aug. 17.

■ WTTN-AM-FM Watertown, Wis.—Broadcast Bureau ordered licensee to forfeit \$100 for failing to file application with commission for renewal of license not later than first day of fourth full calendar month prior to expiration date of license sought to be renewed. Action Aug. 17.

Other action

■ Commission has granted applications of two Honolulu stations to swap frequencies. It approved assigning KPOI from Communico Oceanic Corp. to KHVH Inc., and KHVH from KHVH Inc. to Communico. Both companies previously had filed mutually exclusive applications for construction permits to increase power for their stations and to change frequency. KPOI operated on 1380 khz with 5 kw power and wanted to switch to 990 khz with 10 kw power. KHVH operated on 1040 khz with 5 kw power and sought to change to 1010 khz with 10 kw power. Action Aug. 24.

Allocations

Petition

■ Hart, Mich.—John D. DeGroot, Gaylord, Mich., requests assignment of FM ch. 287 (RM-2938). Ann. Aug. 22.

Actions

■ Yakutat, Alaska—Broadcast Bureau assigned ch. 280A as community's first FM. Effective Oct. 11. Action Aug. 24.

■ Batesville, Cherokee Village, Dumas, Lonoke, Morrilton, Mountain View, Ozark, Russellville, Sheridan, Van Buren, all Arkansas—Broadcast Bureau assigned FM chs. 226, 265A, 296A, 292A, 269A, 277, 244A, 265A, 272A, 272A, respectively. Effective Oct. 3. Action Aug. 16.

■ McRae, Ga.—Broadcast Bureau assigned ch. 237 as community's first FM. Action was response to petition by John W. Davidson, licensee of WDAX(AM) McRae. Action Aug. 16.

■ Wrens, Ga.—Broadcast Bureau assigned ch. 244A as community's first FM. Action was response to petition by Mayor J. J. Rabun. Action Aug. 16.

■ Hoisington, Kan.—Broadcast Bureau assigned ch. 265 as community's first FM. Action was result of petition by Paul F. Kelly, David C. Hollis and Elmer H. Davis. Action Aug. 24.

■ Columbia, La.—Broadcast Bureau proposed assignment of ch. 276A as community's first FM. Action was response to petition by KCTO Broadcasting Co., licensee of KCTO(AM) Columbia, comments due Oct. 3, replies Oct. 25. Action Aug. 16.

■ Florence, Ore.—Broadcast Bureau assigned ch. 284 as community's first FM and first radio assignment. Action was response to petition by Charles Graham of Gentle Shepherd Broadcasting Co. Effective Sept. 18. Action Aug. 3.

■ Louisa, Va.—Broadcast Bureau proposed assignment of ch. 288A as community's first FM. Action was response to petition by Louisa County Broadcasting Co. Comments are due Oct. 3; replies Oct. 25. Action Aug. 16.

■ Whitehall, Wis.—Broadcast Bureau proposed assignment of ch. 272A as community's first FM. Action was response to petition by Whitehall Broadcasting Co. Comments are due Oct. 7; replies Oct. 27. Action Aug. 22.

Translators

Applications

■ Essex, Calif.—Essex Community Television seeks ch. 2 with 10 w rebroadcasting KTAR-TV Phoenix Ann. Aug. 24.

■ Victorville, Apple Valley, Adelanto, Silver Lakes, Phelan, all California—International Panorama TV Inc. seeks ch. 64 with 100 w rebroadcasting KLXA(TV) Fontana, Calif. Ann. Aug. 16.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Aug. 23 (stations listed are TV signals proposed for carriage):

■ Nu-View TV Inc., for Waterville, Deansboro, Oriskany Falls, all New York (CAC-10024-6): Interim authorization for existing operation.

■ Trans-Am Communications, for Ada, Okla. (CAC-10027): WTCG Atlanta; WYAH-TV Portsmouth, Va.; to delete: KTVT Fort Worth; KXTX-TV Dallas.

■ Greater New England Cablevision Co., for Ludlow, Mass. (CAC-10028): WPIX New York.

■ Video Link Ltd., for Nicholson, Pa. (CAC-10029): WTCG Atlanta; WPCB-TV Pittsburgh.

■ Television Enterprises Inc., for Sonora, Menard, Brady, all Texas (CAC-10030-2): KXTX-TV Dallas.

■ Southwest Microwave Corp., for Ozone, Tex. (CAC-10033): KXTX-TV Dallas.

■ Community Antenna Systems Inc., for Council Grove, Kan. (CAC-10034): WDAF-TV Kansas City, Mo.

■ Satellite Systems Corp., for Redstone Arsenal, Little Rock AFB, both Arkansas (CAC-10035-6): WYAH-TV Portsmouth, Va.

■ Mickelson Media Inc. for Taos, N.M. (CAC-10037): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Delaware County Cable Television Co., for East Lansdowne, Pa. (CAC-10038): KYW-TV, WPVI-TV, WCAU-TV Philadelphia; WHY-TV Wilmington, Del.; WPHL-TV, WTAF-TV Philadelphia; WOR-TV, New York; WPIX New York; WNJS Camden, N.J.; WLVT-TV Allentown, Pa.; WKBS-TV Burlington, N.J.

■ Dublin Associates Ltd. for Pulaski, Dublin, both Virginia (CAC-10039-40): WRET-TV Charlotte, N.C.; WLVA-TV Lynchburg Va. WUNL-TV Winston-Salem, N.C.; WTTG Washington; WSWP-TV Grandview, W.Va.

■ General Electric Cablevision Corp., for Petal, Lamap Park, Hattiesburg, all Mississippi (CAC-1004-3): Interim authorization for existing operation.

■ Palm Cable Inc., for Palm Coast, Fla. (CAC-10044): WDBO-TV, WMFE-TV, WFTV, WSWB-TV Orlando, WESH-TV Daytona Beach, WJKS-TV, WJXT, WJCT WTLV, Jacksonville, WUFT Gainesville, all Florida.

■ Fort Dodge Community Cablevision Inc., for Fort Dodge, Iowa (CAC-10045): KCCI-TV Des Moines, WOI-TV, Ames, both Iowa; WTCN-TV Minneapolis; KVFJ-TV Fort Dodge, Iowa WHO-TV, KDIN-TV Des Moines; WYAH-TV Portsmouth, Va.

■ General Electric Cablevision Corp., for Tracy, San Joaquin, both California (CAC-10046-7): Interim authorization for existing operation.

■ Liberty Video Corp., for Callicoon NY. (CAC-10048): Certificate of compliance for existing operation.

■ Mansfield Video System, for Mansfield, Pa. (CAC-10049): WBJA-TV Binghamton, N.Y.; WPSX-TV Clearfield, WNEP-TV Scranton, both Pennsylvania.

■ Mansfield Video System, for Sullivan, Putnam, Covington, Richmond, all Pennsylvania (CAC-10050-3): WBJA-TV Binghamton, N.Y.; WPSX-TV Clearfield, WNEP-TV Scranton, both Pa.

■ Liberty Video Corp., for Jeffersonville, Thompson, Neversink, Delaware, Bethel, all New York (CAC-10054-8): Certificate of compliance for existing operation.

■ Midwest Video Electronics Inc., for Rhinelander, Wis. (CAC-10059): WTCG Atlanta.

■ Satellite Systems Corp. for Shaw AFB, Sumter, both South Carolina (CAC-10060-1): WYAH-TV Portsmouth, Va.

■ Saratoga Cable TV Co., for Wilton, N.Y. (CAC-10062): WRGB Schenectady, WAST Albany, WOR-TV New York, all New York; WSBK-TV Boston, Mass.; WTEN Albany, WMHT Schenectady, WPIX New York, all N.Y.

■ Telesystems Corp for Saginaw, Carrollton, Zilwaukee, Buena Vista, Spaulding, all Mississippi (CAC-10063-8): WYAH-TV Portsmouth, Va.

■ Suburban TV Cable, for Camru, Shillington, Mohnton, Kenhorst, Sinking Spring, West Lawn, Wyomissing Hills, West Reading, Spring, all Pennsylvania (CAC-10069-77); WOR-TV New York; WPIX New York.

■ Berk TV Cable, for Exeter, Laureldale, Lower Alsace, Mount Penn, Muhlenberg, Reading, Alsace, all Pennsylvania (CAC-10078-84): WOR-TV New York.

■ Roanoke Valley Cablevision Inc., for Roanoke, Vinton, both Virginia (CAC-10085-7): WYAH-TV Portsmouth, Va.

■ Lykens TV Co., for Waconiso, Williams, Williamstown, Lykens, Hubley, Washington, Elizabethville, Upper Paxton, Upper Mahanango, Lykens, Graiz, all Pennsylvania (CAC-10088-98): Interim authorization for existing operation.

■ United Antenna Service of Boone, Inc., for Boone, Watauga, both North Carolina (CAC-10099-100): interim authorization for existing operation.

Summary of broadcasting

FCC tabulations as of July 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,476	6	21	4,503	46	4,549
Commercial FM	2,866	1	87	2,954	132	3,086
Educational FM	844	0	22	866	86	952
Total Radio	8,186	7	130	8,323	264	8,587
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	7	265
VHF	93	1	7	101	3	104
UHF	149	2	6	157	4	161
Total TV	963	4	16	983	53	1,036
FM Translators	179	0	0	179	84	263
TV Translators	3,391	0	0	3,391	412	3,803
UHF	1,039	0	0	1,039	231	1,270
VHF	2,352	0	0	2,352	181	2,533

*Special temporary authorization

**Includes off-air licenses

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, Florida medium market. Experienced pros only. Must be able to lead and sell. RAB trained. EOE. Resume to Box J-130.

California Daytimer seeking experienced strong Sales Manager who can sell, and lead a sales staff, promotion/community oriented. Great market: Great signal. Box J-91.

Station Manager—Aggressive, sales oriented manager for small to medium market, resort area, (St. Ignace, Michigan), chance to buy in. Call evenings: 517-321-1763.

Wanted: General Manager, WHUS-FM. EOE, \$12,000/year plus fringes. Fact sheet upon receipt of resume. 3,160 watt student-funded, non-commercial station licensed to the University of Connecticut Board of Trustees. Send resume to: Ronald Williams, Station Manager, Box U-8, Storrs, CT 06268. Application deadline 9/9/77. Further information, call 1-203-429-3100.

Small Market Virginia radio looking for a Sales Manager with potential to become Station Manager. Successful candidate will have own account list and direct other salespeople. Station is clean and profitable. Great town to raise a family. Send resume and salary requirements to Box J-152.

Director of Sales—No. 2 position with booming Houston's hottest station available Now! Require: Minimum three years management experience supervising entire Sales, Traffic, Billing area; proven leadership ability to inspire, train and direct local efforts and supervise high national sales. Base salary plus good incentive. KMJQ-FM is an R&B-Disco station with great technical/office facilities. Contact: James Maddox, VP/General Manager, KMJQ, Houston, TX (Part of Amature Group, Inc.). An Equal Opportunity Employer.

If you're a salesperson who's ready for sales management for a station that has programming, production skills, equipment and audience to bill twice what it's doing ... If you're a producer, you and I both are going to make a lot of money. Our staff knows of this ad ... our competition doesn't. Box K-22.

Sales Manager for major market AM/FM on Florida's West Coast. Candidate must now be in sales management, a self-starter, aggressive, creative, a motivator and a leader. Send resume with salary requirements and examples of promotional pieces, rate card, creative proposals—sell me! Box K-43.

HELP WANTED SALES

Learn To Sell at a professional Midwest radio station. Box H-107.

WVLD AM & WLGA FM are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

Wanted: California daytimer seeking Strong Sales Manager, who can sell, train and motivate sales staff, familiar with workable promotional and merchandising sales aids. Box J-100.

Sales Person Needed immediately. Experience helpful but not necessary. Excellent opportunity. Call Bob Outer, WBNR, Beacon, NY 12508. 914-831-1260.

Medium market station needs experienced sales manager for successful operation in North Dakota. 28-35K, car, benefits, growth opportunities galore. Box J-161.

We want a pro! Someone who has drive to direct local sales for rapidly growing Religious format. Someone who has done it before and can do it again, better! Send resume to: James Clark, Forus Communications, Inc., P.O. Box 20087, St. Petersburg, FL 33742.

Experienced local sales person to augment our professional staff. Business is up 78% and we can't handle it without your help! Join us on Florida's Treasure Coast. Send resume, and tape (if available) to WGYL, 1500 20th Street, Vero Beach, FL 32960.

Major Market AM/FM Midwest. \$200 per week against 40%. Excellent chance for big income. Box J-156.

Can you sell radio time? Would you like to make \$25,000+ next year? Are you willing to work for it? If your answers are yes to these questions, then I may have a job for you at KEZK in St. Louis. We are a rapidly growing beautiful music station that believes in aggressive sales and results. We offer excellent benefits, working conditions and sales support. Send resume with complete job and salary history to William J. Clark, c/o KEZK.

WPRC—4 Salespeople needed in expansion—New facility being planned. Resume to: Gen. Mgr., Box 190, Lincoln, IL 62656. 217-735-2337.

Salesperson for WEFA-FM. Excellent future for capable person. Opportunity to become sales manager. Send resume to WEFA, 4 S. Genesee Street, Waukegan, IL 60085.

Sales people and announcers needed for top-rated Southern Indiana radio station. Good salary plus commission. Tapes, resumes, and salary requirements to R.C. Niemeyer, 5129 Sumter Avenue, Cincinnati, OH 45238.

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: KSRI, George A. Baron, G/M, PO Box 5218, Santa Monica, CA 90405 or call 213-393-9681.

Aggressive Salesperson for major list in top 15 market. Potential income \$12,000+ call Mike Rice, 314-946-6600, or write KIRL, Drawer 14, St. Louis, MO 63188. EOE.

Excellent Opportunity for combination salesperson/jock on new central Illinois FM rocker. Experience helpful, but will train in sales. Good pay and benefits with stable established company. Resume and aircheck to Marc Phillips, Sangamon Broadcasting-Danville, 1501 N. Washington, Danville, IL 61832. EOE, no calls.

HELP WANTED ANNOUNCERS

Adult contemporary communicator needed for morning show in fast growing Mid-South market. Bright, happy, information oriented self-starter, strong in community involvement, needed to build adult 25 plus numbers. No barkers. We offer excellent benefits, good working conditions, modern facility in a great community. Equal Opportunity Employer M/F. Send resume in strictest confidence to Box J-121.

DJ-Announcer. Play-By-Play back-up. Contemporary format. Experienced only. No phone calls. Aircheck & resume. WFVA, Fredericksburg, VA 22401. E.O.E.

Multi-Station Group looking for strong MOR personality and experienced P.D. Good opportunity in growing markets. P.D. must also be able to do air shift. Reply Box 511, Beacon, NY 12508.

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Florida Gold Coast Adult Contemporary radio station looking for professional announcer experienced on air, news, and commercial production. Third-Class License with endorsement. Minorities are encouraged to apply. Box J-184.

Personality Announcer Wanted for WOYV-FM, a Rock station. Person must be experienced and have at least a third class license. Applicants will be judged on their personality (funny, witty, topical), voice quality, production ability, talent and ability to read with color, enthusiasm and clarity. Send audition tape and resume with starting salary to Randolph Millar, WOYV, Box 3192, Fort Pierce, FL. We are an Equal Opportunity Employer.

Market 36 Station accepting tapes/resumes from Contemporary Jocks seeking first big break. Morning people with act and jocks with ability to follow format. Top Jock, 480 Greenleaf Meadows, Rochester, NY 14612. EOE.

KRAV is offering \$1,000 a month for an authoritative morning anchor. News experience is essential. If you have the ability to communicate and would like to relocate to a beautiful city, contact Don Smith, PO Box 746, Tulsa OK 74101. 918-582-9696.

Good voice, some newsroom experience required, overnight shift. Resume and tape to Ed Creem, WHUD, Box 188, Peekskill, NY. E.O.E.

Cape Cod's Number One station seeks an evening pro for personality Top 40 format. 3 years experience minimum. Beautiful, modern studios; great living environment. Tape and resume to Ray Brown, WCOD-FM, 105 Stevens St., Hyannis, MA 02601.

Minn./St. Paul No. 1 Beautiful music station needs announcer with natural voice. Send tape to: Bob Brynteson, KEEY, 611 Frontenac Place, St. Paul, MN 55104.

Mature-voiced pro wanted by top-rated MOR in medium market. A great place to live and work for major broadcast group. Call WSBA-FM P.D. at 717-764-1155. Equal Opportunity Employer.

Twin Falls, Idaho—a great place to live, work, and play. 5 KW, 24-hour "Easy Country" with NBC and excellent local news profile. Must be sharp on production and have warm friendly jock style. Send tape and resume to Dick Ryall, KTLG, Box 65, Twin Falls, ID 83301. EOE/MF.

New Jersey Shore contemporary has immediate opening for announcer with good voice and production. Excellent opportunity with full company benefits. Tape and resume to Mr. Jefferson, WJRZ, PO Box 100, Ship Bottom, NJ 08008. EOE.

Good morning man wanted for MOR, community and news oriented. No beginners—no phone calls. Room for creativity and possible pd. Send tape and resume to G.L. Portmess, PO Box 826, Hagerstown, MD 21740.

Growing Midwest Company desires good Sales/Announcer for top-notch regional station. Need 3rd, B.A. degree if possible, car. Will place you in major market—if desired—in eighteen months. Proven track record. EOE. Box K-20.

Unique Opportunity for a two person Radio Team. If you'd like to be one, we'll find you a partner. If you're a team, let's talk now. Must be creative, talented and dedicated. No. 1 M.O.R. Southwest. Equal Opportunity Employer. Send resume to: Box K-34.

Small Market, Maryland, Easy Listening station needs announcer. Talented beginner considered. Box K-46.

Help wanted, first phone announcer. Eastern, Kentucky. Box K-48.

M.O.R. Morning Personality needed for NY suburban station. Work with morning team/information and feature oriented/good track record. Send current tape, resume, salary requirement to: 537 South 2nd Street, Lindenhurst, NY 11757.

HELP WANTED ANNOUNCERS CONTINUED

Indianapolis needs a great morning personality. If you have experience, common sense and a winning attitude, here's your opportunity to join WFMS, one of the nation's hottest country stations. Good benefits with a major group. Rush tape and resume to WFMS, Box 18270, Indianapolis, IN 46218. EOE M/F.

Afternoon Jock with sales experience needed for new central Illinois FM rocker. Personality and appearance equally important. Interested sales beginners encouraged to apply. Good growth, pay, & benefits. Airchecks and resumes to Marc Phillips, Sangamon Broadcasting—Danville, 1501 N. Washington, Danville, IL 61832. EOE no calls.

No. 1 rated WTHI-AM seeking morning person with personality plus creativity. Modern country format. Tape and resume to G.M., WTHI-Radio, P.O. Box 1486, Terre Haute, IN 47808.

WFTP needs experienced country air personality. Send resume and tape to WFTP, Box 1330, Ft. Pierce, FL 33450.

New Jersey 10 KW personality MOR station is seeking announcers with 1st for part time and future full time openings. Only experienced need apply. Tape and resume to WRAN Box 1510 AM, Dover, NJ 07801. No calls please. EOE.

Basketball PBP for 10 Buffalo Braves telecasts. Send demo tape to: Jon Spoelstra, VP-Mktg., Buffalo Braves, Memorial Auditorium, Buffalo, NY 14202.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

Greater Cincinnati Beautiful Music station seeks Production/Copywriter. Send tape, resume and copy samples to John Stolz, WLVV, Love Park, Fairfield, OH 45014. Equal Opportunity Employer.

5 KW Rocker is looking for experienced entertainer. Send tape and resume to WOTT, Gifford Street, Watertown, NY 13601.

Super Production Director plus 9AM-Noon Air Show. Join a winning team... No. 1 Adults 18+ (ARB). Med Market Modern Country... Contact Rick Warren, PD, WBHP, P.O. Box 547, Huntsville, AL 35811. 205—534-3521.

HELP WANTED TECHNICAL

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.

AM-FM in top 3 of 24 in Syracuse market needs experienced chief. No desk jockies or executive purchasing agents. We need a "fixer" with solid background in basics plus automation, stereo, and hi-power RF. Top pay for a technical heavyweight. Resume to Bob Rooney, GM, WOSC/WKFM, Fulton, NY 13069. 315—695-2165.

Ass't Chief Engineer. WFIN/WHMQ Findlay, Ohio. Good salary and benefits. Low rent newly remodeled company home available at transmitter site. We pay all utilities. City of 40,000. Professional staff, excellent equipment. Broadcast experience necessary. Write or call Dennis Rund, Chief. 419—422-4545. Equal Opportunity Employer.

Engineer: New Class "C" Stereo with automation, microwave and super facilities needs an Engineer with his feet on the ground. Lifetime position. Want to grow professionally and monetarily? Contact ME: Lynn Farr, 314—785-0819. Poplar Bluff, Missouri is a great place to work and live! E.O.E. M/F.

Chief Engineer: Will need experience AM-FM-MUZAK SCA, Marti, EBS, Automation. Working Chief with full responsibility, authority of 51 year old Pioneer in great community. Box 1390, Enid, OK 73701 or call 405—237-1390. E.O.E.

Chief Engineer, 5 KW AM, DA, 3 KW automated FM. Midwest Sunbelt, small market \$800-\$900/month. Opening due retirement. Equal Opportunity Employer. Box K-27.

Engineers for consulting service in N.E. Must have working knowledge of all phases of radio including digital. Fulltime engineering. Minimum salary \$12K plus expenses and benefits. Test gear furnished. Box K-5.

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. M/F An Equal Opportunity Employer. Reply in confidence with complete resume to Box K-45.

1st Class Engineer maintained, 1 KW small FM, Good salary. Box K-47.

Chief Engineer Wanted. 5 KW AM and 100 KW FM stereo. Must have working knowledge of directional patterns and automation. Perfect opportunity for a person ready to assume full responsibility. Location is in beautiful snow country of Upper Michigan and Northern Wisconsin. Contact Bob Knutson at WJMS Ironwood, MI. 906—932-2411.

Dirty Hands Chief with practical AM FM experience. Excellent working conditions. If you qualify phone collect Harold Sudbury 501—762-2093.

Sales Engineer for Radio Broadcast Equipment wanted for expanding broadcast manufacturers representative organization. Sales experience calling on AM and FM broadcast stations desired, but will consider broadcast engineer wishing to pursue a sales career. Must be aggressive and willing to travel. Degree helpful. Excellent East Coast location, salary and fantastic opportunity for the right person. Send resume to Box J-111.

Chief Engineer, AM/FM. Strong on maintenance, FCC Reg. 301—939-0800, WASA/WHDG, Box 97, Havre de Grace, MD 21078.

Beaumont, Texas, super station needs person with technical and voice ability. K106, 713—769-2852. E.O.E.

Chief Engineer for 1000W AM, 3000W FM Naples Florida. Must have radio broadcast experience. Maintenance of transmitter and studio equipment. Marti Remote gear. Automation experience helpful. Excellent working conditions, benefits. Resume and salary history to GM, WRGI Radio, 950 County Rd. 31, Naples, FL 33942. Phone 813—775-3321. No collect calls please. Minorities are urged to apply. EEO/AA.

HELP WANTED NEWS

News Person Wanted for three person Midwest AM-FM local news department. Box J-37.

We Want A Pro! For mornings we want an experienced broadcast journalist with excellent credentials, delivery and writing ability who will wake up our million-plus market with warmth and solid information. We want a communicator who expects hard work. The right person gets the right salary. EOE/M-F. Send resume to Box J-165.

Reporter/Caster. Degreed. 1-2 years experience. Dedicated to being number one in a middle market. Send tape/resume to Dennis Sutterer, KHAK, Box 1360, Cedar Rapids, IA 52406. No calls please.

2 positions for anchor-reporters for state news network or flagship station. Must be super-strong on air. Will help with polishing writing-reporting skills. Starting salary range, \$180-\$230 weekly. Annual reviews. Great benefits. Attn: General Manager, Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer.

News Person Wanted for Southwest Florida AM-FM combination. Cover, write and broadcast news. Excellent working conditions. Benefits. Adding to news department. Minorities urged to apply. Resume and salary history to GM, WRGI, Naples, FL. 950 County Rd. 31. 33942. EEO/AA.

News Person with Third Phone for New York State group operated stations. Send tape and resume to WBNR, Box 511, Beacon, NY 12508.

People reporter whose talents to interview and investigate will enlighten listeners on the people and events behind the hard news. We're expanding our AP award-winning news department with a unique position. If you have unusual creativity, proven abilities to deal with people from every field, and a track record to demonstrate, write now. The challenge involves some investigative reporting, and on-air anchoring. WDF, P.O. Box 524, Marion, OH 43302.

Radio News Director who wants to get into TV? Need producer for weekly TV minicam for news documentary. Send resume to WNED-TV, attention John Hutchinson, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

Newsperson: Experience a must! Strong background in gathering and writing essential. Tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015. EOE.

Need street reporter with interest in minority affairs. At least 2 year's experience required. Contact Equal Opportunity Employer Carl Cramer, WBAP Radio, 3900 Barnett St., Fort Worth, TX.

Announcer/Reporter. Four years experience, preferably small market News Director. Must write well. Professional sound required. Send tape/resume to Ann McMahon, ND, Louisiana Network, Box 3691, Baton Rouge, LA 70821.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Florida Coastal Station has opening for a Copy Director/Writer. Must be a good typist. Minimum of a high school education or better and must be exceptional creative and good at office administration and organization. We prefer someone with writing experience, especially someone with broadcast copy experience. Production abilities are desired, but production experience is not required. Send sample copy, resume, typing speed and starting salary to Randolph H. Millar, PO Box 3032, Fort Pierce, FL 33450. We are an Equal Opportunity Employer.

Experienced Visionaries Wanted: Innovative, exciting, neoteric, dynamic, inimitable, progressive, Jesus Music station. Write KLYT, or call our not toll free number, 505—883-4962.

Experienced Talk Host for 50 KW giant. Up beat entertaining, can express own opinions without being rude. Tapes and resumes to: Lee Roberts, Frank N. Magid Associates, One Research Center, Marion, IA 52302.

Program Director for Modern Country FM in medium Southern market. Must be top jock and able to motivate people. Excellent salary, benefits and bonuses. Only those with modern country programming experience need apply. Send references and resume to Box K-14.

Need Program Director for Southern medium market. Up-tempo Contemporary station. Two years P.D. experience needed. Should be good administrator and experienced with music. Send resume, ratings, references and salary requirements to Box K-31.

Copywriter, Production person, in charge of station operations 24 hour automated FM in Southern PA. Top station in the market. Experience necessary. Send resume to Box K-49.

Medium Market Station is looking for a full time Continuity Director, experience necessary. If you know of anyone who is interested in this position, please have them submit samples of their work to us. We are an Equal Opportunity Employer. Box K-53.

Development, Promotion & Program Coordinator: Responsibilities: Secures funding for radio station through listener support, underwriting and other appropriate means; promotes the radio station and its programming; produces printed program guide; develops station's schedule of programming. Requirements: BA in broadcasting; FCC 3rd with endorsement; demonstrated ability in following areas: fund-raising for public broadcasting; planning and implementation of promotional campaigns using all applicable media; preparing, conducting and evaluating statistical surveys of listening audience and related areas; radio production. An equal opportunity educational institution/equal opportunity employer. WGGL-FM, Michigan Technological University, Houghton, MI 49931.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Sharp programmer needed to direct all facets of modern country fulltimer. Salary open. Send resume to Dennis Eversoll, WQOT, P.O. Box 9705, Savannah, GA 31402.

SITUATIONS WANTED MANAGEMENT

General Sales Manager, 33 years old, of 50,000 watt station in top 15 market wishes to relocate as G.M. Looking for solid company that needs a strong leader. Box J-182.

GM-Currently Midwest success. Desires move to Florida. Small-Medium markets. Family man. Box J-185.

P.D.—O.M., B.A., Broad/Journ, 1st Phone, A.M./F.M., relocate, prefer group O and O, Elliott Smith, 1—612—920-1785 evenings.

SITUATIONS WANTED ANNOUNCERS

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.

First Phone. Enthusiastic D.J. 1 yr. exper, college grad. Sounds too good to believe? You must want stability & someone who loves Radio. Send for my wild & informative resume—Michael Ruiz, P.O. Box 53, Venice, CA 90291.

Beginner seeking work as a DJ in small market. Will relocate anywhere. Hold 3rd Endorsed. Broadcast Schl. grad. Sincere and creative. You need me, I need a chance. For tape and resume, call Keith 815—399-6986.

DJ, solid news, commercials, tight board, some experience, 3rd, ready now, go anywhere. Box J-158.

With my mobile disco system, we can help promote each other. Experienced radio personality currently P.D. in a market of 100K. Enjoy production. Prefer Contemp or Modern Country. Box J-177.

Personality DJ seeks advancement, 1st Phone, 3 years experience, currently employed, relocate anywhere. 304—255-0822.

3rd Endorsed Ticket, looking for first job. Call Carl, 1—716—692-3099.

Jock, 3rd Endorsed/light news, good pipes, tight board. 4 years experience, Top 40, Pop, R&B. Tape on request. Relocate. Contact Lloyd Mitchell, 212—735-5133.

AOR is my specialty. I am a trained broadcaster, with my 3rd Class. Give yourselves a break. Hire me. Box K-25.

Personality Country Jock ready for move. Need \$150 per week. Box K-26.

Mature, Experienced D.J. desires Country or MOR station. Good on production. Third ticket. Box K-29.

Announcer DJ, 29, 3rd Endorsed. Reliable—dependable. Presently on air 7 days a week. Box K-36.

2 years experience, now employed, looking for Contemporary station, Midwest preferred, nights OK. Box K-37.

Communicator. Experienced female DJ. Good music background. Production. Looking for C&W but versatile. Box K-40.

Soul is my Specialty, Rock, Top 40 experience. Communication degree, 3rd phone. Personality, production perfect. Will relocate. Raise ratings now. Box K-50.

Anywhere, U.S.A.: Need an entertaining morning man? Ten years experience, mornings, talk, 1st phone. Looking for station and community I can really get involved in. Have presently resigned as PD for California AM, FM, Cable TV and will be taking a much-needed vacation. Will be driving across country visiting friends, relatives and radio stations. May put your facility on the agenda if you are interested in talking. Call toll free 1—800—824-5136 (California call 1—800-852-7631) and request resume and/or return call from "Jacobs M2166".

Creative and Experienced male with well-modulated voice and excellent delivery seeks "challenging position." College graduate, Third Phone, eight years in Radio & Television. Desire to relocate. Call Bruce at 216—731-0084.

Part time DJ, knows CW format, broadcast trained, seeks full time position. Will even work graveyard shift. T.W. McGowan, 804—486-6249.

Need a disc jockey (3rd endorsed), newswoman, copywriter, music director? Don't hire 4 people—hire me! Tape and resume. Call Rosemary 212—595-3146.

Buffalo, Rochester: First Phone. 4 1/2 years MOR. Country. Available now. Bernie Bacon, 343-6604.

Producer-DJ, seeks AOR format. 2 yrs public radio and college exp. Prefer West. Jim 213—865-3963.

Seeking a medium or large market in MOR or Beautiful Music. Over 3-1/2 years experience with morning drive. Will sell too! Ref. and tape available on request from 703—777-1290 or contact Mike Berry, 9315 Hamilton Dr. Fairfax, VA 703—273-6713. I love my work and will work hard for you! Call collect anytime.

Hello—I'm 26 and have been broadcasting for eight years. I have graduate degrees in Political Science and Journalism and would like to move into T-A-L-K Radio. My name is Steve and you can give me a call at 617—353-2540.

D.J. looking for first job. Willing to work anywhere, great on intros, 3rd Endorsed, all markets: Thomas Matriciano, 1323 S. Kenilworth, Berwyn IL 60402. Call between 9 AM-10 PM 312—788-5068.

Talented Announcer, available immediately. Good delivery, tight board, quality production, 1st Phone. 712—277-2499.

SITUATIONS WANTED TECHNICAL

1st Phone Engineer. Experience: GM/Engineer non commercial station. Announcer, Operations Manager, Engineer AM commercial station. Box J-127.

Experienced AM directional, FM stereo, automation. Chief medium and major markets. Only top 50 markets need reply. c/o Broadcasting Box J-186.

Desire technical and/or announcing position, small or medium market station. Prefer Midwest. Two year college grad, three years electronics troubleshooting experience. First Phone, licensed Ham seven years. Bruce Stucky, Box 314, Moundridge, KS 67107. 316—345-2266.

The Loudest Cleanest signal on the dial is what you'll get if I'm your engineer. Experienced in AM, FM, DA, Microwave, total facility planning and construction from mike to tower. If you've got the bucks, I've got the knowhow to make you win. My references are the best. Write Box K-28.

Chief Engineer matured, well experienced in AM/FM all phases. Strong maintenance. South, Southwest. Box K-41.

Chief or Assistant, quality radio operation. Thoroughly experienced, capable, mature, family, references. Box K-42.

Chief Needs Directional experience at power, good directional. Will be assistant. 20, American Indian, single. Experienced in power AM, FM, Automation, 1 year chief, 4 announcer. Radar endorsement. Call Dale. 205—368-8967.

SITUATIONS WANTED NEWS

Newsmen, Combo, First Ticket, presently in small market, looking to move up. Hard worker. Tape, resume, references. Box J-115.

Local News Editor, writer, caster, 3 1/2 years experience, seeks challenge in serious news operation, Northeast/Mid-Atlantic. Box J-145.

Newsmen/Sportscaster. Aggressive, dynamic, versatile. Presently anchoring sports talk show. Call Skip Beisser 1—213—374-5244 or 1—213—624-1414.

News Director of two man team wants to move into medium market. College Degree, 3rd endorsed, four years experience. Prefers Pennsylvania but will consider other areas. Box K-6.

Experienced Newswoman, currently with New York suburban station, seeking major market. Quality voice, excellent digging, writing and editing skills. Box K-15.

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.

Top Michigan State grad looking for sports/news spot—strong reporting, writing skills—hard-working, aggressive. Bob Benenson, 1853 Central Park Avenue, Yonkers, NY 10710. 914—793-4152.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Automation minded minority with major market mass appeal credentials. B.S. Michael McIver, POB 21, Jamaica Plain, MA 02130.

Advertising, Promotion/Community Affairs. 4 years experience as assistant in NY market. M.A. in Radio/TV. Female. Will relocate. Box K-13.

Former National Program Director and Major Market air personality seeks solid PD position. Impeccable references. Box K-23.

Experienced Major/Suburban Major Market Programmer—Currently employed—looking for Programming Assignment in competitive market of any size. Salary negotiable. Box K-30.

First phone, number one in top 50 market contemporary, seeking PD position. Box K-32.

Experienced Operations Manager with First Class license, excellent production, and personality air shift. A big voice interested in Western states and North Dakota. Box K-39.

Imaginative, Conscientious. 1977 American Women in Radio and Television award winner for radio advertisement and drama. San Francisco Bay Area. Willi Bokenkamp, 1009 Ninth Albany, CA 94710; 415—527-8642.

Network experienced, technically oriented, audio, AD, character generator operator, stage manager. Willing to start as PA. Andrew Faber, 3217 Overland, Apt. No. 6108, La. CA 90034.

Experienced Pro available for creative copy and production, drive time air show or Director of Operations in medium or large markets. Expect to be paid for ability to deliver. Don 205—362-6600.

TELEVISION

HELP WANTED MANAGEMENT

Station Operations Manager Top 20 Southern Network Affiliate needs a person with program, production and promotion experience and the ability to apply it. Must also be strong in handling people. Company is growing and offers great potential for more managerial responsibility. Station is an Equal Opportunity Employer and welcomes applicants from qualified females and minorities. Send resume and salary history to Box K-24.

Promotion Director/Copy Writer for Broadcast Industry. Experience needed. Excellent advancement opportunities. Send resume to: Personnel Office, P.O. Box 510, Palm Beach, FL 33480. Equal Opportunity Employer.

HELP WANTED SALES

Aggressive, experienced time salesperson for small Virginia, single station market to assume and expand list in fast growing market. ABC affiliate. Excellent benefits. An equal opportunity employer. Write Box J-90.

Wanted—Regional Sales Manager and two sales persons for aggressive Southwest TV station. An Equal Opportunity Employer. Send resume Box J-169.

HELP WANTED SALES CONTINUED

Salesperson, Peoria area, full or part-time, experience helps but not necessary. Contact Mike Dupont, 602 West Glen, Peoria, IL 61614, 309-685-5947.

HELP WANTED ANNOUNCERS

Announcer needed for VHF network affiliate in Southeast. Will be assigned weather reporting on noon news and Saturday, plus commercial and station talent. Send audition tape and resume to Steve Currie, Program/Promotion Manager, P.O. Box 2566, Montgomery, AL 36105. An equal opportunity employer.

HELP WANTED TECHNICAL

Transmitter Supervisor wanted at VHF 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.

Remote TV Engineer. For Studio and Remote operations. FCC license required. Must have technical and operating background. Send resume and salary requirements to: Chief Engineer, WTCG-TV, 1018 West Peachtree St., Atlanta, GA 30309.

Maintenance Engineer Quad Tape and Cameras with good technical background. EOE M/F Box K-7.

Production tape editor—no license required. Experienced quad tape editor for New England Production facility. Editech or T.E.P. helpful. E.O.E. send resume and salary requirements to Box J-160.

Chief Engineer—Major Market N.E. dynamic UHF station has outstanding opportunity for highly qualified individual with technical and managerial skills. Excellent market and working environment. EOE Employer/Affirmative Action/M/F. Forward resume to Box J-162.

Expanding Chicago videotape production house has immediate opening for experienced audio technician and lighting director. Call or write Scott Kane, VP-Operations, TeleMation Productions, 3200 W. West Lake, Glenview, IL 60025. 312-729-5215.

Tape and Camera Maintenance Engineer for TV Station/Production House. EOE M/F. Box K-8.

Maintenance/Operations Engineer. First Phone. Combined Studio-transmitter. ABC UHF. WOPC, Altoona, PA 16603.

Positions open for transmitter engineers, and studio maintenance engineer. Radiotelephone first class required. Call C.E. WZTV, Nashville, 615-385-1717.

VTR/Camera operator with good technical background and FCC 1st Class for major market production house. EOE M/F. Box K-9.

Transmitter Technician—Experienced 1st phone for VHF TV operation with modern facility on the growing Gulf Coast. Good working conditions and year-round outdoor recreation. Equal Opportunity Employer. Send resume to: Personnel Officer, P.O. Box 1488, Lake Charles, LA 70601.

Studio Maintenance engineer—New studio cameras, cart tape, Southeast. Salary open—Call Bob King 404-324-6471. Equal Opportunity Employer.

Assistant Chief Engineer to supervise studio/remote operation and maintenance. FCC 1st Class and Good technical background required. EOE M/F. Box K-10.

Transmitter Engineer—First Phone working knowledge of electronics, willing to train KWRB-TV—500 Arapahoe Thermopolis, WY. 307-864-2351.

Remote Van Supervisor/Senior video for major market production house. EOE M/F. Box K-11.

Expanding Chicago videotape production house has immediate openings in duplicating center for qualified Ampex 1200 VTR operators. Call or write Scott Kane VP-Operations, TeleMation Productions, 3200 W. West Lake, Glenview, IL 60025 312-729-5215.

Maintenance Engineer for Cameras and VTR, must have 3-years maintenance experience with TV station and formal Tech school training. EOE M/F. Send resumes to: Chief Engineer, WPHL-TV, Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

Los Angeles VHF, Quality conscious Broadcast/Production facility seeking Ampex Quad Maintenance Technician with FCC First Phone and 3 to 5 years maintenance experience on VR2000, VR1200 and ACR25B. Salary to \$20K plus benefits for qualified technician. Affirmative Action/Equal Opportunity Employer. Send resume to Box K-21.

Camera and VTR operator, minimum 5 years broadcast experience and FCC 1st Class. EOE M/F. Send resumes to: Chief Engineer, WPHL-TV, Inc., 5001 Wynnefield Ave., Phila., PA 19131.

Maintenance Supervisor. Supervise maintenance of two UHF transmitters, remote control and telecine equipment. Transmitter experience essential. Send resume before 9/26/77 to: University Regional Broadcasting, 3440 Office Park Drive, Dayton, OH 45439. EOE.

Assistant Chief Engineer to oversee studio production and maintenance. Must have maintenance and supervision experience. EOE M/F. Send resumes to: Chief Engineer, WPHL-TV, Inc., 5001 Wynnefield Ave., Philadelphia, PA 19131.

HELP WANTED NEWS

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.

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.

E.O.E. Southeast number one fifties market size wants experienced reporter with producing background who can serve as back up anchor. Enterprise, speed, ability to think on feet and handle multiple assignments are musts. Also shooting, editing SOF and ENG. Salary \$175.00. Box J-189.

Co-Anchor Person for a major group owned VHF station in three-station market. Must be interested in joining growing news staff. Send tape and resume to Chris Clackum, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

Reporter—both Radio and TV, Medium Midwest Market, Network Affiliate. Send Audio Cassette, resume. Equal Opportunity Employer. News Director, WNDU, Post office Box 1616, South Bend, IN 46634.

Sports Director—Don't apply unless sports is what you eat and sleep. Creative, dynamic and strong air work a must. Previous television sports position also a must. We're a top rated Capital Cities Station and we'll pay the right person up to \$18,000. Excellent fringe benefits. Send recent cassette air check of your sports show and a detailed resume to Richard R. Graham, KFSN-TV, 1777 G Street, Fresno, CA 93706. We are an Equal Opportunity Employer.

Producer for Weekly Minicam news documentary. Must have strong Broadcast Journalism background. Send resume to John Hutchinson, WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

TV News Photographer/Editor Must be experienced in film and ENG techniques. Write immediately to Bill Lawlor, News Director, WTNH-TV, P.O. Box 1895, New Haven, CT 06508. An Equal Opportunity Employer.

Experienced TV ENG-Switcher with 1st Ticket. Send salary requirements to WEVU-TV, P.O. Box "N", Bonita Springs, FL 33923.

On-Air Reporter for weekly minicam news documentary. Street reporting experience necessary. Send resume and cassette of on-air work to John Hutchinson, WNED-TV, 184 Barton Street, Buffalo, NY 14213. Equal Opportunity Employer.

News Director, Southwest VHF. Experienced self-starter to report, write, anchor and direct small staff. Box K-19.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Supervisor, Television Services with B.A. and 3 years experience to supervise television section in University Media Department. Must be able to produce and direct television programs and other media presentations, schedule and oversee work assignments, coordinate operations, lead creative people and enjoy detailed administrative work. Salary \$13,000 minimum. Send resume, before Sept. 10, 1977, to Instructional Media Laboratory, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53211. An equal opportunity (M/F) affirmative action employer.

Program Operations Director: Totally experienced in operations. ABC affiliate. Heavy management responsibilities. Send complete info to M.D. McKinnon, KIII-TV, P.O. Box 6669, Corpus Christi, TX 78411. Equal Opportunity Employer.

Promotion Person Experienced in print and broadcast promotion. Contact Bob Stough, WSBA-TV, York, PA. Phone 717-843-0043. An Equal Opportunity Employer.

Promotion Director—major market network television affiliate. Group, Midwest. Emphasis on audience promotion, especially for news. Must be able to plan campaigns, write and produce for on-air. Equal opportunity employer. Letter, resume to Box K-1.

Studio Director/Manager. Major position on our production team. Requires strong directing background. Must know quality and be able to supervise crew. Beautiful SE market. Box K-17.

Promotion Manager—Southern network affiliate needs a promotion manager. Must have television production experience from developing ideas, scripting, to the finished product. An excellent position for a creative and energetic person that wants to run their own shop. Salary open. E.O.E. Please reply to: Box K-33.

Production Manager needed. Top twenty Southeastern market. Major challenge to develop commercial production business. Must have commercial and management experience. Box K-35.

SITUATIONS WANTED MANAGEMENT

General Manager: I have been a part of the best in television just finished with the lower end of the scale. You can profit from my experience. Profit and cost motivated yet constantly aware of service to the community. If you have a position open for a broadcaster who produces good profit, I'm your man. Contact me thru Box K-2.

SITUATIONS WANTED TECHNICAL

Television Studio Engineer, First Phone, Call Bob Smith after 7 p.m. E.D.T. 315-478-8896.

1st Phone Experienced cameraman, Production Assistant, audio-video tape, wide range of skills. Young & affordable. Scott, 212-592-0739. Box K-16.

Eager female: 1st class ticket, with network VT experience, desires operations and/or VT engineering position in North East market. TV degree, available Sept 15th. Contact Laurie Simmons, 203-653-3734.

SITUATIONS WANTED NEWS

TV Sportscaster. 18 year veteran. News orientated. Seeking major market weekend anchor supplemented by field reporting and production. Box J-154.

Sports Reporter Anchor in Top 20 market seeks number one/two spot in medium/large market. Box J-167.

Creative Feature Reporter in major market seeking reporter, reviewer, or talk show position. Good production experience. Former model. Box J-187.

Energetic young newswoman with varied radio and TV news background seeks entry level reporter position. Will relocate. Box J-188.

SITUATIONS WANTED NEWS CONTINUED

News Film Editor/Writer/Director. Single/Double system, knowledgeable ENG, 16 years creative, award winning network experience, desires staff position, will relocate. Box K-3.

Award Winning Radio Journalist wants TV reporter's job. 6 years experience, good looking, top references. Box K-38.

Enthusiastic Aggressive News Reporter seeks entry-level position. Extremely hard worker willing to learn. BA., VTR available. Richard Dubroff, 2067 Gerlitsen Avenue, Brooklyn, NY 11229, 212-645-2277.

25 Year Old Anchorman with four years experience. Good working knowledge of film, tape, while doubling as producer, in city of 100,000. Will relocate anywhere. Prefer anchor, would consider a News Director job. Dan Corporon, Odessa, TX. 915-367-6249.

Experienced, Thorough Journalist seeking street-reporting position. My work is sound and precise, with the touch of a long family tradition. Excellent professional references. Recent NYU grad. Will re-locate. Call James Forbes 212-549-1124.

Experienced reporter, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer 301-797-0126.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Savvy TV Producer. Major market experience as producer of advertising and promotion, producer and director of top rated morning show and as associate producer of nationally syndicated talk and variety program: Fresh ideas, solid managerial abilities and sound journalistic judgement. Top references, degree in broadcasting and journalism: Seeks challenging opportunity. Salary negotiable. Reply Box K-52.

'77' college graduate with B.A. in Broadcast Journalism. No commercial television experience. Internship, ENG editing. Would like a start! Call Bill Langlois-904-249-8918.

CABLE

HELP WANTED SALES

Director of Marketing. Major CATV Operator based in New York City has immediate need for a qualified marketing professional; candidate should be a creative person with marketing, direct sales, direct mail and advertising experience. Responsibilities include developing effective campaigns, hiring and training a staff, and organizing and directing a large direct sales operation. For prompt consideration, please forward a detailed resume, in confidence, stating salary history to: Box J-171.

WANTED TO BUY EQUIPMENT

2 Used Color camera, updated PE250 or PE350, state condition of tubes at time available, would prefer matching pair. Box K-18.

Paul Schaefer wants to buy late model transmitters 10.20 KW FM, 1.5, 10 KW AM. Phone 714-454-1154.

Non profit, tax exempt org. about to build TV 22 Raleigh. Starting from scratch. Welcome contributions of good used equipment. Carolina Christian Communications, Box 15400, Durham NC 27704.

Used 20KW FM Transmitter. Contact Dennis Ever-soll, WXLN, Savannah, GA. 912-233-9211.

FOR SALE EQUIPMENT

3" Air Helix Coaxial cable new all copper, 50 ohms-4reels, 470 ft each-can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

5" Air Helix copper-New Surplus. Andrews HJ9-50. 2600ft. Can be cut and terminated to requirement. Below Mfrs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL 312-266-2600.

Two IVC 870C VTR, low hours, good condition-Consider any offer over \$4,000. each. Call 918-663-8330.

RCA-Model TK 42 Color Television Camera. Contact Carland, Inc. 816-842-6098.

1 CDL-Video Switcher-Model 860-16 Input 2 Mix/Eff. 1 Electroline 10 Input 2 Channel Audio Mixer. 1 Chiron Character Generator W/Control Panel and Record Memory. Also contains a Model 800 Vidilop System. 1 Tek. 650 Color Monitor. Several Western Electric Head Sets. Assorted Misc. Cables W/XLR Connectors, Assorted Video Cable. Call or write-H. Leon McGee, C/O Aetna Business Credit, Inc., 600 North Hamilton Street, High Point, NC 27261. 919-886-4811.

1 Monural IGM 750 Automation System. Consists of the following: 1-Digital PDP8M Computer with Auto Power Fail + 12K Memory. 1-Avdabus with 16 Channel capability and crystal control clock. 1-Clock and Control Panel. 4-Instacarts (48 carts each). 5-Revox A77 Reel to Reel Recorders (with IGM 25 Sensors). 1-Digital TV56 Transport. 1-383 Time Announcer Control (with 2 ITCWP Cart Machines). 1-370 Temperature Announcer (with 1 ITCWP Cart Machine). 1-Vistar Display Terminal. 2-Model 33 Teletype (one with punch tape). 1-Remote CVC Panel. 1-ITC Cart Recorder (RP Series). 1-ITC Tone Encoder and Control Panel (Client No. Coding). 1-Ducumation M200 IGM Punch Card Reader with Switch Panel (AM-FM). 1-IGM 25 H2 Tone Generator. 1 STEREO IGM 750 AUTOMATION SYSTEM. Consists of the following: 1-Digital PDP8M Computer with Auto Power Fail + 12K Memory. 1-Audabus with 12 Channel Capability. 1-Clock Read Out and Central Panel. 2-48 Cart Instacarts, Monural. 1-48 Cart Instacarts, Stereo. 5-Revox A77 Reel to Reel Recorders (with IGM 25H2 Sensors). 1-Digital TV56 Transport. 1-383 Time Announcer Control (with 2 ITC WP Cart Machines). 1-370 Temperature Announcer (with 1 ITC WP Cart Machine). 1-Vistar Display Terminal. 2-Model 33 Teletype Machines (One with Punch Tape). 1-Remote Cue Panel. 1-ITC Cart Recorder (RP Series). 1-ITC Tone Encoder and Control Panel (Client No. Coding). 1-ITC Battery P.S. for Clocks. 1-12 Function Relay Interface (For external on-off Controls). Contact: George Thompson, WLL & WGOL, P.O. Box 1660, Lynchburg, VA 24505. 804-239-0333.

Expertly maintained production equipment including Datatron Vidicue Editor 5200, Grass Valley Group 1400-7 Production Switcher, Phillips-Norelco MD-3 Audio Console. Best Offer-202-783-2700.

Gates 1KW AM Transmitter. CBS Volumax. Tape-caster R/P. 5 Channel Sparta Console. Gates Turntables. Preamps. Tone Arms, AM Modulation Monitor. Gatesway 80 Console, Like New. 404-876-7123.

Ten Watt Transmitter: Gates BFE 10-C with manual, set of spare tubes, and tuned to your frequency. \$995; 305-269-9746, WPIO FM Titusville, FL.

Collins 831G-1 20 KW FM, 310Z-1 Exciter, SCA, Stereo, spare parts. Removed from service 7/77. 3 years old, installation assistance available. Priced to sell. R. B. Bell Box 520, Poteau, OK 74953. 918-647-2288.

Schafer 800 Automation control unit. Immediately available. Just removed from air \$1200. FOB Salt Lake City. Contact Paul Schafer, Schafer International, phone 714-454-1154.

Schafer background music switcher rack 2 scully mono record play 14 inch reels \$3900. 714-271-1780.

280 ft. tower. 36". Heavy. Ideal for CATV. Alex Bowab, WKXI, Jackson, MS 601-362-1594.

2 Norelco PCP-90 Universal Cameras with 15x150 Cannon manual zoom lenses, 1-12x120 Cannon servo zoom, hip packs for operation on PC-70 Camera Control Units & PC-72 Camera Control Units. Body harness & Pod's, 6' & 100' hip pack cables \$30,000 per camera. Broadcast equipment Rental Company, 6952 Van Noord, N. Hollywood, CA 91605. 213-659-4801.

PROGRAMING

Free: daily (5 per week), "missing persons" program, WORLD COURT OF MISSING HEIRS, a ten minute vignette developed by and featuring W.A. Jones, world famous probate genealogist and founder of Heir Finders, Int'l. Interesting audience involving, dramatic, with two-one minute "doughnuts" for sponsorship or PSA., Market exclusive-Write Heir Finders, Int'l, PO. Box 22823, Nashville, TN 37202.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

"The Weekly Wipe"-Dee Jay Gags and jokes-no record intro's-no junk. Free sample. The Weekly Wipe, Box 3715; Jackson, GA 30233.

Capitol Comedy spoofs Washington with Johnny Carson-type one-liners. Samples \$2 refundable. Jack Posner, 220 Madison Ave., N.Y. NY 10016.

Fruitbowl: world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept. "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custome jingles in 48 hours. Hones Philadelphia Music Works, Box 847, Brynmawr, PA. 19010. 215-525-9873.

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.

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.

"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 apvdd. 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, St. Louis. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Sales

California needs a Sales Manager who cannot lose

A coach once said, "Show me a good loser and I'll show you a loser." We need a bad loser—a person who absolutely must win, and therefore will win, or die trying. Successful candidate will be sales boss for an FM with little audience (until we change things) in a multi-million-population center. A tough job. But a glorious climate—and since we're a group operator, there are broad opportunities for a winner. Box K-44

Chicago Area

Great opportunity for sales or management type sales person who knows radio or radio station owners, to sell our service to radio station owners or managers. We have over 400 radio station accounts now and growing. No traveling, age no barrier, will teach you our business. R. Berman, 312-478-1000.

STATION-SALES MANAGER

for Ohio FM. Knowledgeable about Country Format and FM Automation. Must be aggressive, sales oriented and have sales promotion ideas. Excellent opportunity, salary, override, fringes. Box J-159.

Help Wanted Technical

Sales and Application Engineering

Western Region. If you can work with broadcast engineers, helping them to apply our digital remote control systems; if you can increase sales by motivating Reps; if you combine strong technical know-how with proven sales ability, send your resume and salary requirements to Bob Cochran.

Time and Frequency Technology
3000 Olcott St.
Santa Clara, CA 95051

Help Wanted News

WOAI Radio

Airs more sports than any other station in America and is adding another position in its sports department. Play-By-Play and Sports-Talk experience mandatory. Send tape and resume to Greg Haber, WOAI Sports Director, 1031 Navarro, San Antonio 78205. E-O-E.

Situations Wanted Programing, Production, Others

Need "XTRATINGS" This Sweep?

Hire a Classical Top 40 PD today. Excellent record in NY, MPLS, San Diego, St. Louis. Call or phone

Chuck Roberts 616-894-8161

TELEVISION

Help Wanted Sales

CAN YOU SELL NEWS?

The nation's largest news-gathering organization is seeking the finest sales people in the country to showcase its products to radio and television stations.

We have positions available now. We also are building a talent-bank for future openings.

We are looking for:

—a minimum of five years in radio or television sales; preferably, both.

—substantive experience in radio and/or television news.

If you're still with us, send your resume today, complete with references and salary requirements, to Box J-163.

Help Wanted Announcers

Talent/Host

WCVB TV seeks a multi-talented person to host a talk show and to do a variety of unusual remote segments on film, tape, and live. Some of the remote segments will require a good degree of coordination and athletic ability as they may appear to be some what dangerous.

Candidate must have had a minimum of 1 year major market experience on air. An audition will be required of all final candidates.

Interested applicants should send a resume (no phone calls please) to the Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192

An Equal Opportunity Employer M/F

Help Wanted Technical

Broadcast Technician

Large and respected metropolitan broadcasting organization seeks competent TV Broadcast Technician with extensive operating and/or maintenance experience in a television facility

College degree in communications or technical school equivalent is highly desirable. 1st or 2nd Class FCC Radio-Telephone license preferred.

Salary is union scale according to experience level. Company offers an outstanding corporate benefits package. Please send resume or letter outlining education, work and salary history to:

Boc BM 719
810 7th Avenue
New York, N.Y. 10019
Women & Minorities Welcome
An Equal Opportunity Employer

Help Wanted Technical Continued

A great opportunity for someone who wants to live in Seattle

WNA Video is looking for a creative engineer/editor to operate our new CMX system. That person must be capable of doing maintenance as well as dealing with clients. Salary is open. Send a sample tape and resume to:

Harry Watkins
General Manager
WNA VIDEO
1200 Stewart Street
Seattle, WA 98101
1-(206)-623-5934

Engineering Opportunities

Coast to Coast. Fees Paid

Electronic Design, Cathode Tube	\$20-23,000
Mfg Process (Mechanical)	\$20-23,000
Process Eng. Projection TV, ceramics	\$18-19,000
Process Chem Eng. Cathode Tube	\$20-23,000
Sr Systems Eng. Optics, Video	\$25-35,000
Director, International Sales	\$30,000
Design, Audio Studio Products	\$12-20,000
Chief, Video Prod House	\$25,000
TV Senior Systems Engineer	\$20-25,000
Audio Digital Applications Head	\$25,000
Audio Digital Designer	\$15-20,000
TV Camera Tube Technologist	\$25-35,000
Chief Eng. TV Station	\$18-25,000
Mgr Semi Conductors, Marketing	\$30,000
Sales Engineer, Camera Tubes	\$20,000
Field Service, TV, Radio, Industrial	\$15-20,000
Audio Cart Design Engineer	\$20,000
Hardware VTR Design, Digital Eng	\$20-35,000
Satellite/Telecommunications Eng	\$32,000
Sales Engineer, Software	\$25,000
Assist. Chief Engineer TV Station	\$18-22,000
TV Station Maintenance Eng	\$15-20,000
Section Head, Digital, App. Process	25,000
Design, TV, AM Xmitters	\$17-25,000
Project Engineer, TV, AM Xmitters	\$20-25,000
Section Mgr, TV, AM Xmitters	\$25-35,000
Senior International Field Eng	\$20-25,000
Product Mgr TV Tubes	\$25,000
Mechanical Eng. Castings, Metalwork	\$20,000
CATV, Design, Applications	\$20-30,000

Send your resume and/or phone - confidential, Alan Kornish, Key Personnel Coast to Coast Employment, South Main Towers, Wilkes-Barre, Pa 18701 (717) 822-2196

Help Wanted Programing, Production, Others

On-Air Promotion Writer-Producer

Growth spot for talented production person. Sun-Belt, top 40 market. EOE Box K-51.

Market/Opinion Analyst

We are a major broadcast firm looking for a top market researcher or public opinion research analyst. You must be capable of directing original research projects from questionnaire design to client delivery. We are not looking for a rating book interpreter but rather a true social scientist. This job involves extensive travel and contact with top people in broadcast management. Our employees are aware of this ad. Please respond to K-55.

V.P. Creative Services Owned T.V. Stations

Immediate opportunity for a highly creative, well-motivated, seasoned self-starter to head up the Creative Services activity of our Owned T.V. Stations.

Primary responsibilities will be to:

- Define and implement advertising objectives
- Develop promotion campaigns designed to generate sales and enhance the station's image
- Direct the stations in their selection of advertising agencies and in the negotiation of fees at hiring and renewal time
- Maintain an effective and influential rapport with the national trade press editors

Candidates must possess a sound knowledge of all areas of broadcast publicity, as well as superior writing and editing skills. They must also know and understand the advertising markets and regional differences of our station locations, and be adept at influencing and motivating station personnel. Additional requirements include a degree in any communications field, or equivalent work experience, plus 10-15 years directly related business experience.

For immediate confidential consideration, send a resume, *plus a cover letter specifying salary requirements and detailing how your background and achievements relate to our needs*, to: Mr. A.D. Sproule, Personnel Manager, American Broadcasting Companies Inc., 1330 Avenue of the Americas, New York, N.Y. 10019. An equal opportunity employer m/f.



American Broadcasting Companies, Inc.

Help Wanted News

RESEARCHER/ REPORTER

WCVB TV seeks an aggressive individual to assist the Investigative Unit Director. Responsibilities will include general research, writing, and reporting of investigative stories.

Applicants must have a strong journalism background and a minimum of 2 years' experience in writing or reporting investigative stories. Familiarity with New England and some television experience desirable.

Qualified candidates should send a resume (no telephone calls please) to the Personnel Department, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

Charismatic Weather Person Wanted

Immediate need for experienced, professional, enthusiastic weather person for top 25 market in California. Interested in successful individuals from any size market. Group owned network affiliate. Interesting opportunity, pleasant working conditions. An equal opportunity employer. Send letter and/or resume. Will contact you for tape. Box J-174.

Situations Wanted Management

GENERAL SALES MANAGER AVAILABLE

Respected and competitive broadcaster. Highly trained in GENERAL PROGRAM and SALES management. Sensitive to the Challenges of today's more complicated TV.

I want to be a part of your team
Contact Box K-4.

Business Opportunity

INSTALLATION CONSULTANT

Analytical, affable person needed as consultant for broadcasting stations installing DP systems. General BA or BS degree required. Must have 4 yrs experience in broadcasting and 2 yrs in DP. 25% travel, basic 40 hrs/wk. \$1300/mo. Exc. benefits & working conditions. Apply to nearest Colorado Job Service for referral. Columbine Systems, Inc.

Miscellaneous

For Powerful Year-Round Promotions
AMERICAN FLAG KITS
3' x 5' Double-Stitched Flag
W/6 Ft. Jointed Metal Pole & Accessories
Made in U.S.A.
Immediate Delivery
FLAG HEADQUARTERS
for All Media
Write or call Today
for Catalog Sheet
ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618-273-3376

Radio Programing

The Original Radio Network Series
Dragnet
starring Jack Webb
BACK ON THE AIR!
Now available for local purchase:
CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

Employment Service

EXCLUSIVE RADIO JOB OPENINGS



The "World's Fastest Weekly Jobsheet" has

- A 100% money-back GUARANTEE
- A 24 hour "HOTLINE"
- The MOST JOBS (All depts.)
- And a CHOICE:

13 issues (3 months) \$12
50 issues (full year) \$30

STATIONS!! YOUR LISTINGS ARE FREE!

904-252-3861

Box 676, Daytona Bch. FL 32017

Job Leads

YOUR MONEY BACK...

If the first issue doesn't give you a head start on the jobhunting competition.
EXCLUSIVE RADIO & TV OPENINGS:
DJ's...News...Technical...Sales...Everyone

☐ \$15 for 12 weeks OR ☐ Send details.

Name _____

Street _____

City _____ State _____ Zip _____

1680-BJ Vine St., Hollywood, CA 90028

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 E1-50H, channel 7/offset minus, visual frequency - 175.240 mhz, aural frequency - 179.740 mhz; 50 kw visual power, 10 kw aural power, 220 VAC 3 phase 60hz supply voltage, TD-40H notch diplexer and equalizer, automatic power control; plus all other required inside RF equipment, cabinets and accessories for complete installation.

Television Antenna: Gates model TAH-10HM Helical antenna for operation on channel 7 minus, main lobe power gain 9.0 x 9.54 db; horizontal gain 8.8 x 9.44 db; 50 kw power rating, antenna is designed to support a flange mounted 6-bay channel 4 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



**Brokers & Consultants
to the
Communications Industry**

THE KEITH W. HORTON COMPANY, INC.

1705 Lake Street • Elmira, New York 14902
P.O. Box 948 • (607) 733-7138

- 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.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Daytimer within 40 miles of Memphis. \$70,000.
- Fulltimer within 60 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, Mo. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. in county. Southern W.Va. \$230,000.
- Good buy for \$725,000 in N.M.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

For Sale Stations Continued

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

MW	Medium	Daytime	\$160K	Terms
SW	Small	AM/FM	500K	29%
MO	Small	daytime	340K	29%
SE	Metro	Fulltime	425K	25%
W	Major	FM	\$1.2KK	75K

Atlanta, Boston, Chicago,
Dallas, Los Angeles



CHAPMAN ASSOCIATES

media brokerage service

1835 Savoy Dr., NE

Atlanta, Georgia 30341

SALE BY OWNER

North-central North Carolina contemporary C & W 1000 Watt two-tower directional daytime AM on 1480 with PSA serving market of 28,000 as only station licensed to county. Owned transmitter and studio site and building. Excellent facilities. Priced 2-1/2 x 1972-1976 average gross at \$220,000 on terms. \$106,000 down to pay off existing mortgage. Balance over 8 years at 2 points above prime. Purchase receivables for approximately \$8,000. Cash price \$200,000 plus purchase of receivables. Growth potential exceeds 40%. Absentee owner wishes to move up in market. Call 202/659-4230.

FM NEAR WASH., D.C.

Washington, D.C. is close to this growing suburban market FM Stereo station. A low price for the potential offered. Well equipped including real estate. Additional information provided to financially qualified inquiries.

Box K-54.

MOBILE SUBURBAN

1KW Daytimer in Alabama's largest growth area, with a 5 MV/M signal in Mobile. Big market coverage with a small market price. 205-928-2384 Russ Kilgore, P.O. Drawer AS, Fairhope, AL 36532.

H.B. La Rue, Media Broker

RADIO • TV • CTV • APPRAISALS

WEST COAST: 1204 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/773-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/288-0737

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

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 the appropriate category according to the copy. 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.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on 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.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed. Aug. 31	Closing Wed. Aug. 24	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	A8C	N	40 7/8	40 7/8	.00	46 3/4	37	8	18.107	740.123
CAPITAL CITIES	CCB	N	47 1/2	47 7/8	- 3/8	.78	57	44 3/4	9	7.481
CBS	CBS	N	54 1/4	55 1/2	- 1 1/4	- 2.25	62	54 1/4	9	28.395
COX	COX	N	26 7/8	26 3/4	+ 1/8	-.46	33 5/8	26 1/2	8	5.878
GROSS TELECASTING	GGG	A	14 3/8	14 3/8	.00	15 1/2	13 5/8	7	800	11.500
KINGSTIP COMMUN.	KITV	O	5 1/4	5 1/2	- 1/4	- 4.54	5 1/2	3 7/8	9	461
LIN	LINB	O	17 5/8	17 7/8	- 1/4	- 1.39	20 3/8	16 1/2	7	2.739
MOONEY	MOON	O	2 5/8	2 5/8	.00	2 5/8	1 7/8	9	425	1.115
RAHALL	RAHL	O	17 1/4	17 1/4	.00	18 1/2	8 5/8	21	1.281	22.097
SCRIPPS-HOWARD	SCRIP	O	36 1/2	36 1/2	.00	37	31 1/2	8	2.589	94.498
STARR** *	SBG	M	5 7/8	5 7/8	.00	7	3 1/2	7	1.418	8.330
STORER	SBK	N	20 3/8	20 5/8	- 1/4	- 1.21	26 7/8	20 1/4	5	4.876
TAFT	TFB	N	27 1/4	27 5/8	- 3/8	- 1.35	33 7/8	27	4.070	110.907
TOTAL									78,520	3,192,358

Broadcasting with other major interests.

ADAMS-RUSSELL	AAR	A	5 1/2	5 3/4	-	1/4	-	4.34	5 7/8	3 3/4	8	1,232	6,776
AVCO	AV	N	15 7/8	15 5/8	+	1/4	+	1.60	17 7/8	13 3/8	3	11.656	185,039
JOHN BLAIR	BJ	N	18 7/8	18 3/4	+	1/8	+	.66	19	11 1/8	6	45.658	
CHRIS-CRAFT	CCN	N	7 5/8	7 1/2	+	1/8	+	1.66	7 5/8	4 1/2	5	5,810	44,301
COMBINED COMM.	CCA	N	20 5/8	21 1/2	-	7/8	-	4.06	23 1/4	19	7	6.692	138,022
COWLES	CWL	N	14 3/4	15	-	1/4	-	1.66	15 5/8	12 1/2	18	3.969	58,542
DUN & BRADSTREET	DNB	N	30	29 3/8	+	5/8	+	2.12	30 7/8	26 1/4	15	26.447	793,410
FAIRCHILD IND.	FEN	N	13 3/4	13 3/4				.00	15 5/8	9 1/2	12	5.708	78,485
FUQUA	FQA	N	8 7/8	9 1/8	-	1/4	-	2.73	13	8 7/8	6	9.293	82,475
GANNETT CO.	GCI	N	35 1/2	35 1/4	+	1/4	+	.70	40 3/4	32 3/4	15	22.430	796,265
GENERAL TIRE	GY	N	25 1/4	24 3/8	+	7/8	+	3.58	29 1/4	24 3/8	5	22.239	561,534
GLOBE BROADCASTING	GLBTA	O	4	4				.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	G	O	12	12				.00	12 3/4	8	5	475	5,700
HARTE-HANKS	HHN	N	30 1/4	31 7/8	-	1 5/8	-	5.09	31 7/8	26	12	4.474	135,338
JEFFERSON-PILOT	JP	N	30 1/8	30 1/4	-	1/8	-	.41	32 3/8	26 5/8	10	24.056	724,687
MARVIN JOSEPHSON	MRVN	O	12 3/4	13 3/4	-	1	-	7.27	17 1/4	10 1/4	6	1.992	25,398
KANSAS STATE NET.	KSN	D	6 3/4	6 7/8	-	1/8	-	1.81	7 1/4	4 3/4	8	1,716	11,583
LEE ENTERPRISES	LNT	A	23	22 3/4	+	1/4	+	1.09	28 1/8	22 1/4	10	5.010	115,230
LIBERTY	LC	N	21 3/8	21 3/4	-	3/8	-	1.72	23 1/8	18	7	6.762	144,537
MCGRAW-HILL	MHP	N	19 1/4	19 3/8	-	1/8	-	.64	19 5/8	15 5/8	10	24.664	474,782
MEDIA GENERAL	MEG	A	14 7/8	15	-	1/8	-	.83	20	14 7/8	7	7.463	111,012
MEROITH	MOP	N	21 1/2	21 5/8	-	1/8	-	.57	21 3/4	17 3/8	5	3.067	65,940
METROMEDIA	MET	N	26 7/8	25 5/8	+	1 1/4	+	4.87	31 1/8	25 1/4	6	6.700	180,062
MULTIMEDIA	MMED	O	24	24				.00	25 1/2	21 1/2	10	4.392	105,408
NEW YORK TIMES CO.	NYKA	A	16 7/8	17	-	1/8	-	.73	19 1/2	15 3/4	7	11.207	189,118
OUTLET CO.	DTU	N	18 1/4	18 7/8	-	5/8	-	3.31	24 1/4	16 5/8	8	2,140	39,055
POST CORP.	POST	O	21 3/4	21 3/4				.00	21 3/4	16 1/4	7	869	18,900
REEVES TELECOM	RBT	A	2 1/2	2 1/2				.00	3	1 3/4	25	2,380	5,950
ROLLINS	ROL	N	18 5/8	19	-	3/8	-	1.97	24 1/4	17 1/8	10	13.404	249,649
RUST CRAFT	RUS	A	21 5/8	21 1/4	+	3/8	+	1.76	23 1/2	8 1/2	14	2.291	49,542
SAN JUAN RACING	SJR	N	9 7/8	9 5/8	+	1/4	+	2.59	11 3/4	7 5/8	10	2.509	24,776
SCHERING-PLOUGH	SGP	N	33 7/8	34 1/4	-	3/8	-	1.09	44 3/4	32	11	54.084	1,832,095
SONDERLING	SOB	A	12 1/4	11 1/2	+	3/4	+	6.52	12 7/8	8 3/8	6	1,103	13,511
TECH OPERATIONS**	TO	A	3 3/8	3 1/4	+	1/8	+	3.84	3 7/8	2 3/8		1.344	4,536
TIMES MIRROR CO.	TMC	N	22 7/8	23 1/8	-	1/4	-	1.08	25 3/8	20 3/4	10	33.919	775,897
WASHINGTON POST CO.	WPO	A	28 5/8	29 3/4	-	1 1/8	-	3.78	30 1/8	21 3/4	9	8.659	247,863
WOMETCO	WOM	N	10 7/8	11	-	1/8	-	1.13	12 3/4	10 7/8	7	8.563	93,122
TOTAL											353,921	8,445,330	

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	1/8	1/8				.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	26 3/4	26 3/4				.00	27 1/2	19 3/4	17	3,465	92,688
ATHENA COMM.**	O		3/8	3/8				.00	3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	D	4 1/2	4 5/8	-	1/8	-	2.70	4 3/4	3 1/8	25	8,325	37,462
CABLE INFO.*	O		5/8	5/8				.00	7/8	1/2	3	663	414
COMCAST	O		4 7/8	5	-	1/8	-	2.50	5 1/4	3 3/4	9	1,662	8,102
COMMUN. PROPERTIES	COMU	O	7	7 1/4	-	1/4	-	3.44	7 1/4	3 5/8	27	4,761	33,327
ENTRON*	ENT	O	1 1/8	1 1/8				.00	2	7/8	1	979	1,101
GENERAL INSTRUMENT	GRL	N	19 1/2	20	-	1/2	-	2.50	23	18 1/8	9	7,332	142,974
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 7/8	5 7/8				.00	5 7/8	2 7/8	35	5,281	31,025
TELEPROMPTER	TP	N	8 3/8	7 7/8	+	1/2	+	6.34	9 3/8	6 3/4	47	16,793	140,641
TEXSCAN	TEXS	O	1 3/8	1 3/8				.00	2	1 1/4	8	786	1,080
TIME INC.	TL	N	34	34				.00	38 1/4	33	9	20,324	691,016
TOCOM	TOCM	O	3 3/8	3 3/8				.00	3 3/4	2 1/4	12	617	2,082
UA-COLUMBIA CABLE	UACC	O	20	19 3/4	+	1/4	+	1.26	21 1/4	15 1/2	14	1,679	33,580
UNITED CABLE TV**	UCTV	O	5 5/8	5 3/8	+	1/4	+	4.65	5 5/8	3 7/8		1,879	10,569
VIACOM	VIA	N	17 3/4	17 7/8	-	1/8	-	.69	17 7/8	9 1/2	15	3,750	66,562
TOTAL											85,499	1,322,396	

	Stock symbol	Exch.	Closing Wed. Aug. 31	Closing Wed. Aug. 24		Net change in week	% change in week		1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming													
COLUMBIA PICTURES	CPS	N	16 1/2	16	+	1/2	+	3.12	17	7 3/8	13	6,748	111,342
DISNEY	DIS	N	40 3/8	40 1/4	+	1/8	+	.31	47 5/8	32 1/2	17	31,895	1,287,760
FILMWAYS	FWY	A	8 5/8	8 3/4	-	1/8	-	1.42	9 7/8	6 7/8	8	2,275	19,621
FOUR STAR			1	1				.00	1 1/8	3/4	10	667	667
GULF + WESTERN	GW	N	12 1/4	12 1/4				.00	18 3/8	12	4	48,239	590,927
MCA	MCA	N	37	37 7/8	-	7/8	-	2.31	42 3/4	36 3/8	8	18,024	666,888
MGM	MGM	N	21 3/8	20 3/4	+	5/8	+	3.01	24 1/8	16	9	13,102	280,055
TELETRONICS INTL.	O		3 3/4	4	-	1/4	-	6.25	6 1/2	3 3/4	6	1,018	3,817
TRANSAMERICA	TA	N	15 1/8	15 1/4	-	1/8	-	.81	16 1/2	13 5/8	7	67,238	1,016,974
20TH CENTURY-FOX	TF	N	22 3/4	23 1/2	-	3/4	-	3.19	25	10	9	7,631	173,605
WARNER	WCI	N	29	29 1/4	-	1/4	-	.85	32 1/2	26 1/4	6	14,411	417,919
WRATHER	WCO	A	7 1/4	7 5/8	-	3/8	-	4.91	8	4 1/2	11	2,243	16,261
TOTAL												213,491	4,585,836

Service

R8DO INC.	88DO	O	29 3/4	29 1/2	+	1/4	+	.84	29 3/4	22 1/2	9	2,513	74,761
COMSAT	CQ	N	31	32 7/8	-	1 7/8	-	5.70	36 3/4	29 3/8	9	10,000	310,000
DOYLE DANE BERNBACH	DOYL	O	20 1/4	19 3/8	+	7/8	+	4.51	22	16 3/4	6	1,866	37,786
FOOTE CONE & BELDING	FCB	N	16 7/8	17 7/8	-	1	-	5.59	17 7/8	14 3/4	8	2,304	38,880
GREY ADVERTISING	GREY	O	23 1/4	24 1/2	-	1 1/4	-	5.10	28	16 1/2	5	821	19,088
INTERPUBLIC GROUP	IPG	N	34	34				.00	37 1/2	28 1/8	7	2,387	81,158
MCI COMMUNICATIONS**	MCIC	O	2 7/8	2 3/4	+	1/8	+	4.54	2 7/8	7/8	26	20,137	57,893
MOVIELAB	MOV	A	1 1/4	1 1/2	-	1/4	-	16.66	2	1 1/4	8	1,410	1,762
MPD VIDEOTRONICS	MPO	A	5	5				.00	9	4	7	520	2,600
A. C. NIELSEN	NIELB	O	21 1/8	21 3/8	-	1/4	-	1.16	22 1/4	18 7/8	12	10,762	227,347
OGILVY & MATHER	OGIL	O	36 1/4	36	+	1/4	+	.69	36 3/4	31	9	1,805	65,431
J. WALTER THOMPSON	JWT	N	16 3/4	17 1/2	-	3/4	-	4.28	18 1/2	15 1/8	6	2,649	44,370
TOTAL												57,174	961,076

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 1/8	4 1/4	-	1/8	-	2.94	6	2 3/8	7	1,672	6,897
AMPEX	APX	N	10 1/2	10 1/8	+	3/8	+	3.70	11	7 3/8	13	10,885	114,292
ARVIN INDUSTRIES	ARV	N	14 1/2	15 3/8	-	7/8	-	5.69	19 1/4	14 1/2	3	5,959	86,405
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	3	3 1/8	-	1/8	-	4.00	3 1/4	1 3/4	12	1,654	4,962
COHU	COH	A	3 1/2	3 3/8	+	1/8	+	3.70	3 1/2	2 1/8	13	1,779	6,227
CONRAC	CAX	N	21 1/8	22	-	7/8	-	3.97	27 1/4	21 1/8	7	1,793	37,877
EASTMAN KODAK	EASKO	N	61 5/8	63 1/4	-	1 5/8	-	2.56	86 3/4	57 5/8	16	161,371	9,944,487
FARINON ELECTRIC	FARN	O	8 1/4	9	-	3/4	-	8.33	12	8	9	4,616	38,082
GENERAL ELECTRIC	GE	N	53 3/8	53 7/8	-	1/2	-	.92	56 5/8	49 1/4	12	184,581	9,852,010
HARRIS CORP.	HRS	N	36 5/8	35 3/4	+	7/8	+	2.44	39	28	13	12,275	449,571
HARVEL INDUSTRIES	HARV	O	5	3 1/8	+	1 7/8	+	60.00	5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	1	1				.00	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	24 7/8	24 5/8	+	1/4	+	1.01	26	20 1/4	10	1,320	32,835
3M	MMM	N	52 1/8	51 1/2	+	5/8	+	1.21	57	48 3/8	16	115,265	6,008,188
MOTOROLA	MOT	N	44 1/4	45	-	3/4	-	1.66	56 7/8	37 3/4	13	28,544	1,263,072
N. AMERICAN PHILIPS	NPH	N	29 1/2	29 1/2				.00	36	29 3/8	6	12,033	354,973
OAK INDUSTRIES	OAK	N	14	14 3/8	-	3/8	-	2.60	17 7/8	9 5/8	11	1,639	22,946
RCA	RCA	N	28 3/8	29	-	5/8	-	2.15	31 3/4	25 3/8	10	77,807	2,207,773
ROCKWELL INTL.	ROK	N	31 7/8	31 3/4	+	1/8	+	.39	36 3/4	30 7/8	8	32,400	1,032,750
RSC INDUSTRIES	RSC	A	2	2				.00	2 3/8	1 5/8	9	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	18 3/8	18 3/8				.00	21 1/8	16 3/4	11	1,668	30,649
SONY CORP.	SNE	N	8 1/2	8 1/2				.00	10 3/8	8 1/8	15	172,500	1,466,250
TEKTRONIX	TEK	N	37	37				.00	68 1/2	28 1/4	15	17,342	641,654
TELEMETION	TMT	O	7/8	7/8				.00	7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	17 3/4	18 1/8	-	3/8	-	2.06	21	14 3/4	11	6,838	121,374
WESTINGHOUSE	WX	N	19 3/8	20 1/4	-	7/8	-	4.32	22	16 1/4	7	87,492	1,695,157
ZENITH	ZE	N	17 1/8	19 3/4	-	2 5/8	-	13.29	28	17 1/8	9	18,818	322,258
TOTAL												968,069	35,752,647
GRAND TOTAL												1,756,674	54,259,643

Standard & Poor's Industrial Average 106.5 107.0 -5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Three in one for Cetec's Bob Ward

Cetec Corp.'s 1976 annual report credits the "sharply higher earnings" of its Broadcast Group primarily to "improved products ... and better management of assets." The responsibility for that group of three companies—(Jampro, Sparta and Schafer—which produced \$362,000 out of Cetec's total profits of \$566,000 in 1976) falls to Bob Ward.

It was shortly after Mr. Ward took over as head of Cetec Broadcast Group (CBG) in 1975 that the decision was made to integrate the three autonomous subsidiaries. While each was considered to be near or at the top of its respective field (Jampro with antennas, Sparta with transmitters, turntables and control boards and Schafer with automation equipment), "we decided we needed to put together an integrated marketing effort," says Mr. Ward. "CBG marketing now has a field sales force across the country headed by 13 district managers. In addition, we are preparing to integrate further in both the technology and management areas," he adds.

To further aid in accomplishing its goals, the company is building a new CBG headquarters in Carpinteria, Calif. The facility will house Sparta and Schafer (Jampro will remain in Sacramento, Calif., where its antenna testing range is located) in a 40,000-square-foot building that Mr. Ward estimates will probably cost \$1 million.

A combination engineering and management background prepared Mr. Ward for his current work. After getting his engineering degree from Case Institute of Technology, he designed aircraft-engine parts and then got into sales and automotive engineering with TRW in Cleveland. In 1957, he migrated to California in order "to become a part of the glamour world of space and electronics." He found his glamour managing and heading several high-technology electronics companies that manufactured products ranging from analytical instruments to electro-optical devices. In 1975, Mr. Ward was doing some independent consulting in the San Francisco Bay area when the call came from Cetec (of which Mr. Ward was a director) to take charge of the broadcast group. "I had had no prior experience in the radio broadcast field, but it looked like a very exciting and intriguing business that used high technology in a useful way."

The business hasn't lost its excitement for Mr. Ward, who is enthusiastic about the future.

Tops on his list of engineering projects is Cetec's "exploring the opportunities in the design of equipment utilizing new and highly sophisticated microprocessor techniques." Microprocessors, Mr. Ward ex-



Robert McCollum Ward—president, Cetec Schafer, group vice president of parent firm, Cetec Broadcast Group; b. Oct. 14, 1918, Philadelphia; BS, Case Institute of Technology, Cleveland, 1941; aeronautical engineering certificate, University of Minnesota, 1943; U.S. Naval Reserve, 1943-46; various engineering, sales and management positions, TRW Inc., Cleveland, 1946-57; general manager, Berkeley Division, Beckman Instruments, Fullerton, Calif., 1957-64; president-general manager, Perkin-Elmer/Ultex, Palo Alto, Calif., 1964-72; president, Optical Data Systems Inc., Mountain View, Calif., 1972-74; partner, Consultants West, 1974-75; present position, 1975; m. Audrey Skondeen, 1975; children by former marriage—David, 31, and Bob, 26; stepchildren—Tamara, 15, Julie, 9 and Sammy, 7.

plains, are "a form of computer specifically designed to control things relative to set instructions and to do these control functions with very tiny pieces of circuitry that can be mass produced. The broadcaster will get better stuff and he'll probably get it cheaper. There is a lot of research now into the automation of things other than programing, such as all the business aspects of radio and the control of other electronic devices. I see at long range the cost of smaller computer systems coming in the reach of the small-market broadcaster as we learn how to apply microprocessor techniques to a much wider range of applications. We're learning how to do essentially more tasks with less hardware by the more intelligent use of software."

Some of Cetec's current applications of microprocessors include the Schafer Audiofile II automatic tape cartridge machine, and a verified English logging package. "I can see extensions of this," Mr. Ward predicts, "keying our programing systems to our transmitters and business systems."

In the antenna area, Mr. Ward is

enthusiastic about the prospects of the new circularly polarized TV antenna developed by Jampro. "It will make TV reception, especially that in fringe areas, substantially better than has been possible in the past" since it will eliminate phase distortion or ghosts. Mr. Ward feels that the TV antenna will follow the course of circularly polarized FM antennas, first introduced a few years ago, which have now become pretty much standard.

These technical matters aside, Mr. Ward's main goal is to complete the integration of the broadcast division. "Each of the three had separate engineering or research and development departments. Now we have created a community of engineering effort." That move will not be completed until the spring of next year, but Mr. Ward is pleased with the progress so far. "We've accelerated in the last few months and gotten good support and cooperation from the people. We've worked hard to sell it as an intelligent concept."

Since the new CBG facility will offer room for expansion, does this mean Cetec plans expanding into other broadcast areas like television? Says Mr. Ward, "There are a number of powerful companies [producing TV equipment] and we don't see ourselves doing much in that area [with the exception of Jampro, of course]. We are content to be a competent supplier in a somewhat smaller market area. But, we are looking forward to doing that right so that we can generate the kind of income strength and skill that could enable us to expand in the direction of television in some future time, but not in the foreseeable future. It's an industry that is subject to the kinds of technology that we know how to do."

To keep Mr. Ward occupied in what little spare time he has, the Wards recently bought a sailboat that they keep anchored just down the cliff from their home overlooking the bay in Santa Barbara, Calif. The boat provides more than just relaxation, however. When this summer's forest fire was threatening Santa Barbara the Wards spent the night in the boat. "We expected the house to be gone in the morning, but the wind shifted and the fire stopped 600 yards away."

An addition to sailing, Mr. Ward is an avid tennis player in the summer and a skier in the winter and is always "busy raising my second family of children."

Although fairly new to broadcasting, Mr. Ward seems to be enjoying himself, summing up his philosophy this way: "Radio basically deals with music and music has always been one of my great joys so it's a good thing to be in a business that spends most of its time playing music."

Going for broke?

The television season of 1977-78 will not begin until tonight (unless a network jumps still another gun), but already it is the most talked-about season in television history—not excluding whatever period the nostalgic would assign to the purely imaginary golden age. When a network programmer makes the cover of *Time*, as ABC-TV's Fred Silverman did last week, while his season opener is appearing on the cover of *Newsweek*, as *Washington: Behind Closed Doors* did, and both magazines examine in fascinated detail the promised offerings of all three networks, the status of television as Topic A in American conversation is undeniably confirmed.

That can be good and bad.

Surely the excitement will create enormous tune-in as audiences sample the new shows. Advertisers may even quit complaining about the prices they have paid.

But there is at least the possibility that the advance publicity has aroused unrealistic expectations. The risk of disenchantment rises in proportion to the inflation of the ballyhoo. Beyond that, however, it is more than obvious that recruiting is under way for the next great crusade against television—this one homing in on sex.

Attention so far has been directed toward *Soap*, ABC-TV's new comedy that deals candidly if not graphically with sex in many forms. Never has a program aroused more criticism across a wider spectrum of organized religion before going on the air. Considering how few religious leaders have seen previews of the program, it is altogether remarkable—and not a little dismaying—that official sanctions would be so generally invoked. The program has been convicted by publicity.

The prospect is, of course, that once the faithful have been rallied to express outrage against *Soap* they will wish to exercise their will elsewhere. It is hard to believe that *Soap*, once seen, will prove raunchy enough to satiate those who tune to it with preconceptions of its immorality. Plenty of outrage will be left over for other shows.

Reasonable people will defer judgment until programs have been broadcast. Meanwhile, it must be assumed that those in charge of programing have confidence that the artistic values of the new season are at least equal to its sex appeal.

Inclining toward the light

The House of Representatives has been experimentally televising its proceedings on the floor for more than four months, and none of the predicted disasters has occurred. There are indications, as reported in a "Closed Circuit" item a week ago, that the members will vote for a permanent installation before this session ends.

Prevailing sentiment favors a system operated by congressional employees, after the fashion of the system that has been in operation at United Nations headquarters in New York for years. Broadcast journalists might wish for better—especially for access to the chamber with their own reporters and camera crews. Still there are things to be said for the UN type of system.

For one thing, it provides a complete record for archival purposes and one that can also be fed live to any broadcaster who wants it. It is there for use that the journalist sees fit—live for proceedings of widespread interest, edited tape for insertions in news shows as content warrants. Granted, no official cameraman will look for the legislator who is dozing or fasten on the junior in the back of the room who is fruitlessly seeking the attention of the

chair. The proceedings are bound to look more seemly in the official television version than they may be in reality. The absence of the antic or the colorful, however, will by no means be fatal if the cameras accurately reflect the main actions going on.

There could be other benefits of consequence. In time Congress could install closed-circuit monitors where members and staff could tune to the floor while conducting other business. The rapid development of the off-the-tube video recorder suggests still other uses to which the floor feed could be put.

At the time the experiment was started, Speaker Thomas P. O'Neill (D-Mass.) said he thought permanent television coverage was inevitable. He'll never be in better position than he is now to make a prediction come true.

Bottom of the list

News accounts of a report by a 21-member panel of educators who investigated causes for declines in Scholastic Aptitude Test scores have overemphasized the role ascribed to television. The report itself said the panel was convinced that television is among the causes of declining scores, although the assumption "cannot be proved" nor does anyone know "how much a factor it is." Headlines and stories, including one in this magazine's Aug. 29 issue, tended to place television higher on the list of suspected factors than the panel did.

A careful reading of the panel's whole report places television in better perspective among such other suspected causes of scholastic retrogression as these: "There have unquestionably been changes over the past 10 to 15 years in the standards to which students at all levels of education are held. Absenteeism formerly considered intolerable is now condoned. An 'A' or 'B' means a good deal less than it used to. Promotion from one grade to another has become almost automatic. Homework has apparently been cut about in half. Open admissions colleges are available; if entering students don't know how to read and write and do arithmetic, 'remediation' is available."

Forgetting all the other conditions that the panel also cited, those above are enough, it seems to us, to suggest that the schools themselves are the place to look for reasons that college-entrance examinations are proving too tough for high school graduates to master. How can television be blamed for distracting students from their homework, when little or no homework is assigned?

A letter from a 25-year-old product of the television era appears in "Open Mike" on page 16. As he points out, television opened for him and his generation a wider window on the world than had been available to any previous generation.



Drawn for BROADCASTING by Jack Schmidt

"I don't care if 32 celsius is the same as 90 fahrenheit. It still sounds cold to me."

WIICTV is Pittsburgh

Twenty years to some is a very short time, but to the 29 employees of WIICTV listed below, it represents over 138,700 hours of service to the community they love. On this, our

20th anniversary, we proudly salute them. From 5 p.m. Sunday, September 1, 1957, when it all began, these people have helped make WIICTV an integral part of life for the people of Pittsburgh. Stimulating action by civic and business leaders, providing local and national coverage of major political visits, international expositions, and entertainment spectacles, as well as originating numerous fund raising events to benefit health care and community projects... that is what has made this station a landmark atop the

city's north side. And viewers will be pleased with what they'll see this fall as WIICTV begins its second great 20 years of service.

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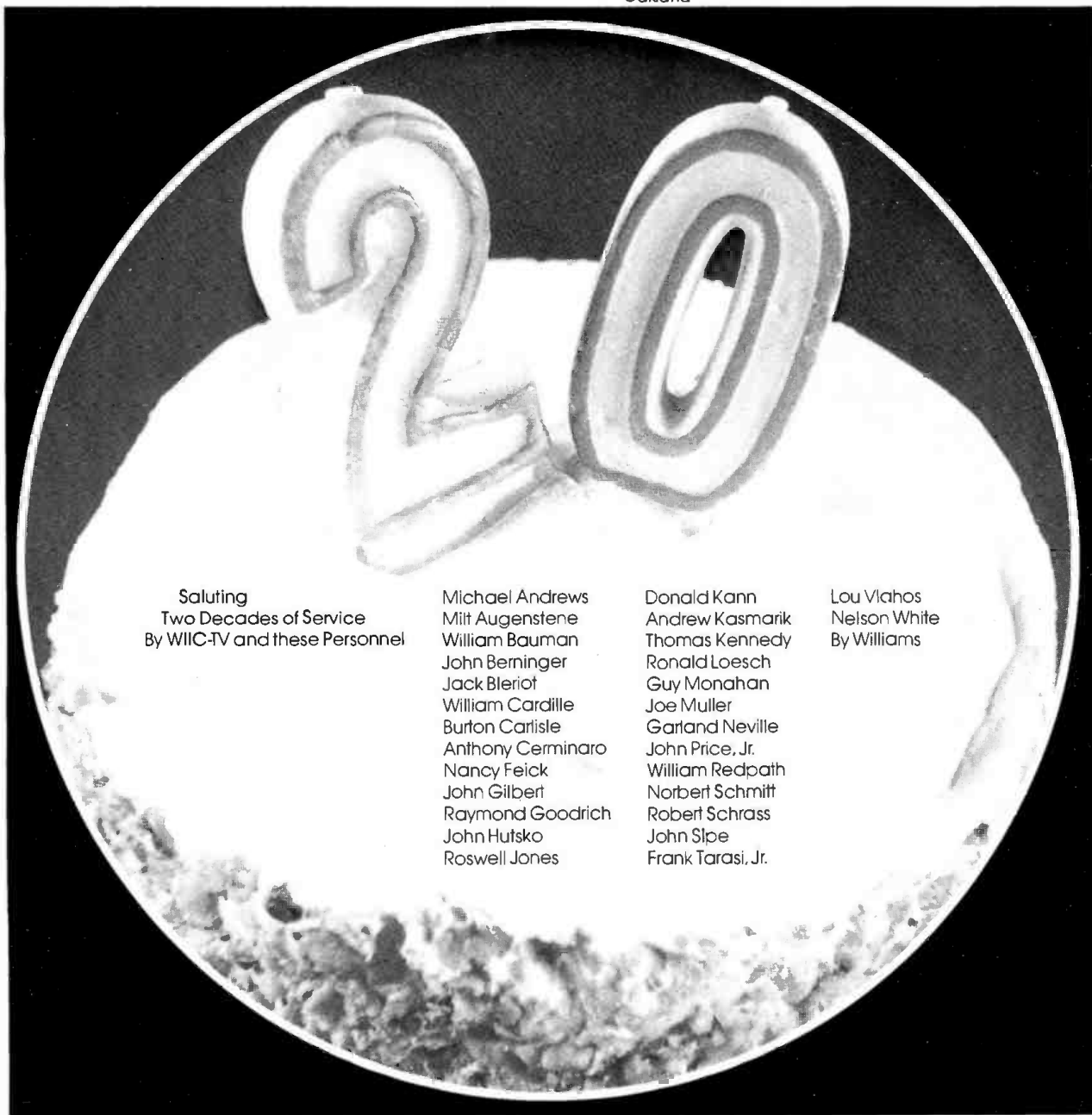
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Donald Kann
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Thomas Kennedy
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