

ABC starts pulling away from the pack
Ferris sounds note of quiet activism for FCC

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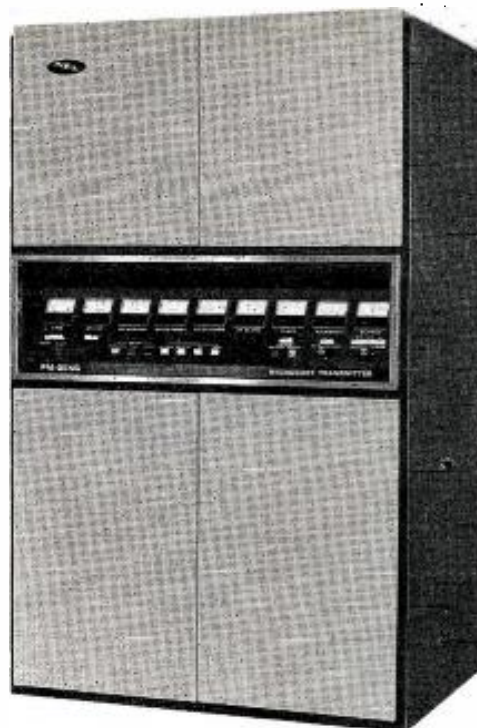


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*America Salutes Richard Rodgers:
The Sound of His Music*

ASCAP

The Week in Brief

STEAMROLLER □ ABC-TV smothers the prime-time opposition, leaving CBS-TV and NBC-TV both more than five rating points behind the week of Sept. 19. **PAGE 29.**

MILDER CASE □ Van Deerlin subcommittee adopts its violence report, but criticism of networks is toned down substantially from earlier versions, and public is assessed part of the blame. **PAGE 29.**

ALL OF IT □ NCTA unveils part two of its plan for deregulating cable at Van Deerlin Communications Act review hearings. **PAGE 30.**

TV 'INTOXICATION' □ Ironically, TV cameras were there when 15-year-old Ronny Zamora went on trial for murder last week with his attorney claiming he was subliminally influenced by television programming. The courtroom broadcast is part of a year-long experiment authorized by the Florida Supreme Court. **PAGE 31.**

ANOTHER FOOT IN DOOR □ Brooks committee in House recommends opening floor action to radio and television via system controlled internally. **PAGE 31.**

CARTER'S DESIGN FOR PUBLIC BROADCASTING □ Proposed legislation would try to settle disputes among CPB, PBS, NPR and others, reduce CPB programming role, give greater independence to system and help make it truly national service. **PAGE 32.**

HOW FERRIS THINKS □ Appearing at his confirmation hearing on Capitol Hill, the FCC chairman-designate discusses his priorities: children's programming, reimbursement of citizen groups, license-fee schedules and another look at network performance. **PAGE 34.**

LEE'S ADVICE □ The FCC commissioner talks about technological changes in the offing and advises that strong local service may keep broadcasters from being run off the block. **PAGE 37.**

NEW ORLEANS-BOUND □ NRBA opens its convention next Sunday with a packed agenda for the expected 2,600 delegates. **PAGE 39.**

BROADCASTING ABROAD □ A Washington conference provided an opportunity for communications experts from around the world to explain radio and TV elsewhere. **PAGE 40.**

NONE OF YOUR BUSINESS □ The Department of Justice objects to the appeals court going beyond its remand of the crossownership case. It feels the court had no right to tell the FCC how to go about breaking up existing broadcast-newspaper combines. **PAGE 46.**

NAB'S PUBLIC HEARING □ The cast is set for the opener in Boston Oct. 18. **PAGE 47.**

WATCH-ALIKES □ The same kinds of people view independents and network affiliates, according to a study that INTV is showing to advertisers and agencies. **PAGE 49.**

NBC-TV REGIONAL HUDDLE □ At the first of four meetings with NBC affiliates, network executives review accomplishments and programming strategy. **PAGE 50.**

PBS SCREENING □ Public television's expanded line-up of public-service programs for fall is unveiled at Washington headquarters. **PAGE 52.**

EVEN BETTER □ McCann-Erickson's Coen revises his earlier bright predictions for broadcasting and advertising. He now says he was too conservative in his estimates. **PAGE 53.**

ROPER CONTRADICTED □ A team from the University of North Carolina contends the surveys that underscore Americans' reliance on TV for news has created and perpetuated a myth. **PAGE 54.**

BARRED FROM JAIL □ The Supreme Court will get a chance to clarify its earlier ruling that newspeople have no right to access to prisons or inmates beyond that afforded the general public. It stems from suit involving KOED(TV) San Francisco and the Alameda county sheriff. **PAGE 57.**

FINES FOR CATV □ An FCC Cable Television Bureau lawyer suggests a way to crack down on flagrant cable violators, even though the commission may lack authority to impose fines. **PAGE 57.**

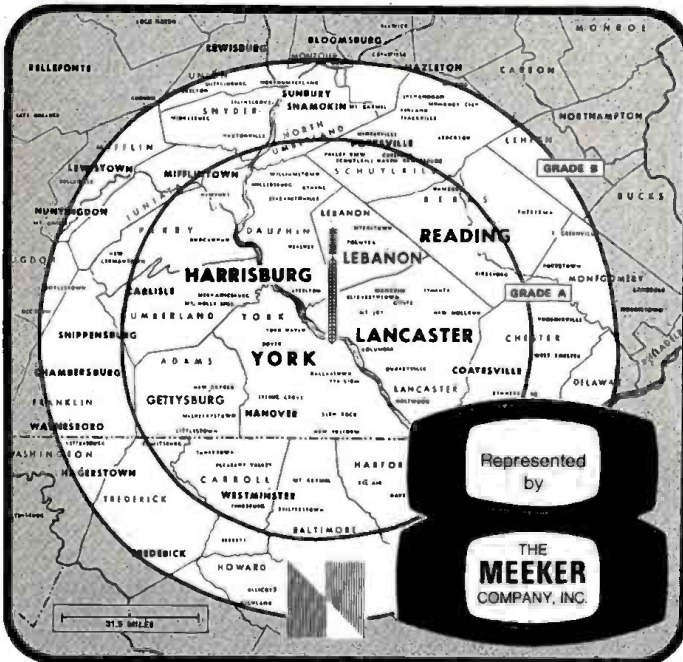
JOKER'S NOT SO WILD □ The humor and pranks of Edgar Holtz are well known in Washington circles. But when the occasion demands, the president of the Federal Communications Bar Association takes an honest, no-nonsense approach that has earned him the respect of allies and adversaries alike. **PAGE 81.**

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Eight nuclear power plants strategically located along the Susquehanna River give dramatic emphasis to the present and potential concentration of diversified industries and population centers in the WGAL-TV DMA. With a generating capacity in excess of 6 million kilowatts the plants now provide electric power for all the Channel 8 DMA market, as well as adjacent areas. Shown: giant cooling towers for an installation on Three Mile Island operated by Metropolitan Edison Co.



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Insider report: behind the scene, before the fact

Wiley connection

FCC Chairman Richard E. Wiley will become Washington managing partner in Kirkland & Ellis, old-line Chicago-based diversified law firm which pioneered in Washington communications practice. Mr. Wiley will leave FCC Oct. 7. Several distinguished Washington and out-of-town firms had sought chairman, but 43-year-old Republican was desirous of maintaining legal residence in Illinois where he had been active in Chicago-area Republican affairs before joining FCC as general counsel in September 1970. He became commissioner in 1972 and chairman in 1974.

Also joining Kirkland & Ellis on same day is Lawrence W. Secrest, deputy general counsel of FCC who has been acting general counsel. He has resigned effective Oct. 7.

One after another

Lawrence Secrest (see above) will not be only top staffer following Chairman Richard E. Wiley out of FCC. Cable Television Bureau Chief James Hobson, another Wiley protege, has put himself in outside job market and expects to leave commission before end of year.

Comp and competition

CBS-TV's affiliate-compensation payments will probably reach \$95 million this year and around \$107 million next year as result of 20-month compensation-upgrading program that President Robert J. Wussler described last spring (BROADCASTING, May 30). Estimates are unofficial but informed. More than half of CBS-TV stations will have received increases—based on efficiency of audience delivery—when 20-month program ends late this year.

NBC-TV also has intensified review of its compensation rates, though it plans no across-board increases. Raids and attempted raids by ABC-TV undoubtedly helped ignite action in both cases, though NBC officials claim their rates have been kept more nearly up to date than CBS's. And CBS officials concede they should have done it earlier: Their affiliates in equal-facilities markets had received no increase since 1970.

Ferris's helpers

FCC Chairman-designate Charles D. Ferris's polished performance before Senate Commerce Committee at his confirmation hearing last week (see page 34) should have come as no surprise in view of preparation that went into it. Although Mr. Ferris declined to discuss

details of preparation beyond saying he had been studying FCC issues over past several months, it is learned he obtained help from at least seven knowledgeable sources in preparing his written responses to questions put to him by committee. At his request, sources—some in government, some in private law practice—drafted answers for his consideration.

One who provided draft was Henry Geller, former FCC general counsel who is now leading candidate for new job of assistant secretary of commerce for communication and information and whom Mr. Ferris has consulted on several occasions. Another expert Mr. Ferris has consulted—though not in connection with hearing—is Benito Gaguine, communications lawyer, who is old card-playing buddy of House Speaker Thomas P. (Tip) O'Neill Jr., Mr. Ferris's present boss.

Help from on high

White House is working on program to aid minorities who want to acquire radio and television properties. Rick Neustadt, of White House staff, and Frank Washington, of Office of Telecommunications Policy, hope to have program assembled in three or four weeks. One feature is expected to provide for training Indians on stations to be established in rural areas and then lending them money to buy properties. Program would be in addition to change in regulations that would permit Small Business Administration to finance purchase of broadcast properties. SBA proposal, on which comment will be invited in two or three weeks, was urged by FCC Chairman Richard E. Wiley and former Commissioner Benjamin L. Hooks as way to aid minorities.

Lost message?

Last word may not have been heard from National Association of Broadcasters on TV sex issue. After reading accounts of network officials, TV writers and producers saying nothing much is going to change as result of new NAB TV code amendment (BROADCASTING, Sept. 26), NAB TV board member A. James Ebel of KOLN-TV Lincoln, Neb., expressed concern that board didn't get across intended point—that networks, producers and writers share responsibility with stations to clean up TV. "What we really got into this fight for was to take it off our shoulders," Mr. Ebel says. "Because we're just powerless" against people who make programs. "I don't know why the word doesn't get out."

Mr. Ebel's view is shared by TV board

member Mike Shapiro of WFAA-TV Dallas, who said, "If the networks don't get the message this time, they'll never get it," and by Robert Gordon, WCPO-TV Cincinnati, former TV board chairman who was instrumental in getting code change. If there are no signs of change in attitudes of networks and production people, Mr. Ebel might seek further clarification of code at NAB board's January meeting.

One step at a time

Viacom Enterprises, New York, is adapting network technique for tryouts of TV series it hopes to produce and syndicate in access periods for fall of 1978. It's selling pilots as specials for presentation next February or March. If pilots score well, production of series will begin.

On this basis, pilots of two situation comedies have been sold, *Please Stand By* to NBC-owned TV stations and 30 others and *Francis the Mule* to ABC-TV O&O's. Viacom has third deal in negotiation with CBS-owned stations.

Meeting people

John Backe, CBS Inc. president, made Washington rounds last week with CBS Washington vice president, Bill Leonard. He paid courtesy calls on chairmen of two Communications Subcommittees, Senator Ernest F. Hollings (D-S.C.) and Representative Lionel Van Deerlin (D-Calif.); on House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) and on House Speaker Thomas P. (Tip) O'Neill Jr. Call on Speaker paid unexpected dividend: chat with FCC Chairman-designate Charles Ferris, who, as chief counsel to Mr. O'Neill, happened to be in latter's office.

As CBS chief executive, Mr. Backe was careful to talk about all company divisions, but there's no doubt new television season is much on his mind. He's being kept informed of ratings as they come in.

Two are enough

Any thoughts at National Association of Broadcasters of continuing experiment with fall board meetings may wither this week, when radio board completes its third meeting of year. NAB joint board chairman, Donald Thurston, says if meeting Tuesday is as abbreviated as TV board meeting was three weeks ago (BROADCASTING, Sept. 19), it will prove fall meetings aren't worth their cost. By one estimate, it takes \$25,000 to \$28,000 to assemble and house both boards in Washington.

TV only

Binney & Smith □ Art materials manufacturer has scheduled 13-week TV promotion for its Crayola markers starting in late November. James Neal Harvey, New York, is placing spots in four markets during day and early fringe time. Target: women, 18-49 and youngsters, 6-11.

Random House □ Publisher has allocated more than \$500,000 of \$1.1 million ad budget for TV promotion of its "Random House Encyclopedia." Spots will air every weeknight between Oct. 17 and Oct. 30 and Nov. 21 through Dec. 8 in top-14 markets and are being placed by McCaffrey & McCall, New York. Target: women, 25-49, in families in \$15,000-\$20,000 income bracket.

W.F. Young □ Absorbine Jr. liniment will be spotlighted in nine-week TV flight starting this week. J. Walter Thompson, Atlanta, is buying spots in Southeast markets during early fringe time. Target: men and women, 35 and over.

Odom Sausage □ Company features its

Rep appointments

- KTLK(AM) Denver: Jack Masla & Co., New York.
- WTAN(AM)-WOKF(FM) Clearwater, Fla.: Selcom Inc., Hollywood, Calif.
- WBBX(AM) Portsmouth, N.H.: Kettell-Carter Inc., Boston.

Tennessee Pride country sausage in eight-week TV promotion starting this week. Culbertson King Condiles & Baker, Brentwood, Tenn., has placed spots during day, fringe and early news time. Target: total women.

Whitmoyer Laboratories □ Subsidiary of Rohm & Haas will focus on its Vacar rat killer in seven-week TV buy beginning in early October. Young & Rubicam, New York, is buying spots in 79 markets during sports, late fringe and early news time. Target: men, 25-54.

American Motors □ Company features its Jeep in seven-week TV drive starting this week. Compton Advertising, New York, is placing spots during fringe and

prime time. Target: men, 18-49.

Diamond/Sunsweet □ Walnuts will be promoted in seven-week TV buy beginning late this month. Doyle Dane Bernbach, Los Angeles, is seeking spots during day and fringe time. Target: women, 25-54.

Treesweet □ Company focuses on its orange juice in six-week TV campaign beginning this week. Botsford Ketchum, Los Angeles, is seeking spots in 30 markets during fringe time. Target: total women.

Rollins □ Burglar and fire alarm systems will be featured in six-week TV drive beginning in early November. Media Investment Services, Atlanta, will schedule spots in about 35 markets during news and late fringe time. Target: adults, 35 and over.

Martha White Foods □ Subsidiary of Beatrice Foods will feature its Byron's Bar-B-Q sauce in five-week TV campaign starting this week. Eric Ericson & Associates, Nashville, will use spots in four markets during fringe and prime-access time. Target: women, 18-49.

3M Co. □ Consumer products division is arranging four-week TV buy for its Hair Set Tape beginning in late October. D'Arcy-MacManus & Masius, Bloomington, Minn., will place spots in 17 markets during prime time. Target: women, 18-49.

Speidel □ Jewelry firm will take four-week TV promotion for its watches starting in late November. Creamer/FSR New York, is placing spots in 44 markets during news, late-fringe and prime-access time. Target: adults, 25-49.

Ronson □ Company is arranging three-week TV campaign for its shavers

Broadcast is beneficiary. Metropolitan Life Insurance Co., New York, is investing \$2.8 million in network television beginning last month and continuing through October and November to hammer home its new theme: "Come to Metropolitan. Simplify your life." Metropolitan is aiming its commercials at a family-oriented audience of men and women, 20 to 40 years old. In television, it is shunning scatter buys and instead is running two commercials or more plus bill-boards on six network series. Buttressing the TV effort will be a \$600,000 buy on network radio for 10 weeks on an alternate-week basis. The campaign was conceived and placed by Young & Rubicam International Inc., New York. The total fall campaign is budgeted at \$4 million and includes magazines.

Family Affair



Laughter.
Love in abundance.
And a lifestyle
with sound social
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"Family Affair" is a series perfectly right
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Below, you'll see a list of the Sony Broadcast product line. The most acclaimed and successful product line in our history.

You'll also see a list of all in the television industry who have purchased Sony Broadcast 1" and ENG equipment since its introduction last year.

If your name is on our list, we'd like to thank you.

And we'd like to reaffirm our commitment.

We'll continue our technological

advancement in professional video products. And we'll continue to serve you with every means at our disposal.

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BVU-200 editing U-matic recorders for news production.

BVE-500 automatic editing consoles.

BVG-1000 vertical interval time code generator/readers.

BVU-50 lightweight portable U-matic recorders for maximum mobility in the field.

BVP-100 3-Plumbicon* portable color cameras.

CG-100 battery-operated SMPTE generators.

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Philadelphia, Pa.
St. Petersburg, Fla.

KAKE Wichita, Kansas
KAKM Anchorage, Alaska
KAMR Wichita Falls, Tex.
KATU Portland, Ore.
KATV Little Rock, Ark.
KCBD Lubbock, Tx.
KCMT Alexandria, Minn.
KCST San Diego, Cal.
KDKA Pittsburgh, Pa.
KELO Sioux Falls, S.D.
KENS San Antonio, Tx.
Kentucky ETV Lexington, Ky.
KGO San Francisco, Cal.
KGW Seattle, Wash.
KHQ Spokane, Wash.
KIFI Idaho Falls, Idaho
King Broadcasting Seattle, Wash.
KLAS Las Vegas, Nev.
KLVX Las Vegas, Nev.
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KSD St. Louis, Mo.
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KTHV Little Rock, Ark.
KTUL Tulsa, Okla.
KTVB Boise, Idaho
KTVI St. Louis, Mo.
KTVK Phoenix, Ariz.
KTVU Oakland, Cal.
KUTV Salt Lake City, Utah
KVII Amarillo, Tx.
KVAL Eugene, Ore.
KWTV Oklahoma City, Okla.
KWVL Waterloo, Iowa
KXAS Fort Worth, Texas

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WBIR Knoxville, Tenn.
WBNS Columbus, Ohio
WBRC Birmingham, Ala.
WBZ Baton Rouge, La.
WBZ Boston, Mass.
WCCO Minneapolis, Minn.
WCVB Needham, Mass.
WCPO Cincinnati, Ohio
WDAF Kansas City, Mo.
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beginning in late November. Norman, Craig & Kummel, New York, will schedule spots in five markets during fringe time. Target: men and women, 25-49.

Totino's Finer Foods □ Food firm has planned three-week TV campaign for its pizza beginning this week. Paragon Companies, Minneapolis, has bought spots in about six markets during fringe time. Target: women, 25-49.

Carquest □ Marketing group for warehouse distributors has arranged three-week TV promotion beginning this week. The Pitluk Group, San Antonio, Tex., has scheduled spots in at least 20 markets during sports and prime-access time. Target: men, 18-49.

European Health Spa □ Company schedules TV buy for its health clubs, starting this month. Sumner Communications, Atlanta, is handling spots in about 35 markets during day,

early-fringe and prime-access time. Target: men and women, 18-49.

Mink International □ Trade group supporting American fur industry has scheduled one-week TV drive in about 15 markets, starting Nov. 6. Thirty-second spot also will be made available to retailers for use with their own logos in local markets. Conceived by J. Walter Thompson Co., New York, campaign advances theme: "Mink. One of life's great lessons in the fine art of accepting pleasure." Target: women, 21-54.

Radio only

Canandaigua Wines □ Winery is placing 10-week radio campaign beginning this week. Helfgott, Towne & Silverstein, New York, has arranged spots in about 30 markets. Target: adults, 25-49.

Renault □ Car maker will take two six-week radio flights starting this week and mid-November. Marsteller, New York, will handle spots in six markets including Boston, Chicago and Philadelphia. Target: adults, 18-34.

Deere & Co. □ Farm equipment manufacturer has arranged eight-week radio campaign beginning this week. N.W. Ayer, Chicago, has scheduled spots in 50 markets including Albany, N.Y., Milwaukee and Omaha. Target: men, 18-49.

American Express □ Company has scheduled seven-week radio push starting this week. Ogilvy & Mather, New York, has arranged spots in four markets including Chicago and Los Angeles. Target: adults, 25-54.

Manischewitz □ Wine distributor features its Lite Wine in five-week radio push beginning in early October. RDR, New York, will pick spots in 33 markets including Chicago and New York.

Amoco Oil Co. □ Company has set five-week radio flight to begin this week. D'Arcy-MacManus & Masius, Chicago, has placed spots in 12 markets including Atlanta and Miami. Target: men, 18-49.

Kraft □ Company is planning four-week radio campaign starting in mid-October for its Kraft dinners. Foote, Cone & Belding, Chicago, is scheduling spots in about 40 markets including Charlotte, N.C., Cleveland, Milwaukee and St. Louis. Target: women, 18-49.

Craig □ Manufacturer will focus on its car stereo systems in four-week radio flight starting in late November. Needham, Harper & Steers, Los Angeles, is placing spots in about 20 markets including Boston, Chicago, Houston and Miami. Target: men, 18-34.

Rosarita □ Mexican food company will place four-week radio buy beginning in late October. Dailey & Associates, Los Angeles, will handle spots in 12 markets including San Francisco, San Diego and Denver. Target: women, 18-49.

Treasury Drug □ Drug store chain has placed three-week radio drive beginning this week. Lando Inc., Pittsburgh, has selected spots in nine markets including Atlanta and Nashville. Target: women, 25 and over.

Montgomery Ward □ Company launches two-week radio push starting this week for its catalogue. Andrews & Thomas, Chicago, will place spots in five markets including Dallas and Kansas City, Mo. Target: adults, 25 and over.

Pontiac Motor Division □ Company has scheduled one-week radio drive to start in early October. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is handling spots in approximately 50 markets including Atlanta, Chicago, Los Angeles and Philadelphia. Target: adults, 25-54.

BAR reports television-network sales as of Sept. 4

ABC \$743,590,500 (33.4%) □ CBS \$744,111,800 (33.5%) □ NBC \$736,459,800 (33.1%)

Day parts	Total minutes week ended Sept. 4	Total dollars week ended Sept. 4	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	138	\$ 801,800	5,056	\$ 31,435,300	\$ 24,498,600	+28.3
Monday-Friday 10 a.m.-6 p.m.	1,041	13,507,400	35,017	504,942,300	409,675,900	+23.3
Saturday-Sunday Sign-on-6 p.m.	288	5,046,900	10,715	235,490,900	196,958,200	+19.6
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,689,400	3,505	123,701,500	99,548,800	+24.3
Sunday 6 p.m.-7:30 p.m.	18	636,400	742	35,055,300	29,747,300	+17.8
Monday-Sunday 7:30 p.m.-11 p.m.	412	25,344,700	14,765	1,138,255,700	935,093,200	+21.7
Monday-Sunday 11 p.m.-Sign-off	239	5,027,900	7,224	155,280,600	133,292,000	+16.5
Total	2,233	\$53,054,500	77,024	\$2,224,161,600	\$1,828,813,600	+21.6

BAR reports television-network sales as of Sept. 11

ABC \$766,465,700 (33.5%) □ CBS \$768,059,100 (33.5%) □ NBC \$755,284,800 (33.0%)

Day parts	Total minutes week ended Sept. 11	Total dollars week ended Sept. 11	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	143	\$ 961,700	5,199	\$ 32,397,000	\$ 25,283,200	+21.4
Monday-Friday 10 a.m.-6 p.m.	1,046	14,349,600	36,064	519,291,900	420,738,700	+23.4
Saturday-Sunday Sign-on-6 p.m.	317	8,583,200	11,033	244,074,100	204,545,000	+19.3
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,223,700	3,606	126,925,200	102,462,400	+23.9
Sunday 6 p.m.-7:30 p.m.	21	488,000	764	35,543,300	30,600,000	+16.2
Monday-Sunday 7:30 p.m.-11 p.m.	426	31,461,000	15,192	1,169,716,700	959,490,900	+21.9
Monday-Sunday 11 p.m.-Sign-off	245	6,580,800	7,469	161,861,400	138,438,100	+16.9
Total	2,299	\$65,648,000	79,327	\$2,289,809,600	\$1,881,558,900	+21.7

Source: Broadcast Advertisers Reports

WE'VE GOT GOOD NEWS.



Columbia Pictures Television has acquired world wide syndication rights to the ABC News Documentaries.

Which is very good news indeed. Just look what it includes. Closeup, Issues and Answers, Directions, ABC News Specials. Plus exciting new ideas in news programming being developed right now.

Of course, TV news isn't just what you say, but who does the saying. And ABC has quite a few heavies. Like Harry Reasoner, Howard K. Smith and Barbara Walters.

And just think, all this good news is ours.

Now that's good news.



Columbia Pictures Television

Monday Memo[®]

A broadcast advertising commentary from Marce Mayhew, senior VP-creative director, Bozell & Jacobs, New York

The dynamite effect of a Minolta TV spot

The big blow-up at Bozell & Jacobs last spring was absolutely intentional.

It began with a remarkable new kind of camera, the Minolta 110 Zoom SLR. The 110 Zoom is the world's first truly sophisticated cartridge-loading camera. It is small, lightweight and has a superb Minolta-Rokkor lens. It is also a true single-lens reflex camera with electronic shutter, built-in zoom to macro lens capability and many other optical and technological advances.

The Minolta 110 Zoom SLR represents that rarity—a genuine breakthrough. It is the first to bridge the wide gap between the inexpensive and popular cartridge cameras and the relatively exotic and higher-priced 35mm SLR's.

The question was, as always, how to dramatize the real news and excitement in the product and capitalize on its uniqueness, while still sticking to the point and avoiding borrowed interest. Not an easy problem. And the solution we came up with was far from easy to execute.

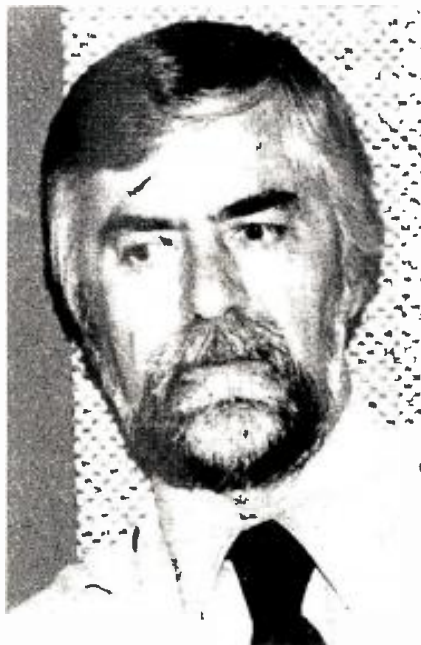
We decided to literally explode a conventional inexpensive cartridge camera and a standard 35mm SLR and to film the explosion in extreme slow motion. Then, by filming magic, we wanted to re-create the new Minolta 110 Zoom camera from the fragments of the two original blown-up cameras in an apparently seamless action sequence.

We knew that there are only one or two movie cameras in all America capable of capturing such a sequence with any real definition. And, luckily, we also knew a director-cinematographer who is possibly unique in his ability to perform the impossible: Herb Loebel.

The camera is called the Photosonic 4B and its home is Burbank, Calif. It can shoot at 2,500 frames per second and is the fastest-running full-frame 35mm movie camera made.

Herb Loebel rented the Photosonic camera, had it flown to his studio in New York and hired freelance special effects man Alfred Denda to rig the shot. Mr. Denda, a pyrotechnics expert, decided to use compressed nitrogen gas rather than an explosive to blow the Minolta cameras apart. He reasoned that nitrogen could be controlled more precisely and introduced into the still cameras at strategic positions.

All screws were removed from the Minolta cameras and the parts were precut so they would blow up in bits, not chunks. After many experiments, an ideal configuration for the placement of the nitrogen gas inlet jets into the cameras was achieved, the intention being to focus the bursting parts toward the movie camera



Marce Mayhew has been with several New York ad agencies, including Calkins, Holden & Kudner from 1950 to 1958 as art director and Reach McClinton from 1958 to 1970, ultimately as senior vice president and creative director. He joined Bozell & Jacobs in that capacity in 1970. He has worked on a variety of accounts, including Buick, Goodyear, Gulf Oil, Abercrombie & Fitch and Prudential Life Insurance.

and create a graceful, outward-blossoming explosion pattern.

To protect the set crew as well as the movie camera and lens, Mr. Loebel's prop men built a rugged 10 by 10 by 10-foot plywood booth with a plexiglass filming window. All the lights and reflectors were protected by chicken wire, just in case.

The lighting for even the most static still-life is tricky. But just try to light hundreds of tiny metal fragments artfully while they're flying through the air as if shot from guns. In the end, Mr. Loebel had 14,000 watts of spotlights focused on those about-to-explode Minolta cameras. He added special fans to dissipate the intense heat, which was so concentrated that dummy cameras in experimental shots would begin to shrivel and melt after five seconds under the spots.

So, aside from requiring exceptional close-up slow-motion photography, this shot also became a tour-de-force of precise coordination: the lights, which could be on for no longer than four seconds at a time; the high-speed movie camera, which devoured entire reels of film in one quick take, and of course the explosion itself. At 2,500 frames per second, even the mighty

Photosonic was operating at the outer limits of its capability. There are no sprockets in this camera because if there were, the film would shred itself. Thus, the film is under extraordinary stress during filming, and there is always the danger that it will break.

If you think the atmosphere at this shooting was highly charged, you're absolutely right.

There were, of course, two distinct explosion sequences: first we blew up the cartridge camera and the 35mm SLR simultaneously, and then we exploded a rigged Minolta 110 Zoom SLR. Later we would cross-dissolve the two sequences and reverse the explosion of the 110 Zoom to give the impression that the 110 is "created" out of the flying fragments. A smoke effect was created with baby powder that had been injected into the camera.

On the day of filming, repeated takes paired the full-frame 35mm SLR and 110 pocket camera exploding simultaneously, then the Minolta 110 Zoom SLR separately. Just 25 milliseconds after the 600 PSI nitrogen was released, the explosion occurred. Each take used up 400 feet of film. After each blow-up, Mr. Denda reconstructed the still cameras, Mr. Loebel and his assistants reloaded the movie camera and then repeated the event. For the 35mm SLR/110 pocket camera explosion, only 86 frames out of the 6,400 exposed per take included the actual explosion, which lasted less than 34 milliseconds. For the Minolta 110 Zoom SLR explosion, which was faster, only 70 frames included the explosion, which took less than 28 milliseconds.

Considering the huge potential for technical difficulties, the shooting went very smoothly.

Thanks to its combination of sophisticated photographic technology and special effects, the 30-second commercial is a knockout. The final message suggests the same comments heard round the studio while filming—"It's dynamite!"

We think the commercial is exciting to look at, that it makes its point strongly, that it holds the viewer's attention completely. There is some rather dramatic confirmation of our faith in the spot, in the form of very positive sales results. Comment from Minolta dealers and consumers has been totally favorable, and at this writing the Minolta 110 Zoom SLR sales are great.

The creative team behind this commercial: art direction, Marce Mayhew and Rosalind Hagler; copy, Ray Pelletier; agency producer, Marce Mayhew.

The commercial first aired on spot television and news shows in May, and will be continued on an expanded network schedule this fall.

WE'VE GOT SOAP.



Columbia Pictures Television has acquired the distribution rights to "Soap," the new adult comedy series on ABC.

"Soap" takes the popular soap opera format and hurls it kicking and screaming into prime time. It plays mostly for laughs, sometimes sends darts and daggers instead of candy, comes close to being downright warm, and touches people close to home.

It works beautifully. "Soap" got virtually one third of all the households in Los Angeles, Chicago, and New York in its debut.

We think you'll agree "Soap" is good clean fun.

"SOAP"

A Witt/Thomas/Harris Production

distributed by



Columbia Pictures Television

■ indicates new or revised listing

This week

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

Oct. 3—Hearing on network negotiations for 1980 Olympic games before House Communications Subcommittee. Room 2322, Rayburn House Office building, Washington.

Oct. 3-4—Southwestern regional convention of National Religious Broadcasters. Skirvin Plaza hotel, Oklahoma City. Contact: David Webber, Box 1144, Oklahoma City; (816) 235-5396.

Oct. 4—Regional conference of NBC-TV and affiliates. Hyatt Regency, Cambridge, Mass.

■ **Oct. 4—Hollywood Radio and Television Society** newsmaker luncheon, featuring Paul Junger Witt and Tony Thomas, executive producers of *Soap*, Susan Harris, producer, creator-writer of *Soap*, and virtually the entire cast of the ABC-TV show in a discussion of battles with organizations critical of the series. Beverly Wilshire hotel, Hollywood.

Oct. 5—Opening newsmaker luncheon of season by International Radio & Television Society. Speakers will be news presidents of commercial TV networks: Roone Arledge, ABC; Richard Salant, CBS; Richard Wald, NBC. New York Hilton hotel, New York.

Oct. 5—Television advertising seminar sponsored by WMT-TV Cedar Rapids, Iowa; KWWL-TV Waterloo, Iowa and KCRG-TV Cedar Rapids, Iowa. Featured speakers will include Pete Cash, Television Bureau of Advertising; Tom Swafford, National Association of Broadcasters; Lou Ames, Television Information Office; Jim Mocariski, ARB, and Stan Peterson, Nielsen. Roosevelt Royale, Cedar Rapids. Second separate session will be held Oct. 6 at Conway Center, Waterloo.

■ **Oct. 5-6—Public Service Satellite Consortium's** second annual conference on communications satellites for public service. Speakers will include FCC Commissioner Abbott Washburn and Henry Loomis, president of the Corporation for Public Broadcasting. 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—Regional conference of NBC-TV and affiliates. Omni International hotel, Atlanta.

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.

Also in October

Oct. 10—Country Music Association awards presentation that will be carried live on CBS-TV. Grand Ole Opry, Nashville.

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

Oct. 11-12—Alabama Cable Television Association fall workshop. Oct. 12 luncheon speaker will be Bob Schmidt, president, National Cable Television Association; Holiday Inn Airport, Birmingham. Informa-

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

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—Regional conference of NBC-TV and affiliates. Continental Plaza hotel, Chicago.

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. Representative Lionel Van Deerlin (D-Calif.) will speak Sunday. Ramada Inn, Champaign-Urbana. Program coordinator: Ron Williams, WDWS(AM) Champaign 61820.

Oct. 14-16—National Student Broadcasters Convention, sponsored by University of Massachusetts' WUMB(AM) Dorchester. Boston Park Plaza hotel, Boston.

Oct. 16-17—National Association of Broadcasters management seminar. Hyatt Regency

Cambridge, Cambridge, Mass.

Oct. 16-19—American Association of Advertising Agencies western region conference. Hotel del Coronado, Coronado, Calif.

Oct. 16-21—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. New England Life Hall, 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

Major meetings

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

Oct. 16-21—Society of Motion Picture and Television Engineers 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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

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

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

Nov. 16-19—National convention of The Society of Professional Journalists, Sigma Delta Chi. Renaissance Center, Detroit. Birmingham, Ala., will be site of 1978 convention.

Jan. 22-25, 1978—National Religious Broadcasters 35th annual convention. Washington Hilton hotel, Washington.

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

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

April 9-12, 1978—National Association of Broadcasters annual convention. Las Vegas.

Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

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

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

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

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

June 17-20, 1978—American Advertising Federation annual convention. St. Francis hotel, San Francisco.

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

Sept 17-20, 1978—Institute of Broadcasting Financial Management 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York.

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

WE'VE GOT U.S. PRIME.



CHARLIE'S ANGELS



FAMILY



STARKY & HUTCH



S.W.A.T.

We've acquired syndication rights to four downright delicious Spelling-Goldberg television series.

We've got "Charlie's Angels." The unholy show that was the biggest new hit of last season and should bless ABC with even higher ratings this year.

We've got "Family." Warm, human, it's returning for its third ABC season to an audience that's hooked.

We've got "Starsky & Hutch." And they've got appeal. So much so, they did wonders for a Saturday night time slot that was not so wonderful for ABC.

We've got "S.W.A.T." The police action series that's still getting more than its share of attention.

These programs are produced by Spelling-Goldberg, one of the most successful independent production companies in the history of television.

And when the time comes for local station availability, see us. We've got the prime programming.



Columbia Pictures Television

BIGGER.

Let four of the biggest names in Country radio come to your town with up to 24 hours of new, professional programming every day-localized and customized.

Stunning in its impact, simple to program. And competitive in price with old-fashioned formats.

For information on this exciting new concept in broadcast automation, write or call John Price or Steve Epstein collect - now.

FILMWAYS RADIO COUNTRY FORMAT

HURRY!
NOW SOLD IN
NINE CHOICE
MARKETS.

FILMWAYS RADIO INC.

1610 N. Cahuenga Blvd., Hollywood, CA 90028
(213) 462-6421

See us at the NRBA Show
New Orleans Hilton,
October 9-12.

BETTER.

The Filmways Radio "20•40" adult contemporary format is better than "beautiful," and more successful than "soft."

It's an honest mix of familiar music and real people.

Hear adult contemporary better from Filmways. Write, or call John Price or Steve Epstein collect - now.

20•40 FORMAT



FILMWAYS RADIO INC.

1610 N. Cahuenga Blvd., Hollywood, CA 90028
(213) 462-6421

See us at the NRBA Show
New Orleans Hilton,
October 9-12

and with the congressional review of the Communication Act. Franklin C. Snyder, Hearst Radio, will preside. Omni International hotel, Atlanta.

Oct. 19—Luncheon by *Boston/New England area chapter of the National Academy of Arts and Sciences*. "Television: The Year 1984" will be discussed by James E. Duffy, president of ABC TV Network; Robert Wussler, president of CBS TV Network; Lawrence Grossman, president of Public Broadcasting Service, and an executive of NBC to be named. Anthony's Pier 4 Restaurant, Boston.

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**—Second annual advertising law conference, sponsored by the *American Advertising Federation* and the *Federal Bar Association*. Regulatory issues and policies affecting advertising, particularly those of the Federal Trade Commission, will be examined in sessions featuring guest lecturers who are prominent practitioners of advertising law. Shoreham-Americana hotel, Washington.

Oct. 20—"Business Talks" seminar of *Financial Communications Society*. Program participants include Richard S. Salant, president of CBS News, on "The Journalist's Dilemma—to Please or to Inform?" and Herbert Schmetz, director and vice president, Mobil Oil Corp., on "The Role of Advocacy Advertising." Biltmore hotel, New York.

■ **Oct. 20**—*Connecticut Broadcasters Association* fall convention. Stamford Marriott hotel, Stamford, Conn.

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

■ **Oct. 20-21**—Meeting of *Carnegie Commission on the Future of Public Broadcasting*. Washington.

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

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

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

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

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

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

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

Oct. 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. 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—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va.; Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Dec. 1 (Docket 20418). FCC, Washington.

Nov. 1—Awards presentation, *U.S. Television Com-*

mercials Festival. Deadline for entries was Oct. 1. Chicago.

Nov. 2—World Future Society's conference on *Communications and Society: Policies for the Plannable Future*. Topics to be discussed include role of FCC, cable versus broadcast television, frequency allocation and electronic mail. Keynote speaker will be Harry M. (Chip) Shooshan, staff director of House Subcommittee on Communications. The Ford Foundation, New York. Contact: The World Future Society, 4916 St. Elmo Avenue, Washington 20014.

Nov. 2-3—Tenth AM directional antenna seminar, sponsored by *National Association of Broadcasters*. Carl Smith & Associates will handle program. Marriott Inn, Cleveland.

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

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

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

Nov. 4-5—*National Broadcast Editorial Association* regional seminar. FCC Chairman Richard Wiley will be Friday dinner speaker. Sheraton Plaza hotel, Chicago.

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

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

■ **Nov. 5**—*Mississippi Broadcasters Association* program seminar. Jacksonian Inn., Jackson, Miss.

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

Nov. 7-8—*National Association of Broadcasters* fall regional meeting 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—Fall meeting of *National Association of Broadcasters radio code board*. Sheraton Harbor Island hotel, San Diego.

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

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

Nov. 10-11—Seminar on Canadian-American relations, "Accountability and Responsibility in North American Communications System: Future Perspectives," sponsored by *University of Windsor*. Among participants in panels and discussions: Henry Geller and Ronald S. Homet, Aspen Institute; Karen Posner, House Subcommittee on Communications staff assistant; Benjamin Hooks, National Association for the Advancement of Colored People and former FCC commissioner; Hartford Gunn, Public Broadcasting Service, and Robert Lewis Shayon, Annenberg School of Communications, University of Pennsylvania. Law building, University of Windsor, Windsor, Ont.

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

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

Nov. 11—*National Association of Broadcasters* public meeting on TV programming. San Diego.

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

Nov. 13-14—*National Association of Broadcasters* management seminar. Fairmont hotel, Dallas.

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

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

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

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

Nov. 18-19—National convention of *The Society of Professional Journalists*, *Sigma Delta Chi*. Renaissance Center, Detroit.

Nov. 17-18—*Arizona Broadcasters Association* fall convention and annual meeting in conjunction with the *Arizona Society of Broadcast Engineers* convention. Doubletree Inn, Scottsdale.

Nov. 18-19—Meeting of board of directors, *American Women in Radio and Television*. Los Angeles Hilton, Los Angeles.

Nov. 20-21—Meeting, board of trustees, *American Women in Radio and Television's Educational Foundation*. Los Angeles Hilton, Los Angeles.

Nov. 20-23—Washington-based *National Commission on Cooperative Arrangements* conference on community colleges and telecommunications. Crown Center, Kansas City, Mo.

■ **Nov. 25**—FCC's new deadline for comments in inquiry into use of subcarrier frequencies in aural baseband of television transmitters (Docket 21323). Replies are now due Dec. 9. FCC, Washington.

Nov. 27-Dec. 1—Annual conference of *North American Broadcast Section, World Association for Christian Communication*. Towne House hotel, Phoenix.

■ **Nov. 28-29**—*Gospel Music Association* meetings and seminars. GMA's annual Dove Awards ceremony will be held Tuesday night. Hyatt Regency hotel, Nashville.

December

Dec. 1—FCC's deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). FCC, Washington.

Dec. 1-2—*Society of Broadcast Engineers (Kentucky chapter)* regional convention, and equipment exhibit. Senator Barry Goldwater (R-Ariz.) will be banquet speaker on role of engineers and proposed revamp of Communications Act. Marriott Inn, Clarksville, Ind. (Louisville area).

Dec. 18—FCC's deadline for comments in matter of FM quadrasonic broadcasting (Docket 21310). Replies are due Jan. 16, 1978. FCC, Washington.

January 1978

■ **Jan. 5-8**—*Electronics Industries Association/Consumer Electronics Group* 1978 Winter Consumer Electronics Show. Las Vegas Convention Center/Hilton hotel, Las Vegas.

■ **Jan. 10**—*Tennessee Association of Broadcasters* annual legislative reception. Nashville.

■ **Jan. 16-20**—*National Association of Broadcasters* joint board meeting. Cerromar hotel, Puerto Rico.

■ **Jan. 18-30**—*National Association of Farm Broadcasters* agricultural seminar at sea. Aboard Queen Elizabeth II, sailing from East Cost to Los Angeles. Contact: Russell Pierson, WKY(AM)-KTVY(TV) Oklahoma City.

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Where Things Stand

Status report on major issues in electronic communications

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Advertising legislation. There have been two proposals in Congress for restricting broadcast advertisements, both all but dead at midweek last week. One is saccharin bill, which originally would have banned broadcast saccharin ads or at least required warnings about cancer hazard. Those provisions were struck down by Senate Commerce Committee, then full Senate (BROADCASTING, Sept. 19), and by House Commerce Committee (BROADCASTING, Sept. 26). House bill has yet to go before full House, but there is little chance of controversial language being reinstated. Other bill, is major energy bill, which, as passed by House, would prohibit utility companies from passing on to their customers costs of institutional ads. Bill being debated in Senate did not have that provision at midweek last week.

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, and 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.

All-channel legislation. Issue of requiring AM radios to include FM, which came close to becoming law in 1974, has been revived in inquiry by House Small Business Subcommittee on Antitrust & Restraint of Trade. Subcommittee held hearing last month (BROADCASTING, Sept. 26) on allegations that auto manufacturers' FM radio prices are too high and are restricting growth of FM stations. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) testified at that hearing that his subcommittee will consider new all-channel legislation next year if auto industry doesn't make factory-installed AM-FM radios more affordable. Representative Joseph Adabbo (D-N.Y.) has introduced bill to require all radios to be equipped with both AM and FM.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), made up of representatives of National Association of Broadcasters, Electronic Industries Association and Institute of Electrical and Electronic Engineers, was formed in 1976 at request of FCC to test feasibility of different systems. Field testing of systems by Magnavox, Motorola and Belar Corp. at WBT(AM) Charlotte, N.C., and WGMS(AM) and WTOP(AM) both Washington has been completed and committee is preparing its report. Systems not involved in NAMSRC testing were proposed by Kahn Communications and Harris Corp. FCC issued notice of inquiry in June to explore public benefits and technical con-

siderations of AM stereo. Comments are due Oct. 15.

Antitrust/networks. Justice Department has filed suit (Cases 74-3599 et al.) against three commercial TV networks, charging them with monopoly over prime-time television programming. Late last year NBC and Justice reached agreement aimed at ending litigation. Settlement would, among other restrictions, limit amount of TV programming NBC could produce for its use for period of 10 years. This and other specific provisions of agreement would not become effective unless similar terms are agreed to by ABC and CBS, which say they will not settle (BROADCASTING, Nov. 22, 1976). Matter is now pending before Judge Robert Kelleher of U.S. District Court in Los Angeles who last month was supplied 200-page filing outlining government's case (BROADCASTING, Sept. 19).

AT&T private line services. New rates for radio amounting to across-board increase of 5% go into effect on Oct. 13. Revised television rates, which generally raise costs for occasional users and lower them for networks, are scheduled to go into effect on Dec. 1. However, tariff provisions dealing with occasional users are being challenged.

Automatic transmission systems. Comments have been filed in FCC proceeding, and commission has issued first report permitting use of automatic transmissions for nondirectional AM and FM radio. Second and third reports dealing, respectively, with AM directional and television will be issued.

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. Bell bill also 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.

Cable economic inquiry. FCC has opened hearing into economic relationship between cable television and television. Purpose is, commission says, to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments are due Dec. 1.

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: 16 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).

Closed captioning. FCC has allowed use of portion of TV vertical blanking interval for encoded (closed) captioning of programming for benefit of hearing impaired. President Carter wrote commercial networks urging their involvement (BROADCASTING, Feb. 28), but reaction was tentative (BROADCASTING, March 14). Secretary of Health, Education and Welfare Joseph Califano has called networks to meeting Oct. 28 on matter (BROADCASTING, Sept. 26).

Commercial practices of noncommercial educational stations. FCC has instituted inquiry into practices of noncommercial stations that raises questions about commercialism. Last round of comments was filed on July 15.

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 is now in hearings stage. In summer, there were eight days of panel discussions on subcommittee Counsel Harry M. (Chip) Shooshan's broadcast options paper (BROADCASTING, Aug. 1 and 8). Last month, it was public broadcasting's turn (Sept. 12) and last week, there were two days discussion on cable TV (see story, this week).

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-



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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 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.

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 programing 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.). Neither bill has serious chance of passage on its own, but House Communications Subcommittee is considering broadcast First Amendment questions in its review of Communications Act.

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). National Association of Broadcasters, could not enforce concept, which was embodied in its television code. ABC, CBS and FCC 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, and rewrote code so as to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19).

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 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).

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June to study merits of various quadrasonic techniques. Comments are due Dec. 16.

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,



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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 com-

munity 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.

Minority ownership. FCC has asked for comments on proposal to require licensee to provide 45 days' notice prior to entering into contract to sell station. Plan is seen as providing better prospects for minority ownership. Comments are due today (Oct. 3). Also, National Association of Broadcasters has filed petition

for declaratory ruling concerning issuance of tax certificate to broadcasters who sell to minorities or minority-controlled companies (BROADCASTING, Sept. 5).

Network inquiry. FCC had instituted wide-ranging inquiry in response to Westinghouse Broadcasting petition seeking 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). Charles Ferris, nominated by President Carter to succeed FCC Chairman Richard Wiley, said at confirmation hearing last week (see story this issue) that he intended to carry on with inquiry.

Nominations. Senate awaits several broadcast-related nominations from White House, including that of Tyrone Brown for FCC, but if names are not sent soon, Senate workers say, it's possible time will be too short to have them confirmed this year. Senate currently plans to adjourn Oct. 22. Other nominations awaited are for three board positions at Corporation for Public Broadcasting, and for new Commerce Department assistant secretary for communications and information. Latter job is not officially created, however, until Oct. 17, when President's executive branch reorganization plan takes effect.

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14). Appeals have been filed by CBS, NBC and ABC television affiliates associations. National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of passage into law of copyright revision (BROADCASTING, Nov. 8, 1976).

Operator licensing. FCC has opened inquiry looking to possible restructuring of its licensing program. One proposal looks to elimination of requirement that persons who are to operate station under supervision pass test. Comments are due Jan. 3.

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.



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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.

Performer's royalty. Proposal to create new performer's royalties, which broadcasters and other users of recorded music would have to pay performers and manufacturers of recorded music, is currently dormant in Congress. But it might revive after Jan. 3, when register of copyright's legislative recommendations are to be sent to Capitol Hill. Register has held public hearings (BROADCASTING, July 11), has studied royalty structures in foreign countries and is preparing economic impact statement. Performer's royalty principle has advocate in Representative George Danielson (D-Calif.), who introduced bill this year to create new right.

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 staff was working on revisions to Hollings bill in preparation for subcommittee markup to be scheduled perhaps for this week. House subcommittee currently has no plans for action on pole attachment bill.

Ratings. Nielsen prime-time averages, Sept. 5 - Sept. 27: ABC 20.4, NBC 17.1, CBS, 16.2.

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 of Telecommunications, headed by new assistant secretary for communications and information (BROADCASTING, Aug. 1). Congress won't block plan, but communications subcommittees in both houses are seeking further clarification about division of responsibilities.

Television in Congress. Broadcasting opened crack in door of House chamber last week when House Select Committee on Congressional Operations recommended broadening experimental closed circuit broadcast coverage of House proceedings into fulltime daily coverage available to commercial and public radio and TV (see story, this issue). Ninety-day experiment with closed circuit TV in chamber will be extended remainder of this year while House Rules Committee considers new recommendations. Meantime, in Senate, majority and minority leaders have introduced joint resolution to permit live broadcast coverage this year of debate on Panama Canal treaty.

UHF. FCC issued notice of inquiry in May 1975 on UHF taboos to determine if restrictions on proximity of stations could be reduced (BROADCASTING, June 2, 1975). In July, Council for UHF Broadcasting filed "Action Plan for UHF Development" and in August submitted to FCC petitions for rulemaking to reduce noise levels of receivers. Another petition by CUB requiring TV manufacturers to provide permanent UHF antenna on any set with VHF was adopted by FCC and takes effect July 1 (BROADCASTING, Dec. 20, 1976). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, Oct. 25, 1976). Comments have been filed in FCC rulemaking looking to reduced permissible levels of noise in UHF receivers (BROADCASTING, March 28).

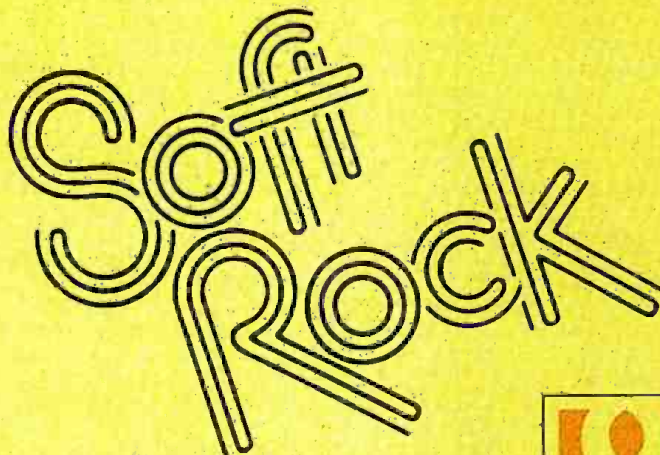
VHF drop-ins. FCC has issued notice of rulemaking looking to short-spaced assignments in four markets and left open possibility of future drop-in rulemakings (BROADCASTING, March 14). Comments are due Nov. 1; beating that deadline is Justice Department, which urged commission to allow drop-ins on a "demand" 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 under-

taking civil litigation. House Communications Subcommittee Chairman Lionel Van Deerlin held a one-day hearing on subject (BROADCASTING, March 7) and last week was to meet and try to agree on report on television violence (see story this issue). Issue dominated Senate Communications Subcommittee hearings May 9-11 (BROADCASTING, May 16). Senator Strom Thurmond (R-S.C.) has reintroduced his bill of last Congress (with Senator James Eastland (D-Miss.) prohibiting broadcast of nudity, explicit sexual activity, gross physical violence, morbid torture.

WARC '79. U.S. and 152 nations that are members of International Telecommunications Union will meet in 1979 to review international spectrum allocations, and results of this World Administrative Radio Conference are expected to remain in effect for at least 20 years (previous WARC was in 1959). FCC, Office of Telecommunications Policy and State Department are jointly developing U.S. position for WARC '79. Commission has recently issued its fifth notice of inquiry looking to upcoming conference; in it, agency proposes that present UHF spectrum structure be retained. Comments are due this week (BROADCASTING, June 6).

WPIX(TV). FCC Administrative Law Judge James Tierney has issued initial decision recommending renewal of New York station and denying competing application of Forum Communications Inc. Decision has been contested by commission's Broadcast Bureau (BROADCASTING, Sept. 22, 1975). Case is moving toward oral argument stage.



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KMLB Monroe, LA; **WMIS** Natchez, MS; **KWXY** Palm Springs, CA; **WLSR** Lima, OH; **WXLN** Savannah, GA; **KAYT** Rupert, ID; **WBAW** Barnwell, SC; **WDUZ** Green Bay, WI; **WFRL** Freeport, IL; **WSTU** Stuart, FL; **KWLM** Willmar, MN; **WKOX** Hopkinsville, KY; **KGGF** Coffeyville, KS; **KYFM** Bartlesville, OK; **WRMN** Elgin, IL; **KDSX** Sherman, TX; **WBRE** Wilkes-Barre, PA; **WJBC** Bloomington, IL; **WMUU** Greenville, SC; **KTTS** Springfield, MO; **KSDR** Watertown, SD; **WOAI** San Antonio, TX; **WQTW** Latrobe, PA; **WKBK** Keene, NH; **WPBR** Palm Beach, FL; **KZIQ** Ridgecrest, CA; **KWIX** Moberly, MO; **KYXX** Odessa, TX; **KSFE** Needles, CA; **KUMA** Pendleton, OR; **KEDO** Longview, WA; **KLAD** Klamath Falls, OR; **WSPY** Plano, IL; **KXLY** Spokane, WA; **KFDI** Wichita, KS; **KMED** Medford, OR; **WKYY** Amherst, VA; **WKSJ** Greencastle, PA; **KCIA** Hobbs, NM; **KRDO** Colorado Springs, CO; **KSEN** Shelby, MT; **WTCM** Traverse City, MI; **WCLO** Janesville, WI; **KLCB** Libby, MT; **KSNM** Pocatello, ID; **WFMB** Springfield, IL; **KTAE** Taylor, TX; **WTTT** Westminster, MD; **WSIB** Beaufort, SC; **KLEB** Golden Meadow, LA; **KHBT** Humboldt, IA; **WAKG** Danville, VA; **KAJO** Grants Pass, OR; **WSVL** Shelbyville, IN; **KBCQ** Roswell, NM; **WLKE** Waupun, WI; **KQPD** Ogden, UT; **KKYN** Plainview, TX; **KTOE** Mankato, MN; **WISP** Kinston, NC; **KDWN** Las Vegas, NV; **KEYR** Scottsbluff, NB; **WVOP** Vidalia, GA; **WIBW** Topeka, KS; **WGAU** Athens, GA; **WSMJ** Greenfield, IN; **WSEV** Sevierville, TN; **WYII** Williamsport, MD; **KTAM** Bryan, TX; **KIJV** Huron, SD; **WXLW** Indianapolis, IN; **KEKO** Grand Junction, CO; **KBEW** Blue Earth, MN; **KUHL** Santa Maria, CA; **KQCA** Canton, MO; **KBLL** Helena, MT; **KMCS** Gatesville, TX; **KASH** Eugene, OR; **WQBK** Christiansburg, VA; **WQSA** Sarasota, FL; **WJAG** Norfolk, NB; **WMNE** Menomonie, WI; **KQMS** Redding, CA; **KLUE** Longview, TX; **WIOU** Kokomo, IN; **WEBR** Buffalo, NY; **KNOX** Grand Forks, ND; **WFRB** Frostburg, MD; **KGAS** Carthage, TX; **KSCO** Santa Cruz, CA; **KRMG** Tulsa, OK; **KLWN** Lawrence, KS; **WHUB** Cookeville, TN; **WNVE** Ft. Walton Beach, FL; **WCER** Charlotte, MI; **KIXY** San Angelo, TX; **KOCY** Oklahoma City, OK; **KPDN** Pampa, TX; **WHON** Richmond, IN; **WDRL** Monmouth, IL; **KVVP** Leesville, LA; **KERV** Kerrville, TX; **KODE** Joplin, MO; **KODI** Cody, WY; **WJPF** Herrin, IL; **KCAD** Abilene, TX; **KADS** Elk City, OK; **KKOY** Chanute, KS; **KRHS** Bull Head City, AZ; **KPRB** Redmond, OR; **WCBK** Martinsville, IN; **KLIB** Liberal, KS; **WPAP** Panama City, FL; **KFWJ** Lake Havasu City, AZ; **WMFR** High Point, NC; **KBWD** Brownwood, TX; **KCOL** Ft. Collins, CO; **KAAA** Kingman, AZ; **WPMP** Pascagoula, MS; **KOH** Reno, NV; **KNFM** Midland, TX; **WSDR** Sterling, IL; **WTOW** Baltimore, MD; **KBAD** Carlsbad, NM; **WTTS** Bloomington, IN; **WJBO** Baton Rouge, LA; **KIMB** Kimball, NB; **KBYG** Big Spring, TX; **WKTY** La Crosse, WI; **KOOL** Phoenix, AZ; **KMHT** Marshall, TX; **WKDY** Spartanburg, SC; **KYOR** Blythe,

CA; **KIBL** Beeville, TX; **KIXI** Seattle, WA; **KTRH** Houston, TX; **KYXY** San Diego, CA; **WOC** Davenport, IA; **WMNI** Columbus, OH; **KGO** San Francisco, CA.

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Top of the Week

ABC-TV on a steamroller in prime time

In week ended Sept. 25, network beats out other two by more than five rating points

In a crushing display of prime-time strength, ABC-TV dominated the week of Sept. 19-25 in both early and late evening, with series and with movies, winning with a 22.0 rating and 37 share—5.4 rating points ahead of NBC-TV's 16.6. CBS-TV came in one-tenth of a point behind NBC-TV with a 16.5.

(Counting for the total TV-season period of Sept. 5-28, it's ABC 20.7, NBC 17.1 and CBS 16.2.)

ABC showed no sign of slowing its blistering pace as of last Wednesday (Sept. 28), losing Monday (Sept. 26) by one share point to NBC, as it had the week before, and winning the next two nights by 15 and 11 share points, respectively.

In the week of Sept. 19-25, which resembled a regular-season schedule more closely than any week since reruns ended Sept. 5, ABC won Tuesday night by 10 share points, Wednesday by 11, Thursday by six, Friday by seven, Saturday by two and Sunday by 13. The network had eight of the top-10 programs that week, 16 of the top 20. Of the five new series that placed in the week's top-25 programs, only one did not belong to ABC—CBS's *Lou Grant*, which tied for 19th place.

"Everybody here is delighted," said ABC's programming chief, Fred Silverman, last week. "We're realistic enough to know we're not going to hold a five-and-a-half-point lead. But we believe there is a consistency of strength on a seven-day basis in the schedule."

Soap (Tuesday, 9:30-10) is a particularly strong series in Mr. Silverman's opinion. He was elated by the program's improvement in the ratings last week, when it faced its regularly scheduled competition for the first time, pulling a 34 share, two points above the previous week's performance.

Of the three ABC programs that appear to be in some trouble—*San Pedro Beach Bums* (Monday, 8-9), *Fish* (Saturday, 8-8:30) and *Operation Petticoat* (Saturday, 8:30-9)—Mr. Silverman expressed

confidence that all would improve.

"I'm depressed," said NBC programmer Paul Klein. "I've never seen this in all the years I've been in broadcasting. *James at 15* and *Laugh-In* [both on Sept. 5] got sampled, the rest didn't."

Mr. Klein said that he still has confidence in NBC's movies, miniseries and events line-up, which includes the film, "The Godfather," the miniseries, *Aspen*, the pro baseball playoffs and Bob Hope specials. And Mr. Klein disputes the commonly held opinion of the Wall Street and advertising communities that NBC has already fired the biggest guns in its arsenal. "We tried not to frontload," he said. "If I used myself up at the beginning, I'd be waiting for the knife to fall at the end."

Lead-ins are seen as the major problem at CBS by its head programmer, B. Donald Grant. "It all tracks back to the lead-in factor," he said. "That is the purpose of our entire program development effort—the 8-9 hour." CBS's weak lead-off programs include Monday's *Young Dan'l Boone*, Tuesday's *Fitzpatricks*, Thursday's *Waltons* and Friday's *Wonder Woman*—all of which occupy the 8-9 slot.

Mr. Grant also said that he was not dismayed at his network's third-place showing. CBS was two points behind NBC after the 1976 premiere week, and Mr. Grant sees the one-tenth-of-a-rating-point difference this year as a "significant improvement."

Big 30. These are the top-30 Nielsen ratings/shares for the prime-time week of Thursday, Sept. 22 through Wednesday, Sept. 28.

<i>ABC Sunday Night Movie: "The Longest Yard" (ABC)</i>	33.1/53
<i>Laverne and Shirley (ABC)</i>	32.3/53
<i>Happy Days (ABC)</i>	30.8/53
<i>Three's Company (ABC)</i>	25.5/39
<i>Barney Miller (ABC)</i>	23.3/38
<i>Big Event: "In the Matter of Karen Ann Quinlan" (NBC)</i>	22.7/36
<i>What's Happening (ABC)</i>	22.0/37
<i>Donny and Marie (ABC)</i>	21.8/41
<i>Soap (ABC)</i>	21.8/34
<i>Monday Night Football (ABC)</i>	21.6/39
<i>Little House on the Prairie (NBC)</i>	21.4/35
<i>M*A*S*H (CBS)</i>	21.4/33
<i>Family (ABC)</i>	21.0/36
<i>One Day at a Time (CBS)</i>	20.8/32
<i>60 Minutes (CBS)</i>	20.7/38
<i>Six Million Dollar Man (ABC)</i>	20.7/33
<i>Carter Country (ABC)</i>	20.6/33
<i>Love Boat (ABC)</i>	20.5/37
<i>Welcome Back, Kotter (ABC)</i>	20.3/37
<i>Hawaii Five-0 (CBS)</i>	19.4/31
<i>Starsky and Hutch (ABC)</i>	19.3/35
<i>Redd Foxx (ABC)</i>	19.2/35
<i>ABC Friday Night Movie: "Return of the Pink Panther" (ABC)</i>	18.6/35
<i>Quincy (NBC)</i>	18.5/35
<i>Walt Disney (NBC)</i>	18.4/32
<i>Bionic Woman (NBC)</i>	18.3/36
<i>Jeffersons (CBS)</i>	18.0/34



Russo



Frey



Waxman



Wirth

Spreading the blame for TV violence

A divided House Communications Subcommittee last Thursday (Sept. 29) rejected a TV violence report focusing blame for a high level of TV violence largely on the networks, and adopted another version distributing the fault among producers, writers, advertisers and even viewers as well.

Representative Martin Russo (D-Ill.), co-author of the new report with subcommittee ranking Republican Lou Frey (R-Fla.) said it presents a more balanced picture of the violence issue than the draft it replaced (BROADCASTING, July 25). But in an emotionally charged debate Representative Henry Waxman (D-Calif.) called it a "whitewash" of the networks. Mr. Waxman and Representative Timothy Wirth (D-Colo.) were largely responsible for keeping the whole issue alive before a subcommittee whose chairman, Lionel Van Deerlin (D-Calif.), has been lukewarm to the report from the start.

Mr. Van Deerlin was among supporters of the Russo-Frey substitute (adopted by an 8-7 vote, with Thomas Luken [D-Ohio] not voting), which says the TV production community and advertisers "share the blame" for violence on TV. "The responsibility must also lie with members of the viewing public, the consumers of television programming," it says. "Accord-

To page 30

ing to the economic laws of supply and demand if there was less of a demand for violent programs, the supply would correspondingly diminish." The report also says that "parental supervision is probably the most effective way to curb the negative effects of excessive viewing of televised violence by children."

Network representatives were pleased to see excised in the Russo-Frey version the recommendation for an investigation of network program structure. Representative Russo said the subcommittee staff is already doing such an investigation as part of its Communications Act review, but Representative John Murphy (D-N.Y.) argued that Messrs. Russo and Frey were trying to "bury" the thought. Said Representative Waxman, "Let's not be so cowed by [the networks] that we don't look into the underlying issues."

The debate Thursday drew all 16 subcommittee members—something that almost never happens. A sample of comments:

Representative Waxman: "If we adopt this report [the Russo-Frey version] we're telling the American people, 'Don't worry about it. Everything's under control, and no more needs to be done [about TV violence].'"

Representative Wirth: "Study after study ... suggests not only is there a correlation [between TV violence and real-life violence], but people are increasingly aware of it ... We can keep up the pressure [on the networks] and I think our constituents expect that of us."

Representative Albert Gore Jr. (D-Tenn.): "This subcommittee ought to be unyielding in saying that violence on TV is a terrific problem and ought to be corrected."

Representative Russo, in a reference to the defeated report's consideration of percentage guidelines for violence in TV programming: "We wouldn't even have *All in the Family* on TV if we had the kind of system you're talking about."

There were some personal attacks, too, as when Representative Russo accused Representative Waxman of being overly generous in an earlier draft to producers and writers in Mr. Waxman's Hollywood district. One gets the impression, Mr. Russo said, that Mr. Waxman "thinks the government should create a marketplace for his writers in his district." Mr. Waxman took offense at the charge and denied it.

The members have an additional 10 days to submit additional remarks. Many are expected to do so.

allowing systems to maintain control of technical quality of that channel, and (4) federal pre-emption of state and local regulation in areas such as signal carriage, channel use, technical standards and most rates, and allowing nonfederal regulation only if federal standards exist.

"Ours is the industry most likely to accomplish the goal" of becoming a national broadband carrier system, but only if regulatory obstacles are removed, Mr. Aaron said. Gustave Hauser, whose Warner Cable Corp. operates a system with two-way communications capacity in Columbus, Ohio, said cable should be free to experiment. "Don't have a national blackout because of a theoretical abuse in one isolated market," he said.

Henry Geller, former FCC general counsel and co-author of the House Communications Subcommittee's 1976 staff cable report, agreed there should be as little regulation of cable as possible, but said in his opinion cable harm to broadcasting has been demonstrated in markets such as Bakersfield, Calif. He disapproved of NCTA's five-year deregulation plan, saying "if you deregulate and let the public have the lollipop for several years, it's very difficult to take back that lollipop."

Ralph Baruch of Viacom International, chairman of the NCTA committee that drafted the cable rewrite proposal, said the deregulatory plan is consistent with NCTA's advocacy of federal regulation for pole-attachment rates. Pole-rate abuses have been demonstrated nationwide, while distant-signal abuses have not been, he said.

Jack Valenti, president of the Motion Picture Association of America, said the government must carefully "nurture" the over-the-air broadcast market for programming. Without signal limitations, cable will cheapen the value of syndicated programming and will cause program production to shrink, he said.

On industry structure, Sidney Dean of the New York city office of telecommunications testified that it is inevitable that cable will become a common carrier

The rest of NCTA's deregulatory shopping list

At Van Deerlin hearings, association says that in addition to dropping distant-signal restrictions, cable should be freed of regulation of pay channels and requirements for leasing, and asks federal government to pre-empt states in most areas

The continuing House Communications Subcommittee's Communications Act review hearings last week saw the unveiling of the rest of the National Cable Television Association's proposal for rewriting cable regulation. NCTA Chairman Daniel Aaron of Comcast Corp., Bala

Cynwyd, Pa., testified that in addition to total repeal of distant-signal carriage restrictions—with individual relief available to broadcast stations that can prove resultant economic injury (BROADCASTING, Sept. 19)—NCTA's proposal calls for (1) a prohibition on pay cable regulation, except regarding major sports events such as the Super Bowl and the World Series; (2) allowing cable systems to choose among entities wishing to lease channel time, rather than having to lease on a first-come, first-serve basis; (3) requiring one free access channel on systems above a minimum size (set by the FCC), and



Both sides of the table. Among witnesses at last week's cable hearings (at left, l to r): Henry Geller, Aspen Institute; Daniel Aaron, NCTA; Ted Carpenter, National Citizens Committee for Broadcasting; Charles Dolan, Cablevision System Corp., Jericho, N.Y.; Gustave Hauser, Warner



Cable Corp. Taking it in on the committee side (at right, l to r): Harry M. (Chip) Shooshan, subcommittee counsel; Karen Possner, author of the staff's cable options paper, and Subcommittee Chairman Lionel Van Deerlin.

of TV programing. "The name of the game is to free up the content," he said. Barry Simon of Teleprompter Corp. disagreed, arguing that cable systems, unlike common carriers, should be able to control their program services. "We care very much about the quality of programing," he said.

Kas Kalba of Kalba-Bowen Associates, Cambridge, Mass., said a study by his firm recommends allowing cable operators to develop services. There are economic incentives in that which will lead to greater program diversity, he said.

Movement to open House to cameras still on track

Brooks committee issues report calling for live coverage, controlled internally but available to radio and TV

The House of Representatives has taken another step toward making its daily chamber proceedings available to television and radio.

After a 90-day experiment with closed-circuit TV in the chamber which ended Sept. 15, the House Select Committee on Congressional Operations issued a report last week recommending television and radio coverage be made available permanently to the public. The plan has the blessing of Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.), and Select Committee Chairman Jack Brooks (D-Tex.) said last week it could be implemented as early as next January if the House votes acceptance this year.

The proposal calls for a feed of daily House floor activities to be made available live or in recorded form to broadcast networks and stations. But control of the system and the cameras would be left in the hands of the House.

A proposal that died in the Rules Committee in the last Congress would have had the networks and the Public Broadcasting Service, working as a pool, provide the equipment, run the cameras and microphones and control the distribution of the feed. That was rejected by the Brooks committee this year because it would be the same "in effect as selling the House to someone else," one House source said. He said one view expressed was that the networks' presence might be disruptive. "It's important," he said, "that the procedures and timing in the House be unaffected by broadcasting."

Uneasiness with the idea of network control of a House TV and radio system was reflected in a survey the Brooks committee took of members about broadcast coverage. Of 160 members who answered the committee questionnaire, only five said they would prefer network control over control by the House or the Speaker.

The Brooks committee plan calls for

three "advance color minicameras" located in or beneath the gallery above the House chamber to produce the TV picture, unedited but focused only on the "official" floor action. They would be computer-controlled, programmed for about 70 pre-set shots around the chamber. According to one staff assistant, the plan would permit the cameras to leave the "official" floor action to capture disruptions, such as demonstrations, in the chamber or the gallery. But they would not be free to scan the congressman's seats, which usually are largely unoccupied, to capture a member in an unflattering pose.

Estimate of the cost is about \$845,000 for the initial investment in new equipment and installation. After that, yearly operation of the new system would be "minimal," the report says.

Until the House acts on the proposal, Speaker O'Neill has authorized the closed circuit system now in place to continue to operate. At present it carries signals to the Rayburn House Office building and to select Capitol offices. Under the proposal, the closed circuit system would be extended to the other two House office buildings and the House side of the Capitol.

After several tries over the last few years, House workers are optimistic about the chances of getting House approval for chamber broadcasts this time. The plan has two major features going for it: It has been tested and has won approval of a majority of House members who answered the questionnaire. And it has the endorsement of Speaker O'Neill, who according to rumor last year, was instrumental in the proposal's defeat in the last Congress.

Similar proposals for TV and radio coverage of Senate proceedings, meantime, remain unattended. But two weeks ago the Senate majority and minority leaders moved to open the door a crack by allowing TV and radio to cover live the Senate's debate on the Panama Canal treaties. The proposal is pending in the Senate Rules Committee.

Florida trial of 'TV addict' goes on the air

Murder case is televised under experiment in that state by noncommercial station; others pick it up in their newscasts

Television viewers in Miami are receiving an unusual lesson in the workings of Florida's legal system. A 15-year-old boy, Ronny Zamora, is being tried for first-degree murder, and his attorney, Ellis Rubin, is pleading that the boy is insane due to "involuntary, subliminal television intoxication." The irony of it all is that his trial is being broadcast by Miami television stations.

Noncommercial WPBT(TV) Miami, working under the rules of a recent Florida



In the dock, on the tube. (Top photo) Defendant Ronny Zamora (c) and his attorney, Ellis Rubin (r). (Bottom photo) Assistant State Attorney Thomas Headly (standing left), defense attorney Rubin (standing center) and Judge H. Paul Baker interviewing jurors. Photographs by WPBT(TV) Miami.

Supreme Court opinion that television cameras should be allowed in courtrooms there as part of a year-long experiment, is broadcasting excerpts of the trial beginning at 10 every night. Commercial stations there are using excerpts from the WPBT coverage on their nightly news programs.

Young Zamora, who is being tried as an adult, is charged with the June 4 slaying of an 82-year-old neighbor, Elinore Haggart. The boy is said to have shot Mrs. Haggart, stolen \$415 and her car and taken some friends on a weekend spree to Disney World (BROADCASTING, Aug. 22).

Mr. Rubin is basing his defense on the contention that the boy's constant viewing of such programs as *Kojak* and *Policewoman* produced a "mental condition of insanity . . . diseasing his mind and impairing his behavioral controls."

Mr. Rubin described his client as a television addict with a "sociopathic personality" who could not distinguish whether he was in a television program or committing a murder when he shot Mrs. Haggart.

According to Mr. Rubin, the plea is based on the legal concept that a person who is drugged or becomes intoxicated without his knowledge is not responsible for his actions while under the influence.

The unusual nature of the trial has taken on even greater significance due to the fact that the television coverage of the proceedings represents the first time a major trial has been opened to broadcast personnel and equipment. Although, as Ralph Renick, vice president of the CBS affiliate, WTVJ(TV) Miami, said, his station has been showing as many as "five proceedings a week," this has been the first

time the coverage has been this extensive.

WPBT is devoting almost two hours each night to the trial, and it intends to continue until a verdict is reached—a date, a WPBT spokesman said, no one is even “attempting to guess.”

Although the commercial stations in Miami have not given the Zamora trial as full a coverage as has WPBT, they have been running two minutes or more of the proceedings on their 6 and 11 p.m. news shows. Dow Smith, news director of Post-Newsweek's WPLG-TV, called the trial “an important news story.” He said, however, that during most of last week's rounds of jury selection and preliminaries “nothing particularly unusual” was brought out in their reports. The issue of television violence is not expected to become a major part of the trial until early this week.

Actor Telly Savalas, star of CBS's *Kojak*, has been subpoenaed by Mr. Rubin, who contends that it was an episode of that series that his client was imitating when he is said to have committed the murder. Mr. Savalas has reportedly agreed to offer a deposition in the case, but the presiding judge, H. Paul Baker, is expected to require Mr. Savalas to be in court Oct. 5.

The three major television networks and some foreign news agencies have done stories on the trial. Judge Baker, in a pretrial news briefing, said Florida's one-year experiment with broadcast coverage would be meeting a severe test in the Zamora trial, which, he said, would determine “if we can have an acceptable marriage between free press and fair trial. It's going to make it or break it.”

According to Mr. Smith the stations have been careful “to avoid anything that's too sensational.” He said broadcasters have a “real responsibility not to misrepresent the case” to the public.

White House's new design for public broadcasting

Carter's proposed legislation would reduce CPB activities in programing, boost creation of truly national service, insulate system from government influence

Ten years after enactment of the Public Broadcasting Act, President Carter sees the public broadcasting system that has developed as in need of an overhaul. And to accomplish it, he will send Congress this week—in the form of legislation and a presidential message—a plan designed to remove some of the snarls the White House sees as having developed, to refocus and clarify functions and to strengthen the system's independence in general and as a journalistic medium.

What's more, the President has in mind nothing less than the creation of a truly, national service, something public broadcasting at present is not.

A principal and immediate goal is to end or at least reduce the friction between the Corporation for Public Broadcasting on the one hand and the Public Broadcasting Service, National Public Radio and other program-producing elements of the system on the other, and to enforce a degree of cooperation among them. Essentially, the White House is determined to remove CPB from the detailed role it has been playing in its programing matters for the past several years. Although CPB was

conceived by Congress generally as a conduit for federal money to the system and as a long-range planner, it has been reviewing program pilots and scripts and making decisions on individual programs. Not only is the effort said to be wasteful—the 37-member CPB program staff duplicates the work of PBS—but also to have diverted CPB's attention from its planning function.

Accordingly, it is understood the legislation will restrict CPB's programing decisions to the categories of programs—public affairs, science, the arts, and the like—it will fund. The grants would be made to PBS, NPR, stations, and regional and other production centers, including the Children's Television Workshop. Those entities, the White House feels, have the expertise needed to make the individual programing decisions.

Actually, the system envisaged in the legislation resembles the one that was functioning in the late 1960's.

Another element of the plan dealing with programing provides for heftier funding for national programing. CPB will be required to increase the percentage of funds it spends on programing from 17% to 25%. And the President in his message will ask the stations to match the dollar amount in the money they make available for national programing through their station cooperative.

Under the five-year CPB authorization now in effect, Congress this year appropriated \$152 million of the \$160 million authorized for fiscal year 1980. The act provides for appropriations two years in advance.

The President's plan calls for another five-year authorization, which would provide \$180 million for fiscal year 1981 and \$200 million for each of the next four

In Brief

D. Thomas Miller, president of CBS Television Stations division since 1970, named to new post of VP, planning, CBS/Broadcast Group, to help “insure the continuance” of broadcasting's “phenomenal growth” in recent years. **Thomas F. Leahy**, VP and general manager of CBS's wchs-TV New York since 1973, succeeds him as president of stations division, which encompasses CBS's five O&O TV's and CBS Television Stations National Sales.



Leahy



Miller

Almost on-again National Association of Broadcasters planned TV town meeting in Dallas Nov. 15 (see page 47) has been called **off-again** because network program vice presidents who would serve on panel have to attend affiliate meetings. Public meeting scheduled for San Diego Nov. 9 has been changed to Nov. 10.

Trustees of William T. Evjue Trust, principal owner of Capital Times Co., Madison, Wis., have voted to **sell WIBA-AM-FM** there to **Des Moines (Iowa) Register and Tribune Co.** for \$2.15 million. Sale is subject to FCC approval and favorable court ruling on disposition of CTC's assets under terms of will of late Mr. Evjue. Buyer is broadly held publisher of Des Moines papers and owner of WOAO-TV Moline, Ill.,

which it recently bought, through subsidiary, for \$10 million (BROADCASTING, Aug. 1). David Kruidenier is president, and Michael G. Gartner is executive vice president. WIBA is on 1310 khz with 5 kw full time. WIBA-FM is on 101.5 mhz with 50 kw and antenna 450 feet above average terrain.

Organization of **association of UHF broadcasters** moved step closer Thursday after ad hoc meeting of 30 owners-managers in Charlotte, N.C., at call of Cy Bahakel (Bahakel Broadcasting) and Jim Matthews (WGTV Traverse City, Mich.). Steering committee to consider such association will meet in Washington Nov. 14: Messrs. Bahakel and Matthews; Howard L. Green, WENY-TV Elmira, N.Y.; James F. Glover, Maryland Public Broadcasting Commission; William M. Boyd, WKPT-TV Kingsport, Tenn.; John R. Hughes, WEZF-TV Burlington, Vt., and Cyril Vetter, WRBT Baton Rouge, La.

White House will send to Senate this week long-expected nominations to board of Corporation for Public Broadcasting: **Gillian Sorensen**, wife of former Kennedy aide Ted Sorensen, and **Sharon Rockefeller**, wife of Governor John Rockefeller of West Virginia. Third nomination may also come this week—that of **Irby Turner**, former chairman of Mississippi public television commission, who was picked by White House when proposed nomination of former FCC Chairman **Newton N. Minow** fell through because of his refusal to make financial disclosure required by Senate.

WOAY-AM-FM-TV Oak Hill-Beckley, W.Va., burned to ground early in morning of Sept. 30. Temporary facilities will take two weeks to a month to complete.

years. (The reason for the leveling off after the second year, reportedly, is to afford flexibility for new departures after the publication of the Second Carnegie Commission report on public broadcasting, due in early 1979. The report is to contain long-range funding recommendations.)

Thus, under the President's plan, CPB will provide up to \$50 million for national programming beginning in fiscal year 1982, compared to the \$17 million it is making available this year, \$13 million for television and \$4 million for radio. Another \$19 million for national programming is being made available by the stations from funds received from CPB. The President's plan imposes no ceiling on the contribution CPB makes to stations. It was \$58 million this year.

In increasing the percentage CPB will be required to spend on national programming, the legislation will reduce its funds for other purposes. Where cuts will be made will be CPB's choice, but its programming department would appear to be a place to begin.

The legislation also reduces the matching-funds formula in favor of the system. Instead of having to raise \$2.50 for every \$1 of federal money, public broadcasting will be required to raise \$2.25.

One element of the White House plan is designed not only to institutionalize the cooperation the President hopes for from the various elements of the system but also to enhance its independence. Whereas the President now appoints all 15 members of the CPB board, he would, under the legislation, name only 11, with PBS and NPR each naming two. The four directors who owe their allegiance to operating arms of the system would presumably sound an alarm if an administration at-

tempted to politicize the system through its control of the board.

The plan also is intended to make clear that the Carter administration, unlike that of President Nixon, does not object to public affairs broadcasting by public broadcasting stations. The signal will be in the legislation's proposal to repeal the statutory ban on editorializing by public broadcasting stations, except those licensed to governmental units.

Besides requiring greater cooperation among the elements in public broadcasting on a day-to-day basis, the President will seek to require it in long-range planning. The legislation will require CPB, in cooperation with PBS and NPR, to present to Congress a five-year public broadcasting development plan. The plan is to include a blueprint for providing the facilities needed to reach the entire population of the nation. At present, public television is said to provide an "acceptable" signal to only 50% of the population and public radio, to 60%.

And in that connection, the White House plans to shift the educational television facilities program from the Department of Health, Education and Welfare, where it has been housed (although not very hospitably, some White House aides feel), to CPB, and to seek removal of the restriction limiting facilities money to broadcast equipment. Grants would be permitted for translators or cable television and other nonbroadcast facilities.

Extending public broadcast service to the entire population is one of two priorities that would be assigned to CPB. The other is to increase significantly the services available to minorities by affording minorities a preference in considering applications for grants for public broad-

casting facilities. No public broadcasting stations are now licensed to minority groups, although some have applications pending.

Congress has appropriated \$19 million of the \$30 million authorized for public broadcasting facilities for fiscal year 1978. The President's plan seeks \$30-million authorizations for each of the next two years. A five-year authorization measure to catch up with the CPB authorization proposal would await completion of the five-year plan, and the ascertainment of the technologies needed to achieve a nationwide service.

Other elements of the White House plan are designed to make clear that public broadcasting has some specific obligations some stations have not accepted. One provision of the legislation will state that federal statutes prohibiting entities that receive federal money from discriminating in employment on the basis of race or sex apply to public broadcasting. The other requires public broadcasting stations to open their board meetings to the public and to make financial records available for public inspection.

Another problem the White House is attacking is what seems to be a chaotic system of public-broadcasting funding by agencies of the federal government. In addition to the money appropriated for CPB, various departments of government provide funds for specific programming—some \$25 million last year. However, there have been occasions where a department has provided money for a program only to find, after it was produced, it could not get it on the air. Accordingly, the White House will study the manner in which federal agencies make grants, and attempt to improve coordination between the agencies and public broadcasting.



Richard M. DeVos (l), president of **Amway Corp.**, and C. Edward Little, president of **Mutual Broadcasting System**, at signing of final contract for reported \$18 million purchase of Mutual Broadcasting Corp. by Ada, Mich.-based manufacturer and distributor of household and personal care products. Mr. Little represented John A. Hardin, president and chairman of MBC, at signing; Amway's takeover became official last Thursday (Sept. 29). Amway has set up new subsidiary, **Amway Communications Inc.**, to oversee Mutual's operations. ACI is expected to be headquartered in Amway's present government relations office in Washington. **William W. Nicholson**, former aide in Ford White House, now heads Amway's operations in capital and is expected to be named to head ACI. MBC is reported to have been principally owned by Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn., who first acquired interests in Mutual in 1966. Over past 11 years they

are said to have quietly bought interest of MBC's other shareholders. Amway, also privately held, is owned by Mr. DeVos and its chairman, Jay VanAndel (BROADCASTING, Aug. 15) ■ Amway is subject of 1975 **Federal Trade Commission** complaint that company has "unreasonably restrained trade" for its distributors and dealers. FTC hearing will begin tomorrow (Oct. 4). Complaint also alleges that Amway's multilevel marketing plan "falsely holds out to prospective participants lure of making large sums of money through unlimited or endless chain of recruiting additional distributors and dealers."

□

Approximately 1,700 members of National Association of Broadcast Employees and Technicians **returned to work at ABC** last Saturday (Oct. 1), ending strike that began May 17 (BROADCASTING, May 23).

□

After meeting with National Association of Broadcasters **TV code board** in Monterey, Calif., last week, NAB Chairman **Donald Thurston** says he plans to seek **review of NAB by-laws** to improve relationship between NAB boards and code boards. One idea—to let code boards initiate and adopt code changes, and restrict radio and TV boards to ratifying roles—would have prevented situation that developed over recent TV sex amendment, which TV board wrote over code board's objection.

□

Nielsen local overnights for NBC-TV's **Muhammad Ali-Earnie Shavers** heavyweight championship fight Sept. 29 (9-11:30 p.m.) showed 61 share in New York, 52 in Los Angeles and 49 in Chicago. Strong showing caused network to upgrade original **audience prediction to 70 million**, which would be most-watched match ever.



With O'Neill and Kennedy



On his own



With Hollings

How Ferris will put FCC into his gear

Chairman-designate tells Senate hearing he'll take another look at broadcast performance in area of children's programming, will consider means of reimbursing citizen groups and will get going on license fee schedule; network inquiry to get priority

Charles D. Ferris, President Carter's choice to be the FCC's next chairman, last week began blocking out the program he expects to pursue at the commission. And while there seems to be nothing radical in the commission's future, there will be some clear departures from the administration of Chairman Richard E. Wiley.

Mr. Ferris intends, for instance, to revisit the children's television proceeding, to determine whether broadcasters are meeting the obligations set out for them in the commission's policy statement on children's programming. He will take a close look at proposals for a pilot program of reimbursing citizen groups that participate in commission proceedings. And he is

committed to get the commission moving toward establishing a new license fee schedule—although he does not rule out a request to Congress for help on that issue.

Mr. Ferris, now general counsel to House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.), expressed those and other views in written responses to 55 questions put to him by the staff of the Senate Commerce Committee in anticipation of last Monday's (Sept. 26) hearing on his nomination and in his oral testimony.

The hearing itself went smoothly, as might have been expected. For 13 years before joining the speaker's staff in January, Mr. Ferris was top assistant to the then Senate majority leader, Mike Mansfield (D-Mont.), and has many friends among Senate Democrats. (Senator Ernest Hollings [S.C.], presiding at the hearing, greeted him as "Charlie.") What's more, he was flanked at the hearing's beginning, and praised lavishly, by his home state senator, Edward M. Kennedy (D-Mass.), and Representative O'Neill.

The Ferris nomination is expected to be cleared by the committee and confirmed by the Senate this week. The nominee is aiming for a mid-October swearing in.

Mr. Ferris was generally regarded as having handled himself well during the hour he testified. Although he turned aside some questions with the comment that he had not made up his mind, and hedged answers to others ("specific judg-

ments about 'localism must await specific facts in particular contexts'"), he appeared to have a firm grasp of the matters on which he did speak.

And he left no doubt as to what will be a high-priority item on his agenda—reopening of the inquiry into alleged network dominance of the television industry. Mr. Ferris said he expected to announce "within 30 days" of being sworn in his recommendations "for personnel and staff" to proceed with the inquiry. (He said in his written responses, that his interest in proceeding with the inquiry is not based on a presumption of "anticompetitive abuses" but on the conviction that periodic review of the network activities is required by the FCC's oversight responsibilities. The commission last examined network practices in depth 20 years ago.)

The commitment was in response to a question from Senator Hollings, chairman of the Senate Communications Subcommittee, who in his role as chairman of an appropriations subcommittee had forced the commission in July to shut down the network inquiry it had begun in January; he denied it funds for a special 11-member staff. Senator Hollings said at the time he wanted the fashioning of the inquiry left to the incoming chairman, and he made that clear again last week. "I don't know how you change policy unless you get your own staff," he said.

Senator Hollings's concern also is a fac-

tor in Mr. Ferris's commitment regarding fees. The senator and Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, have been urging the commission to make another attempt to revise its fee schedule in a manner that would pass court muster. But Chairman Wiley has maintained that the commission lacks the legal underpinning on which to base a new schedule and that it should start preparing to refund fees collected since 1970. He says new regulatory authority is needed. The FCC's schedules twice have been knocked down as illegal by the courts.

Mr. Ferris, in a written response on the subject, said only that he would "reassess" the commission's policy of awaiting congressional action before setting a new schedule. But in discussing the matter with Senator Hollings, he said, "I'll put together a group and come up with a recommendation to Congress on what we'll do and what Congress may have to do." He said he does not think the problems are "insurmountable."

Mr. Ferris's statement about revisiting the children's television proceeding—in response to a question about what the commission can do to encourage the development "of more good quality children's programming"—comes at a time when the the commission appeared

content to let the matter rest. It had recently been affirmed by the U.S. Court of Appeals in a case in which Action for Children's Television had maintained that the FCC's reliance on a policy statement and on broadcaster self-regulation was an inadequate response to problems in children's television programming (BROADCASTING, July 11). The Ferris statement, moreover, is bound to be welcomed by Act's president, Peggy Charren, who has said the organization would collect data to prove that broadcasters are not living up to the standards the commission set up for them.

In another part of his answer, Mr. Ferris touched on an idea that has struck the fancy of virtually every chairman for a generation, and has yet to come to fruition. He would, he said, encourage "cooperative action to present worthwhile children's programming, perhaps on a rotating basis, so that this avenue is also available to the networks and stations, if they desire to take it."

In stating a willingness to consider a pilot program for reimbursing expenses of citizen groups that participate in commission proceedings, Mr. Ferris breathed new life into what has been another dead issue at the commission. Chairman Wiley has insisted that leadership in such a program must come from Congress. Mr. Ferris said

the experience of reimbursement programs at the Federal Trade Commission and other agencies should shed some light on their potential usefulness at the FCC.

Mr. Ferris also said he believes that increasing minority ownership (in broadcasting) would serve the public interest." And he went further than anticipated in tentatively endorsing two ideas that have been advanced for helping minorities in that regard. One is the National Association of Broadcasters' suggestion that tax certificates be given to licensees who sell their stations to minority-group members. The other is the Congressional Black Caucus proposal that broadcasters facing the possible loss of their licenses at renewal time be permitted to sell their stations to minorities. "That rationale," Mr. Ferris said of the second suggestion, "seems to make sense."

However, he also said the FCC cannot do the job alone. Other government agencies, such as the Small Business Administration, which could provide needed capital, are also needed, he said.

On other matters, Mr. Ferris:

■ Said broadcasters must be responsive to the needs and concerns of women and minorities. But that objective, he said, "must be promoted without placing federal regulators in broadcasters' control rooms." He would stress "vigorous equal

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employment practices by licensees with regard to major programming and management positions." That, he added, would have an effect on programming.

■ Made no commitment regarding recommendations as to lengthening the license period. He said only that he would review the various proposals to extend the period that have been made. However, in discussing the matter with Senator Wendell H. Ford (D-Ky.), he injected a new element into the equation: Such matters as views expressed by groups in petitions to deny and reimbursement of groups' expenses should be considered in connection with any license-period extension proposal.

■ Promised to give top priority to a review of proposals to upgrade the quality of UHF television reception. He said enhancement of that quality would not only benefit public television and improve commercial UHF stations' chances of survival, but might also open up new opportunities for minority ownership in broadcasting.

■ Indicated he has no strong feeling about the need to modify the fairness doctrine. Until its "chilling" effect on broadcast journalism is proved, he said at one point, "I would faithfully implement and enforce the fairness doctrine." And while he would favor exempting presidential and vice presidential races from the

equal time law, he would not favor the law's "general repeal."

■ Avoided most hard questions dealing with cable television, particularly those involving the competitive relationship between cable television and broadcasting. However, as to the controversial question of whether regulation should move toward a "separations" policy under which ownership of cable programming is divorced from ownership of the cable facilities, he came down on the negative side, at least for the present. "Cable television is still an infant industry," he said, "and leeway must be given for experiments."

■ Said he will review, "as a priority matter," steps that could be taken to "encourage access to broadcast services by hearing-impaired viewers." The networks have been unwilling to undertake a system of closed captioning for the hearing impaired, who are said to number 10 million, although ABC did recommend the kind of conference for dealing with the problems involved that the Department of Health, Education and Welfare will hold next month, (BROADCASTING, Sept. 26). Mr. Ferris said he intends to be active in the HEW project.

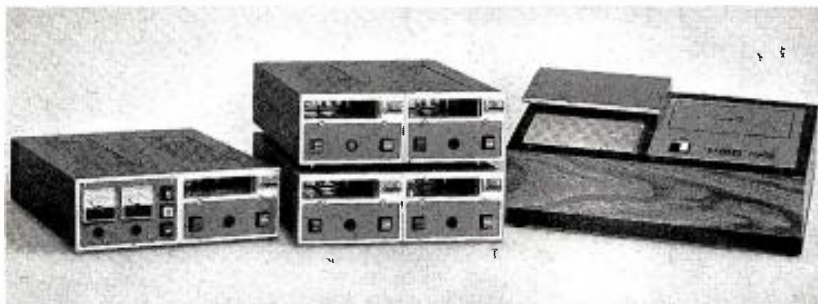
Mr. Ferris also gave some indication of his administrative priorities. A key one is strengthening the Office of Plans and Policy to provide the commission with the capability of "doing a better job of forecasting trends, rather than reacting to them, and assessing the impact of its decisions, rather than being told about the impact by others." OPP now has 18 staff members, 12 of them professionals.

There was more in the prepared statement, too, about his intention to "run an open commission"—to keep a public log of his meetings with representatives of interests and interest groups (as Chairman Wiley does now)—and to work to improve the commission's effort to communicate with the public. He talked of the commission publishing "a more complete weekly summary of its major decisions" and of making summaries of comments filed in pending dockets available to the public "at nominal cost." The publication of brochures explaining the commission's rules is another possibility.

One statement not likely to enhance his popularity among his new colleagues involves stock ownership. Chairman Wiley has held that the statutory ban on commission employees holding stock in communications-related industries does not prohibit them from transferring such stock to spouses and minor children. Mr. Ferris said he would have the general counsel review that interpretation but that his own inclination would be to construe the law "as requiring divestiture of communications-related stock by spouses and children of FCC employees." He would grant waivers only to the extent necessary to avoid "a demonstrable hardship."

Mr. Ferris himself owns stock that would place him in a conflict of interest in his new job—232 shares of AT&T and 23 shares of IBM. He told the committee he would dispose of the stock after he is confirmed.

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Local service can keep broadcasters from being run off the block—Lee

Commissioner offers insight into technological advances that may reshape the lives of listening-viewing public; Vanocur addresses same meeting with message on public trust

FCC Commissioner Robert E. Lee last week offered broadcasters another look at a future that could mean a brave but grim new world for them.

The commissioner, speaking at the Nevada Broadcasters Association convention, at Lake Tahoe, talked of "home information centers," consisting of a television set, a home computer and a cassette tape recorder, which would offer a variety of services besides conventional television—particularly when plugged into a two-way system.

He talked, too, of direct-broadcast satellites, a technology already developed. And although he said it is too early to predict how broadcast satellites will develop in this country, he said he believes regional channels serving several states are more likely to emerge than channels serving the entire nation.

He noted that the United States may propose that the World Administrative Radio Conference in 1979 consider increasing the amount of spectrum allocated for broadcast satellites in the Western Hemisphere. The commission, in its fifth notice of inquiry on WARC-79 asked for comments on making the 12.2-12.5 ghz band available for broadcast satellites. The proposal is being pushed by groups interested in using broadcast satellites for educational or public service.

Given the rapid pace of technological development, Commissioner Lee asked, "Where do you stand in this revolution?"

He noted that the television receiver in the future will be used for far more purposes than simply transmitting television signals and that spectrum scarcity "may no longer limit the number of competing program sources available to your viewers."

Like others who have discussed the ongoing technological revolution in telecommunications, Commissioner Lee said television is not necessarily headed for the ash bin. In fact, he said he does not think the service will become "obsolete." One reason, he said, is local service.

"Broadcasting satellites cannot duplicate the kind of community-oriented service you are capable of providing," he said. "Indeed, this service may be the key to your future. As more of your personal affairs are conducted by means of computer terminals, we may all look to the local broadcaster to provide a human

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*Audience estimates for WOWI-FM total person 12+. Apr/May, 1977. ARB. Mon.-Sun., 6 a.m.-Mid., TSA, and subject to qualifications issued by rating service.

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touch and a sense of community to our daily lives."

Sander Vanocur, head of ABC News's investigative unit, also spoke and warned that the press currently faces mistrust, suspicion, even fear, from the public.

He said broadcasters and the print media performed well in covering the events leading to the resignation of Bert Lance from the Office of Management and Budget, but that it led to an adverse reaction from the audience.

"We can't approach all individuals or institutions as if they are dishonest or unworthy of public trust," he said. "Public reaction is against us."

It's a different NRBA going back to New Orleans

Oct. 9-12 convention is being held in same city where association had its first; attendance expected to hit 2,600, up from 1,000 four years ago; Wiley, Van Deerlin and RAB's David are top speakers

The National Radio Broadcasters Association opens its fourth convention next week on the scene of the first—New

Orleans—and as might be expected, there have been some changes in four years.

The first, held in the old Fairmont hotel, when the group was the National Association of FM Broadcasters and drew an estimated 1,000 broadcasters, exhibitors and other participants. This year's convention, to be held in the shiny new New Orleans Hilton, is expected to draw as many as 2,600. The AM and FM managers have literally taken over the 1,000-room hotel for most of the four days, Oct. 9-12. NRBA staff reports that the available exhibit space, 125 eight-by-10-foot areas, has been sold out to 69 exhibitors since July, and that in addition about 70 suites have been reserved by software exhibitors.

The convention offers, according to John Richer, NRBA executive vice president, the most balanced program of management, sales, engineering and programming tips the association has yet managed to put together, and includes some Washington-based headliners as well. They include House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who is expected to devote his Monday (Oct. 10) luncheon speech to his subcommittee's review of the Communications Act. Outgoing FCC Chairman Richard Wiley is scheduled to address the Tuesday luncheon, and Radio Advertising Bureau President Miles David has been slated as keynote speaker at the association's opening assembly Monday.

The association boasts a beefed-up

agenda of workshops for engineers. As an example, one two-hour workshop block features simultaneous sessions entitled, "AM: How to Compete with FM Sound," and "FM: Like Hell You Will."

There are 22 workshops in all, almost evenly divided among management, sales, programming, promotion and engineering personnel. There is also a special workshop called "Small Market Idea Exchange," for markets under 50,000.

The workshop schedule includes:

- For managers, sessions on improving cash flow, buying and selling stations, "Keeping Government Away," and unusual ideas.

- For sales, sessions on small-market operations, "Answering Format Objections," "New Directions in National Representation," and major-market operations.

- For programmers, "Taking a Market by Storm," "How Many Kinds of Rock Are There?," "Making Money with News and Sports," and "Adult Music—Where Will It Come From?"

- For promotion managers, "101 Ideas," and "Station Promotion."

- For engineers, "The Ins and Outs of FCC Inspection," new technologies and audio processing.

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Signals across the seas: only the technology is essentially common to all

From London to Nairobi to Tokyo, the rule of different strokes for different folks applies to broadcasting, too; some random observations from those who haven't found the American way the only way

Of the broadcasting systems of the world, more are different from that of the United States than are similar to it. In Britain, for example, a debate rages today over whether a fourth television channel should be started. The big question is just how independent that channel should be. In Africa, broadcasters and journalists are in the midst of an identity crisis: how to balance the values of good journalism with those of good citizenship in underdeveloped, politically insecure ministates. In Japan, broadcasters are groping with the problems of the new telecommunications technologies.

Three weeks ago 300 broadcasters and communications experts from around the world met in Washington for the fourth annual conference of the International Institute of Communications (BROADCASTING, Sept. 19). Seldom has such a disparate group of communications leaders met in one place at one time, and never before in the United States, for the purpose of sharing their views on the issues of international communications.

BROADCASTING seized the occasion to



IIC's D'Arcy

interview a number of those in attendance. Their perspectives are synthesized below.

■ "We are more or less an academy of broadcasters," said Jan D'Arcy, chairman of the IIC. "Now we have broadened our scope and are concerned with all issues of electronic communication."

Mr. D'Arcy was for 10 years head of radio and visual services at the United Nations in New York. In 1972 he returned to France and established a small cable company, "which has not been very successful, yet." He became chairman of the IIC in 1974.

The big issue of international communications, as he sees it, is the "better flow of information, balanced flow. Communication is a two-way phenomenon. We have become too concerned with the one-way flow."

The IIC at present is especially concerned with two major projects: its world radio project, an offshoot of its preparations for World Administrative Radio Conference-1979, and an atlas of the international flow of information.

The IIC was founded in 1969, he said, "by a handful of mostly American people who saw the need for an institution dedicated to international communication." The London-based organization now has more than 800 members in 70 countries, including some Communist nations.

"With the membership we have we can inject new ideas. We have many decision-makers in our membership, and they will go back to their countries and perhaps facilitate those projects they have come to see as needed."

The Washington conference, Mr. D'Arcy said, went "very well, mostly through the efforts of the Public Broadcasting Service," which, along with National Public Radio and the Corporation for Public Broadcasting, served as host to the conference. "One person we interviewed said he felt no one was listening; people were just saying their pieces. But that was not my observation. Perhaps in the large sessions that was so; but not in the small groups."

■ Sir Brian Young, director general of the United Kingdom's Independent Broadcasting Authority, describes the role of his agency as "far more interventionist than the FCC." By that he means the IBA, which oversees the operations of 15 independent television companies and 19 radio companies there, acts like a combination of an American network, the FCC and even has a role comparable, he said, to the Federal Trade Commission.

"I'm not a William Paley," said Sir Brian, "but neither am I a Dean Burch."

The IBA is a public corporation (its 11-member board is appointed by the home secretary) saddled with four principal duties: (1) It appoints program companies, (2) supervises program output and scheduling, (3) maintains transmission facilities and (4) exercises "quality control" over the advertising that supports Britain's independent broadcasting system. According to Sir Brian, IBA is a "public authority

charged with the running of a commercial network." It provides Britain's primary outlet for independent television producers and the country's only television advertising.

Two issues facing broadcasting in Britain today are the movement to start a fourth television channel and, as in America, violence.

Colin Shaw, IBA's new director of television, said the prospects of adding the fourth channel are "less certain" under the present Labor government than under a Conservative one. The Conservatives, Mr. Shaw said, have promised a new channel for the independent producers.

(Television in Britain now operates on three channels. Two are controlled by the British Broadcasting Corp., the third is under the authority of the IBA.)



IBA's Young

Sir Brian is "no less hopeful than I was a year ago" about getting the new outlet, but both he and Mr. Shaw said it all depends ultimately on the continuing recovery of their country's economic system.

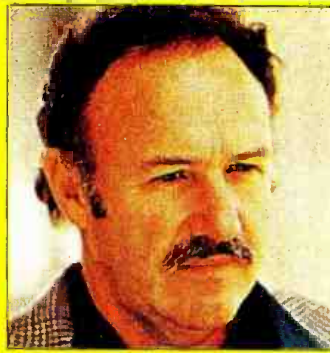
With the new channel, said Mr. Shaw, the independents will be able to "widen the range of programs" available to the public while opening the air waves to more independent producers—people who, he said, have few opportunities in Britain to present programs.

On the question of violence, Sir Brian said, Britain had long had a code primarily "for your [America's] imports." IBA has, he said, refused to run some especially violent episodes of American series and has a practice of scheduling such programs as *Baretta* and *Kojak* late in the evening.

But Sir Brian is not as concerned with the problem of television violence as he is with quality programming. Nor, for that matter, are Britain's viewers. According to Sir Brian, a recent survey found that viewers were more disturbed by "bad language"



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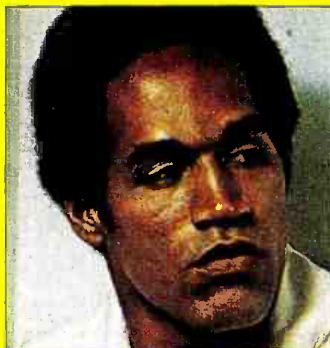
KATHARINE ROSS



BURT LANCASTER



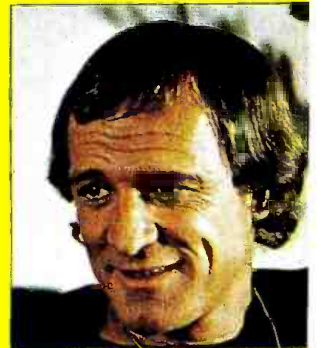
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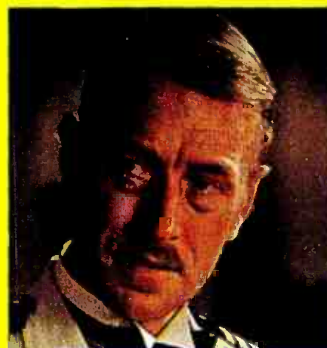
ELI WALLACH



JOSE FERRER



MICKEY ROONEY



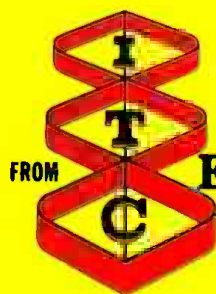
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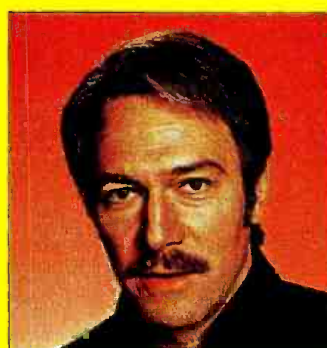
OSKAR WERNER



DAVID SOUL



RICHARD CHAMBERLAIN



CHRISTOPHER PLUMMER



LEE GRANT



IBA's Shaw

than they were by violent programs. "And we have, of course, always been much more open about sex," he said. "If you are never going to offend," he added, "then you are never going to extend the frontiers at all."

■ The British Broadcasting Corp. employs 15,000 to 16,000 persons in its television operations. It is the oldest television broadcaster in the world, and it now operates the equivalent of two television networks. Robin Scott, its deputy managing director for television, says proudly that at the BBC, "We totally own the system of production." From his London office he oversees "all aspects" of the authority's television system.

"We believe there has been a higher quality of programming on the BBC than on American television," Mr. Scott said. That from the man who from 1969 to 1974 was "what you would call the president" of BBC-2, the network that produced such highly acclaimed series as *Civilisation*, *America*, *War and Peace* and *the Ascent of Man*.

The BBC, according to Mr. Scott, is a "licensed public authority responsible, in effect, to the queen and council." He says



BBC's Scott

the agency has total editorial independence and is "responsible and answerable, in the end, only to Parliament."

Two of Britain's three television channels are the province of the BBC. Approximately half of the viewers on any given night, said Mr. Scott, are tuned to one of the BBC channels. About 40% to 42% are watching BBC-1, and 8% are tuned to BBC-2. The other half of the audience is tuned to the commercial independent channel overseen by Mr. Shaw and Sir Brian.

Mr. Scott, understandably, is not overly enthused by the prospects of seeing that situation altered. On the subject of the fourth channel, Mr. Scott said it would be likely that the "pattern of programming would be nearer the American network concept" if the channel were handed over to commercial interests. It would force the specialty-programming-oriented BBC-2 into a "competitive" stance, in much the same way that BBC-1 now competes against the independent channel. "We should protect quality programming," Mr. Scott said, and he is justly concerned about what a second commercial channel in Britain would mean for the BBC's special programming.

■ Broadcasters of the Third World should take a "participatory" role in the development of their countries, said James Kangwana, director of broadcasting for the Voice of Kenya. The journalist, he



VOK's Kangwana

said, "can't just leave development to others."

VOK is a "government-owned" broadcast service which, Mr. Kangwana said, is "free" to report news without political interference. Unlike government-owned broadcasting agencies in many countries, including the United States, VOK is supported, in part, by advertising. There is also a viewer license fee that is paid at the time of a purchase of a radio (about \$1.80) or a television set (about \$5.40). The fee, Mr. Kangwana said, is paid only once.

Mr. Kangwana became somewhat of a celebrity at the IIC conference when he

chided Western journalists on the quality of their reporting of events in the Third World. "What is considered significant by the foreign journalist is not necessarily what we consider significant," Mr. Kangwana said. "We want to make the news meaningful and useful. We want to inform."

He said foreign reporting of African events seems too often to be "emphasizing things that are sensational," and seldom does it take substantive looks at African political and social problems.

Mr. Kangwana protests that he does not advocate a controlled press. He does, however, feel that the "sensitive awareness of the journalist for the problems of his society" should, more often than not, place him in a position on the side of "progressive social forces." Part of the role of the journalist in a developing country should be to help construct "a mutual agreement of the positive direction" the society should take.

"We all agree what journalism is about," said Mr. Kangwana, but he insisted that "freedom of the press wasn't handed to [the developed countries] on a plate," that the basic human rights of life and safety, which are not always guaranteed in Kenya or elsewhere in the Third World, must come before the "higher" rights enjoyed by the developed world.

■ NHK (Nippon Hoso Kyokai), the



NHK's Sakamoto

Japanese Broadcasting Corp., is received in 27 million homes. In much the same manner as the BBC, NHK's revenues come from regularly collected viewer fees, but unlike the BBC "NHK is completely free from any government control," according to its president, Tomokazu Sakamoto, and it "collects its fees directly" from its viewers. A commercial network also operates in Japan.

"NHK has not received any money from the government or from commercials," he said. And its operations, by any standards, are huge: two television networks, three radio networks and a short wave broadcast operation that transmits in 21 languages "37 hours each day."

It operates one radio channel and one television channel "exclusively for education," he said. Another radio channel and

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TvAC stands for Television for All Children

television are devoted to "general" programming. There is also an NHK radio network for FM.

As does the BBC, NHK owns its means of dissemination. "We produce and transmit," Mr. Sakamoto said. "Most of our programs are produced by ourselves—except for a very small number we buy from outside."

Japan and NHK, he said, have been persistent leaders in the attempts to introduce new broadcasting technologies. Japan, for instance, is now in the process of establishing the first full direct-satellite broadcast system in the world. And NHK, said Mr. Sakamoto, has taken the initiative in "helping to resolve the issues of the use of frequencies" with which countries are grappling today.

Japan, too, is a large importer of American programming, and it has not escaped the general concern over the quality of those programs. The issues of sex and violence on television, he said, "are deeply related to the question of freedom of expression. We try to regulate ourselves with a self-imposed criteria by which we operate." He said that NHK has a fairly strict code of "broadcast standards" by which it makes programming decisions.

Justice objects to appeals court's extra two cents in remanding ban on crossownership

**Solicitor General McCree says
commission should not have been
ordered to start rulemaking
to break up existing holdings;
in separate filing, Justice
opposes review of HBO case**

The Department of Justice, which opposed the FCC's position in the media-crossownership case, agrees with the commission in one key aspect of the proceeding. The department believes the U.S. Court of Appeals exceeded its authority in directing the commission to initiate a rulemaking aimed at breaking up existing crossownerships. As a result, it is not opposing the petitions for Supreme Court review of the case that have been filed.

The department's position was expressed by Solicitor General Wade McCree in a memorandum filed with the Supreme Court in connection with the review petitions of the FCC and broadcast and newspaper interests.

Mr. McCree said the government contends the lower court was correct in affirming the commission's rule barring the creation of new crossownerships in the same market, and believes, as it told the lower court, that the commission had failed to support its decision to grandfather most existing crossownership situations. The commission ordered the breakup of only 16—those it felt constitu-

ted "egregious" media monopolies.

But, Mr. McCree added, the government agrees with the commission that the court of appeals "exceeded its authority to the extent that it went beyond setting aside the commission's order and purported finally to decide administratively unresolved questions concerning crossownership in advance of their consideration by the commission in proceedings on remand."

Accordingly, he said, it would be proper for the high court simply to deny the petitions challenging the prospective rule and grant the remaining ones for the purpose of summarily vacating the lower court's judgment to the extent it exercised "discretion properly belonging to the commission."

However, he added, since the high court may want to give the case detailed consideration—and although the government agrees with much of the reasoning of the lower court's opinion—the Justice Department does not oppose granting review. If review is granted, he said, the government will argue that the prospective rule was proper, that the grandfather provision should be set aside and that the case should be sent back to the commission.

The memorandum was one of two pleadings the solicitor general filed in FCC cases on Sept. 23. In the second, he opposed review.

That one involves the Home Box Office case, in which the appeals court overturned the commission's pay-cable rules. Justice had urged the lower court to take that position, and in his brief filed with the Supreme Court, Mr. McCree held that the commission had failed to justify the need for the rules aimed at prohibiting pay-cable systems from siphoning movies and sports programming from conventional television. The commission has abandoned the fight to save the movie rules, but that effort is being pressed by the National Association of Broadcasters and ABC.

As for the section of the lower court's opinion directing the commission to refrain from ex parte contacts in all rulemaking proceedings—a ruling the commission has attacked as unnecessarily complicating its decision-making process—Mr. McCree said that "does not appear to be the law of the circuit."

He noted that it was joined in by one judge of the circuit and a judge sitting by designation. The other judge on the panel concurred in the ruling only as it affected the Home Box Office case. And, he added, three circuit judges sitting on another panel of the court in the children's programming case, said in July that ex parte contacts are prohibited in rulemakings only if they involve "competing claims to a valuable privilege."

Any differences among the judges of the District of Columbia Circuit, Mr. McCree said, should be initially resolved by that circuit. However, a petition by Action for Children's Television urging all nine judges of the circuit to rehear the case—and thus resolve the ex parte question, among others—was denied (BROADCASTING, Aug. 29).

Cast is set for NAB's public hearings

**Show opens in Boston Oct. 18,
may play Dallas after all**

A panel of network program practices vice presidents, National Association of Broadcasters radio and TV code board members and NAB executives are set to face the public in Boston, Oct. 18, and "if they want to ask questions all night, we will stay all night," NAB's senior vice president for public affairs, Thomas Swafford, said.

The Boston meeting is the first of two, maybe three meetings with the public, intended by NAB to demonstrate that broadcasters attempt to police the programs on television and that the public can take its grievances about television to someone besides the government.

NAB is putting all its top management people into the effort, which is expected to draw a capacity crowd of 650-plus to Boston's New England Life hall. NAB President Vincent Wasilewski will be the moderator, and in one corner of the audience will be virtually every vice president, senior vice president and executive vice president the association has. There will also be a section for local broadcasters.

The panel will comprise as many as nine members besides Mr. Wasilewski: the NAB TV code board chairman, Robert Rich of KBJR-TV Duluth, Minn.; Van Gordon Sauter, CBS; Alfred Schneider, ABC; Herminio Traviesas, NBC; Erica Farber of WXLO(FM) New York (NAB radio code board member); Jerome Lansner, vice president and general manager, NAB Code Authority; and one or more other members of the TV code board.

Several Boston TV and radio stations have expressed interest in broadcasting the meeting, but arrangements had not been completed last week.

Plans are to go with virtually the same panel at a similar public meeting in San Diego, Nov. 9 (changed from Nov. 11). The only change contemplated is that James Wesley Jr., KFI(AM) Los Angeles, would sit in for the radio code board, instead of Ms. Farber. The meeting is scheduled to take place in the Laguna ballroom of the Sheraton Harbor Island hotel.

A Dallas public meeting, which was planned then scratched for Nov. 15, is apparently about to be revived, but as a TV call-in show, rather than a meeting hall program. Last week broadcasters in Dallas were considering the idea—to have the NAB-sponsored panel in a TV studio answering questions from phone callers and members of the studio audience. Some of the panel members may change, due to conflicts with other meeting commitments, but broadcasters in Dallas seemed confident last week that the program will go forward.

All of the planned meetings will immediately follow the NAB fall management meetings in the same cities (BROADCASTING, Sept. 26).

Changing Hands

Announced

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

■ **KAIR-AM-FM** Tucson, Ariz.: Number One Radio, licensee, sold by H. Lee Druckman and others to Surrey Broadcasting Co. for \$1.6 million. Sellers are Mr. Druckman and Edwin G. Richter (28.3% each), Frank Kalil (14.8%), Howard D. Duncan (10.7%) and six others. Messrs. Richter, Kalil and Duncan also hold minor interests in WYTV(TV) Youngstown, Ohio. Buyer is owned equally by John W. Nichols, H. Campbell Stuckeman and J.E. Fowler Jr. Messrs. Nichols and Stuckeman have various investment and petroleum interests in Oklahoma. Mr. Fowler is chairman of oil and gas marketing firm in Shreveport, La. They have no other broadcast interests. KAIR is on 1490 khz with 1 kw day and 250 w night. KAIR-FM operates on 94.9 mhz with 25 kw.

■ **KPAC-AM-FM** Port Arthur, Tex.: Sold by Port Arthur College Foundation Inc. to Clear Channel Communications Inc. for \$450,000 plus \$100,000 covenant not to compete. Seller is nonstock corporation affiliated with Port Arthur College. Mrs. W.J. Fredeman is chairman of board of directors. Buyer is owned by L.L. Mays,

B.J. McCombs, John M. Shaefer (31.67% each) and John W. Barger (5%). They also own WOAI-AM-FM San Antonio, Tex., and have recently received FCC approval of their \$650,000 purchase of KELP(AM) El Paso (BROADCASTING, Sept. 5). KPAC is on 1250 khz with 5 kw day and 1 kw night. KPAC-FM operates on 98.5 mhz with 3.8 kw and antenna 380 feet above average terrain.

■ **WVHY(AM)** Huntington, W.Va.: Sold by Ohio River Broadcasting Corp. to Abracadabra Inc. for \$433,779.35, plus assumption of \$85,000 loan. Sellers are Richard Hustead (85%) and Hercil Gartin (15%), who have no other broadcast interests. Buyer is owned by Bert Michael Johnson (80%), his wife, Judy (10%), and his mother, Margaret (10%). They own Huntington hotel. Mr. Johnson is former announcer-engineer with WSAZ(AM) Huntington. WVHY is 5 kw daytimer on 1470 khz.

■ **WADK(AM)** Newport, R.I.: Key Stations Inc., licensee, sold by Arnold Lerner and Myer Feldman to Newport Communications Inc. for \$350,000, plus \$120,000 consulting agreement. Sellers (70% and 30%, respectively) are also principals of WLLH(AM)-WSSH(FM) Lowell, Mass., WLAM(AM) Lewiston, Me., and are applicants for new FM at Auburn, Me. Mr. Feldman also owns 75% of WWBA-AM-FM St. Petersburg and WCGL(AM) Jacksonville, both Florida. WCGL has been sold, subject to FCC approval, to Antelope

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Broadcasting Inc. for \$250,000 (BROADCASTING; Sept. 26). Buyer is principally owned by Peter W. Kuyper and Peter G. Mangone Jr. Mr. Kuyper is vice president of Paramount Pictures Corp., New York. Mr. Mangone is vice president of Chicago investment firm. Neither has other broadcast interests. WADK is 1 kw daytimer on 1540 khz. Broker: Keith W. Horton Co.

■ **KSTA-AM-FM** Coleman, Tex.: Sold by Coleman County Broadcasters to group of local investors headed by Ben A. Flynn for \$285,000. Seller is owned by Theo M. Griffiths and his son, Robert, who have no other broadcast interests. Buyers, who are doing business under same name as present owners, are Mr. Flynn, Don Johnson, Ross L. Jones, Rodney McCarty and Ray L. Parker (20% each). Messrs. Flynn, McCarty and Parker are independent oil operators in Texas. Messrs. Johnson and Jones are Coleman attorneys. KSTA is 250 w daytimer on 1000 khz. KSTA-FM is on 107.1 mhz with 3 kw and antenna 180 feet above average terrain.

■ **WABY(AM)** Albany, N.Y.: Sold by WABY Inc. to Broadcast Management Corp. for \$200,000, plus \$75,000 covenant not to compete. Seller is wholly owned subsidiary of CCA Electronics Corp., Cherry Hill, N.J., publicly held manufacturer of radio station equipment. Jason Fox is president and chief executive officer. CCA has no other broadcast interests. Buyer is principally owned by Joel Thrope and Tom Green, owners of WCNW(AM)-WLTV(FM) Fairfield, Ohio, and WDNB(AM)-WWLV(FM)

Speaking for the real world. An experienced perspective on government in the sunshine was advanced last week by communications attorney (and former FCC Commissioner) Lee Loevinger, during the course of a National Press Club tribute in Washington to BROADCASTING magazine's chairman and editor, Sol Taishoff.

"There are a bunch of congressmen and senators who are patting themselves on the back and congratulating themselves for having passed what is called a 'government in sunshine' act," Mr. Loevinger said. "This is a lot of nonsense. The FCC has had government in the sunshine for years, entirely due to Taishoff. Everything the FCC did was published in BROADCASTING, so that when it came time to make public disclosures there was nothing to it. There wasn't anything to hide; it had already been published in BROADCASTING.

"And this, I submit," Mr. Loevinger continued, "is the way government and the press should in fact operate. This is effective government in the sunshine, and all of the rules that you write in musty books that go in some musty library that the lawyers frequent really don't make that much difference."

Daytona Beach, Fla. WABY operates on 1400 khz with 1 kw day and 250 w night.

■ **KTRY-AM-FM** Bastrop, La.: Jamie Patrick Broadcasting Ltd., licensee, sold by James E. Patrick, his wife, Diane (26% and 25%, respectively), and Charles M. Brown (49%) to North Delta Broadcasting Inc. for \$210,000. Sellers have no other broadcast interests. Buyer is owned equally by local businessmen, Henry C. Cotton, Henry Reese, Charles Dickerson and Norman A. Johnson Jr., none owning other broadcast interests. KTRY is 250 w daytimer on 730 khz. KTRY-FM operates on 94.3 mhz with 3 kw and antenna 290 feet above average terrain.

■ Other station sales announced last week include WCLT-AM-FM Newark, Ohio (see page 65).

Approved

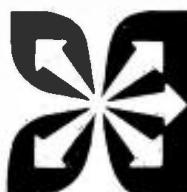
The following station sales were approved

last week by the FCC:

■ **WBEN-TV** Buffalo, N.Y.: Sold by WBEN Inc. to Buffalo Broadcasting Co. for \$25.5 million. Seller is wholly owned by Buffalo Evening News Inc., publisher of *Buffalo Evening News* and owner of WBEN-AM-FM there, which have been sold to group of local investors for \$4 million, subject to FCC approval (BROADCASTING, Sept. 26). BENI is owned by estates of Mr. and Mrs. Edward H. Butler and two of their grandchildren. Newspaper has been sold to Warren Buffett for \$33 million (BROADCASTING, Feb. 21). Buyer of WBEN-TV is owned by Howard Publications Inc., Oceanside, Calif. Robert S. Howard is principal, and he has no other broadcast interests. HPI publishes 14 daily papers in eight states, including: *Oceanside Blade-Tribune* and *San Clemente Sun Post*, both California; *Twin Falls* (Idaho) *Times-News*; *Charleston Times Courier*, *Freeport Journal Standard* and *Mattoon Journal-Gazette*, all Illinois; *Hammond Times* and *Logansport Pharos-Tribune & Press*, both Indiana; *Sioux City* (Iowa) *Journal*; *Auburn Citizen-Advertiser*, *Corning Leader* and *Glens Falls Post-Star*, all New York; *Carlisle* (Pa.) *Sentinel*, and *Casper* (Wyo.) *Star-Tribune*. WBEN-TV is CBS affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 1,200 feet above average terrain.

■ **KBMA-TV** Kansas City, Mo.: Sold by Westport Television Inc. to Scripps-Howard Broadcasting Co. for \$7.5 million. Seller is owned by Benno C. Schmidt and BMA Corp., Kansas City-based publicly traded insurance holding company headed by William D. Grant, board chairman. Mr. Schmidt has no other broadcast interests. BMA is also majority owner of KTXL(TV) Sacramento, Calif. Buyer is publicly traded group owner, over 60% owned by E.W. Scripps Co., publisher of 15 daily newspapers. Buyer is headed by Jack R. Howard, board chairman. Buyer also owns WPTV(TV) West Palm Beach, Fla.; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KTEW(TV) Tulsa, Okla.; WNOX(AM) Knoxville, Tenn., and WMC-AM-FM-TV Memphis. KBMA-TV is independent on channel 41, with 1,000 kw visual, 100 kw aural and antenna 1,060 feet above average terrain.

■ **WEZE(AM)** Boston: Sold by McCormick Communications Inc. to New England Continental Media Inc. for \$1.4 million plus \$300,000 covenant not to compete.



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10/3

Seller, also licensee of WBNY(FM) Buffalo, N.Y., and WLKW-AM-FM Providence, R.I., is owned by Technical Operations Inc. (80%) and William M. McCormick (20%). Principals in buyer are Stuart Epperson and William Atsinger. Mr. Epperson also owns WRBS(AM) Chapel Hill, N.C.; WKBA(AM) Vinton (Roanoke), Va., and, with his wife, KDFO(FM) Tulsa, Okla. Mr. Atsinger also owns KDAR(FM) Oxnard, Calif. WEZE is on 1260 khz with 5 kw full time.

■ KFOX(AM) Long Beach, Calif.: Sold by Walton Communications Inc. to Family Stations Inc. for \$1,050,000 plus \$350,000 consulting agreement. Seller is principally owned by John B. Walton Jr., owner of KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey, Calif., and KDJW(AM)-KBUY(FM) Amarillo, Tex. He has recently sold KELP(AM) El Paso to Clear Channel Communications Inc. for \$650,000 (BROADCASTING, Sept. 5). Buyer of KFOX, non-profit corporation, is headed by Harold Camping and owns KEAR(FM) San Francisco; KEBR(FM) Sacramento and KECR(FM) El Cajon, both California; WFSI(AM) Annapolis, Md.; WKDN-FM Camden and WFME(FM) Newark, both New Jersey, and KYER(AM) Shenandoah, Iowa. FSI also owns international station, WYFR Scituate, Mass. KFOX is on 1280 khz with 1 kw full time.

■ KUAM-FM-TV Agana, Guam: Sold by Pacific Broadcasting Corp. to Pacific Telestations Inc. for \$650,000, plus assumption of \$525,000 bank loan and \$110,000 noncompetition covenant. Buyer was granted waiver of FCC's multiple-ownership rules (prohibiting acquisitions of co-located television and radio stations) because of seller's financial instability. Buyer cited past FCC policy of allowing relaxation of rules for "small, economically marginal markets." Seller is principally owned by H. Scott Kilgore, who has no other broadcast interests. Buyer is owned by Lawrence S. Berger (51%), Ronald E. Pritchard (17%), Elliott L. Cushman (14%) and two other stockholders. Mr. Berger is principal of KHVH(AM) Honolulu, and all buyers but Mr. Cushman have interests in WVUV(AM) Leone, American Samoa. Mr. Cushman had minority interest in KGMB-TV Honolulu, which was sold by Hefelt Broadcasting Corp. to Lee Enterprises for \$10 million (BROADCASTING, Feb. 7). KUAM-TV is affiliated with CBS, ABC and NBC and is on channel 8 with 25.1 kw visual, 2.57 kw aural and antenna 140 feet above average terrain. KUAM is on 610 khz with 10 kw day and 1 kw night. KUAM-FM is on 93.9 mhz with 3.9 kw and antenna 77 feet above average terrain.

■ KOPO(AM) Tucson, Ariz.: Sold by KOPO Broadcasting Co. to Family Life Broadcasting System for \$500,000. Seller is owned by KOOL Radio-Television Inc., owner of KOOL-AM-FM-TV Phoenix. Principals are Gene Autry (48.11%), Tom Chauncey (49.89%) and Homer Lane (2%). Mr. Autry is also principal in Golden West Broadcasters, Los Angeles-based group owner.

Buyer is nonprofit, religious corporation. Warren Bolthouse, director. Family Life owns WUFN(FM) Albion, WUNN(AM) Mason and WUGN(FM) Midland, all Michigan. KOPO operates on 1450 khz with 1 kw day and 250 w night.

■ Other station sales approved last week by the FCC include: KVCV(AM) Redding, Calif.; WDCL(AM) Dunedin, Fla.; WIXN-AM-FM Dixon, Ill.; KLIC(AM) Monroe, La.; WQON(FM) Grayling, Mich.; KEOR(AM) Atoka, Okla.; KIXL(AM) Austin, Tex., and KOJO(AM)-KIOZ(FM) Laramie, Wyo. (see page 65).

■ Call letters of WPVA-AM-FM Petersburg, Va., which has been bought by Atlantic Broadcasting Corp., were incorrectly reported as WVPA-AM-FM (BROADCASTING, Sept. 12).

Three quit at NPR, three others dropped

Frischknecht among top officials resigning; dismissals believed to reflect Mankiewicz desire to have own planning/programming mold

A personnel shake-up at National Public Radio in Washington has resulted in the resignations of three of its top officials, including Senior Vice President Lee Frischknecht. Three other members of the planning department have also been dismissed by NPR President Frank Mankiewicz.

Mr. Frischknecht, prior to the May merger of NPR with the Association of Public Radio Stations, had served for four years as president of the public radio network. At the time of the merger he was named to his most recent post with responsibilities to oversee programming and distribution. His resignation became effective Oct. 1.

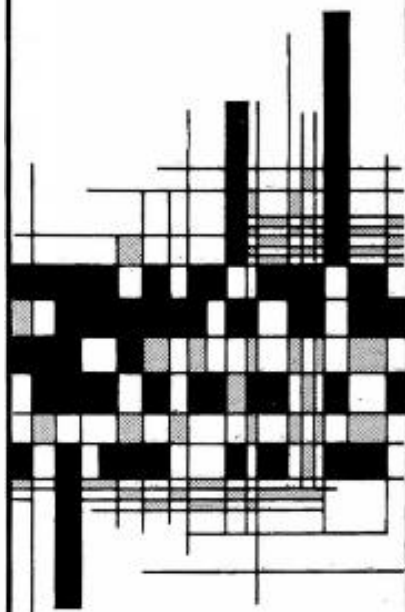
According to Mr. Frischknecht, Mr. Mankiewicz had requested the resignations because he was "interested in having new faces" in the planning and programming areas. Mr. Frischknecht also said that it had been obvious he would be leaving NPR "at least" since the time of the merger. He said he has no plans now for his future.

The NPR board met in Boston last Wednesday and voted to accept Mr. Frischknecht's resignation. The board also passed a resolution praising him for his "unselfish and untiring" contributions to the growth of NPR.

Other officials resigning along with Mr. Frischknecht were Wayne Gray, director of business affairs, and Mike Harris, director of planning and research.

The resignation of Mr. Harris came at the same time, NPR staffers have indicated, that Mr. Mankiewicz has been trying to put his own imprint on the planning and programming departments at the network. The three planning department staffers who have been asked to resign are Rufus Ragan, Don Keel and Lea Adams.

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INTV says same kinds of people watch independents and affiliates

Demographic differences are minimal, according to report done for association by Arbitron

The Association of Independent Television Stations (INTV) last week began showing to advertisers and agencies results of a study, conducted for it by Arbitron Television, demonstrating that there is no real demographic difference between the audiences of independent stations and those of network affiliates.

The slide presentation based on the study also contains a section, based on other research, to show "clutter" and audience loss occurring during breaks between network programs. The implication is that advertisers would often do better by buying in-program spots on independents than by buying break positions on affiliates.

Data from A. C. Nielsen Co.'s continuous measurements in Los Angeles, according to the presentation, showed: 14 "non-program events," including seven

commercials, in 7 minutes 27 seconds between the ending of NBC's *Baa Baa Black Sheep* story and the start of the *Police Woman* story on KNBC(TV)—and that, though the time break's average rating was 15, two commercials had only a 10.4 rating and two had a 9.7. The measurement was in and around the 9 p.m. break last April 12.

The Arbitron study, done at a cost put at \$123,000, covered 23 markets—all of those in which INTV member stations had agreed to help underwrite it. The study consisted of interviews with heads of households in which viewing by an adult (aged 18 or over) had been reported in one or more of four dayparts—early fringe, prime time, late night and weekend—in Arbitron's regular surveys in November 1976 or February 1977. They were questioned about a variety of characteristics including income, education, credit-card usage, air travel and recent purchases of retail products. In all, there were 12,084 completed interviews, representing listeners to 39 independent stations and 69 network affiliates.

The findings were that, in INTV's words, "there are, in fact, no differences in the quality of independent and affiliated station audiences." Thus, for example, in early fringe time 29% of independents' viewers are in the \$20,000-plus income class as compared with 27% of affiliates' viewers; in prime time and late night they are equal, while on weekends 26% of independents' viewers fall into the \$20,000-

plus bracket as against 30% of affiliates'.

Similarly, in one demographic category after another the percentage of independents' viewers is equal to that of the affiliates or exceeds or trails it by only a point or so, indicating that advertisers can reach the same kinds of viewers on independents as on affiliates.

The study does not compare the two in audience size. However, INTV officials say other research has shown that in major markets, at least, the average independent is generally on a par with the average affiliate in reaching certain target audiences. In 11 leading markets, for example, they say the average independent's rating among women 18-49 in early fringe time was equal to that of the average affiliate in two markets, was one point higher than the average affiliate's in four markets, two points higher in one market, one point lower in two markets and three points lower in two markets.

INTV executives began showing the presentation last week to advertisers and agencies in St. Louis and Kansas City, Mo., and over the succeeding seven weeks will show it to those in San Francisco, Los Angeles, Chicago, Detroit, Minneapolis and New York. In addition to the basic presentation, officials said, voluminous breakdowns and special compilations are available.

Leading in the presentations are Robert J. Somerville, INTV sales vice president, and Max Johnson, research manager, assisted in some markets by Armella Selsor, director of sales in Chicago, and in a number of cases by Herman W. Land, INTV president.

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M-E's Coen says his bright forecast for broadcast was too conservative

Predictions are revised upwards for 1977 and 1978 with TV listed as the major contributor

Television and radio advertising this year will outrun 1976's torrid pace by a substantial margin, and 1978, in turn, will gallop well ahead of 1977.

Those projections were part of an overall analysis and prediction of advertising trends presented last week by Robert Coen, vice president of McCann-Erickson, New York, who periodically makes these forecasts. He spoke during a briefing for newsmen and security analysts at the offices of the Interpublic Group of Companies Inc., parent company of M-E, and painted a bullish outlook for advertising in general in 1977 and 1978, marked particularly by network television's dramatic advances and prospects.

Mr. Coen noted at the outset of his presentation that his estimates for 1977 advertising made earlier this year had to be revised upward generally because actual expenditures were growing at a rate he had

not foreseen (BROADCASTING, April 11).

He prophesied that total television in 1977 would jump 13% to \$7.61 billion, with network television increasing 20% to \$3.435 billion. Despite the up-and-down activity of spot TV this year, Mr. Coen ventured that the medium would rise by 6% to \$2.275 billion. He placed local TV's increase at 11% to \$1.9 billion.

Assaying the remaining segments of the advertising spectrum, Mr. Coen predicted that radio would expand 12% to \$2.54 billion; magazines 20% to \$2.15 billion; newspapers 12% to \$11 billion and all other advertising forms 12% to \$14.46 billion.

Mr. Coen estimated that total U.S. advertising spending in 1977 would reach \$37.86 billion, up 12.5% from 1976.

Mr. Coen restricted his 1978 predictions to broad categories such as national broadcast, which he said would show a 9% to 14% gain over 1977; national print, up 10% to 15%, and other national, up 7% to 13%. He noted that he expected network TV to be the main contributor to the broadcast surge.

Discussing major media price changes in 1977, Mr. Coen figured that network television led the pack with an 18% jump, followed by newspapers, 9%; radio, 8%, and magazines and spot TV, 7%. For 1978 Mr. Coen projected that network TV prices again would be the pacesetter with a 17% increase over 1977, followed by magazines, up 8%; newspapers, up 8%; radio, up 6%, and spot television, up 5%.

Work harder. The Television Bureau of Advertising's 23d annual meeting will concentrate on salesmanship. President Roger D. Rice said last week, because "if the television industry is going to surpass the record-breaking sales of 1976, we will have to mount stronger selling efforts in the remainder of '77 and right through '78."

Three advertisers that have grown with television, station people with ideas for boosting local TV sales and professional sales-training experts will be among the participants at the meeting, to be held Nov. 14-16 at the Hyatt Regency in San Francisco. Workshops on inventory control, co-op advertising, local sales and station commercial production will also be featured.

Guest speakers will include James R. Williams, president, National Retail Merchants Association; Roy T. Bergold of McDonald's Corp.; Charles R. Stuart Jr. of Bank of America; William Wade of Alpha Beta Supermarkets, and Bill Brower of Sterling Institute, sales-training specialist. The meeting will open with the annual Hall of Fame dinner, honoring TV stars, the evening of Nov. 14.

Explain, please

RAB-backed group says while it favors inclusion of unlisted-phone homes, it wants more information on how that category is compiled

The procedures used by Arbitron Radio in adding unlisted telephone households to its sample have come under the scrutiny of the "Goals Committee" (Goals for Operation, Administration, Logistics and Stability of Radio Ratings), a group of industry research executives.

Goals, sponsored by the Radio Advertising Bureau, has formed a subcommittee to explore the matter with Arbitron. Goals said it favors the inclusion of unlisted homes in the Arbitron sample but it has some questions about the execution of

them in the surveys.

"We are concerned that diaries from unlisted telephone households may have been overrepresented or underrepresented in the sample for some of the markets where ESF (Extended Sample Frame) has been introduced," the committee said. "We are also concerned about the fact that Arbitron's measurements from one wave to the next have varied considerably in the number of diaries returned from unlisted telephone homes in the four markets in two successive rating periods where ESF has been used."

"We also have questions about Arbitron's estimate of the proportion of unlisted telephone households in ESF markets. These estimates are very important in determining the appropriate mix of listed and unlisted homes in the sample."

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Public-affairs offerings expanded this fall by PBS

New series will bring weekly total to six hours; also on tap are more documentaries, special events and programs for special audiences

Public television's new crop of public affairs programs was unveiled last week at a special screening at the Washington headquarters of the Public Broadcasting Service. Six new regularly scheduled programs will join such old timers as *Wall Street Week* and *Nova* to boost the PBS public affairs schedule to more than six hours each week.

PBS will also be providing a number of new documentaries, more live coverage of important special events and target-audience series for older persons, minority groups, women and the handicapped.

Among the new shows:

■ *Over Easy*, produced by KQED(TV) San Francisco, has been billed as "the first major television series specifically intended for Americans over 55." Hugh Downs, formerly of NBC-TV's *Today* show, will be host of the Monday-Friday, 30-minute television magazine. Funding for the program has been provided, in part, by a \$2.23-million grant from the Department of Health, Education and Welfare and \$1.75 million from the Corporation for Public Broadcasting. *Over Easy* is scheduled to premiere Nov. 14.

■ WTTW(TV) Chicago has put together 26 half hours of *As We See It*, a "hard look at school desegregation" from the perspective of some of the nation's high school students, who have researched, written, co-produced and narrated the various segments. The series was shot in 16 cities including Boston, Austin, Tex., Miami, Memphis, Providence, R.I., and San Francisco. *As We See It* premiered Sept. 19 and is scheduled to run until November five

nights each week.

■ Beginning in October *Eyewitness*, a series of four one-hour dramatizations of recent events in the news produced by KERA(TV) Dallas, will enter the PBS lineup. The stories to be aired include "A Man Charged with Prostitution," the case of a Massachusetts man who was tried and acquitted of a crime traditionally attributed only to women, and "Karen Quinlan: Life or Death," the well-known story of the comatose New Jersey woman whose parents requested that the life support systems keeping her alive be switched off. *Eyewitness* was co-produced by Thomas McCann & Associates, Boston, producers of *The White House Transcripts* and *The Watergate Cover-up Trial*. As in those two programs, the scripts for *Eyewitness* have been taken directly from court transcripts, recordings and other official sources.

■ KQED will also produce a weekly half-hour program, *Turnabout*, a series focusing on the changing social roles of women in America. The show will feature, among other things, interviews with leading women of the day and looks at some of the new roles women have assumed in otherwise male-dominated fields. It is scheduled to premiere in January.

■ WGBH(TV) Boston has something old and something new for this season. The something old is *The Advocates*, returning to public television after a three-year absence. The 13 segments of the live debate program will be broadcast every other week, alternating with *World*, WGBH's new international affairs program. *World* will include looks at how Americans' perceptions of foreign affairs are shaped. *World* cameras will go behind the scenes of the *NBC Nightly News* and into the offices of such news organizations as the Associated Press. Another *World* segment will examine agricultural practices in the Third World and how they differ from methods used in the developed nations. *The Advocates* and *World* are scheduled to premiere in early 1978. Funding for the former has been provided by the Charles Stewart Mott Foundation, the Olin Foundation, Merrill, Lynch, Pierce, Fenner & Smith Inc. and Polaroid Corp. *World* has been underwritten by a \$500,000 CPB

Sports, comrade? The Soviet Union, which extracted a record price from NBC-TV for North American TV rights to the 1980 Olympic Games in Moscow, is getting more deeply involved in the free-enterprise art of selling television programming. Lothar Bock Associates of Munich, which aided NBC in its negotiations with the Russians for the 1980 summer games, has signed an agreement to help launch the Spartakiade, or Soviet Union Festival of Sports, on international television. The Spartakiade has been held internally as a warm-up for Russian athletes the year before each Olympics. In 1979, however, the Spartakiade will be opened to international competition, and the Russian Television Service will telecast five hours of color programming each day of the Spartakiade and make it available throughout the world. The games will be held July 14-Aug. 9.

grant and funds from Polaroid, the Mott Foundation and the Charles E. Merrill Trust.

Public television's new season of documentaries will begin tomorrow night (Oct. 4) with the presentation of WETA-TV Washington's *The Poisoning of Michigan*, the story of what happened to dairy farmers and the food industry in Michigan after it was discovered that a fire retardant chemical mislabeled as an animal food supplement had been distributed to farmers.

Canal Zone, produced by WNET(TV) Newark-New York and directed and written by Frederick Wiseman, is an attempt to show the daily life of the American residents in the Panama Canal Zone and the effects of recent treaty negotiations. This is Mr. Wiseman's sixth film co-produced with WNET.

Other WNET-produced documentaries slated for airing over PBS include *Union Maids*, about the struggle to unionize working women in the 1930's, and *To Be a Man*, an examination of male roles and stereotypes in America.

And public affairs programs scheduled to return to the PBS line-up this fall include: the *MacNeil/Lehrer Report* (co-produced by WETA-TV and WNET), 30 minutes every weeknight; *Washington Week in Review* (WETA-TV), 30 minutes weekly; William F. Buckley's *Firing Line* (Southern Educational Communications Association), 60 minutes weekly; *Wall Street Week* (Maryland Center for Public Broadcasting), half hour weekly; *Black Perspectives on the News* (WHYY(TV) Philadelphia), 30 minutes weekly; *Nova* (WGBH), 26 one-hour programs weekly; Ben Wattenberg's *In Search of the Real America* (WGBH), seven half-hour programs weekly, and *Consumer Survival Kit* (MCPB), 30 minutes weekly. PBS will continue to broadcast the nightly *ABC Captioned News*.

PBS has also set up a new special-events station fund to provide live coverage of news events as they happen. WETA-TV has

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acquired funds from CPB and the Ford Foundation for its new Federal City Project, which will allow the station to cover important events in Washington such as its live, gavel-to-gavel coverage of the Bert Lance hearings there last month (BROADCASTING, Sept. 19).

Mulholland tells affiliates that it's back to series

At first of regional meetings, he says 'events' will be de-emphasized; other reports come from Schlosser, Weinblatt, Segelstein, Klein and Crystal

Robert E. Mulholland, NBC-TV president, told network affiliates at a meeting in San Francisco last week that over the next two or three years he foresees no increase in "event" programming and probably a reduction.

Making his first official appearance as NBC-TV president at a meeting of West Coast affiliates, Mr. Mulholland said in answer to a question that event programming is very expensive but necessary in a blend with series programming.

"I see a shift back to more emphasis on series," he said when asked for his views on what the event-series mix might be two or three years hence. He said he couldn't offer percentages but added, "I don't think you'll see an increase in event television."

Other highlights of the meeting, first of this fall's series of regional conferences between NBC officials and affiliates:

- Both NBC President Herbert S. Schlosser and Mr. Mulholland, NBC News executive who became NBC-TV president in late August, said having a "news magazine" in prime time is an NBC goal. Mr. Schlosser assured the affiliates that when undertaken it would be well done.

- Mike Weinblatt, NBC-TV executive vice president and general manager, said that contrary to some speculation, NBC-TV has "absolutely" no plans to increase the amount of network commercial time in prime time.

- Indicating that sales are strong, Mr. Weinblatt also said that rates are still going up but that the rate of escalation is slower than it was in the past two or three years.

- Irwin Segelstein, executive vice president, programs, said the network has a supply of prime-time programs ready for introduction if needed, among them *Baa Baa Black Sheep*, *Quark*, *CPO Sharkey*, *James at 15*, *Class of '65*, *Buck Rogers*—and also the right to convert *Emergency* and *Police Story* back into weekly series from their current status as frequent two-hour specials.

- Paul Klein, vice president, programs, said NBC is well stocked for the November sweep period, including *Aspen*, a three-part novel, to be shown Nov. 5-6-7; the nine-hour *Godfather Saga* ("the most

sensational thing you'll ever see") on Nov. 12-13-14-15; Carroll O'Connor in *The Last Hurrah* on Nov. 16 at 8-10 p.m. NYT; a Frank Sinatra drama Nov. 20 at 8-11 p.m.; a Beatles special on Nov. 24, the Miss Teenage America contest on Nov. 25, and *America's Salute to the Queen* on Nov. 29 at 8-11 p.m. Nor will NBC be "caught short" in the post-sweep weeks, Mr. Klein said.

- Lester Crystal, executive vice president, NBC TV News, reviewed changes in *NBC Nightly News*, which he said were distinguishing it from the competition and, in the process, adding 45-60 seconds of film and tape to each broadcast, bringing the average to nine and a half minutes per show. He said *Today* will be given a more national character, and that co-hosts Tom Brokaw and Jane Pauley will do more originations from around the country.

- Chester Simmons, vice president, NBC Sports, and Don Ohlmeyer, executive producer for NBC Sports and for its coverage of the 1980 Moscow Olympic games, described NBC's expanded sports coverage and plans for its new *Sportsworld*, which starts in January as a weekend program running one to two hours. It will be programed in part to help heighten interest in the 1980 Olympics, offering a 45-50 minute event, often involving Olympic-type competition, plus 15-18 minutes of a minor event such as rodeo or surfing, plus "hard-hitting journalism" related to sports.

- William Rubens, vice president, re-

Signed up. Operations Prime Time and MCA-TV, which last month announced plans for three more TV adaptations (BROADCASTING, Aug. 29) for 1978, report clearance thus far in almost 70% of country, with 41 network affiliates and 24 independent stations. Three four-hour projects will be based on John Jakes's "The Bastard" and "The Rebels" and Martin Gosch's and Richard Hammer's "The Last Testament of Lucky Luciano." First OPT venture was Taylor Caldwell's "Testimony of Two Men."

search and corporate planning, reviewed NBC's ratings position, saying it was too early to draw clear conclusions about the new prime-time season, that in daytime ratings it is a close three-way race, that *Tonight* has shown consistent gains and is now up to a 34 share of audience and that *Tomorrow*, following *Tonight*, has shown a similar pattern of gains.

NBC President Schlosser, opening the session, told the affiliates that though NBC-TV is "the event network," he realized it must have strong series to support the events.

Some 25-30 affiliates attended the San Francisco meeting. Similar meetings with other affiliates are scheduled tomorrow (Oct. 4) in Cambridge, Mass., Friday (Oct. 7) in Atlanta and the following Tuesday (Oct. 12) in Chicago.

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SMPTE's best in 1977

McMann wins Sarnoff gold medal; Goldmark, Winckler, Lowry and Verbrugge also honored

The Society of Motion Picture and Television Engineers has named Renville H. McMann Jr., president of Thomson-CSF Laboratories, as the recipient of the society's David Sarnoff Gold Medal award for 1977.

Mr. McMann will be presented the award Oct. 17, during the SMPTE's engineering conference in Los Angeles. The presentation will be made in recognition of his "pioneering" work in television-signal digital noise reduction, image enhancement, color masking and encoded-signal color correction, as well as for his leadership in development of the first high-quality portable color camera, according to SMPTE.

Also at the awards session, Dr. Peter C. Goldmark, president and director of research for the Goldmark Communications Corp., will be given the Honorary Membership Award for 1977. The SMPTE citation to Dr. Goldmark honors his "lifelong pioneering stimulus and innovations in video recording and in the application of television technology to the benefit of many aspects of communications research."

Dr. Goldmark has also received SMPTE's David Sarnoff Gold Medal, in 1969, and its Progress Medal, in 1970. This year's Progress Medal award will go to E. Carlton Winckler Sr. of Imero Fiorentino & Associates for his contributions toward the improvement of color television programming by the development of lighting techniques. That award will be presented at a ceremony following the opening luncheon of the SMPTE conference on Oct. 16.

Other awards to be presented at the conference include the Agfa-Gevaert Gold Medal Award to John D. Lowry, vice president and director of development for Digital Video Systems, and the Herbert T. Kalmus Memorial Award to Roland G.L. Verbrugge of Agfa-Gevaert.

New switcher. CCA Electronics, Cherry Hill, N.J., is offering solid-state switcher for parallel or alternate AM, FM or TV transmitters. Unit automatically senses loss of RF audio, excessive VSWR and programed high or low power limits. It will instantly initiate switchover from one transmitter to another—performing all necessary intermediate steps automatically. Twelve panel lights and seven LED's indicate transmitter status and antenna configuration.

Rain, in color. KHOU-TV Houston has initiated color radar weather display system for mapping weather patterns. Called Rainbow Radar, it shows rainfall in four different colors, depending on intensity: blue for light rain, green for moderate showers, yellow for heavy rain and red for extremely heavy rain or hail. System can cover 111 Texas counties.

Garage sale in Montana. Curt Wheeling, director of communications for the state of Montana, has a channel 7 transmitter, antennas and installation kit for sale. The state legislature recently decided to cut funding for a new educational television station and instructed Mr. Wheeling to dispose of the 1975 equipment. He is accepting bids until Oct. 28. According to Mr. Wheeling, "petty politics"—a controversy surrounding possible conflict of interest involving a state educational broadcasting board member who owned a building rented for the station—came before the legislature at a time of a "budget crunch," and the proposed station was scrapped. Mr. Wheeling said the legislature instructed him to return a \$700,000 grant from the Department of Health, Education and Welfare and put the equipment up for bids. He said he has received about 20 inquiries from private and public broadcasters and expects "about a dozen" bids by the deadline. No minimum has been set for bids, but Mr. Wheeling said, if they are "ridiculously low" he will reject them and find some other way to dispose of the equipment.

Roper's wrong says UNC study; Danish rises to survey's defense

Academics dispute contention that people get most news from TV; TIO challenges report

The Roper surveys' findings that a majority of Americans get most of their news from television have created and perpetuated a "myth," according to a research paper that came to light last week.

In the paper, a team from the University of North Carolina at Chapel Hill offered a study of their own from which, they said, "we can estimate that on the average weekday, less than one adult in five (19%) watched network television news while four out of five (80%) read a newspaper."

Even if viewing of nonnetwork TV news is taken into account, they said on the basis of other studies, "the audience for newspapers on the average weekday is considerably more than the audience for any television news—77% of the public versus 48%."

The challenge to the Roper studies' findings was roundly challenged in return by the Television Information Office, which has underwritten the studies at approximately two-year intervals since 1959.

TIO Director Roy Danish said the UNC team's conclusions "are founded on inadequate data and faulty logic and fly in the face of obvious facts. Judgments which verge on the ludicrous are extrapolated into decimal-pointed certainties. Meaningful comparisons between newspapers and television are frequently lacking, but most often distorted."

More than that, Mr. Danish continued, the study that the research team relied on for their own analysis—data gathered by W.R. Simmons & Associates—"is not a measurement service for television programs and is not accredited by the Broadcast Rating Council because it does not claim to be an audience measurement tool." And research reported by "the newspapers' own organization, the American Newspaper Publishers Association, supports the Roper findings" rather than the UNC team's, Mr. Danish stressed.

The Roper question on people's sources of "most of your news about what's going on in the world today" is one of scores of queries in the poll. Since 1963, when TV first surpassed newspapers (by 55% to 53%), television has been the dominant source, most recently (in the November 1976 survey, made public at the National Association of Broadcasters convention last spring) by 64% to newspapers' 49% (BROADCASTING, April 4).

The Roper polls permit respondents to name more than one source of "most of

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your news"—one of the grounds on which the UNC research team faulted the findings. "A more realistic way to look at the potential power of the medium," the paper said, is to look at those who cited only one medium as their dominant source—in 1976, for example, 36% in the case of TV, 21% in the case of newspapers.

The team's paper also challenged the poll's use of the term "get most of your news" as ambiguous, subject to different interpretations by different people. And asking about "yesterday," the paper contended, would be more specific than "usually." It cited a number of studies that found higher levels of newspaper reading than TV news-watching, and said even Nielsen ratings don't support the levels reported by Roper, even though the Nielsens "measure only when the set is on, not how many people—if anyone—are watching."

The paper's authors, Robert L. Stevenson, an assistant professor of journalism at UNC, and Kathryn P. White, a graduate student, said they did their own study—an analysis of the 1974-75 Simmons studies of TV, magazine and newspaper use, based on national samples of about 6,000 respondents and covering two one-week periods.

This analysis, they said, produced "dramatic" findings as to news viewing—and insights into TV-versus-newspaper audience demographics. For instance:

"In a two-week period, half (49%) of the American adult population did not watch a single evening network television news program; in that period, only one American adult in four (25%) watched more than four network news programs.

"In a two-week period, well over half (59%) of the American adult population did not give their full attention to a single evening network television news program; in that period, only one American adult in seven (14%) gave his or her full attention to more than four evening network news programs."

As for demographics:

"The users of television as a source of news tend to be older and at the lower end of the social and educational spectrum, while the users of newspapers are the opposite: well-educated, middle-aged cosmopolites. But these variables interact in complex ways, and the data also indicates that viewing of television news, on the whole, is modestly but positively related to readership of newspapers. People who watch network news also tend to read newspapers ...

"... The one characteristic that best identifies the nonnews consumer is age. Almost half (42%) of the people [who] watched no television news and read a newspaper less than once a day or not at all are under 30 years of age. This group also includes a higher proportion of women, blacks and grade-school graduates than the total population. The heavy consumers of both television news and newspapers, in contrast, tend to be heavily middle-aged and older people, whites, men and people with at least a high-school education ...

"Media use seems to be partly a func-

tion of time and cognitive skills. Age is the factor that most clearly identifies the frequent viewer of television news, and the elderly, of course, have the most time available to watch television. The elderly also tend on the whole to be less educated and more likely to have physical impairments, both factors that make reading difficult.

"Newspaper readers, in contrast, are identifiable not by age but by education. Use of newspapers increases sharply with education. Newspapers are an efficient source of information for individuals with the cognitive skills to read them quickly, efficiently and selectively.

"Age and education taken together can account for a large part of the differences in media use by various segments of the American population. Differences in the availability of media based on geography and urbanization are also important. But what these factors do not account for is the dramatic disparity between the Roper assertions and the levels of actual viewing of television news.

Mr. Stevenson and Miss White presented their paper to the mass communication and society division of the Association for Education in Journalism, at a meeting in Madison, Wis. They said at the outset that the claimed dominance of TV news is often "the basis for individuals and groups who want to change the relationship between broadcasting and the government"—by imposing stricter enforcement of the fairness doctrine, for ex-

ample, or, in the case of Senator William Proxmire (D-Wis.), by eliminating the fairness doctrine.

TIO Director Danish said perhaps the UNC researchers' "most serious abuse of scientific method and certainly of common sense is the persistent comparison of newspaper readership with television news viewing.

"The authors, who must know better, treat readership as though everyone who picked up a newspaper did so to get 'news.' Nowhere do they recognize what every editor has learned from experience and readership studies, i.e., that many readers have only a passing interest in hard news and are far more likely to confine the preponderance or all of their reading to their special areas of interest.

"Examination of the news 'hole' in a typical newspaper shows that it accounts for less than 20% (more nearly 8% or 9% of hard news is the measure) of the paper's volume. Sixty percent is devoted to advertising and ample space is devoted to 'soft' features, comics, women's columns, letters to the editor, etc.

"Contrast this to the rigorously confined 'national network news' which Stevenson/White set up as the other factor in their comparison."

In addition, Mr. Danish continued, the criticisms almost overlooked local news and ignored diary-based findings of Arbitron television that "for every hour spent watching a network news program, the average viewer spends two-and-one-

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half hours watching locally produced news programs . . . In addition, there is a loyal audience for discussion programs, both national and local, for special extended reports, for political convention coverage, space launchings, visits of foreign dignitaries and the like."

Mr. Danish chided the authors for asserting that respondents tend to overestimate their use of TV for news while at the same time offering a figure of 90% for those claiming to have read a newspaper "yesterday."

Actually, he said, a 1976 study by Louis Harris indicated that 10% of the people are "functionally illiterate" and other authorities hold that the "truly illiterate are probably equalled or exceeded in numbers by

those who have rudimentary reading and writing skills but who are made uncomfortable and frustrated by the effort of reading and who limit their attempts to what is absolutely vital to them."

He also defended Roper's acceptance of multiple answers as "realistic" and dismissed as meaningless the UNC team's emphasis on the number of people who did or didn't give "full attention" to newscasts. Moreover, he added, they didn't provide comparable data on the attention factor in newspaper reading.

Mr. Danish cited a Beldon research study published by the ANPA in 1974 showing that more people get most of their news from TV than get it from newspapers—whether it's local, state, national

or international news—and that the proportions are generally comparable to those reported by the Roper studies.

As for the contention that TV news appeals especially to the elderly, he cited another study published by ANPA in 1974 "found television preferred to newspapers in every age group, with the greatest margin among people 40-49 years of age."

The TIO, Mr. Danish said, "is seeking to present an objective picture of the medium's role as a source of news" and "recognizes that television cannot and should not be the sole source of information." He quoted again from the ANPA bulletin, which said there is a large body of research to show that "the public is principally reliant on television as a first source of information" and that "most people turn to the newspaper when it is available for verification . . . and secondary information."

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Independent unit set up at WBZ-TV for investigative news

**Boston station's seven-member
'I-Team' is off on its own
doing original reporting**

WBZ-TV Boston's "I-Team" showed its on-air face for the first time last Tuesday (Sept. 27) with a 37-minute uninterrupted report leading off the 6 p.m. news. It was the work of a seven-member investigative squad operating without of daily newsroom responsibilities and with its own equipment and budget. The first subject tackled involved ethics within the Massachusetts state legislature.

While WBZ-TV is not the first to create an "investigative" staff, news director William Aber said the I-Team breaks from the common mold not only in the number of its investigators but the extent to which the unit is self-sufficient. The team reports to Mr. Aber but is independent of the 70-member regular news staff as well as the public affairs department.

Anchor for the first report and the periodic investigations to follow is Alan Lupo, former Public Broadcasting Service reporter and *Boston Globe* columnist. The format calls for reports to break during the 6 o'clock news with follows later that evening and at noon the following day. It will be a continuing policy to keep the reports self-contained, and, according to General Manager Sy Yanoff, to drop commercials when necessary to prevent interruption.

Other aspects of the project involve continual updates and a community hotline to encourage confidential tips and new information from viewers. Social, economic and political topics are to be covered, both local and national. Despite the nomenclature "I (investigate)-Team," Mr. Aber chooses to describe the unit in terms of "original" reporting, claiming that "investigative" normally "conjures up a picture" of reporters only going after organized crime or crooked politicians. While the unit is expected to be working on

several stories at one time, Mr. Aber says there are no ground rules on the amount it produces.

Reporter's access case goes before Supreme Court

Sheriff in California appeals decision allowing KQED right greater than general public's to be allowed inside jail

With help from some friends, noncommercial KQED(TV) San Francisco is attempting to hold on to a First Amendment victory it won in lower federal courts—that reporters are entitled to “reasonable” access to county jails to cover jail news.

The case gives the Supreme Court an opportunity to clarify an earlier ruling that “newsmen have no First Amendment right of access to prisons or their inmates beyond that afforded the general public.”

Sheriff Thomas L. Houchins of Alameda county, Calif., who is pressing the KQED case, is leaning heavily on that language in seeking the reversal of a district court's ruling striking down his effort to limit reporters' access to the jail to that permitted the general public. In the main, this involves a series of guided tours.

A friend-of-the-court brief, filed by the Reporters Committee for Freedom of the Press for itself, the Radio Television News Directors Association and the American Society of Newspaper Editors, says that if the sheriff is correct in his interpretation of the Supreme Court's language, “then it is hard to know what First Amendment protections against official barriers to the gathering of news there are.”

The case grows out of KQED's dispute with Sheriff Houchins over his refusal to permit reporters to see and photograph the jail after the station had learned of and reported the suicide of an inmate. The station sued in federal district court to gain access, and the sheriff countered with the guided tours.

But the court found that Sheriff Houchins had unreasonably restricted KQED's ability to cover newsworthy matters. It ordered him to grant reporters access at “reasonable times and hours” to permit “full and accurate coverage of conditions, and to allow reporters to use cameras and sound equipment and to interview inmates. “Access could be denied only when jail security might be threatened.”

The U.S. Court of Appeals for the Ninth District upheld the order, and Sheriff Houchins sought and was granted Supreme Court review.

Besides arguing that KQED has no greater right of access to the jail than that available to the general public, he contends that the district court failed to balance the rights of the press and public against those of his office and that the lower court erred in according insufficient

weight to his interest in the internal administration and maintenance of security of the jail.

KQED, the Reporters Committee, and the National Newspaper Association—joined by the Arizona Newspapers Association, the Pennsylvania Newspaper Publishers Association and the South Dakota Press Association—stressed what they said was the essential function of reporters to uncover and report news of public institutions to the public.

KQED said its efforts to report on the local county jail “and the public's right to receive the information are complementary interests” protected by the First Amendment.

As for the Supreme Court language holding that reporters are entitled to “no greater access” than the general public, KQED said that referred to a prison rule prohibiting reporters from singling out inmates for interviews. Furthermore, the station said, the statement must be read in the context of prisons “that already permitted very substantial press access.”

The Reporter's Committee also makes two arguments based on the equal protection clause of the 14th Amendment. One is that since other county jails in the state permit greater access to the press than to the public, similar access cannot be denied in Alameda county. The other deals with television, contending that since television coverage is permitted in other county jails in the state, denying it in Alameda is impermissible.

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FCC lawyer sees way to come in from left field to fine CATV's

Cable Bureau's Jamison says section elsewhere in Communications Act would permit sanction against Missouri system that is disregarding FCC order to cease duplication

Although the FCC may lack the direct statutory authority to impose fines on cable television systems, cable systems might be wise not to rely too heavily on that fact. An FCC lawyer last week urged an FCC administrative law judge to recommend that the agency invoke a provision of the Communications Act under which a system could, presumably, be fined.

The provision is Section 502, and states that “any person who willfully and knowingly violates any rule . . . imposed by the commission” is subject to a fine of \$500 for each day the violation occurs. However, the fine could be imposed only after conviction of the “person” in federal court, and prosecution would be the responsibility of the Justice Department.

The commission has never sought to in-

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voke such a sanction in a case involving cable television. But the FCC's Cable Television Bureau feels such procedure is warranted in the case involving Jackson Cable TV Inc., of Jackson, Mo., which serves Cape Girardeau, Mo.

The system is said to have been illegally importing the distant signals of three St. Louis network-affiliated stations at least since October 1976. After stations in the market complained, the system requested a waiver of the nonduplication rules, but was denied. Nevertheless, the system has continued to carry the signals, contending that the rules are a violation of the first Amendment and that there has been no showing of harm to the local stations.

In response to the petitions of two of the stations—WPSD-TV Paducah, Ky., and KFVS-TV Cape Girardeau—the FCC ordered the system to show cause why it should not be directed to stop violating the rules.

The Cable Television Bureau's lawyer, James Jamison, called on Judge David M. Head to recommend to the commission that it ask Justice to prosecute the system under Section 502 of the Act. Mr. Jamison conceded that the provision had never been invoked in connection with cable television. But, he said, never had the bureau encountered such a "blatant" disregard of the commission's rules.

Jackson Cable's attorney, Leo I. George, said that the bureau is "making a whipping boy out of my client."

ABC-TV scores double shutout over Columbus cable

NCAA withdraws permission to Qube for Nov. 5 and Nov. 12 Big Ten games after TV network charges showings would violate its football contract

ABC-TV appeared last week to have won its fight to block coverage of Ohio State football games on the pay channel of Warner Cable's Qube two-way system in Columbus, Ohio (BROADCASTING, Sept. 26).

Thomas C. Hansen, TV program director for the National Collegiate Athletic Association, said Qube's projected coverage of the Ohio State-Indiana game on the afternoon of Nov. 12 would be barred if ABC-TV schedules an NCAA game that afternoon.

Under its own NCAA contract, ABC has until Nov. 7 to schedule a Nov. 12 game, and ABC officials said they intend to schedule one. Tentatively, they have Oklahoma-Colorado in mind.

Warner had reached an agreement with Ohio State and NCAA for Qube pay-channel coverage of both the Nov. 12 game and the Ohio State-Illinois game on the afternoon of Nov. 5. But ABC invoked a clause in its NCAA contract that specifies, according to ABC officials, that "no [cable]

presentation may conflict in point of time with any series game being telecast on a live basis by [ABC-TV] in the area involved."

On learning that ABC had scheduled an NCAA doubleheader on Nov. 5, NCAA withdrew its approval for Qube coverage of Ohio State-Illinois. Mr. Hansen indicated it will do the same for the Nov. 12 contest as soon as ABC schedules a conflicting game.

A third game in the Qube package was one to be played by nearby Otterbein College on the night of Nov. 12. ABC officials said they did not challenge Qube coverage of this game because ABC has no night game scheduled on Nov. 12.

Explaining ABC's objection to cable coverage of the Nov. 5 and Nov. 12 afternoon games, James Spence, program planning vice president for ABC Sports, said that "exclusivity is the most important element of our commitment to the NCAA"—a commitment, he added, that came to \$36 million in payments to NCAA under the contract that ends this year and will total \$118 million in payments over the next four years.

Beyond that, he said, "we would be violating company policy if we sanctioned this [cable] telecast."

"I'm sure," he added, "that if Warner were in our shoes, they'd do the same thing we're doing."

Warner Cable President Gustave M. Hauser said the controversy was "not a Warner-ABC problem" but reflected a larger issue.

He noted that Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, had asked the subcommittee staff to look into the case as part of its investigation of relationships between the networks and sports.

The issue, Mr. Hauser said, is "a policy question for the House committee—whether this kind of [exclusivity] contract is in the public interest."

Warner officials said Ohio State and NCAA had wanted to use the cable coverage of the games as an occasion for research, using Qube's two-way facility to gather such data as how many homes watched the contests, who the viewers were and what their attitudes were.

They also contended there was no way Qube coverage could hurt attendance at Ohio State games or ABC's audience for its own NCAA games. "Every Ohio State game is sold out," one official said, "and everybody in Columbus who isn't at the game is listening to it on the radio."

Lawrence B. Hilford, president of the Qube division, estimated that by early November Qube may have as many as 10,000 homes hooked up in the Columbus area.

The NCAA television committee meanwhile indicated it had learned something from the Columbus episode. TV Program Director Hansen reported the committee had since voted not to approve any application for cablecasting until the time for ABC's NCAA coverage on that date has been set.

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The Broadcasting PlaylistTM Oct 3

Contemporary

Last This week week	Title □ Artist	Label
2 1	Theme from "Star Wars" □ Meco	Millennium
1 2	Keep It Comin' Love □ K.C./Sunshine Band	TK
14 3	You Light Up My Life □ Debby Boone	Warner Bros.
6 4	That's Rock 'n' Roll □ Shaun Cassidy	Warner Bros.
10 5	Nobody Does It Better □ Carly Simon	Elektra/Asylum
3 6	I Just Wanna Be Your Everything □ Andy Gibb	RSO
16 7	Strawberry Letter 23 □ Bros. Johnson	A&M
8 8	Cold as Ice □ Foreigner	Atlantic
5 9	Don't Stop □ Fleetwood Mac	Warner Bros.
15 10	Boogie Nights □ Heatwave	Epic
4 11	Best of My Love □ Emotions	Columbia
19 12	I Feel Love □ Donna Summer	Casablanca
12 13	Telephone Line □ Electric Light Orchestra	United Artists
7 14	Higher and Higher □ Rita Coolidge	A&M
18 15	Swaying to the Music □ Johnny Rivers	Big Tree
13 16	Handy Man □ James Taylor	Columbia
23 17	Signed, Sealed and Delivered □ Peter Dinklage	A&M
21 18	Brick House □ Commodores	Motown
9 19	Float On □ Floaters	ABC
11 20	On and On □ Stephen Bishop	ABC
20 21	Don't Worry Baby □ B.J. Thomas	MCA
17 22	How Much Love □ Leo Sayer	Warner Bros.
30 23	Baby, What a Big Surprise □ Chicago	Columbia
28 24	She Did It □ Eric Carmen	Arista
26 25	Easy □ Commodores	Motown
36 26	Just Remember I Love You □ Firefall	Atlantic
25 27	Barracuda □ Heart	Portrait/CBS
29 28	Heaven on the Seventh Floor □ Paul Nicholas	RSO
39 29	It's Ecstasy □ Barry White	20th Century
45 30	Brown Eyes Blue □ C. Gayle	United Artists
24 31	Jungle Love □ Steve Miller Band	Capitol
32 32	Cat Scratch Fever □ Ted Nugent	Epic
46 33	It's So Easy □ Linda Ronstadt	Asylum
34 34	Black Betty □ Ram Jam	Epic
- 35	How Deep Is Your Love □ Bee Gees	RSO
27 36	Smoke from a Distant Fire □ S. Townsend	Warner Bros.
40 37	It Was Almost Like a Song □ Ronnie Milsap	RCA
38 38	The Greatest Love of All □ George Benson	Arista
48 39	We Just Disagree □ Dave Mason	Columbia
37 40	Way Down □ Elvis Presley	RCA
44 41	Do You Wanna Get Funky with Me □ Peter Brown	Drive/TK
- 42	You Make Lovin' Fun □ Fleetwood Mac	Warner Bros.
31 43	Whatcha Gonna Do □ Pablo Cruise	A&M
33 44	Just a Song Before I Go □ Crosby, Stills and Nash	Atlantic
43 45	Surfin' USA □ Lelf Garrett	Atlantic
35 46	The King Is Gone □ Ronnie McDowell	Scorpio/GRT
49 47	I Believe You □ Dorothy Moore	Malaco/TK
50 48	Send in the Clowns □ Judy Collins	Elektra
- 49	Blue Bayou □ Linda Ronstadt	Asylum
- 50	Thunder in My Heart □ Leo Sayer	Warner Bros.

Playback

Double exposure. *Simple Dreams* (Asylum), Linda Ronstadt's month-old album, is proving to be a well of hits: two cuts are on "Playlist" this week and still others are entering radio charts around the country. Although *Blue Bayou* (at 49) was the first single released, *It's So Easy* was the first to enter "Playlist." This tune, written by Buddy Holly, is scheduled for release as a single today (Oct. 3). *Blue Bayou*, an original Roy Orbison record, is on at WYLL(AM) Lexington, Ky., and music director Jim Jordan reports "Whether or not it's going to happen, I don't know. But that's the one we're getting reaction to here in Lexington." Kim Welsh of KBEQ(AM) Kansas City, Mo., plays one cut but roots for another: "We're on *It's So Easy*. It's more familiar to our audience and it appealed to me. *Blue Bayou* is a little on the country side. But I definitely think the single is *Tumblin' Dice*. It's a rock 'n' roll song... fast for her." Still another cut is *Poor Poor Pitiful Me*, and Harv Moore of WYSL(AM) Buffalo says it's "really good. It fits our sound. But we're playing all three." **Basically Barry.** *It's Ecstasy When You Lay Down Beside Me* (20th Century), Barry White's rhythm and blues hit, has begun a crossover to top 40 charts. It bolts 10 spaces—to 29—on "Playlist" this week. Lou Kirby of KXOK(AM) St. Louis claims the tune is headed up-chart "without a doubt. Definitely a mover. He's a sporadic artist, but when he does have a hit, it's big. He appeals to women and he has a crossover following." **Watch this space.** David Castle's *Ten to Eight* (Parachute/Casablanca) "has more hooks than a fisherman on Sunday," says Tony Bryan of KEWI(AM) Topeka, Kan.

Country

Last This week week	Title □ Artist	Label
5 1	Daytime Friends □ Kenny Rogers	United Artists
3 2	Heaven's Just a Sin Away □ Kendalls	Ovation
2 3	I've Already Loved You □ Conway Twitty	MCA
1 4	Brown Eyes Blue □ C. Gayle	United Artists
6 5	Y'all Come Back Saloon □ Oak Ridge Boys	ABC/Dot
4 6	Eastbound and Down □ Jerry Reed	RCA
8 7	We Can't Go on Living Like This □ Eddie Rabbitt	Elektra
9 8	It's All in the Game □ Tom T. Hall	Mercury
- 9	Once in a Lifetime Thing □ John Wesley Ryles	ABC/Dot
7 10	Why Can't He Be You □ Loretta Lynn	MCA
10 11	I Got the Hoss □ Mel Tillis	MCA
25 12	Dancing the Night Away □ Tanya Tucker	MCA
11 13	If You Don't Love Me □ Freddy Fender	ABC/Dot
12 14	That's the Way Love Should Be □ Dave & Sugar	RCA
16 15	Don't Say Goodbye □ Rex Allen Jr.	Warner Bros.
15 16	I Love You a Thousand Ways □ Willie Nelson	Columbia
23 17	Shame, Shame on Me □ Kenny Dale	Capitol
13 18	Southern California □ Jones & Wynette	Epic
17 19	I'm Just a Country Boy □ Don Williams	ABC/Dot
18 20	Way Down □ Elvis Presley	RCA
14 21	Sunflower □ Glen Campbell	Capitol
- 22	Silver Medals & Sweet Memories □ Statler Bros.	Mercury
- 23	Pledging My Love □ Elvis Presley	RCA
- 24	The Old Man and His Horn □ Gene Watson	Capitol
- 25	Eres Tu □ Johnny Rodriguez	Mercury

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

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John J. Agolia, director of research and planning, business affairs, New York, CBS-TV, appointed director, business affairs, New York.

Elaine Chin, manager of pricing for business analysis and financial planning, ABC-TV, New York, named associate director of business analysis and financial planning.

Nicholas Trigony, VP-general manager, KXYZ(AM)-KAUM(FM) Houston, named to same post, WPLJ(FM) New York. All are ABC-owned stations.

Steve Mathis, VP-general sales manager, Storer Television Sales, New York, appointed VP-general manager, WNAC-TV Boston.

George Gonyar, operations manager for Community Broadcasting Service, licensee of WABI-AM-TV-WBGW(FM) Bangor, Me., named VP-manager. **Keith Fowles**, operations manager, Aroostook Broadcasting, licensee of WAGM-AM-TV Presque Isle, Me., named VP-manager. Community Broadcasting and Aroostook are divisions of Diversified Communications.

Michael J. Plumstead, general manager of WWOL-AM-FM Buffalo, N.Y., named general manager of WRCP-AM-FM Philadelphia. All stations are owned by Rust Craft Broadcasting Co.

Steven A. Downes, sales manager, WGCI(AM) Greenwich, Conn., appointed general manager.

Penny Bailey, director of advertising and promotion, WERE(AM)-WGCL(FM) Cleveland, promoted to station manager.

Bill Devine, station manager, noncommercial WEBR(AM) Buffalo, N.Y., named director of radio for WEBR and co-owned WNEB-FM there.

Anthony P. Buttlino, instructional TV director, co-owned WNEB-TV appointed director of educational services and human resources.

John E. Walkmeyer, general manager, Paul Bunyan Radio Network, Traverse City, Mich., licensee of eight northern Michigan radio stations, retired Oct. 1.

Bob Clark, news director, WEXI(AM) Jacksonville, Fla., named operations manager.

Penny Pinsker, public affairs manager,

WOR(AM) New York, promoted to director of public service and community affairs.

Freda Wright, from WMAL(AM) Washington, named public affairs director, WHFS(FM) there.

Alan Batten, promotion manager, WALA-TV Mobile, Ala., joins WTLV(TV) Jacksonville, Fla., in same post.

Victoria Turner, from Baltimore Urban League's broadcast skills bank, joins WPOC(FM) there as promotion director.

Robin S. Schultz, advertising-marketing director, Paramus Park shopping center, Paramus, N.J., named promotion administrator, WYNY(FM) New York.

Blaine Decker, account executive, KTLA(TV) Los Angeles, named research director.

Walter L. McGhee, program director, non-commercial WCVE-TV Richmond, Va., and co-owned WCWV(TV) there, named director of development.

Broadcast Advertising



Allen



Abbey

David S. Allen, president of Katz American Television, New York, named senior VP of Katz Agency Inc., responsible for both Katz American and Katz TV Continental. Replacing Mr. Allen in New York as president of Katz American Television will be **David S. Abbey**, who has been regional VP for Katz Television sales on West Coast. **Gerald J. Jones**, manager of Los Angeles office, succeeds Mr. Abbey. **Richard A. Goldstein**, regional VP for Katz American Television sales in New York, becomes general manager of division. **Frank J.**

McCann continues as president of Katz TV Continental, New York.

Peter Murray, general sales manager of WAGA-TV Atlanta, Storer Broadcasting-owned station, named VP-general sales manager of Storer Television Sales, New York.

Ronald A. Sampson, management supervisor and partner, Tatham-Laird & Kudner, Chicago, assumes additional duties as contact department manager, responsible for administration of agency account management personnel. **Allan R. Kurtzman**, associate creative director, TL&K, promoted to creative director.

Gene Petrillo, director of corporate television, D'Arcy-MacManus & Masius, New York, elected senior VP. **William Suchy**, art director, Clinton E. Frank, Chicago, joins DM&M, St. Louis, in same capacity.

James M. Keck, newly retired vice commander-in-chief of Strategic Air Command, U.S. Air Force, Omaha, joins Bozell & Jacobs International there as VP-corporate affairs. **Allen Cohn**, associate creative director, and **James N. Titus**, account supervisor, Chicago office, appointed VP's. **Kent N. Dial**, account supervisor, Dallas, appointed VP and transferred to Minneapolis office. **Gerald Sherwin**, from Lehn & Fink Products Co., Montvale, N.J., joins Bozell & Jacobs, New York, as VP-account supervisor on Borden Foods account.

James Dale, VP-creative director, W.B. Doner & Co., Detroit, named senior VP-executive creative director. **John Considine**, VP-research director, promoted to senior VP-corporate research director, and **Steve LaGattuta**, VP-associate creative director, appointed VP-creative director.

Joanne Truffelman, VP-production manager, Wells, Rich, Greene, New York, joins McDonald & Little, Atlanta, as VP-production services director.

George S. Tillman, account executive, Conklin, Labs & Bebee advertising, Syracuse, N.Y., named VP.

Lois M. Golden, assistant VP-media director, Abramson/Himelfarb, advertising and public relations agency, Washington, elected VP.

George Spring, sales manager, broadcast division, Diversified Communications, Camden, Me., named VP-sales and business development.

Robert L. Kimmel, formerly director of network radio news, NBC, named senior VP of Mel Tarr Associates, New York, advertising and public relations firm.

Roger Zamparo Jr., account executive, Biddle Advertising, Chicago, joins J. Walter Thompson there as account representative.

John Ryan, media planning supervisor, Ted Bates & Co., New York, joins Foote, Cone & Belding there as media supervisor on agency's Frito-Lay and Campbell's Soup accounts. **Edward Gross**, copywriter from Grey Advertising, joins FC&B in same capacity. **Tabor Ames**, account executive, Cunningham & Walsh, named to same post at FC&B on Clairol account.

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The newswire of broadcasting and allied arts

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Company _____

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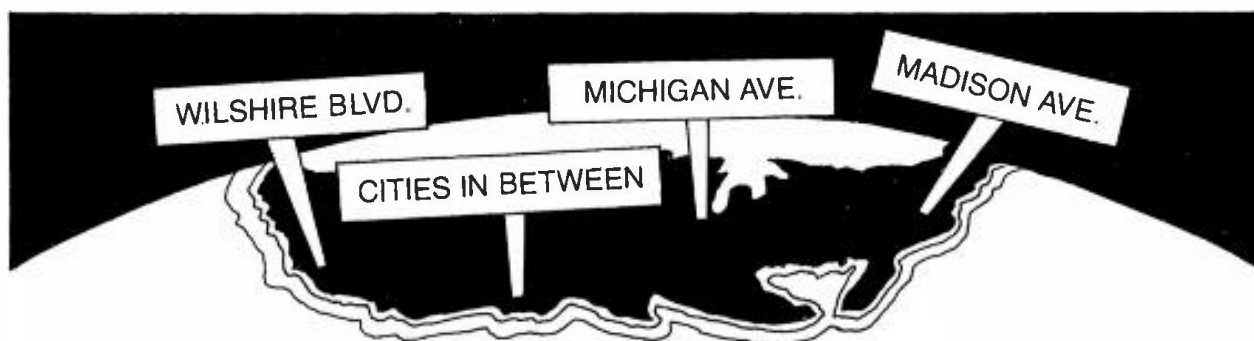
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- ☐ 1977 Yearbook \$30.00 (If payment with order: \$25.00)
- ☐ Payment enclosed
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☐ black only ☐ black and red

Deadline for camera-ready copy is 30 days before mailing date.

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Company _____ Type of Business _____
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Signature _____ Date _____

Emilie Griffin, director of children's advertising review unit of national advertising division, Council of Better Business Bureaus, New York, rejoins Compton Advertising there as creative supervisor.

Henry Wagner, creative director, Foote, Cone & Belding, Germany, joins Doubleday Advertising, New York, in same capacity.

Bill Kling, account executive, Leo Burnett, Chicago; **Pam Mikulec**, assistant product manager, Alberto-Culver Co., and **Jan Ponchalek**, from Clinton E. Frank, join Needham, Harper & Steers, Chicago, as account executives.

Sharon Romijn, from Ross-Journey & Associates, Salt Lake City, and **Carolyn Moon**, from University of Colorado, Boulder, join Tracy-Locke advertising-public relations, Denver, as media buyers.

Dick Williams, VP-Eastern sales manager, Top Market TV, New York, joins Katz Agency there as director of sales projects.

Jerry Danford, VP-director of film production and sales, Performance Communications Inc., San Francisco, joins CBS Television Network sales, Chicago, as account executive.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685: Title 39, United States Code).

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- Not applicable.
- Not applicable.
- Circulation:

A. Total no. copies printed (net press run)	37,996*	40,000**
B. Paid circulation		
1. Sales through dealers & carriers, street vendors & counter sales	49*	37**
2. Mail subscriptions	32,000*	34,160**
C. Total paid circulation	32,049*	34,197**
D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means	5,053*	4,609**
E. Total distribution (sum of C and D)	37,102*	38,806**
F. Office use, left-over, unaccounted, spoiled after printing	894*	1,194**
G. Total (sum of E & F—should equal net press run shown in A)	37,996*	40,000**

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Publisher

*Average no. copies each issue during preceding 12 months.
**Actual number of copies single issue published nearest to filing date.

Michael S. Leder, VP-associate media director, William Esty Co., New York, joins Ed Libov Associates, media services organization there, as VP-director of broadcasting.

Gale Gilchrest, media buying group head, Independent Media Services, New York, elected VP.

Edward A. Maguire, account executive on F.W. Woolworth Co. account, Sawdon & Bess Advertising, New York, joins Woolworth there as manager of broadcast advertising.

Charles Lewis, regional advertising and sales promotion supervisor, Uniroyal Inc., Atlanta, promoted to manager-advertising, sales promotion and public relations, Southern zone, including 12 states from Texas to North Carolina.

James Joyella, general manager-retail sales, CBS Television Stations Division, named sales director, CBS-owned WBBM-TV Chicago. **Rod Calarco**, account executive, CBS Radio Spot Sales, New York, named local sales manager CBS-owned WCAU(AM) Philadelphia.

Robert J. Hamacher, local sales manager, KSTW(TV) Tacoma, Wash., promoted to general sales manager, succeeded by **Joseph L. Ryan**, VP-general manager, KHOW(AM) Denver.

Edward M. Milarsky, account executive, WINS(AM) New York, named general sales manager of WVNJ-AM-FM Newark, N.J., making his headquarters at stations' new New York office at 488 Madison Avenue, New York 10022.

Mel Ryan, VP-general manager, KRAM(AM) Las Vegas, joins KORK-AM-FM there as general sales manager.

Mickey Franko, from Merrill, Lynch, Pierce, Fenner & Smith, Cleveland, joins WKTO(AM) Pittsburgh as general sales manager.

George Moody, general sales manager, KNBR(AM) San Francisco, appointed to same post, KOME(FM) San Jose, Calif.

Hy Farbman, general manager, WSOL(AM) Tampa, Fla., joins WEXI(AM) Jacksonville, Fla., as sales manager.

Edward D. Outland, sales manager, Kaiser Broadcasting Spot Sales, Detroit, joins KPLR-TV St. Louis as national sales manager.

R. Bruce Cynar, national sales manager, WTVR-TV Richmond, Va., named to same post, WAND(TV) Decatur, Ill.

Richard L. Eury, account executive, WTOP(AM) Washington, promoted to local sales manager. **Wyatt B. Thompson Jr.**, account executive, WAVA-AM-FM Arlington, Va., joins WTOP in same post.

Bob Lind, account executive, WKSS(FM) Hartford-Meriden, Conn., named local sales manager.

George R. Reed, account executive, WLOO-AM-FM Orlando, Fla., named to same post, WPLO(AM) Atlanta.

Roger Strawbridge, cooperative advertising manager, WEZE(AM) Boston, joins WBZ-AM-FM there as account executive.

Programing

Esther Shapiro, long-time writer for television, joins West Coast program department of ABC Entertainment as executive producer, motion pictures and novels for television.

Saltman assault. Sheldon Saltman, vice president for telecommunications, 20th Century-Fox suffered a compound fracture of the left arm and a fracture of the right wrist after he was struck with a baseball bat outside Fox's commissary Sept. 22. Booked on assault charges and released on \$1,000 bail was stuntman, Evel Knievel, who reportedly told police he was angry with Mr. Saltman about parts of a book he wrote about Mr. Knievel's unsuccessful attempt to jump Snake River Canyon in Idaho on a motorcycle. Mr. Saltman has an extensive background in television advertising, promotion and public relations and has held top posts in those areas with MCA TV in New York, with singer Andy Williams' enterprises in Los Angeles and with Trans World International. Mr. Saltman also conducted his own public relations-promotion firm in Los Angeles and has been a television program packager.

James Kefford, regional manager, Drake-Chenault, radio programing producer, Canoga Park, Calif., named executive VP/general manager.

Walter Newkirk, project director for film-lecture series of New Jersey Committee for Humanities, New Brunswick, N.J., named advertising/publicity coordinator for Cinema Shares International Television Ltd., New York, television and theatrical program distributor.

Bob Goode, from WSAI-AM-FM Cincinnati, joins WROK(AM)-WZOK(FM) Rockford, Ill., as program director. He replaces **C. David Hamilton**, who leaves WROK to become program director of KAAY(AM)-KEZO(FM) Little Rock, Ark.

Jerry Sewell, from WJEM(AM) Valdosta, Ga., joins WARK(AM)-WWCS(FM) Hagerstown, Md., as program director.

John Dorkin, program director, WLKY-TV Louisville, Ky., joins WXYZ-TV Detroit as executive producer.

J. Albert Callahan, manager of information and community affairs, WCPQ-TV Cincinnati, joins Multimedia Program Productions there as creative marketing director for *Donahue* syndicated series.

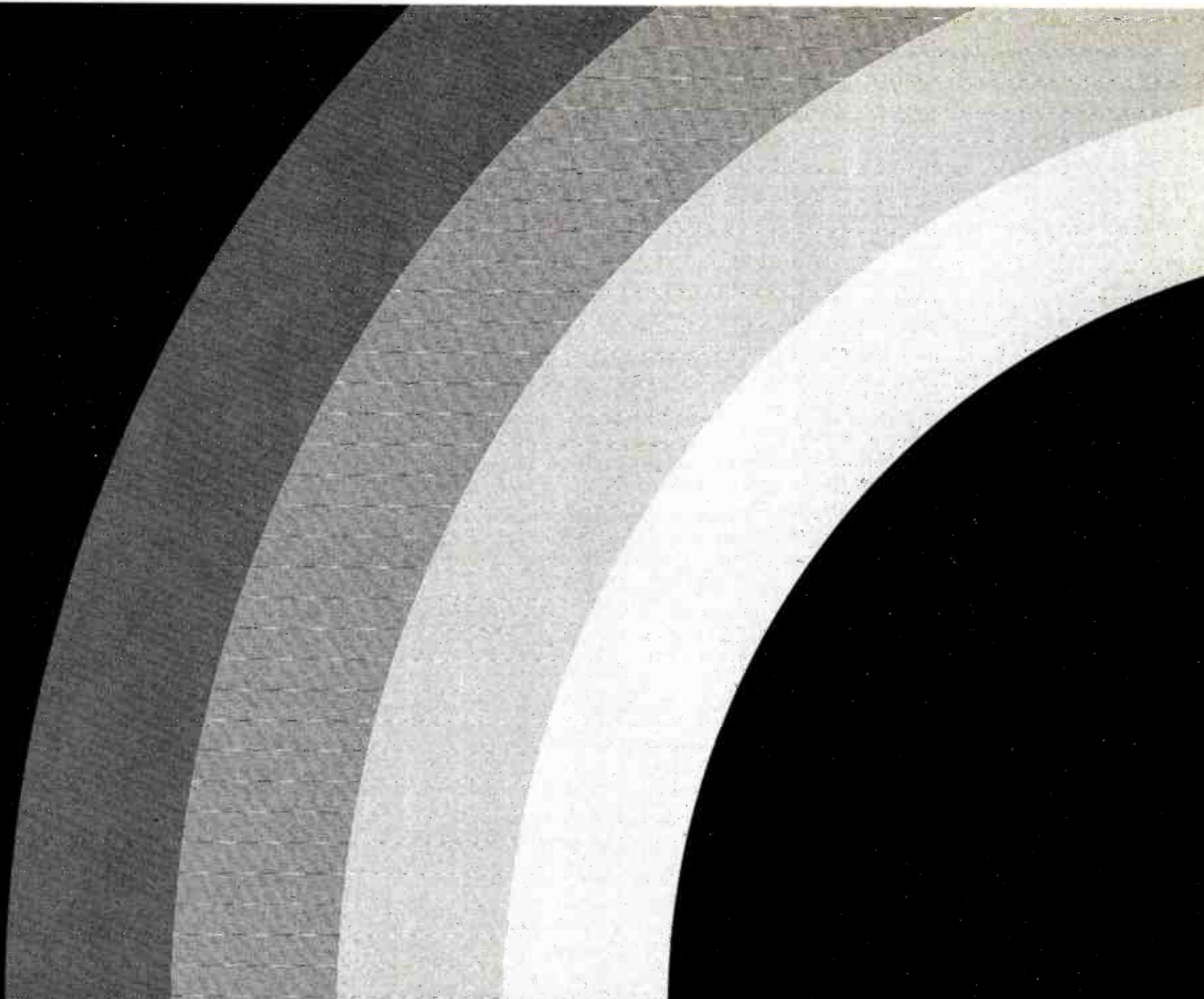
Janice Lowden, operations manager, Catholic Television Network of Chicago, program producer-syndicator, assumes additional duties as marketing manager.

Bonnie Arnold, producer of documentaries and news features, WXYZ-TV Detroit, joins WFSB-TV Hartford, Conn., as producer of morning program, *Corsair & Co.*

Jim LaBarbara, air personality, WLW(AM) Cincinnati, named program research manager.

John Hutchinson, program director, noncommercial WNED-TV Buffalo, N.Y., appointed director of TV programing and operations. **Wiley F. Hance**, producer, named executive producer for public affairs. **John Martin**, assistant news director for co-owned WEBR(AM) there named executive producer of WEBR public affairs hour.

Donita Art, member of programing staff, non-commercial WCVE-TV Richmond, Va., and co-owned noncommercial WCVW(TV) there, appointed public program director.



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Broadcast Journalism

Bill Crafton, anchorman, WKRC-TV Cincinnati, promoted to news director.

Michael Edwards, public affairs director, WRAL(FM) and North Carolina News Network, both Raleigh, N.C., promoted to news director.

Ron Colbert, from WCHV(AM) Charlottesville, Va., joins WRAL and news network as anchor-reporter.

Jeann Spencer, public affairs director, WSAI(AM) Cincinnati, named director of news operations.

Bob Dotson, reporter for NBC's WKYC-TV Cleveland, named NBC News correspondent in new Dallas office. **Bill Sternoff**, newsman at NBC-owned WRC-TV Washington who was appointed NBC News correspondent in Atlanta (BROADCASTING, Sept. 5), reassigned to Los Angeles bureau.

Rob Wilson, station manager, noncommercial WYHC(FM) Hempstead, N.Y., joins WTHE(AM) Mineola, N.Y., as news director.

Erik C. Andersen, head of investigative reporting unit at WTLV(TV) Jacksonville, Fla., named assignment editor, WMAR-TV Baltimore.

Bob Rowe, news director, WEBR(AM) Buffalo, N.Y., named assignment editor, WKBW-TV there.

Mark Smith and **Paul Hayfer**, reporters, WEXI(AM) Jacksonville, Fla., appointed assignment editors.

Gene Pell, reporter and host of *Calendar* series, WCVB-TV Boston, named co-anchor.

Perry Boxx, news director, KFIN(FM) Jonesboro, Ark., joins KAIT-TV there as reporter-anchor.

Jim Nicholson, investigative reporter, *Philadelphia Evening Bulletin*, joins WCAU(AM) there as head of investigative reporting unit.

Mike Lawrence, reporter, WJAR-TV Providence, R.I., joins WTHR(TV) Indianapolis in same capacity.

Todd Benjamin, from KBLU-TV Yuma, Ariz., joins KTVK(TV) Phoenix as reporter.

Jonathan Le Veen, reporter-associate news director-weekend anchorman, WABI-TV Bangor, Me., named reporter-weekend anchor, WJIM-TV Lansing, Mich.

News staff appointments, WSB-TV Atlanta: **Dick Wagner**, from WCHS-TV Charleston, S.C., managing editor; **Jim Rutledge**, from WTVJ(TV) Miami, assignment editor; **Hank Phillippi**, from WTHR(TV) Indianapolis, reporter; **James Thomas**, from WBRC-TV Birmingham, Ala., reporter; **Mike Benetato**, video-tape operator, promoted to chief technician, and **Ron Cutchall**, news photographer, appointed chief photographer.

Changes in news operation, KTSB(TV) Topeka, Kan.: **Mary Loftus**, reporter, named weekend anchor; **John Mastalir**, news writer, KCMO-TV Kansas City, Mo., joins as reporter-weekend sports anchor; **Martha Johnson**, reporter, assumes additional duties as noon news anchor; **Susan Haight**, graduate of University of Kansas, named co-anchor; **Ed Sorenson**, co-anchor, KTVT(TV) Fort Worth, named sports director; **Jerry Boehm**, formerly of KARD-TV Wichita, Kan., and more recently in nonbroadcast related business, joins as weathercaster; **Kathy Rohrer**, broadcast instructor at University of Kansas, appointed news producer, and

Robert E. Totten, assignment editor-reporter, promoted to assistant news director.

Mike Cobb, part-time floor manager-director, KNTV(TV) San Jose, Calif., named full-time director of weekend newscasts.

Mike Meyerand, assignment editor-reporter, noncommercial WCBN-FM Ann Arbor, Mich., promoted to news director.

Mike St. Peter, senior editor, noncommercial WEBR(AM) Buffalo, N.Y., promoted to news director, succeeding **Bob Rowe**, named assignment editor and executive producer, co-owned WNED-TV there.

Equipment & Engineering

Carl A. Michelotti, manager of color TV systems engineering department, Zenith Radio, Glenview, Ill., promoted to director-color TV engineering.

Robert M. Whitcomb, manufacturing consultant on corporate staff of Raytheon Co., Lexington, Mass., promoted to director of manufacturing programs.

John Donatoni, national sales manager, consumer products, Fairchild Camera and Instrument, Mountain View, Calif., appointed marketing director for video products division.

Robert T. West, manager of applications engineering, Fairchild Camera and Instrument, Mountain View, Calif., joins National Semiconductor, Santa Clara, Calif., as product marketing manager for small signal transistors.

John E. Mehrhoff, former director of national accounts, and **Lawrence D. Basso**, former sales director of Southwest region, American Satellite Corp., Germantown, Md., rejoin company as assistant VP's in same respective areas. In interim, Messrs. Mehrhoff and Basso held marketing positions with RCA and Western Union, respectively.

Robert F. Trimble, assistant administrator for contract administration, Office of Federal Procurement Policy, Washington, appointed direc-

tor of commercial relations, Satellite Business Systems, McLean, Va.

Rusty Gold, Eastern regional sales manager, TM Programming, Dallas, joins Autotron Systems, division of Automation Electronics Inc., Lafayette, Ind., in same capacity.

Steven R. Messer, chief engineer, WAMM(AM) Flint, Mich., named to same post, WIFB(AM) Benton Harbor, Mich.

Allied Fields

William Meister, head of management advisory services, Haskins & Sells accounting firm, Atlanta, joins Cox Broadcasting there as VP-general manager of its wholly owned subsidiary, Cox Data Services. He succeeds **James A. Landon**, Cox VP who returns to broadcasting division to work on special projects.

Phillip M. Thoben, credit manager, Firstmark Financial Corp., station financing group, Indianapolis, promoted to assistant VP-communications finance division manager.

Leo I. George, formerly of communications law firm of Daly, Joyce, Borsari & George, has established his own firm at 900 17th Street, N.W., Washington. He has been joined by **Don Evans**.

Robert H. Boulware, executive director, International Radio and Television Society, New York, retires Jan. 1. IRTS is conducting search for replacement.

Barry Singer, media director, Isidore Lefkowitz Elgort advertising, New York, joins Barbara Stevens Associates, media placement firm there, as personnel manager.

George Schwartz, former dean of communications, Grahm Junior College, Boston, named chairman, communication media department and director of instructional TV center, Mercer County Community College, Trenton, N.J. **Rick Murison**, production coordinator, Far West Laboratory for Educational



High honor. Cosmos Broadcasting's WSFA-TV Montgomery, Ala., dedicated its new tower and transmitting facilities in honor of G. Richard Shafto (above, with his wife, Treva), retired Cosmos president. Mr. Shafto began as general manager of WIS(AM) Columbia, S.C., in 1932 and rose to president of Cosmos which also owns WIS-AM-TV, WTLN-TV Toledo, Ohio, and WDSU-TV New Orleans. He is still a member of the board of directors of The Liberty Corp., parent of Cosmos. In 1940 Mr. Shafto was one of the founders of Broadcast Music Inc. and later served as BMI's chairman. He was the first president of the South Carolina Broadcasters Association and was the first person named to the South Carolina Broadcasters Hall of Fame. He initiated plans for the new tower 12 years ago. The structure is 1,935 feet above the ground—making it the second tallest in the U.S. (KTHI-TV Fargo, N.D., is first at 2,063 feet). Present at the dedication ceremonies was Alabama Governor George Wallace who proclaimed September "WSFA-TV Month." The new facility will add 7,350 square miles to WSFA-TV's coverage area, according to the station.

Research and Development, San Francisco, appointed production and engineering manager, ITV center at Mercer.

ABC Inc. and its board chairman, **Leonard Goldenson**, and **Pearl Bailey**, television, film and theater personality, will be given 1977 Communications Awards for "sustained exceptional accomplishment in improving human condition through communications" during dinner to benefit Institute for Crippled and Disabled at Waldorf-Astoria hotel in New York on Oct. 12.

David Tebet, senior VP, NBC-TV, Burbank, Calif., named "Industry Man of the Year" by the Conference of Personal Managers and will be given its award on Oct. 20 at dinner in Beverly Hills hotel.

Gretchen C. Wortham, general manager, WILD(AM) Boston, appointed to Massachusetts Governor's Commission on Status of Women.

Deaths



Dempsey

John J. Dempsey II, 42, partner in Washington communications law firm of Dempsey & Koplovitz, died of leukemia Sept. 25 at Washington Hospital Center. He was son of William Dempsey, senior partner in firm and former FCC general counsel, and grandson of former New Mexico congressman, John Dempsey, who introduced legislation in Congress to create radio galleries in House and Senate. He is survived by his parents; his wife, Antoinette, and three children.

James A. Williams, 48, president, Companion Broadcasting Service, licensee of WAAO(AM) Andalusia, Ala., died there Sept. 15 after lengthy illness with lung ailment. He put station on air in 1966. Survivors include his wife, Betty, two sons and one daughter.

Glenn R. Dolberg, 79, retired VP of Broadcast Music Inc., died of cancer in La Cuyada, Calif., Sept. 24. He began broadcasting career in 1926 as manager of KEX(AM) Portland, Ore., later managing KFI(AM) and KIII(AM), both Los Angeles. He later became program director at NBC, San Francisco. He joined BMI 20 years before his retirement as VP in 1962. He is survived by his wife, Nola.

J. James Lindner, 81, who was in charge of music preparation for 33 years at CBS, Hollywood, and all Lucille Ball series, died there Sept. 23. He had worked until he was 78. Survivors include his wife, Ruth.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 19 through Sept. 23.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, MEOV—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SH—specified hours, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, *—noncommercial.

New stations

AM actions

■ Broadcast Bureau granted following licenses covering new stations: WSRG Elkhorn, Ky. (BL-14,360); WGLP Lancaster, Wis. (BL-14,370); Farmville, Va. (BP-20,118).

AM licenses

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WGIR Manchester, N.H. (BP-14,444-5) Feb. 27, 1978; WBUD Trenton, N.J. (BMP-14,441) Dec. 1; WOKY Milwaukee (BMP-14,443) Feb. 27, 1978.

FM actions

■ Benton, Ark.—Broadcast Bureau granted 107.1 mhz, 3 kw, HAAT 146 ft. P.O. address East and Cross Streets, Benton 72015. Estimated construction cost \$13,250; first-year operating cost \$6,000; revenue \$8,000. Principal: Samuel P. Bridges (100%). Mr. Bridges also owns KGKO(AM) Benton. Action Sept. 16.

■ Maccleny, Fla.—Broadcast Bureau granted 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Rte. 1, Box 190, Macclenny 32063. Estimated construction cost \$32,186; first-year operating cost \$33,360; revenue \$65,000. Format: C&W. Principal: Mr. Rhoden has real estate interests. Action Sept. 16.

■ Millinocket, Me., Katahdin Radio Inc.—Broadcast Bureau granted 97.7 mhz, 3 kw, HAAT 190 ft. P.O. address: Box 1240, Millinocket 04462. Estimated construction cost \$44,256.80; first-year operating cost \$200; revenue \$10,000. Format: popular, C&W. Principal: John M. Keys (100%). Mr. Keys also owns WMKR(AM) Millinocket (BPH-10,407). Action Sept. 13.

■ *Winona, Minn., Saint Mary's College—Broadcast

Bureau granted 90.9 mhz, 10 w. P.O. address: Winona, Minn. 55987. Estimated construction cost \$8,000; first-year operating cost \$2,350. Format: Light entertainment. Principal: Applicant is private, Roman Catholic liberal arts college (BPED-2351). Action Sept. 13.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown: WTIO Charleston, W.Va. (BMPH-15216) Feb. 27, 1978; WBES Charleston, W.Va. (BMPH-15219) Dec. 31; WCLG-FM Morgantown, W.Va. (BMPH-15215) Dec. 31; *KAZI Austin, Tex. (BMPED-1515) March 5, 1978; KRMQ Provo, Utah (BMPH-15211) Feb. 12, 1978; WXCC Williamson, W.Va. (BMPH-15221) March 1, 1978; KJNP-FM North Pole, Alaska (BMPH-15230) Dec. 31; KXXI Fort Smith, Ark. (BMPH-15225) Dec. 31; KKDJ Fresno, Calif. (BMPH-15213) Jan. 31, 1978; KONG-FM Visalia, Calif. (BMPH-15227) March 28, 1978; KBXL-FM Caldwell, Ind. (BMPH-15222) Dec. 31; WGRK-FM Greensburg, Ky. (BMPH-15220) March 31, 1978; WVLA Eveleth, Minn. (BMPH-15217) Feb. 8, 1978; *WPCD Champaign, Ill. (BMPED-1517) April 5, 1978; *WRFT Indianapolis (BPED-1514) Feb. 27, 1978; WEEL Elkhorn City, Ky. (BMPH-15229) March 14, 1978.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations: WJEE Jacksonville, Fla. (BLH-7405); WCLL Chicago (BLH-7380); WKXX Pana, Ill. (BLH-7407); WYCA Hammond, Ind. (BLH-7437); WSLY York, Ala. (BLH-7434); KDEL-FM Arkadelphia, Ark. (BLH-7391); KVVC-FM Cabool, Mo. (BMPH-15223); KOMW Omak, Wash. (BPH-10402); WLST Marinette, Wis. (BLH-7159); WSUL Monticello, N.Y. (BLH-7416); *WXYC Chapel Hill, N.C. (BLED-1672); KCWB Ballinger, Tex. (BLH-7476); Dodge City, Kan. (BPED-2400); West Orange, N.J. (BPED-2292); Canton, Okla. (BPH-10404).

Ownership changes

Applications

■ KAIR-AM-FM Tucson, Ariz. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 94.4 mhz, 25 kw)—Seeks transfer of control of Number One Radio from H. Lee Druckman, and others (100% before; none after) to Surrey Broadcasting Co. (none before; 100% after). Consideration: \$1.6 million. Principals: Mr. Druckman (28.3%), Edwin G. Richter Jr. (28.3%), Frank Kalil (14.8%), Howard D. Duncan (10.7%) and six others. Three principals, other than Mr. Druckman, have minor interests in WYTV(TV) Youngstown, Ohio. Buyers are John W. Nichols, H. Campbell Stuckeman and J.E. Fowler Jr. (one-third each). Messrs. Nichols and Stuckeman have various investment and

petroleum interests in Oklahoma. Mr. Fowler is chairman of oil and gas marketing firm in Shreveport, La. They have no other broadcast interests. Ann. Sept. 21.

■ KTRY-AM-FM Bastrop, La. (AM: 730 khz, 250 w-D; FM: 94.3 mhz, 3 kw)—Seeks transfer of control of Jamie Patrick Broadcasting Ltd. from Charles M. Brown, and others (100% before; none after) to North Delta Broadcasting Inc. (none before; 100% after). Consideration: \$210,000. Principals: Mr. Brown (49%), James E. Patrick (26%) and his wife, Diane (25%). They have no other broadcast interests. Buyer is owned equally by group of local businessmen, Henry C. Cotton, Henry Reese, Charles Dickenson and Norman A. Johnson Jr. They have no other broadcast interests. Ann. Sept. 21.

■ WHOU-AM-FM Houlton, Me. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 100.1 mhz, 3 kw)—Seeks assignment of license from WHOU Inc. to Penobscot Broadcasting Corp. for \$210,000. Seller is owned by Robert E. Smith, who also owns WQDY-AM-FM Calais, Me. Mr. Smith is better known as "Buffalo Bob," host of syndicated *Howdy Doody* television children's series. Buyer is principally owned by James H. Goff and George Wildey, who also own WPBC(FM) Bangor, Me. Ann. Sept. 21.

■ WCLT-AM-FM Newark, Ohio (AM: 1430 khz, W-D; FM: 100.3 mhz, kw)—Seeks transfer of control of WCLT Radio Inc. from John D. Spencer and others (100% before; 66.4% after) to Robert H. Pricer (none before; 33.6% after). Consideration: \$168,800. Principals: Sellers are member of Mr. Spencer's family. Buyer is general manager of stations. None has other broadcast interests. Ann. Sept. 12.

■ KPAC-AM-FM Port Arthur, Tex. (AM: 1250 khz, 5 kw-D, 1 kw-N; FM: 98.5 mhz, 3.8 kw)—Seeks assignment of license from Port Arthur College Foundation Inc. to Clear Channel Communications Inc. for \$450,000 plus \$100,000 covenant not to compete. Seller is non-stock foundation: Mrs. W.F. Fredeman, chairman of board. Seller has no other broadcast interests. Buyer is owned by L.L. Mays, B.J. McCombs, John M. Shafer (31.67% each) and John W. Barger (5%). They own WOAI-AM-FM San Antonio and have recently received FCC approval of purchase of KELP(AM) El Paso (Broadcasting, Sept. 5). Ann. Sept. 21.

■ WBIZ-AM-FM Eau Claire, Wis. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 100.7 mhz, 100 kw)—Seeks assignment of license from WBIZ Inc. to Sentry Broadcasting Inc. for \$567,500. Seller is owned by Howard G. Bill (95%), president, and Lou Kassera (5%), vice president. Mr. Bill also owns KOLM(AM)-KWWK(FM) Rochester, Minn. Mr. Kassera has no other broadcast interests. Sentry is wholly owned subsidiary of mutual insurance company, Sentry Corp. of Stevens Point, Wis., owner of WSPY-AM-FM there and WRJN(AM) Racine, Wis. John W. Joanis is chairman of Sentry, and Don Colby is president of broadcasting subsidiary. Ann. Sept. 21.

Actions

- **KOPO(AM)** Tucson, Ariz. (1450 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KOPO Broadcasting Co. to Family Life Broadcasting for \$500,000. Seller is owned by KOOL Radio-Television Inc., owner of KOOL-AM-FM-TV Phoenix. Principals are Gene Autry (48.11%), Tom Chauncey (49.89%) and Homer Lane (2%). Mr. Autry is also principal in Golden West Broadcasters, Los Angeles-based group owner. Buyer is nonprofit, religious corporation, Warren Bolthouse, director. Family Life owns WUFN(FM) Albion, WUNN(AM) Mason and WUGN(FM) Midland, all Michigan (BAL-9051). Action Sept. 13.
- **KFOX(AM)** Long Beach, Calif. (1280 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Walton Communications Inc. to Family Stations Inc. for \$1,050,000, plus \$350,000 consulting agreement. Seller is principally owned by John B. Walton Jr., owner of KIKX(AM) Tucson, Ariz.; KIDD(AM) Monterey, Calif., and KDJW(AM)-KBUY(FM) Amarillo, Tex. He has recently sold KELP(AM) El Paso to Clear Channel Communications Inc. for \$650,000, subject to FCC approval (Broadcasting, July 4). Buyer of KFOX, nonprofit corporation, is headed by Harold Camping and owns KEAR(FM) San Francisco; KEBR(FM) Sacramento and KECR(FM) El Cajon, both California; WFSI(AM) Annapolis, Md.; WKDN-FM Camden and WFME(FM) Newark, both New Jersey, and KYFR(AM) Shenandoah, Iowa. FSI also owns international station, WYFR Scituate, Mass. (BAPL-499). Action Sept. 19.
- **KVCV(AM)** Redding, Calif. (600 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Golden Empire Broadcasting Co. to Nor Cal Broadcasting Corp. for \$250,000. Seller is owned by Mrs. Hugh McClung, who also owns KHSL-AM-TV Chico, Calif. Buyer is owned by John P. and Lucille Martin (married), who also own KATA(AM) Arcata, Calif. (BAL-9066). Action Sept. 14.
- **WDCL(AM)** Dunedin, Fla. (1470 khz, 5 kw-D)—Broadcast Bureau granted transfer of control of Dunedin Broadcasting Co. from W.H. Boyce (100% before; none after) to Ray M. Webb and R.D. Anderson (none before; 100% after). Consideration: \$225,000. Principals: Mr. Boyce has no other broadcast interests. Mr. Webb (50%) and Mr. Anderson (50%) are 49% and 51% owners, respectively, of WDCF(AM) Dade City, Fla. They are also co-owners (50% each) of Sunburst Broadcasting Corp., which has bought, subject to FCC approval, KIOT(AM) Barstow, Calif. (BTC-8317). Action Sept. 13.
- **KWIK(AM)** Pocatello, Idaho (1240 khz, 1 kw-D)—Broadcast Bureau granted transfer of control to KWIK Broadcasting Co. from Robert E. Davis (100% before; none after) to James W. Fox (none before; 100% after). Consideration: \$550,000, plus \$50,000 covenant not to compete. Principals: Mr. Davis has no other broadcast interests. Mr. Fox has minor interests in Flagstaff Ariz., construction firm and in KOAI-TV there (BTC-8390). Action Sept. 16.
- **WIXN-AM-FM** Dixon, Ill. (AM: 1460 khz, 1 kw-D; FM: 101.7 mhz, 3 kw)—Broadcast Bureau granted transfer of control of Farm Belt Radio Inc. from Harry Campbell and others (100% before; none after) to F.R.B. Inc. (none before; 100% after). Consideration: \$119,000. Principals: Mr. Campbell (66.8%), Joseph E. Moen (11.19%), Robert O. Moran (11.19%) and Russell G. Salter (9.75%). Mr. Salter owns WKKD(AM)-WFVR(FM) Aurora, Ill., and WBEL(AM)-WRWC(FM) Beloit, Wis. Buyer is wholly owned by Gazette Printing Co., Janesville, Wis., which publishes (cf2)Janesville Gazette and owns WJVL(FM) there; WCLO(AM) Janesville, WBKV-AM-FM West Ben, all Wisconsin and KJUV-AM-FM Huron, S.D. Principals are Robert W. Bliss and Josephine B. Ross (one-third each), brother and sister. Remaining stock is divided among members of their families (BTC-834-3). Action Sept. 16.
- **WROK(AM)**-WZOK(FM) Rockford, Ill. (AM: 1440 khz, 5 kw-D, 500 w-N; FM: 97.5 mhz, 50 kw)—Broadcast Bureau granted transfer of control of WROK Inc. from Bloomington Broadcasting Corp. (100% before; none after) to Vernon A. Nolte (none before; 100% after). Consideration: none. Principals: Mr. Nolte is vice president of Bloomington, and transfer represents corporate reorganization (BTC-8406). Action Sept. 9.
- **KLIC(AM)** Monroe, La. (1230 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from KLIC Inc. to Golden South Broadcasting for \$250,000 plus \$125,000 covenant not to compete.

Sellers: members of family of Mrs. Marie Cerniglia, who have no other broadcast interests. Buyer is owned equally by David O. McCormick and William B. Moran. Mr. McCormick is business manager of Tulsa, Okla., oil firm. Mr. Moran is president of Monroe oil and gas firm. They have no other broadcast interests (BAL-9065). Action Sept. 9.

■ **WRUM-AM-FM** Rumford, Me.—Broadcast Bureau granted mod. of license to change name of licensee to Bangor Broadcasting Corp. Action Sept. 7.

■ **WEZE(AM)** Boston (1260 khz, 5 kw-U)—Broadcast Bureau granted assignment of license from WEZE Inc., subsidiary of McCormick Communications Inc., to New England Continental Media Inc. for \$1.4 million, plus \$300,000 covenant not to compete. Seller, also licensee of WBNY(FM) Buffalo, N.Y., and WLKW-AM-FM Providence, R.I., is owned by Technical Operations Inc. (80%) and William M. McCormick (20%). Principals in buyer are Stuart Epperson and Edward Atsinger. Mr. Epperson also owns WRBS(AM) Chapel Hill, N.C.; WKBA(AM) Vinton (Roanoke) Va., and, with his wife, KDFO(FM) Tulsa, Okla. Mr. Atsinger also owns KDAR(FM) Oxnard Calif. Action Sept. 21.

■ **WQON(FM)** Grayling, Mich. (100.1 mhz, 3 kw)—Broadcast Bureau granted assignment of CP from Grayling Broadcasting Co. to Grayling Broadcasters for \$5,721.64. Seller: James E. Sylvester, owner of WGRY(AM) Grayling. Buyers are Wayne Hindmarsh, C.R. Van Steenhouse, William Scheer and Ernest F. Dawson Jr. (25% each). Mr. Hindmarsh is sales manager of WGRY. Mr. Scheer owns automobile dealership there, and Mr. Dawson owns antique store. Dr. Van Steenhouse is Midland, Mich., dentist (BAPH-618). Action Sept. 9.

■ **WPON(AM)** Pontiac, Mich. (1460 khz, 1 kw-D, 500 w-N)—Broadcast Bureau granted transfer of control of WPON Inc. from H. Allen Campbell et al. (100% before; none after) to PSB Radio Group Inc. (none before; 100% after). Consideration: \$1,020,000. Principals: Mr. Campbell (75%), William E. Morgan (16.7%) and Helen Sansone (8.3%). They have no other broadcast interests. Buyer is group owner of KFIZ(AM) Fond du Lac, Wis.; WCTW(AM)-WMDH(FM) New Castle, Ind.; WKEB(AM)-KRCH(FM) Rochester, Minn., and KROS(AM)-KSAY(FM) Clinton, Iowa. Held by 29 stockholders. Principal is Donald G. Jones (BTC-8405). Action Sept. 7.

■ **KBMA-TV** Kansas City, Mo. (ch. 41)—Commission approved transfer of control of Westport Television Inc. from Benno C. Schmidt and BMA Corp. to Scripps Howard Broadcasting Co. for \$7.5 million. Seller is owned by Benno C. Schmidt and BMA Corp., Kansas City-based publicly traded insurance holding company headed by William D. Grant, board chairman. Mr. Schmidt has no other broadcast interests. BMA is also majority owner of KTXL(TV) Sacramento, Calif. Buyer is publicly traded group owner, over 60% owned by E.W. Scripps Co., publisher of 15 daily newspapers. Seller is headed by Jack R. Howard, board chairman. Seller also owns WPTV(TV) West Palm Beach, Fla.; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KTEW(TV) Tulsa, Okla.; WNOX(AM) Knoxville, Tenn., and WMC-AM-FM-TV Memphis. Action Sept. 15.

■ **WBBX(AM)** Portsmouth, N.H. (1380 khz, 1 kw-U)—Broadcast Bureau granted assignment of license from Curt Gowdy Broadcasting Corp. to Kressman Broadcasting Co. for \$590,000. Seller is owned by Curt Gowdy and his wife, Gertrude, who also own WCCM(AM)-WCGY(FM) Lawrence, Mass., WEAT-AM-FM West Palm Beach, Fla., and KOWB(AM) Laramie, Wyo. Buyer is owned by J. Harrison Holman, employee of Everett, Mass., commercial cooking equipment manufacturer (BAL-9044). Action Sept. 16.

■ **WBEN-TV** Buffalo, N.Y. (ch. 4)—Broadcast Bureau granted assignment of license from WBEN Inc. to Buffalo Broadcasting Co. for \$25.5 million. Seller is wholly owned by Buffalo Evening News Inc., publisher of *Buffalo Evening News* and owner of WBEN-AM-FM there, which has been sold, subject to FCC approval, to local interests for \$4 million (Broadcasting, Sept. 26). Beni is owned by estates of Mr. and Mrs. Edward H. Butler and two of their grandchildren. Newspaper has been sold to Warren Buffett for \$33 million (BROADCASTING, Feb. 21). Buyer is owned by Howard Publications Inc., Oceanside, Calif. Robert S. Howard is principal, and he has no other broadcast interests. HPU publishes 14 daily papers in eight states, including: *Oceanside Blade-Tribune*, *San Clemente Sun Post*, both California; *Twin Falls (Idaho) Times-News*; *Charleston Times Courier*,

Freeport Journal Standard and *Mattoon Journal-Gazette*, all Illinois; *Hammond Times*, *Logansport Phoros-Tribune & Press*, both Indiana; *Sioux City (Iowa) Journal*; *Auburn Citizen-Advertiser*, *Corning Leader*, *Glens Falls Post-Star*, all New York; *Carlisle (Pa.) Sentinel*, and *Casper (Wyo.) Star-Tribune* (BALCT-649). Action Sept. 16.

■ **KEOR(AM)** Atoka, Okla. (1110 khz, 5 kw-D)—Broadcast Bureau granted assignment of license from Oklahoma Broadcasting Co. to Southern Oklahoma Radio Inc. for \$125,000. Seller is principally owned by Bill Hoover (75%) and six other stockholders. They also own KTEN(FM) Ada, Okla. Buyer is owned by Ron Lee Ricord (51%) and four others (none with more than 15% interest). Mr. Ricord is sales manager of KTEN(FM) (BAL-9067). Action Sept. 13.

■ **WIOQ(FM)** Philadelphia—Broadcast Bureau granted mod. of license to change name of licensee to Que Broadcasting Co. Action Sept. 8.

■ **KIXL(AM)** Austin, Tex. (970 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Advance Inc. to Austin Broadcasting Corp. for \$310,000. Seller is principally owned by R.M. Hicks, owner of 25% of KIKN(AM) Sinton, Tex.; KJOE(AM) Shreveport, La., and KTRM(AM) Beaumont, Tex. Buyer is owned equally by D. Kent Anderson, Richard E. Oppenheimer and Robert L. Clarke. Mr. Anderson has various business and investment interests in Texas. Mr. Oppenheimer is former vice president of Starr Broadcasting Co. Mr. Clarke is Houston attorney (BAL-9055). Action Sept. 8.

■ **KOJO(AM)**-KIOZ(FM) Laramie, Wyo. (AM: 1490 khz, 500 w-D, 250 w-N; FM: 98.9 mhz, 30 kw)—Broadcast Bureau granted assignment of license from Wycom Corp. to Meadowlark Broadcasting Corp. for \$410,000. Seller owns KUGR(AM) Green River and KWYO-AM-FM Sheridan, both Wyoming, and is applicant for new FM's at Casper, Wyo., and Chandler, Ariz. Principals are William Sims (56.4%) and others (none with more than 15%). Buyer is owned by George M. Malli and Russell B. Carpenter (50% each). They also own KYVA(AM)-KGLP(FM) Gallup, N.M. They are partners in San Francisco law firm (BAL-9062, BALH-2526). Action Sept. 9.

Facilities changes

TV actions

- **WLLS** Hartford, Ky.—Broadcast Bureau granted request for waiver of Section 73.1201(b)(2) of the rules to identify as Hartford-Beaver Dam, Ky. Action Sept. 14.
- **WWLP** Springfield; **WRLP** Greenfield, both Massachusetts; **WKEF** Dayton, Ohio—Broadcast Bureau granted mod. of license covering change in name to Springfield Television Corporation (BMLCT-829). Action Sept. 14.
- ***WCMU-TV** Mount Pleasant, Miss.—Broadcast Bureau granted CP to change ERP to 200 kw; Max. ERP 204 kw; ant. height 520 ft.; change type trans. (BPET-570). Action Sept. 12.

■ **WDTN** Dayton, Ohio—Broadcast Bureau granted mod. of CP to change type ant.; ERP 95.5 kw; Max. ERP 100 kw; ant. height 1000 ft. (BMPCT-7687). Action Sept. 12.

AM actions

- **KPOI** Honolulu—Broadcast Bureau granted mod. of permit to decrease power to 5 kw unlimited; change trans. location to 331 Kamani St., Honolulu, studio location 1060 Bishop Street, Honolulu; change type trans.; remote control permitted (BMP-14,449). Action Sept. 7.
- **WSLV** Ardmore, Tenn.—Broadcast Bureau granted request for waiver of Section 73.1201(b)(2) of the rules to identify as Ardmore, Tennessee-Alabama. Action Sept. 14.

■ **KMOR** Murray, Utah—Broadcast Bureau granted CP to change ant. trans. location to 4900 South 550 West, Murray; conditions (BP-20,852). Action Sept. 14.

FM applications

- **Hollister, Calif.**—KHIP seeks MP to change location: 887 Washington St. Hollister; type trans.; type ant.; make changes in ant. system (increase height); ERP: 1.32 kw (H&V) and HAAT: minus 394 ft. (H&V). Ann. Sept. 22.
- **Boynton Beach, Fla.**—*WRMB seeks mod. of CP to change freq.; ERP: 100 kw (H&V); IIAAT: 455 ft.

(H&V); type trans.; type ant. Ann. Sept. 22.

■ Sandusky, Mich.—WMIC seeks CP to change type ant.; make changes in ant. system (increase height) and HAAT: 300 ft. (H&V). Ann. Sept. 22.

■ Greece, N.Y.—*WGMC seeks CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO: ERP .05 kw (H&V) and 46 ft. (H&V). Ann. Sept. 22.

FM actions

■ *WQAQ Hamden, Conn.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system (increase height); lengthen transmission line (BPED-2541). Action Sept. 2.

■ WVOH-FM Hazlehurst, Ga.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system: (increase height) (BPH-10488). Action Sept. 12.

■ WHBF-FM Rock Island, Ill.—Broadcast Bureau granted CP to install new trans.; ant.; ERP 39 kw (H&V); ant. height 900 ft. (H&V); remote control permitted (BPH-10680). Action Sept. 6.

■ *KHKE Cedar Falls, Iowa—Broadcast Bureau granted mod. of license covering change in studio location/remote control location to University of Northern Iowa, Speech Arts Building, Cedar Falls (BMLED-113). Action Sept. 8.

■ WDJQ Baltimore—Broadcast Bureau granted mod. of CP to change ERP to 50 kw (H&V); ant. height 420 ft. (H&V); change type of ant.; make change in ant. system (decrease height); remote control permitted (BMPH-15210). Action Sept. 7.

■ WPOC Baltimore—Broadcast Bureau granted CP to install new ant.; ERP 16 kw (H&V); ant. height 860 ft. (H&V); remote control permitted (BPH-10678). Action Sept. 6.

■ WFRB-FM Frosburg, Md.—Broadcast Bureau granted CP to install new ant.; ERP 16.5 kw (H&V); ant. height 860 ft. (H&V); remote control permitted; conditions (BPH-10677). Action Sept. 7.

■ KRSW-FM Pipestone, Minn.—Broadcast Bureau granted CP to change station location to Worthington-Marshall, Minnesota and change main studio location to Classroom Building, Worthington Community College, Worthington, Minn. and Communications Building, Southwest State University Marshall, Minn.; ERP 99 kw (H&V); ant. height 800 ft. (H&V); remote control permitted; condition (BPED-2294). Action Sept. 2.

■ WPMO Pascagoula, Miss.—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system (increase height); ERP 100 kw (H&V); ant. height 350 ft. (H&V); condition (BPH-9898). Action Sept. 2.

■ *KLYT Albuquerque, N.M.—Broadcast Bureau granted CP to change trans. location to U.S. Forest Service, Sandia Crest Electronic site; Albuquerque; change trans.; ant.; ERP 1.8 kw; ant. height 4,000 ft.; remote control permitted (BPED-2401). Action Sept. 2.

■ *WARY Valhalla, N.Y.—Broadcast Bureau granted CP to change trans. location to 75 Grasslands Road, Westchester Community College, Valhalla; change station location to Valhalla; remote control permitted (BPED-2404). Action Sept. 2.

■ *WKNC-FM Raleigh, N.C.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 2.9 kw (H&V); ant. height 240 ft. (H&V); remote control permitted (BPED-2542). Action Sept. 6.

■ KEOK Tahlequah, Okla.—Broadcast Bureau granted CP to change trans. location to Along County Road, 1.5 miles S.E. of Tahlequah; install new trans.; ant.; make change in ant. system (increase height); ERP 3 kw (H&V); ant. height 300 ft. (H&V); remote control permitted; condition (BPH-10427). Action Sept. 7.

■ WAGI-FM Gaffney, S.C.—Broadcast Bureau granted CP to install new ant.; make change in ant. system (increase height); ERP 100 kw (H&V); ant. height 1190 ft. (H&V); remote control permitted (BPH-10163). Action Sept. 6.

■ WKTA McKenzie, Tenn.—Broadcast Bureau granted mod. of CP to redescribe trans. location/studio location to State Highway 22, approximately .1 mile S. of junction with U.S. Highway 79, McKenzie; change trans.; ant.; ERP 100 kw (H&V); ant. height 480 ft. (H&V); remote control permitted (BMPH-15234). Action Sept. 6.

■ WXRA Woodbridge, Va.—Broadcast Bureau granted mod. of license covering change in studio location and remote control to 362 South Pickett Street, Alexandria, Va. (outside city limits) (BRCH-1327). Action Sept. 14.

In contest

Designated for hearing

■ Jefferson, Ky., **FM proceeding**: J-Town Radio and Publicist Communications (Docs. 21344-5)—ALJ Walter C. Miller to preside; prehearing conference Nov. 2, hearing Dec. 15. Ann. Sept. 16.

■ Brainerd, Minn., **FM proceeding**: Greater Minnesota Broadcasting and Tower Broadcasting competing for 106.7 mhz (Docs. 2124-5)—Commission designated for hearing. Action Sept. 13.

■ Gilmer, Tex., **FM proceeding**: KHYM Broadcasting and Daniels Broadcasting (Docs. 21281-3)—ALJ James K. Cullen Jr. presiding; scheduled prehearing conference Nov. 1, hearing Dec. 14. Ann. Sept. 16.

Procedural rulings

■ Jensen Beach, Fla., Florida Gospel Network, et al. **FM proceeding**: ALJ Thomas B. Fitzpatrick granted to limited extent motions by HLG, Inc. and Broadcast Bureau and enlarged issues to determine precise location of Florida Gospel's proposed trans. site; whether Florida Gospel has reasonable assurance that proposed trans. site is available; whether proposed trans. is suitable to effectuate proposal; whether Florida Gospel has made any misrepresentations with respect to location of trans. site; set certain procedural dates with respect to these issues; and scheduled a further hearing for Nov. 28 (Dockets 20996, 20998-9). Action Sept. 20.

■ Media, Pa., **FM proceeding**: Alexander S. Klein Jr., ET AL (Docs. 20567-9)—ALJ David I. Kraushaar stayed further proceedings pending commission action on certain questions. Action Sept. 15.

Initial decisions

■ Hermiston, Ore. **FM proceeding**: Interfaith Christian Center and Hermiston Broadcasting competing for 99.3 mhz—ALJ Daniel M. Head granted Hermiston Broadcasting's application due to request of both parties for dismissal of Interfaith's application. Effective in 50 days unless appealed or commission moves for review. Action Sept. 22.

■ Lakewood, Wash., **AM proceeding**: Dale A. Owens and Clay Frank Huntington competing for 1480 khz (Docs. 20454-5)—ALJ Frederick W. Denniston approved reimbursement to Owens of "legitimate and prudent" expenses in prosecuting his application not to exceed \$7,500 to be made by successful applicant, Clay Huntington. Supplemental initial decision effective in 50 days unless appealed by parties or commission orders review. Action Sept. 22.

Fine

■ WDMV Pocomoke City, Md.—Following inspection by member of Baltimore Office of commission's Field Operations Bureau, notified licensee that it had incurred apparent liability of \$300 for repeated violation of rules by failing to make equipment measurements for calendar year 1975; also, at time of inspection on Dec. 2, 1976, no equipment performance measurement was made for 1976 either. Action Sept. 9.

Translators

Applications

■ Gunnison, Colo.—Gunnison County Television seeks ch. 2 with 1 w rebroadcasting KWGN-TV Denver. Ann. Sept. 21.

■ Silver City, N.M.—Regents of New Mexico State University seek ch. 12 with 100 w rebroadcasting KRWG-TV Las Cruces, N.M. Ann. Sept. 23.

■ Grays River and Lebam, Wash.—Rural Television Co-op seeks ch. 67 with 100 w rebroadcasting KOMO-TV Tacoma, Wash. Ann. Sept. 21.

■ Grays River and Lebam, Wash.—Rural Television

Co-op seeks ch. 63 with 100 w rebroadcasting KIRO-TV Seattle. Ann. Sept. 21.

■ Grays River and Lebam, Wash.—Rural Television Co-op seeks ch. 69 with 100 w rebroadcasting KING-TV Seattle. Ann. Sept. 21.

Actions

■ K272AM Basalt, Colo.—Broadcast Bureau granted CP for a new FM translator station to rebroadcast programs of KREX-FM, Ch. 222, Grand Junction, Colo. (BPFT-408). Action Sept. 6.

■ K261AK, Basalt, Colo.—Broadcast Bureau granted CP for a new FM Translator Station to rebroadcast programs of KQIX-FM, Ch. 224, Grand Junction, Colo. (BPFT-407). Action Sept. 6.

Allocation

Action

■ Moultrie, Cairo, Homerville, all Georgia—Broadcast Bureau proposed assignment of FM ch. 228A, 272A, 228A respectively, in response to three separate petitions by John F. Pidcock and Roy F. Zess; James E. Pelen; Jack J. Brinkley also respectively as first FM to all but Moultrie where as second. Comments due Oct. 31, replies Nov. 21. Action Sept. 14.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance. FCC announced Sept. 20 (stations listed are TV signals proposed for carriage):

■ Johnson Cable TV, for Johnson, Ariz. (CAC-08202): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Warner Cable of Guthrie Center, for Guthrie Center, Iowa (CAC-09487): interim authorization for existing operation.

■ General Electric Cablevision, for Edgewood, Chesterfield, both Indiana (CAC-09994-5): to delete: WBBM-TV Chicago.

■ Teleprompter Southeast, for Boca Raton, Fla. (CAC-10401): WHFT Miami.

■ Platte County Communication, for Platte Woods, Mo. (CAC-10374): WDAF-TV, KCMO-TV, KCPW Kansas City, KQTV St. Joseph, both Missouri, KTWP Topeka, Kan., KMBC-TV, KMBA-TV Kansas City, KPLR-TV St. Louis, both Missouri.

■ Arron Cable TV-Pennsylvania, for New Stanton, Pa. (CAC-10375): KDKA-TV, WTAE-TV, WIIC-TV, WXEX all Pittsburgh, WJAC-TV Johnstown both Pennsylvania WUAB Lorain, Ohio: Worn-TV New York, WQED, WPGH-TV Pittsburgh.

■ Battlefield Cablevision, for Rossville, Ga. (CAC-10376): WRCB-TV, WTVG, WDEF-TV, WTCL, WRIP-TV, WHAE-TV all Chattanooga, Tenn. WTCG, WETV, WSB-TV, WXIA-TV Atlanta, WCLP-TV Chatsworth, Ga.

■ Valley Cable Vision, for Ansonia, Derby, Shelton, Oxford, Seymour, Beacon Falls, Naugatuck, all Connecticut (CAC-10377-83): WSBK-TV Boston.

■ City Communications, for Joliet, Ill. (CAC-10384): interim authorization for existing operation.

■ Teleprompter of Prescott, for Prescott, Yavapai, both Arizona; San Juan, N.M. (CAC-10385-7): interim authorization for existing operation.

■ Aiser-Teleprompter of Hawaii, for Hawaii Kai, Hawaii (CAC-10388): interim authorization for existing operation.

■ American Cablevision, for Asotin, Wash. (CAC-10389): interim authorization for existing operation.

■ Teleprompter of Tuscaloosa, for Tuscaloosa, Ala. (CAC-10390): WTCG Atlanta.

■ American Cablevision, for Brainerd, Baxter, Oak Lawn, all Minnesota (CAC-10391-3): interim authorization for existing operation.

■ Teleprompter of Lompoc, for Lompoc, Santa Barbara, Santa Ynez Valley, all California (CAC-10394-6): interim authorization for existing operation.

■ Teleprompter of Dubuque, for Dubuque, Asbury, both Iowa; Jo Daviess, Ill. (CAC-10398-40): interim authorization for existing operation.

■ Teleprompter Southeast, for Boca Raton, Fla.; Toby, Pa.; Canton, Ohio (CAC-10401-3): interim authorization for existing operation.

■ Tele-Media of Addit, for Pike, Brown, Sandy, Rose, Osnaburg, Sandy, East Canton, Waynesburg, Mineral City, Malvern, East Sparta, Magnolia, all Ohio (CAC-10404-15): interim authorization for existing operation.

■ Selmer Cable Limited, for Adamsville, Tenn. (CAC-10416): WREG-TV, WMC-TV, WKNO-TV, WHBQ-TV Memphis, Tenn. WTCG Atlanta, WBBJ-TV Jackson, Tenn., WMAE Booneville, Miss., WLJT-TV Lexington, Tenn.

■ Tele-Media of Addit, for Washingtonville, Columbiana, Leetonia, Salem, Fairfield, Irondale, Jewett, all Ohio; Parker City, Pa. (CA-10417-24): interim authorization for existing operation.

■ Bucktail B/C, for Emporium, Pa. (CAC-10425): interim authorization for existing operation.

■ TV Extension, for Coal, Zerbe, Upper Mahanoy, Little Mahanoy, Jordan, Washington, Jackson, Lower Mahanoy, all Pennsylvania (CAC-10426-33): interim authorization for existing operation.

■ Midwest Cable TV, for Yuma, Colo. (CAC-10434): WTCG Atlanta.

■ Elevent, for Lafayette, Calif. (CAC-10435): interim authorization for existing operation.

■ Midwest Cable TV, for Akron, Colo. (CAC-10436): interim authorization for existing operation.

■ Teleprompter of Palestine, for Palestine, Elkhart, both Texas (CAC-10437-8): interim authorization for existing operation.

■ Teleprompter of Graham, for Young, Tex. (CAC-10439): interim authorization for existing operation.

■ Teleprompter of Trinidad, for Trinidad, Jansen, Colo. (CAC-10440-1): interim authorization for existing operation.

■ Teleprompter of Clarksburg, for Harrison, W.Va. (CAC-10442): interim authorization for existing operation.

■ Teleprompter of Fairmont, for Barrackville, Marion, both West Virginia (CAC-10443-4): interim authorization for existing operation.

■ General Television of Minnesota, for St. Cloud, Sauk Rapids, Fridley, Waite Parke, all Minnesota (CAC-10445-9): WYAH-TV Portsmouth, Va.

■ Housatonic Cablevision, for Trumbull, Monroe, Newtown, Brookfield, New Fairfield, Sherman, all Connecticut (CAC-10450-5): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Teleprompter of Rawlins, for Sinclair, Rawlins, both Wyoming (CAC-10456-7): interim authorization for existing operation.

■ Blatt Bros. TV Cable, for Union City, West Salem,

Columbus, Corry, Wayne, Greenville, Hempfield all Pennsylvania (CAC-10458-64): interim authorization for existing operation.

■ TV Pix, for Carson City, Nev. (CAC-10465): WYAH-TV Portsmouth, Va.

■ Big Valley Cablevision, for Stockton, San Joaquin, both California (CAC-10466-7): KGSC-TV San Jose, Calif.

■ EMCO CATV, for Manchester, Vt. (CAC-10468): interim authorization for existing operation.

■ See-Mor Cable TV of Sikeston, for Morehouse, Miner, both Missouri (CAC-10469-70): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Multivision Northeast, for Habersham, Ga. (CAC-10471): certificate of compliance for existing operation.

■ Teleprompter of Commerce, for Commerce, Tex. Benton, Wash. Shelby, Bigfork, Flathead, Columbia Falls, Flathead, Kalispell, Polson, Whitefish, Polson, Lake, all Montana (CAC-10472-83): interim authorization for existing operation.

■ Service Electric Cable, for Wright, Fairview, both Pennsylvania (CAC-10484-5): WTCG Newark, N.J.

■ Selma Telecable, for Selma, Craig AFB, Dallas, all Alabama (CAC-10486-88): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ American Cablevision, for Lewiston, Ind. Asotin, Clarkston, both Wash. Nez Perce, Ind. (CAC-10489-93): WYAH-TV Portsmouth, Va.

■ Cable Vision, for Mount Pleasant, Miss. (CAC-10494): WTCG Atlanta, WFDD-TV Chicago, WOR-TV New York, WGN-TV, WSNS Chicago, KVVU San Francisco.

■ Piggott Video Cable, for Piggott, Clay, both Arizona (CAC-10495-6): KETC St. Louis, Mo., WYAH-TV Portsmouth, Va., KPLR-TV St. Louis, Mo.

■ Selmer Cable Limited, for Selmer, Tenn. (CAC-10497): WTCG Atlanta.

■ Lake San Marcos TV, for Lake San Marcos, Calif. (CAC-10498): XETV Tijuana, KCET Los Angeles.

■ Citizens Cable Communications, for Aboite, Wayne, both Indiana (CAC-10500-01): WHME-TV South Bend, Ind.

■ Teleprompter, for Missoula, Mont. (CAC-10502-3): WYAH-TV Portsmouth, Va.

■ Pioneer Cablevision, for Cooperstown, Middlefield, Otsego, Franklin, Milford, New Berlin, Pittsfield, Oxford, Richfield Springs, Richfield, all New York (CAC-10504-17): interim authorization for existing operation.

■ Miami Valley Cable, for Middletown, Hamilton, Franklin, Lemon, Fairfield, all Ohio (CAC-10519-24): WYAH-TV Portsmouth, Va., WPTD Kettering, Ohio.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Delta Video, for

Gideon, Mo. (CAC-06896); Burke County CATV for Waynesboro, Ga. (CAC-07086); South Dakota Cable, for Custer, S.D. (CAC-07124); Valley Microwave Transmission, for San Benito, Tex. (CAC-07579); Telesystems Corp., for Robins AFB, Ga. (CAC-07711); Nation Wide Cablevision, for Tumwater, Wash. (CAC-07718); Multi-Pix of South Dakota, for Ellsworth AFB, S.D. (CAC-07721); Metropolitan Cablevision, for Beech Grove, Ind. (CAC-07809); Cablecom-General, for Lufkin, Port Lavaca, both Texas (CAC-07977-8); Sammons Communications, for Marselle, Reading, both Illinois (CAC-08020-2); Link Video, for Perryopolis, Pa. (CAC-08540); Rolla Cable, for Rolla, N.D. (CAC-08542); Yachais Community TV System, for Waldport, Yachais, both Oregon (CAC-08565-6); Bliss Electronics, for Minden, Gardnerville, both Nevada (CAC-08594-5); American Television and Communications, for Jackson, Miss. (CAC-08614); Texas Community Antennas, for Hopkins, Tex. (CAC-08681); Telepromoter of Caribou, for Fort Fairfield, Loring AFB, Limestone, Presque Isle, all Maine (CAC-08760-3); Lake Charlevoix Cable TV, for Livingston, Bagley, Eveline, all Mississippi (CAC-08776-8); University City Television Cable, for Alachua, Fla. (CAC-08797); Galeton TV Antenna, for Galeton, Pa. (CAC-08811); Napa Valley Cablevision, for Napa, Calif. (CAC-08814); Community Aerial Systems, for Mineral Wells, Tex. (CAC-08818); Livingston Cable TV, for Livingston, Mont. (CAC-08871-2); Starkville TV Cable, for Starkville, Miss. (CAC-08942); Palos Verdes Peninsula Cable Communications, for L.A. (San Pedro), Rancho Palos Verdes, both California (CAC-08950-1); Beatrice Cable TV, for Marshall, Kan. (CAC-08977); Orangeburg Cable TV, for Orangeburg, S.C. (CAC-08979-80); Lake Telephone, for Memorial Point, Tex. (CAC-08981); Dearborn Cablevision, for Lawrenceburg, Greendale, Aurora, Dearborn, all Indiana (CAC-08986-89); Clearwater Cable TV, for Orogino, Ind. (CAC-08992); Corning Cable Television, for Corning, Ariz. (CAC-09005); Newchannels Corp. for Massena, Louisville, both New York (CAC-09112-4); Gulf Coast Bellaire Cable Television, for Bellaire, Tex. (CAC-09169); Televue Antenna, for Osburn, Walverton, Wallace, all Indiana (CAC-09395-7); Mill Hall Cable, for Mill Hall, Lamar, Bald Eagle, Walker, Porter, all Pennsylvania (CAC-09448-52); Columbus TV Cable, for Columbus, Lowndes, Columbus AFB, all Mississippi (CAC-09541-3); Crane Cablevision, for Crane, Tex. (CAC-09770); Clear Vision Television, for Nogales, Ariz. (CAC-07415); The Viking Media, for Sun Prairie Wis. (CAC-07776); Com Tel, for Menomonee, Wis. (CAC-07837); The Ohio Valley Cable, for Eureka, W.Va. (CAC-08004); Big Valley Cablevision, for San Joaquin, Stockton, both California (CAC-08017-8); Sammons Communications, for Ottawa, Ill. (CAC-08096); Garden City Cable TV, for Garden City, Kan. (CAC-08369); Sisseton Cablevision, for Sisseton, S.D. (CAC-08397); Tele-Media of Addit, for Chester, Newell, both W.Va. (CAC-08421-2); Sammons Communications, for Ettrick, Va. (CAC-08435); Orange County Cable Communications, for San Clemente, Calif. (CAC-08596); Complete Channel TV, for Middleton, Wis. (CAC-08603); Hayward Cable Television, for Hayward, Calif. (CAC-08626); Delta Cablevision, for Desha, Ariz. (CAC-08680); Oroville Communications, for Oroville, Butte, both California (CAC-08712-3); Cox Cablevision, for Aberdeen, Hoquiam, Cosmopolis, Grays Harbor, all Washington (CAC-08753-6); South Dakota Cable, for Belle Fourche, Sturgis, Spearfish, Grant, Fall River, all South Dakota (CAC-08788-92); Alert Cable TV, for Fort Benning, Ga. (CAC-08847); Suburban Communications, for Upper Providence, Pa. (CAC-08886); Long Beach/Signal Hill Cable Communications, for Long Beach, Signal Hill, both California (CAC-08948-9); Orange County Cable Communications, for Capistrano Beach, Tustin, both California (CAC-08955-6); Suburban Cablevision, for Bloomfield, Belleville, both New Jersey (CAC-09974-5); Kilgore Cable Television, for Kilgore, Tex. (CAC-08982); Flora Cable TV, for Benton, Ky. (CAC-09016); Community Television Cable, for Clewiston, Harlem, Hookers Point, all Florida (CAC-09040-2); Northern Video, for Ontonagon, Miss. (CAC-09043-4); American Cable Systems, for Okolona, Miss. (CAC-09049); Huntingdon TV Cable, for Saxton, Hopewell, Liberty, all Pennsylvania (CAC-09050-2); Burnside CATV, for Burnside, Ky. (CAC-09053); Morris Cablevision, for Morristown, N.J. (CAC-09054); Al-Pine Cable TV, for Alexandria, La. (CAC-09140); St. Landry Cable TV, for St. Landry, La. (CAC-0914); Oxford Valley Cablevision, for Morrisville, Pa. (CAC-09178); Space Electronics, for Helper, Price, both Utah (CAC-09269-70); Southeastern Cable, for Cleveland, Tenn. (CAC-09282-3).

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,478	6	22	4,506	46	4,552
Commercial FM	2,885	1	78	2,964	129	3,093
Educational FM	889	0	19	908	87	995
Total Radio	8,252	7	119	8,378	262	8,640
Commercial TV	721	1	3	725	47	772
VHF	513	1	0	514	8	522
UHF	208	0	3	211	39	250
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	54	1,037
FM Translators	191	0	0	191	72	263
TV Translators	3,425	0	0	3,425	391	3,816
UHF	1,048	0	0	1,048	224	1,272
VHF	2,377	0	0	2,377	167	2,544

*Special temporary authorization

**Includes off-air licenses

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RADIO

HELP WANTED MANAGEMENT

Sales Manager seeking enthusiastic, energetic, organized person with sales/administrative experience. No. 1 contemporary station in market. Good remuneration for right person. EOE. Send resume to Mark Kravetz, WTOB, Post Office Box 5129, Winston-Salem, NC 27103.

Local Sales Manager—Southeastern, top 50 market with established chain. If you are a trainer and motivator then we need to get together with you. Base overrides, fringes. Minimum acceptable base with resume. Box M-67.

WGFT, Youngstown's Rock Soul Disco leader, needs aggressive take-charge Sales Manager, Good list, Good salary plus incentives and benefits. If you have a track record and can prove it, we'll make it worth your while. Send complete details, references and requirements to John Galanes, One Federal Plaza West, 44503. Will also consider experienced sales representatives. Equal Opportunity Employer.

Vice President for Finance & Administration and Treasurer. Extensive experience as a financial manager and have demonstrated abilities as a leader, administrator, analyst and negotiator. Must be knowledgeable in the fields of federal and non-profit budgeting and financial management; contract administration; current management practices (including uses of computer technology); and general business matters. Must be able to represent the Corporation in written and oral presentations at appropriations and Congressional hearings. TV and/or Radio broadcasting knowledge desirable, particularly with respect to the operational, business and financial practices of the industry. Salary to be determined by the Board of Directors. Resumes, applications, nominations and correspondence should be directed to Mrs. Lily A. Okura, Director of Personnel, Corporation for Public Broadcasting, 1111 16th Street, N.W., Washington, DC 20036. EOE-M/F.

Management Opportunity for a broadcast professional in our growing group. If you can direct and motivate people, and if you can lead by selling personally, then we should meet. Send details or call Ron Gray, Vice-President, Hunter Broadcasting, 2414 South Leonard Road, St. Joseph, MO 64503. 816-233-2577. EOE.

Needed immediately—a creative, experienced sales/station manager. Medium size market college town in Florida. Good opportunities. Reply to Joann Anderson, 2253 Monaghan Drive, Tallahassee, FL 32303.

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.

Proven yourself in broadcasting? Want to discover new challenges? Allied field. Easy transition. Box K-144.

Sales People for California small market radio. Will train inexperienced... expect action from experienced. Substantial established lists. Guaranty, plus higher than usual commission structure. Medical insurance provided. An Equal Opportunity Employer. Send resume and dates available for personal interview. Box M-34.

Central Jersey's No. 1 station is expanding its sales force. EOE. Immediate opening for experienced self-starter. Send resume to Box M-23.

Combo Salesperson/Announcer ... Georgia, Arkansas. Income open. Gospel format. Only pro need apply. Box M-91.

Greater Akron Sales opportunity. Immediate opening. Account executive. Growing stations and market. Generous guaranteed draw, commission, expense account. Excellent active account list. E.O.E. Experience preferred. Send resume Box M-20.

Wanted: Aggressive, go-getter, ready to move up to group-owned dominant station in major New England market. Potential management opportunity with acquisition oriented group. EOE. Send resume today to Box M-48.

Successful Salesperson with management potential needed by leading Southwest AM/FM. Call Jim Brady. 602-782-4321.

WLIR—Long Island's leading progressive station. Listed in last 10 NY ARBs. Must have solid radio Sales experience. Take over existing account list plus good growth potential. Contact: Zim Barstein—516-485-9200; WLIR, 175 Fulton Avenue, Hempstead, NY 11550.

Asst. SM for two station operation in Connecticut's leading growth market. Top ARB for AM Pop & FM Beautiful Music. Excellent Earning & Advancement opportunity. Contact Patrick Crafton, GM, WLAD, Danbury, EOE.

WSRS Radio is now offering a career opportunity in advertising sales to qualified applicants with established track record selling quality product. For personal interview send resume to Jack Flynn, W.S.R.S., P.O. Box 961, West Side Station, Worcester, MA 01602. W.S.R.S. is an equal opportunity employer. No phone calls please.

Opportunity for experienced person. Growing group Small Market stations. M-F EOE. Send resume CSRG, Inc., 12118 Landlock, Dallas, TX 75218.

Radio Sales Person. Aggressive salesperson wanted, Oklahoma City market. 100,000 watt FM Stereo Top 40. Contemporary experience preferred. Guaranteed salary negotiable vs. commission. Station is one of five in Midwest region broadcast chain. An equal opportunity employer. Send resume to: Sales Mgr., KOFM Radio, Box 14806, Okla. City, OK 73114. 405-478-0444.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Proven yourself in broadcasting? Want to discover new challenges? Allied field. Easy transition. Box K-144.

Two announcers needed for number one Midwest contemporary medium-market station. Personality a must! Send tape, resume to Joe London, WMOH, 220 High Street, Hamilton, OH 45011. EOE/MF.

Announcer—strong on production—at Central California, adult-oriented station. Tapes and resumes only. Dan Clarkson, KVEC, Box 787, San Luis Obispo, CA 93401. EOE/MF.

Staff Announcers (2). Good voices and versatile. Experience preferred. Must have license endorsed. Send resume and tape to WCSS, Midline Rd. Amsterdam, NY.

WCCC AM-FM Hartford looking for strong morning personality. Must be creative. Previous experience necessary. Good salary. Send tape, resume Program Director, 11 Asylum St., Hartford, CT E.O.E.

Wanted dependable Announcer for morning shift interested in News & Talk. 314-586-8577. St. Louis area. Box M-100.

WJET Erie, PA, looking for two professional top 40 personalities. First real opening in many years. Good starting salary, substantial benefits. A chance for two of the best to join this unique organization. E.O.E., send tape and resume to Rick Hanna, WJET, Erie, PA 16503.

Illinois AM-FM Beautiful Music seeks 1st Phone announcer with some technical ability. Position includes air shift and calibrations. Additional technical responsibilities depending on qualifications. Send letter, resume, and audition tape to: John Neal, WSIV AM & FM, 28 S. 4th, Pekin, IL 61554. An Equal Opportunity Employer.

PD—Top station in 6-station Rocky Mountain market—beautiful community. Must be promotion-oriented detail person. Full information first letter including salary requirements. EOE/MF. Box M-70.

Virginia Fulltime Contemporary desires announcer with good voice and Program/Music Director abilities. Excellent opportunity with great future. E.O.E. Resume to Box M-80.

KCRA Radio Needs an all-night person with a First Class F.C.C. License, air experience, and an audition tape or air check that demonstrates your ability. Good character references, reliability a must. Tape and resume to Dave Darin, 2225-19th St., Sacramento, CA 95818. E.O.E. M/F.

No Wild Promises just good working conditions and congenial associates. Possible opening for man or woman MOR announcer with some experience, college or commercial, and exceptional ability. Sharpen your skills in good small station. Reasonable pay, possible sales. Write: Ross Hunter, PD, WJMA, Orange, VA 22960.

WBOC-Salisbury, MD. Experienced morning person with flexibility. Must handle news, production, be able to communicate and entertain. Adult Contemporary. Looking for stability. Paid retirement, life and health insurance. Resume, references and tapes to: Ed Hunt—WBOC-TV-AM-FM, Salisbury, MD 21801. Equal Opportunity Employer.

Beginning Opportunity Upstate New York C&W looking for fulltime Public Service Director. Must be self starter with copywriting abilities. Some phone sales, weekend air shift. Advancement opportunities. Immediate opening. Brad Murray, 315-387-3404. EEO M/F.

Position open for experienced announcer, Live AM, Automated FM. Contact General Manager WSOO: 906-632-2231. No collect calls.

Southern Company Chain looking for Morning Personalities with production skills to match. Good pay, fringes, and very pleasant working conditions. Send resume and tape to Bob Lima, PD, WVMI-WQID, P.O. Box 4606, Biloxi, MS 39533. EOE.

Where have all the communicators gone? If you are a communicator instead of a machine, have a First Phone and expect to be paid for what you produce, lets talk! We have one of the finest broadcast facilities in the state with good equipment and pleasant working conditions. I will pay 200-dollars a week to start for the right person, depending upon ability and experience. E.O.E. Call Butch Luth 307-682-4747.

Adult contemporary personality for top rated 5000 watt leader in Southeast. Group operation, good benefits. Send tape and resume to Bob Young, WGAC Radio, P.O. Box 1131, Augusta, GA 30903.

Expanding AM/FM seeks human sounding Top 40 personalities. Progressive management with high standards. No beginners. Tapes and resumes to Gary Edwards, WVOT, Box 170, Wilson, NC EOE.

We need air and production voices for our Schulke formatted FM & AM stations. CATV on premises. EOE. Hurry tapes and resumes to WEZG/WSOQ. PO Box 20, North Syracuse, NY 13212.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

HELP WANTED TECHNICAL

Chief Engineer, 5 KW AM, DA. 3 KW automated FM. Midwest Sunbelt, small market \$800-\$900/month. Opening due retirement. Equal Opportunity Employer. Box K-27.

Chief Engineer for aggressive AM in Hawaii. New Equipment. Ideal working conditions, EOE. Contact Donald E. Winget, O'Day Broadcasting Co. 1305 3rd Ave., Suite 400, Seattle, WA 98101. 206-682-2828.

Technical: Engineer needed to organize and operate small audio production facility for a new radio syndication service in Washington, D.C. Salary Open. Box K-147.

One person staff needed. Must be engineer, salesperson and programmer for automated FM station. Assistant manager too. Salary plus sales commission plus bonus. Has to be good and willing to live in the relaxed atmosphere of a Southeastern town of 20,000. Box M-49.

Immediate opening due retirement. Small market technician. Maintenance Radio-CATV system. First Phone unnecessary. Full or part time. Excellent hunting, fishing, E.O.E. Darwin Clark, Manager, WNB1, Box 309, Park Falls, WI 54552. 715-762-3221.

Chief Engineer for long established top 100 market Ohio AM/FM. Directional antenna and automation experience desirable. Real working knowledge and good ear for audio essential. Ample help available, superior knowledge and practical knowhow necessary. A challenging opportunity to move up in group operation, where engineers are not limited to technical jobs. Chance to expand to group TV station. Excellent benefits, fine salary commensurate with experience and training. E.E.O. Reply Box M-98.

Chief, 5,000 watts at 580 AM, need directional experience. Group operation, good benefits, call Bob Manning; 404-863-5800; Augusta, GA.

Chief Engineer, combination preferred. Automation to be installed. AM-FM operation in a great small city. Resume and tape to WCSR, Hillsdale, MI 49242.

Rare opening at Wyoming's KRKK-AM/KQSW-FM in Rock Springs. Chief Engineer needed to help maintain 1 kw-DI.5 kw DA-N AM and 100kw FM. FM is Shaeffer automated. Combo helpful but not necessarily preferred. Salary open. Call Bill Luzmoor 307-362-3793 between 8-10 a.m. MST or write P.O. Box 2128, Rock Springs, WY 82901.

Needed at once experience 1st class radio technician for maintenance of 5,000 watt AM and 100,000 watt FM in North Carolina. Can use announcer-engineer if strong on studio equipment. Contact Don Curtis 919-276-2911 in Laurinburg, NC.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three man Midwest local news operation. Box M-55.

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. WDIF, P.O. Box 524, Marion, OH 43302.

Experienced Newperson (male or female) for AM/FM operation. No. 1 and No. 2 in North Central PA. Local emphasis with growing, aggressive company, stations in Pennsylvania and New York, with an eye toward the future. You talk quality, we'll talk money. If you're a communicator, send tapes and resume to: Program Director, WLYC/WILQ, PO Box 1176, Williamsport, PA 17701.

Market-Leading contemporary station seeks morning Newscaster/News Director. Must be strong in writing and delivery. Talk Show experience helpful. Send resume and salary requirements to Box M-4.

Position open for experienced, aggressive news person. Run beat, write, air 4 major AM newscasts per day, FM drop-ins. Modern newsroom, mobil equipment. Contact General Manager WSOO: 906-632-2231. No collect calls.

News Director, college background, medium market experience, with solid leadership and administrative qualities, to head six-person news and public affairs department in Midwest. Good voice, professional delivery, writing and interviewing skills, plus an understanding of government and community affairs qualifies you for substantial salary and fringe benefits in a sound, stable organization. Write Box M-10.

Needed Morning Drive anchor, good voice and writing, who can work the street as well as the studio. Award winning news department with a solid reputation, stable, advancement opportunities within a major chain. An Equal Opportunity Employer. Tape and resume to News Director, WKIX, Box 12526, Raleigh, NC 27605.

Immediate Opening Newperson aggressive all-around approach. Gathering, writing, reporting local news in Med Mkt. Weather coverage. Two-way equipped Mobile News. Tom Wahl, News Director, WBHP, P.O. Box 547, Huntsville, AL 35804. 205-534-3521.

All-News independent radio looking for two anchorpeople. Must be strong writer, reporter, and journalist. No beginners. Third Endorsed. Jay Frank, Operations Manager, WQSA, Box 7700, Sarasota, FL 33578. Tape, resume, salary. E.E.O.

Natural, conversational newstyle. Want news reader and interpreter—not a preacher. Pleasant voice important. Send tape and resume or call 402-432-6606 to Jim Miller, KFOR, Box 80209, Lincoln, NE 68501. Equal opportunity employer.

Management Opportunity in our group. Your position would involve news, public affairs, and sports. We want a professional that can do it all. Someone who can manage the public image of one or more of our stations. Send tape, resume to Mark Mathew, Operations Manager, Hunter Broadcasting, 2414 South Leonard Road, St. Joseph, MO 64503. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Senior Producer for daily five minute public affairs radio program in Washington. Must have good political judgement and proven journalism skills. Responsibilities will include production, writing, editing, scheduling and administration of entire project. Should have familiarity with all aspects of radio production. Salary Open. Box K-145.

Producer to serve as line producer for daily five minute public affairs radio program in Washington. Directly responsible for producing and scheduling program. Some news media experience required. Knowledge of Washington essential. Salary Open. Box K-146.

California fast growing station needs innovative copywriter/production person. Must be experienced and capable of top notch production and copy. E.O.E. Send resume to Box M-15.

Experienced broadcaster for Operations Director position with 100,000 watt public radio station. Candidates with Masters degrees preferred. Send resume, audition tape and salary requirements to: General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. Applications must be received by October 7. Equal Opportunity Employer.

Program Director—Central New England medium market. Responsibility for overall sound including format, announcers, promotion, production. \$11,000-\$13,000 to start. AM Station successful now with AOR but needs a pro to tie it all together. Box M-90.

Program Director—Top air sound and production ability important for image top 40, widely known with long record of leadership in pleasant medium Great Lakes area market. Highly competitive, our people move only to the better major market jobs. Ideal as last move before the majors' or for the major market PD tired of insecurity and big city life style, willing to devote skills to superior product in a challenging market. Excellent salary, all benefits, group owner, EEO. Send resume to Box M-102.

Production person with talent and ambition needed to head production department of AM/FM combo currently 1-2 in market of 300,000+. Send tapes and salary demands to Program Director, WTSO/WZEE, P.O. Box 8030, Madison, WI 53708. An equal opportunity employer.

Operations Director. Schulke B-Music AM & FM looking for experienced voice wanting to make a move up to management. Good production and news a must. Salary commensurate with experience. CATV on premises. Hurry tapes and resumes to: WEZG/WSOQ, PO Box 20, North Syracuse, NY 13212. An Equal Opportunity Employer.

Production Coordinator. Responsibilities: Produces programs, features, public service announcements; does announcing, interviewing; participates in some news programming, works occasional on-air shifts. Requirements: BA in broadcasting; previous broadcasting experience; demonstrated ability to operate professional broadcast equipment; good announcing voice; ability to write for radio; FCC 3rd with endorsement. An equal opportunity educational institution/equal opportunity employer. WGGL-FM, Michigan Technological University, Houghton, MI 49931.

SITUATIONS WANTED MANAGEMENT

GM/GSM—20 years all phases radio seeks stable small to medium market opportunity. Presently employed Northern California. Broadcasting Box M-43.

27 years in radio, all phases. Last 16 years General Manager & VP. Sold interests. Free to go anywhere. Box M-40.

General Manager—Experienced pro in sales, programming, administration. Strong leader, hard worker, best credentials. Family man, early forties, prefer sun belt but consider any solid offer. Box M-33.

Manager—Sales oriented—Experienced all phases. 45, sober, reliable—N.E. USA. Box M-31.

Traffic Coordinator, 26 yrs. old. 4 yrs. experience with major market Radio and TV BIAS. BA Liberal Arts. Will relocate as Traffic Mgr. Box M-21.

Manager With References—contact F. Daniel Marcy, 734 Mesa Hills, No. 191, El Paso, TX 79912, Phone 915-581-3451. Sales, cost and community oriented.

Air Personality—25 years experience in all phases of radio. Presently employed in Major Market. I am seeking a position as PD or GM in Small or Medium market in W. PA. Reliable hard worker. Box M-79.

Retail—Agency—Co-Op experience. Exceptionally successful top 10 market salesman desires permanent management career with group or individual operation. Any size market considered. Box M-92.

Money Maker! There is only one kind of manager you want—someone who knows how to make money! Someone who has a brain and knows how to use it. A Selling Manager who knows how to organize, train, guide, direct, and motivate a team of money makers. Someone who knows how to carve up a market and cover it wall to wall. This complete-charge professional you're looking for is looking for a once-in-a-lifetime opportunity with honest, stable, good people. Radio or TV. Box J-85.

General Manager. Operated highly profitable leading station in Orlando, Florida for inactive owner during past 11 years. Thorough knowledge of, and ability to perform every job in radio except chief engineer. Strong in sales and sales management, excellent administrator, organizer and motivator. Hard working, stable and reliable. Age 43. Finest broadcast references. Bruce Webb, 305-422-3344.

Eleven years experience, seven years in my most recent position. Strong PBP, Strong News. Prefer Radio but can do T.V. I've done it all in this business, from Managing to Sales ... Air-Shifts to News and Sports. Will re-locate. If you run a quality, professional organization and are searching for a solid pro, please call before Noon, Mountain Time. 307-235-6896. Resume, tapes, references all available on request.

SITUATIONS WANTED SALES

Street fighting salesman with proven track record. My programs sell and will increase your audience. Unafraid of competition, this family man desires a Northwest, Northcentral, or Northeastern small or medium market position. Box M-89.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad, 3rd. Endorsed, wants to learn and grow with small market. Box M-32.

Experienced, Hard Working, energetic! Looking for move upwards. Top 40—medium or major market. More than just music, good production too! Hard work breeds success! Box M-29.

Bright, Energetic, very willing to travel. Experienced in DJ, news, production. Working in RI market. Looking for MOR-AOR slot. Box M-13.

Five years experience. Polished, mature, bright, communicative D.J., currently morning drive and M.D., seeking contemporary, MOR, or AOR station in large or good medium market, preferably in New York, Connecticut, or New Jersey, but all areas considered. Production, references, third endorsed. Bill Hunter. 212-799-9190, 9 A.M.-5 P.M.

DJ, News, Interviews. 3rd Endorsed. Any shift, with in one hour's driving NYC. Tape and resume. I'll make your audience larger by using astrology in a unique way. Call Marcello 212-255-6249.

Positive attitude, year + experience DJ, news. Read, write news, commercials. Greg Mahoney 303-770-0267.

Experienced Announcer, (3rd endorsed) seeks a full time shift at automated station, which includes newscast and production duties. Will relocate. Call Frank Cordell 714-658-1094.

Sportscaster 27, seeks new position. 1 year PBP, football, basketball, baseball. Excellent color commentary, sportscasts, actualities. B.A. Degree. Will relocate for right offer. Call John Gregg 714-435-2574.

Sportscaster—6 years major college basketball, football, baseball, PBP, award winning documentaries. Credits also include PBP of Indiana's national basketball champions and Purdue football. Format change has completely eliminated sports department. If you're a station seeking a top notch man I have the credentials. Can combo with sales, news, or personality jockeying. Box M-66.

Hard-Working, promotion-minded DJ/MD with PD potential. BA and Third endorsed seeks new challenges. Northeast or Midwestern market of at least 25,000 preferred. Others considered. Oldies my specialty, Top 40, Country, MOR fine; No AOR please. Supertight board, some news and sales, commercials that sell, good references... and I'm not that expensive! Available immediately. What do you say? Mike 912-367-4932 before 10:AM/after 8:PM or Box M-68.

Announcer With Excellent record and references, seeks position with medium or large market station. Have five years of experience, also a valid 3rd class with endorsement, and a B.S. from Ohio University. Please contact me at Box M-81.

Have the guts to be different? I do. Talk/Sports/Programming. Stacy Taylor, 7802-B Hogue, Evansville, 47712.

Experienced Sportscaster, BA degree, seeks sports position, PBP, color, actualities, sportscasts. Also experienced in straight news writing, editing, production. Northeast preferred, but will consider relocation. Call Joel Coran, 617-484-1779.

4½ Years Experience, Third, 27, single. Prefer Western or Southern states. 904-255-6950. Mike Hon: 373 Williams, Daytona, FL 32018.

Retired Possibly World's oldest male DJ looking for come back to do weekly Jazz concert playing first generation, old fashioned Jazz from my own large collection. Contact "Oub" 4026 Central, KC MO 64111. 816-561-4391.

Experienced professional. Announcer/Production. 4 years. Contemporary or Top 40. Box 71, Park Forest, IL 60466. No small markets!

Experienced Professional Country Jock, 3rd Phone. 10-years experience. 1-707-839-3336.

Dependable announcer, 3rd phone, 5 years experience, strong production, automation. Prefer Midwest, medium market. Call Dave 507-433-8123.

Still haven't found what I want. 9 year veteran, 1st Phone, 38 and single. Rock and Country formats desires operation with future. Call Bob Peacock 312-834-6355.

Looking for mornings: Top 100 market. 28, ten years small to major experience, consistently good ratings. Call toll free 1-800-824-5136 (California call 1-800-852-7631) and request resume and/or return call from "Jacobs M2166".

SITUATIONS WANTED TECHNICAL

Twelve year pro seeks future with reputable organization. Box M-22.

Does Your Station do a lot of sports remotes, or is your team looking for a full time engineer? Well if you are, look no further. Former N.Y. Mets Technician/Producer seeks new home base. Own equipment. Resume on request. Box M-27.

Experienced. Young engineer seeks position as Assistant Chief or Board Engineer. Heavy production and experienced in remotes. One year with New York City 50 KW'er AM Directional and FM. Resume on request. Box M-28.

25 yrs. Chief AM FM DA certified by SBE. Western states. No automated or stereo stations need reply. Box M-58.

Mature Black first phone, handicapped, seeks transmitter operator position. Will relocate, prefer warm climate. Experience. Box M-84.

Experienced Technical Production. 1st phone, B.F.A. Communication Arts, 2 years broadcast experience seeks challenging position in top 50 market. Box M-86.

Technical Help? Mature, fully experienced First Phone professional. Permanent jobs only, please. Box M-99.

Chief Engineer, experienced AM-FM, first phone, technical school. No air work. Box K-102.

SITUATIONS WANTED NEWS

Sports Personality—looking for 1st break; incredible knowledge of sports; telephone-talk, PBP, reporting, writing all-sports. Box K-125.

Contact Jeff Geller at 212-657-6851 if you need a dedicated reporter. BA Journalism, third phone.

Ivy League Honors grad, 1st Phone, 3 years experience. Bright, dependable, strong on all news skills, plus PBP all sports. Prefer California or all-news station, but will consider any offer. Tape/resume from David Gillin, 213-271-2191.

12 yrs in radio, seek serious news operation in medium or major market. Lynn Bobo, 618-532-8171.

Your Sportscaster is waiting for your call. Major college play-by-play experience, reporting, writing. Dan Faber, 2245 East Monterosa, Phoenix, 85016. 602-266-6515.

Broadcast news/feature writer with two years experience including some air work, desires news position. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

College Grad with BA in Broadcast, wants start in News/Sports, 3rd endorsed. Call Bob 716-792-9417.

Versatile Talent, 1 year top 50, 4 years super p-b-p, network assignments, TV work, B.A. Journalism, 3rd phone, pleasant, conversational, believable, experience in news, sports, music, seeks Radio and/or TV p-b-p with sports or news position 212-896-5217.

Sports-Sales combo/West-Midwest/WCAC Basketball experience/have done NASL Soccer/Tape available/Greg Flakus, 2911 25th W Seattle 98109.

Informative Newscaster with Sales exp. seeks weekend pos. in PA, NJ, or DE. Broadcast schl. grad. John Paul Weber, 1840 Solly Ave., Phila, PA 19152. 215-742-3195.

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.

Top 25 Market jock seeking to program. Have worked for the best. If you're looking to better your ratings and revenue, let's get together. Box K-95.

Copywriter wants into programming! 10 years of copy is enough! Eager to learn programming and promotion by assisting a Program Director. I'm a hard-working female with ideas! Box M-2.

A.O.R. Progressive Stations: Natural ability to write and produce commercials, boost morale, gets results, 7 years broadcast experience. Looking for management with an eye and ear for the future, call Rich, 904-249-8918.

Black, Research-oriented, strong knowledge of Black/Music/Contemporary Jazz, etc. Now working NYC. (Program-Music Assistant.) Your job, my talent, a winner. 1st phone B.A. Communications. Box M-63.

Black Top 5 Market pro. looking for programing position in small or med market. Great motivator, 7 yrs exp. Proven record. Willing to stay on air. Top 40, or R&B looking for station that cares. Currently working for Cities No. 1 station. Box M-73.

PD of medium market Top-40 station looking for new opportunity with established, stable company. Ten years experience in Country, Top-40, Easy-Listening, and AOR in Small, Medium and Major Markets. Box M-75.

Production worker-Anncr. position. 1st phone. 2-1/2 yrs. exp. Office work exp. Prefer Southwest, consider all. 207-882-7395. Box M-87.

Top 10 PD/Operations Mgr. seeking similar position. Strong DJ, programing, news promotion. Excellent communicator/administrator. BS. in Management. Some sales. Excellent references. Medium market or larger reply to Box M-97.

My Commercials and copywriting have been on such stations as WABC, 99X, WPIX, Z-93, among others. Creative production and copywriting mean strong commercials and happy clients. I could be your next Production Director. Call or write Richard Kaufman, 23 Gateway Court, Apt. G-10, Stockton, CA 95207. 209-478-4140.

Consultant: Small/medium market in N. Florida, Georgia, the Carolinas, or Gatlinburg Area. 13 year pro with programming experience in rock, MOR, beautiful, and AOR. Doing weekends at Top 15 market powerhouse. Excellent references. Degree. No prima-donna! 404-256-2620 after 2 pm.

TELEVISION

HELP WANTED MANAGEMENT

Operations/Production Manager. PTV Station WBGU-TV, Bowling Green State University. Covers 19-county region and Ft. Wayne, Indiana. Salary: \$16,600 to \$17,600 depending on qualifications. Send application, resume, college transcript(s), and three letters of recommendation by Oct 14 to: Dr. Duane E. Tucker, WBGU-TV, Bowling Green, OH 43403. 419-372-0121. Bowling Green State University is an Equal Opportunity Employer.

Manager, Advertising and sales promotion. Major producer/distributor of syndicated television programming seeks individual with at least three years experience on the station, group or network level. Responsibilities include creation and execution of advertising/promotion programs, consultation with agencies and liaison with nation-wide sales organization. Top salary, opportunity for growth, excellent benefits and working conditions. An Equal Opportunity Employer M/F. Please send resume in confidence, with salary data to Box M-65.

Promotion Manager with solid on-air promotion experience and knowledge of other media promotion. Seek aggressive individual capable of planning creative promotion campaign. Equal Opportunity Employer. Contact Ian K. Harrower, WTAJ-TV, Altoona, PA. 814-944-2031.

HELP WANTED MANAGEMENT CONTINUED

Business Manager: Experienced, enlightened up-and-coming comptroller to help station grow faster. EOE. Box K-116.

Executive Director Iowa Public Broadcasting Network, Des Moines, Iowa. A search committee under the direction of the Facility Board of IPBN invites applications for the position of Executive Director. The Iowa Public Broadcasting Network (IPBN), a state funded agency with a current operating budget of over four million dollars and a staff numbering 110, consists of eight statewide transmitters providing public television programming to the 2.9 million residents. IPBN possesses complete studio and remote production facilities and offers over one hundred hours of instructional and public programming per week. IPBN possesses complete studio and remote production facilities and offers over one hundred hours of instructional and public programming per week. IPBN has won one National Emmy, three Regional Emmy Awards, the 1976 CPB Local Television Award for Excellence, five Ohio State Awards and numerous others. Future plans include the possibility of a state owned interconnecting network, increased local production and coordination of a state wide public FM Radio Network. Candidates should possess successful administrative experience; an educational background that will facilitate dealing with all elements of Iowa education; an ability to relate effectively to the various constituencies i.e., viewing public, state government, Board, staff, and FRIENDS; and the ability to lead an exceptionally creative staff. Experience in commercial or public broadcasting is desirable but not necessary. Salary negotiable, depending upon qualifications. Applicants should submit by January 1, 1978 a complete resume with names, addresses and telephone numbers of at least five individuals whom the search committee may contact along with a statement of their philosophy of administering a public television network funded by state sources. All correspondence should be addressed to: Dr. Gary H. Koerselman, Chairman, IPBN Facility Board, Morningside College, Sioux City, IA 51106. An Equal Opportunity Affirmative Action Employer.

HELP WANTED SALES

Sell-direct outstanding commercials using outstanding equipment. Excellent salary plus commissions. EOE. Box K-118.

Wanted Local Television Sales Manager. Top 100 Markets; Midwest. Creative, innovative Sales Manager. Minimum one years experience in sales management. Will supervise four sales people and be responsible for significant amounts of local and regional business. Compensation ... \$15,000 plus overrides. Potential \$25,000 to \$35,000 annual. All inquiries will be handled in strict confidence. Equal Opportunity Employer. Write Broadcasting Box M-7.

Southeast network affiliate is seeking an experienced TV sales representative. Must be highly skilled in successful television marketing. Majority of contracts are directly with area businessmen. E.O.E. Reply to Broadcasting, Box M-36.

Television Sales Person (Lansing, Michigan) Minimum six (6) months media or intangible sales experience. Equal Opportunity Employer. Write: WILX-TV, P.O. Box 30380, Lansing, MI 48909.

HELP WANTED TECHNICAL

Maintenance Engineer. Television station seeks an experienced broadcast maintenance technician. Three years experience with quadraplex videotape maintenance and operation required. First Class FCC License required. Experience with time code editing systems preferred. Maintenance experience in other studio and transmission equipment preferred. Liberal benefits. Send resume and salary requirements to: Business Manager, WHRO-TV, 5200 Hampton Boulevard, Norfolk, VA. 23508. Equal opportunity employer. Deadline October 17, 1977.

Maintenance Supervisor wanted for top 35 market, group owned, VHF station to maintain all studio and master control equipment. RCA TCR-100, TR 70's, TK-27. Strong in maintenance and management techniques. An equal opportunity employer. Send resume to Box M-101.

Engineer, T.V. Immediate opening for television engineering operator at KOMU-TV. (Commercial station for the University of Missouri-Columbia). Will train if applicant has successfully completed an engineering, vocational, or training school specializing in television engineering. Will consider applicants with five years minimum television station operation experience if educational requirements cannot be met. Salary varies according to experience and training. Mail resumes to: Personnel Services 309 Hitt St., Columbia, MO 65201. An Affirmative Action/Equal Opportunity Employer.

Transmitter supervisor needed for new UHF public television facility Shreveport, LA. Position requires six years experience or training in electronics including two years in the construction, design, or maintenance of UHF television transmitters. Starting salary \$13,600. Applications should be submitted to the Department of Civil Service, P.O. Box 44111, Baton Rouge, LA 70804 so as to be received by October 14, 1977. For more information, contact Coy Simmons, Chief Engineer, 504-389-2131. Equal Opportunity Employer.

TV Engineer. University public TV station—WBGU-TV, operation and maintenance of equipment for full-color broadcast and CCTV facility. First Class FCC license required. Send application, resume, school or college transcript(s), three letters of recommendation by October 24 to William Leutz, chief engineer, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Video tape maintenance engineer for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one years experience. Call collect 313-971-3600, Bob Stapleton.

Immediate Opening, experienced television broadcast technician—write or call Chief Engineer, KPVI-TV, Pocatello, ID 208-232-0654.

Television Engineer for UHF public station in Southwest. Requires First Phone; minimum 1 year experience in broadcast studio operation and maintenance. Digital background helpful. Resume and references to Ken Kendall, KRWG-TV, Box 3J, Las Cruces, NM 88003 by October 26. An Equal Opportunity/Affirmative Action Employer.

Central Michigan University is seeking a Senior Television Engineer to be responsible for operation, preventative maintenance, and repair of television-related apparatus. Require education equivalent to two years of TV-related repair training at the college or trade school level. Minimum three years of regular TV broadcast experience of a qualifying nature. Must possess a valid first class FCC radio-television operator's license. Excellent fringe benefits. Send resume, references and salary requirements by October 15, 1977 to Tom Endres, WCMU-TV, 155 Anspach Hall, Central Michigan University, Mt. Pleasant, MI 48859. CMU is a non-discriminatory institution and employer.

HELP WANTED NEWS

Anchor Person for six and ten PM News. Must be credible, warm, believable, professional and have good track record. Some producing duties are included. Excellent salary and benefits. Southeast area. Replies confidential. Send resume to Box K-132.

News Producer for Midwest market. TV journalism and production background essential. Salary open. Send resume to Box M-51.

Top 15 S.E. Market needs in house and field News Promotion person capable of handling general newsroom duties ranging from typing and filing to production. Must be organized and self starter. Resume and salary first letter. Equal Opportunity Employer. Box M-17.

Sports. Need aggressive, energetic sportscaster that knows how to get the local angle on sports that interest all of the audience, not just the major league fans. On-Air TV experience desirable, but not a requirement. Salary determined on ability and experience. Send resume to Box M-3.

Top-rated Midwest medium market station seeking street reporter—weekend anchor. Applicants should have two years commercial experience. ENG experience desirable. Immediate vacancy. Equal Opportunity Employer. Write Box M-62.

Meteorologist: Must be qualified meteorologist and member of AMS. Experience as on-air weathercaster. Able to work with TV radar, fax equipment and other weather instruments. We want a professional, credible, and likeable person to anchor the weather portion of early and late news. The salary is high, but we want only the best. If you have what it takes, send resume to Box M-5.

Aggressive, dependable, experienced, hard-working reporter/photographer needed for beautiful small Rocky Mountain market now. Call or write General Manager, KFBB-TV, Great Falls, MT.

Producer/News Reporter. Qualified person with minimum of two years' commercial television news experience as both a producer and reporter needed by top 40 television station. Knowledge of all aspects of news producing, timing and production technique is required. Forward resume and video cassettes to Business Manager, Post Office Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

News Reporter w/anchor potential. Top 50 market. Equal Opportunity Employer. Send tape and resume to Bob Brunner, WSAZ-TV, P.O. Box 2115, Huntington, WV 25721.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Director/Salesperson for commercial production. Salary plus commission. Outstanding facilities for outstanding director. EOE. Box K-117.

Creative copywriter with some sketching talent and enormous ambition for dominant station in market. ABC. EOE. Resumes only please. Ken Martin, KIMO, 3910 Seward Highway, Anchorage 99503.

Leading Top Cable MSO seeks L.O. Program Director in S. Jersey. Must be skilled in color production, administration, promotion. Sales ability helpful. B.A. or equiv. required. Salary commensurate with experience. Excellent company benefits. Opportunity to learn. Send resume to: Broadcasting Magazine, Box M-18.

Lighting director for busy PTV production center. Extensive experience necessary in large-scale studio and location lighting, film and tape. E.O.E. Box M-44.

TV Copywriter/Announcer ... Degree and experience necessary. Send tapes and copy samples to Jeff Davis, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901. E.O.E. Salary open.

Documentary photographer/editor with previous experience in 16mm film cameras/editing; familiarity with electronic mini-cam operations. Must have valid driver's license; ability to lift 63 lbs., of electronic mini-cam gear. Top 20 market in Pacific NW. Call Personnel for employment application 206-624-7077. An Equal Opportunity Employer.

Supervisor Instructional Television needed immediately. Must have Bachelors Degree in Educational Media or Television Production with education minor, special training in instructional design, three years current experience in television production. Demonstrated Supervisory ability required. Salary commensurate with qualifications and experience. Send complete resume to General Manager, WOIT-TV, Ames, IA 50011. EOE.

TV Producer/Director for Pacific NW network affiliate (top 20 market). Bachelor's degree, two years experience in commercials, news, remotes. Seeking assertive, experienced individual. Call Personnel for station application 206-624-7077. An Equal Opportunity Employer.

Director of Research for WDCA-TV Washington, DC with strong working knowledge of modern TV programming and sales research techniques. At least five years experience required. Excellent opportunity and salary. EOE. Box M-57.

Remote Production Supervisor. PTV in Pacific Northwest seeking qualified TV equipment operator with one year's remote unit experience to supervise crew and manage equipment on mobile unit. Salary range \$878-\$1,124 plus liberal benefits. Closing date October 10, 1977. Send application to C. Hayes, Staff Employment Office, University of Washington, 1415 N.E. 45th, Seattle, WA 98105. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Producer-Director for Midwest Public Television, Top 10 Market Full Color. Needs creative, mature PD, with Remote, Studio and Film experience. Invite Commercial Background. Three to five years experience. Full details first letter. Box M-74.

Television Station Film Editor. Minimum 2 years experience. Responsibilities include: program re-editing, production editing, spot reel make-up, station shipping, program and shipping record keeping. M/F. EOE. Contact: James Sudweeks, KMPH-TV, 2600 South Mooney Blvd., Visalia, CA 93277. 209-733-2600.

Director/Cinematographer to direct and film commercials. Full knowledge of studio facility necessary. Must be experienced in commercial cinematography. Salary open. EOE. Send tapes and resumes to: WBBH-TV, c/o Jeff Davis, 3719 Central Avenue, Ft. Myers, FL 33901.

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Successful National Rep with strong local sales background with proven track record wants to be your national Sales Manager. Box K-100.

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Professional Radio Announcer (Experienced) seeking first TV position. Box M-85.

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First Phone Desires Xmtr Maintenance. Anywhere. Box M-59.

Black 1st Phone Seeking initial technical job. Now working as Program Assistant (NYC). Excellent references, willing to relocate. Box M-60.

SITUATIONS WANTED NEWS

Southern New England radio sportscaster/news-caster seeks television sports post. Young Ivy graduate. PBP all sports, background TV network experience, quite willing to travel. Might seem a gamble, but you won't be disappointed. Box M-30.

Need an Industrious, young communicator who knows TV weather? Contact: Tim Halterman, OS466 East St., Winfield, IL 60190. 312-668-7285.

Experienced Female Radio News Director looking for move into small market Television, Box M-69.

27, ambitious, bright, creative, common sense. Broadcast journalism B.A. plus, 3rd endorsed. Solid newswriter, tireless worker, no dummy. Not Quasimoto either. Tried six months to find anything, wearying of numbers game and standard rejects. Have great faith in me as do others, but faith is not edible. Lots of exposure via school, personal contacts. Fast learner. Any on-air or newswriting spot in any locale considered. Presently in NYC. tired of rejections; just want first break. Have VTR. Moral support also appreciated. Write: Box M-77.

Sports Professional—Can offer more than my 9 years of experience might indicate. PBP, film/VTR shooting, editing. Sports anchor, commentary and more. Looking for a challenging sports position with sports-oriented station in Far West or Midwest. No Magid stations need apply. Box M-88.

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Young, bright, attractive female seeks entry level position in news. 5 years broadcast experience plus B.S. in Communications. Contact Beth Harlan 513-281-8020 or 2324 Park Ave., Apt. 12, Cincinnati, OH, 45206.

Energetic young man, B.A. in Journalism + over 2 years radio exp. Seeking small or med. market TV Exp. Dave Pultz 412-521-9494.

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Hardworking Young Woman with radio background seeks entry level TV report position. Glad to relocate for an opportunity Box M-61.

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I am a Top Personality newscaster, news director, writer and talk show host. Strong major market experience. 17 years in Radio, some TV. Solid references and background. Now employed. Present situation unpalatable. I must have a creative, contributing position. Help? Box M-95.

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ARBITRON TELEVISION

Situations Wanted News

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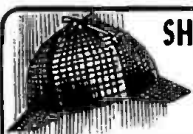
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FL	Major	Fulltime	\$1,450K	29%	Bill Hammond	(214) 243-6043

NRBA: New Orleans Hilton, Suite 2106

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CONTACT

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- Daytimer. Greater Grand Rapids Metro area. \$250,000.
- AM/FM. Utah. Only station in county. 30,000 pop. trade area. \$230,000. Terms.
- No down payment. Daytimer in greater Chattanooga. Billing about \$11,000. Automation and real estate. \$3,965 per month.
- Class "C" Stereo. Central Texas. 30,000 pop. trade area. Good billing. \$260,000.
- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltimer within 50 miles of Orlando. 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.
- 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.
- \$95,000 for FM in small town in Mo. Possibility of powerful AM. 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.
- Daytimer. Within 25 miles of Albany, Ga. Billed \$85,000 with no salesmen. \$265,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

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. Sept. 28	Closing Wed. Sept. 21		Net change in week	% change in week	1977		P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
								High	Low				
Broadcasting													
ABC	ABC	N	40 1/8	38 3/4	+	1 3/8	+	3.54	46 3/4	37	8	18,107	726,543
CAPITAL CITIES	CCB	N	46 1/4	47 3/4	-	1 1/2	-	3.14	57	44 3/4	9	7,481	345,996
CBS	CBS	N	52 1/8	53 1/4	-	1 1/8	-	2.11	62	52 1/8	8	28,395	1,480,089
CCX	COX	N	26 1/8	25 7/8	+	1/4	+	.96	33 5/8	25 1/2	7	5,878	153,562
GROSS TELECASTING	GGG	A	15 1/2	15 1/2				15 1/2	13 5/8		7	800	12,400
KINGSTIP COMMUN.	KTVV	O	5 1/2	5 1/2				5 1/2	3 7/8		10	461	2,535
LIN	LINE	O	18 3/4	18 1/2	+	1/4	+	1.35	20 3/8	16 1/2	7	2,739	51,356
MCCNEY	MOON	O	2 5/8	2 5/8				2 5/8	1 7/8		9	425	1,115
RAHALL	RAHL	O	18 1/2	18 1/4	+	1/4	+	1.36	18 1/2	8 5/8	22	1,281	23,698
SCRIPPS-HOWARD	SCRIP	O	36 1/2	36 1/2				37	31 1/2		8	2,589	94,498
STARR**	SBG	M	6 1/2	6	+	1/2	+	8.33	7	3 1/2		1,418	9,217
STCER	SBK	N	19 3/4	20 1/4	-	1/2	-	2.46	26 7/8	19 3/4	5	4,876	96,301
TAFT	TFB	N	25 1/2	26 3/8	-	7/8	-	3.31	33 7/8	24 5/8	6	4,070	103,785
TOTAL											78,520	3,101,095	

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	5 5/8	5 3/4	-	1/8	-	2.17	5 7/8	3 3/4	7	1,232	6,930
AVCO	AV	N	14 3/4	14 3/8	+	3/8	+	2.60	17 7/8	13 3/8	3	11,656	171,926
JCHN BLAIR	BJ	N	17 1/8	16 3/8	+	3/4	+	4.58	19	11 1/8	5	2,419	41,425
CHRIS-CRAFT	CCN	N	8 7/8	7 5/8	+	1 1/4	+	16.39	8 7/8	4 1/2	7	5,810	51,563
COMBINEC COMM.	CCA	N	23 1/2	22 1/8	+	1 3/8	+	6.21	23 1/2	19	8	6,692	157,262
CGWLES	CWL	N	15	15					15 5/8	12 1/2	17	3,969	59,535
DUN & BROADSTREET	DNB	N	29 3/4	28 3/4	+	1	+	3.47	30 7/8	26 1/4	15	26,447	786,798
FAIRCHILD INC.	FEN	N	13 1/2	13 7/8	-	3/8	-	2.70	15 5/8	9 1/2	11	5,708	77,058
FUCUA	FQA	N	8 7/8	8 5/8	+	1/4	+	2.89	13	8 5/8	6	9,293	82,475
GANNETT CO.	GCI	N	34 7/8	35 1/8	-	1/4	-	.71	40 3/4	32 3/4	15	22,430	782,246
GENERAL TIRE	GY	N	22 5/8	23 1/2	-	7/8	-	3.72	29 1/4	22 5/8	4	22,239	503,157
GLCBE BROADCASTING**	GLBTA	O	4 1/4	4 1/4					4 3/8	2 1/8		2,783	11,827
GRAY COMMUN.	G	C	11 3/4	11 3/4					12 3/4	8	5	475	5,581
HARTE-PANKS	HMN	N	32	32 1/2	-	1/2	-	1.53	32 1/2	26	12	4,474	143,168
JEFFERSON-PILOT	JP	N	30 1/2	29 3/4	+	3/4	+	2.52	32 3/8	26 5/8	10	24,056	733,708
MARVIN JOSEPHSON	MRVN	G	11 3/4	12 1/4	-	1/2	-	4.08	17 1/4	10 1/4	6	1,992	23,406
KANSAS STATE NET.	KSN	O	8	8 1/4	-	1/4	-	3.03	8 1/4	4 3/4	9	1,716	13,728
LEE ENTERPRISES	LNT	A	23 1/2	23 1/2					28 1/8	22 1/4	11	5,010	117,735
LIPERTY	LC	N	22 1/4	22 1/2	-	1/4	-	1.11	23 1/8	18	7	6,762	150,454
MCGRAW-HILL	MHP	N	18 1/4	18 3/4	-	1/2	-	2.66	19 5/8	15 5/8	10	24,664	450,118
MEDIA GENERAL	MEG	A	14 1/4	14 3/8	-	1/8	-	.86	20	14 1/4	7	7,463	106,347
MERECITH	MDP	N	22 1/8	21 1/4	+	7/8	+	4.11	22 1/8	17 3/8	6	3,067	67,857
PETROMEDIA	MET	N	27 1/4	27 1/8	+	1/8	+	.46	31 1/8	25 1/4	6	6,700	182,575
MULTIMEDIA	MMD	O	24 1/4	24 1/4					25 1/2	21 1/2	10	4,392	106,506
NEW YORK TIMES CO.	NYKA	A	16 5/8	16 1/4	+	3/8	+	2.30	19 1/2	15 3/4	7	11,207	186,316
OUTLET CO.	OTU	N	17 1/2	18 1/4	-	3/4	-	4.10	24 1/4	16 5/8	7	2,140	37,450
PGST CORP.	POST	G	21 3/4	21 3/4					21 3/4	16 1/4	7	869	18,900
REEVES TELECOM	RBT	A	2 5/8	2 3/8	+	1/4	+	10.52	3	1 3/4	26	2,380	6,247
ROLLINS	RDL	N	17 3/4	18 1/4	-	1/2	-	2.73	24 1/4	17 1/8	10	33,000	585,750
RUST CRAFT	RUS	A	22 7/8	22 7/8					23 1/2	8 1/2	14	2,291	52,406
SAN JUAN RACING	SJR	N	9 5/8	9 7/8	-	1/4	-	2.53	11 3/4	7 5/8	10	2,509	24,149
SCHERING-PLOUGH	SGP	N	29	29 7/8	-	7/8	-	2.92	44 3/4	29	9	54,084	1,568,436
SCNCLRING	SDB	A	11	11 3/4	-	3/4	-	6.38	12 7/8	8 3/8	5	1,103	12,133
TECH OPERATIONS**	TO	A	4 3/4	3 5/8	+	1 1/8	+	31.03	4 3/4	2 3/8		1,344	6,384
TIMES MIRROR CO.	TMC	N	22 3/8	23	-	5/8	-	2.71	25 3/8	20 3/4	9	33,919	758,937
WASHINGTON PCST CO.	WPD	A	28 3/4	28	+	3/4	+	2.67	30 1/8	21 3/4	9	8,659	248,946
WOMETCO	WOM	N	10 7/8	11	-	1/8	-	1.13	12 3/4	10 7/8	7	8,563	93,122
TOTAL											373,517	8,432,561	

Cablecasting

ACTON CORP.	ATN	A	6 1/2	6 5/8	-	1/8	-	1.88	7 3/8	3 1/8	8	2,757	17,920
AMECC** *	ACO	O	1/8	1/8					1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	30	30					30	19 3/4	18	3,465	103,950
ATHENA COMM.** *		O	3/8	3/8					3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	C	3 7/8	4	-	1/8	-	3.12	4 3/4	3 1/8	19	8,309	32,197
CABLE INFC.*		O.	3/4	3/4					7/8	1/2	4	663	497
CGPCAST		C	4 5/8	4 5/8					5 1/4	3 3/4	9	1,662	7,686
COMMUN. PROPERTIES	COMU	O	7 3/8	7 1/8	+	1/4	+	3.50	7 5/8	3 5/8	18	4,761	35,112
ENTRON	ENT	C	1 3/8	1 3/8					2	7/8	1	979	1,346
GENERAL INSTRUMENT	GRL	N	18 7/8	18 3/4	+	1/8	+	.66	23	18 1/8	8	7,332	138,391
GENEVE CORP.	GENV	O	8 1/4	8	+	1/4	+	3.12	9 1/4	7 1/2	55	1,121	9,248
TELE-COMMUNICATION	TCOM	O	5 3/4	5 1/2	+	1/4	+	4.54	6	2 7/8	36	5,281	30,365
TELEPROMPTER	TP	N	8 3/8	8 1/2	-	1/8	-	1.47	9 3/8	6 3/4	25	16,793	140,641
TEXSCAN*	TEXS	G	1 1/2	1 1/2					2	1 1/4	9	786	1,179
TIME INC.	TL	N	31 3/4	32 3/4	-	1	-	3.05	38 1/4	31 3/4	8	20,324	645,287
TOCCM	TOCM	C	3 5/8	4 5/8	-	1	-	21.62	4 5/8	2 1/4	13	617	2,236
UA-COLUMBIA CABLE	UACC	O	21	20 1/2	+	1/2	+	2.43	21 1/4	15 1/2	14	1,679	35,259
UNITED CABLE TV	UCTV	O	4 5/8	4 5/8					5 7/8	3 7/8	116	1,879	8,690
VIACOM	VIA	N	16 7/8	16 7/8					17 7/8	9 1/2	14	3,750	63,281
TOTAL											85,483	1,274,231	

	Stock symbol	Exch.	Closing Wed. Sept. 28	Closing Wed. Sept. 21	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming											
COLUMBIA PICTURES	CPS	N	17	16	+ 1	+ 6.25	17	7 3/8	13	6,748	114,716
CISNEY	DIS	N	39 5/8	37 5/8	+ 2	+ 5.31	47 5/8	32 1/2	16	31,895	1,263,839
FILMWAYS	FMY	A	8 1/8	8 1/8			9 7/8	6 7/8	7	2,275	18,484
FOUR STAR			1	1			1 1/8	3/4	10	667	667
GULF + WESTERN	GW	N	11 1/4	11 5/8	- 3/8	- 3.22	18 3/8	11 1/4	3	48,239	542,688
MCA	MCA	N	34 5/8	34 1/8	+ 1/2	+ 1.46	42 3/4	34 1/8	8	18,024	624,081
MGM	MGM	N	22 3/8	20 3/4	+ 1 5/8	+ 7.83	24 1/8	16	9	13,102	293,157
TELETRONICS INTL.	C	C	3 3/4	4	- 1/4	- 6.25	6 1/2	3 3/4	6	1,018	3,817
TRANSAMERICA	TA	N	15	15 1/8	- 1/8	- .82	16 1/2	13 5/8	7	67,238	1,008,570
20TH CENTURY-FGX	TF	N	24 5/8	22 5/8	+ 2	+ 8.83	25	10	9	7,631	187,913
WARNER	WCI	N	26	25 3/4	+ 1/4	+ .97	32 1/2	25 3/4	6	14,411	374,686
WRATHER	WCG	A	7 3/4	7 3/4			8 3/8	4 1/2	10	2,243	17,383
TOTAL										213,491	4,450,001

Service

BBC INC.	BRDC	C	25 1/2	27 1/2	- 2	- 7.27	29 3/4	22 1/2	7	2,513	64,081
COMSAT	CQ	N	30 1/8	30 1/8			36 3/4	29 3/8	9	10,000	301,250
COYLE DANE BERNBACH	DOYL	O	21 3/8	21	+ 3/8	+ 1.78	22	16 3/4	7	1,866	39,885
FOOTE CONE & BELCING	FCB	N	17 1/2	17	+ 1/2	+ 2.94	17 7/8	14 3/4	7	2,304	40,320
GREY ADVERTISING	GREY	O	23 1/4	23 1/2	- 1/4	- 1.06	28	16 1/2	5	821	19,088
INTERPUBLIC GROUP	IPG	N	38 1/8	37 5/8	+ 1/2	+ 1.32	38 1/8	28 1/8	8	2,387	91,004
MCI COMMUNICATIONS	MCIC	O	2 3/8	2 3/8			2 7/8	7/8	34	20,137	47,825
MOVIELAB	MOV	A	1 1/4	1 1/4			2	1 1/4	7	1,410	1,762
MPC VIDEOELECTRONICS*	MPO	A	4 3/4	4 3/4			9	4	7	520	2,470
A.C. NIELSEN	NIELB	O	21	21 3/8	- 3/8	- 1.75	22 1/4	18 7/8	12	10,762	226,002
OGILVY & MATHER	OGIL	O	38 1/4	38 1/4			38 1/4	31	8	1,805	69,041
J. WALTER THOMPSON	JWT	N	17 5/8	16 5/8	+ 1	+ 6.01	18 1/2	15 1/8	7	2,649	46,688
TOTAL										57,174	949,416

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 1/8	4 3/8	- 1/4	- 5.71	6	2 3/8	7	1,672	6,897
AMPEX	APX	N	10 1/8	10	+ 1/8	+ 1.25	11	7 3/8	11	10,885	110,210
ARVIN INDUSTRIES	ARV	N	18 1/2	17 1/4	+ 1 1/4	+ 7.24	19 1/4	14 1/2	4	5,959	110,241
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	3 1/8	3	+ 1/8	+ 4.16	3 1/4	1 3/4	11	1,654	5,168
CDHU	CDH	A	3 3/8	3 3/8			3 1/2	2 1/8	12	1,779	6,004
CONRAC	CAX	N	21	21 1/2	- 1/2	- 2.32	27 1/4	21	7	1,793	37,653
EASTMAN KODAK	EASKO	N	61 3/8	58 7/8	+ 2 1/2	+ 4.24	86 3/4	57 5/8	16	161,371	9,904,145
FARINON ELECTRIC	FARN	O	8	8			12	8	9	4,616	36,928
GENERAL ELECTRIC	GE	N	50 7/8	52 1/4	- 1 3/8	- 2.63	56 5/8	49 1/4	11	184,581	9,390,558
HARRIS CORP.	HRS	N	37 1/2	36 1/4	+ 1 1/4	+ 3.44	39	28	12	12,275	460,312
HARVEL INDUSTRIES*	HARV	O	5	5			5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	3/4	1	- 1/4	- 25.00	2 3/8	1/4		2,701	2,025
MICROWAVE ASSOC. INC	MAI	N	25 1/2	23 3/4	+ 1 3/4	+ 7.36	26	20 1/4	11	1,320	33,660
3M	MMM	N	50	50 1/8	- 1/8	- .24	57	48 3/8	16	115,265	5,763,250
MOTOROLA	MOT	N	45 5/8	44 3/8	+ 1 1/4	+ 2.81	56 7/8	37 3/4	14	28,544	1,302,320
N. AMERICAN PHILIPS	NPH	N	29 3/4	29 1/2	+ 1/4	+ .84	36	29 3/8	6	12,033	357,981
OAK INDUSTRIES	OAK	N	13	13 1/8	- 1/8	- .95	17 7/8	9 5/8	12	1,639	21,307
RCA	RCA	N	27 1/2	26 7/8	+ 5/8	+ 2.32	31 3/4	25 3/8	10	77,807	2,139,692
ROCKWELL INTL.	ROK	N	30 3/8	30 7/8	- 1/2	- 1.61	36 3/4	30 3/8	7	32,400	984,150
RSC INDUSTRIES	RSC	A	2	1 7/8	+ 1/8	+ 6.66	2 3/8	1 5/8	9	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	19 1/8	18 1/2	+ 5/8	+ 3.37	21 1/8	16 3/4	12	1,668	31,900
SONY CORP.	SNE	N	8 1/4	8 3/8	- 1/8	- 1.49	10 3/8	8 1/8	14	172,500	1,423,125
TEKTRONIX	TEK	N	37 1/8	36	+ 1 1/8	+ 3.12	68 1/2	28 1/4	15	17,342	643,821
TELEMATRON	TMT	O	7/8	7/8			7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	16 1/2	16 1/4	+ 1/4	+ 1.53	21	14 3/4	11	6,838	112,827
WESTINGHOUSE	WX	N	17 1/4	17 1/4			22	16 1/4	6	87,492	1,509,237
ZENITH	ZE	N	13 3/4	15	- 1 1/4	- 8.33	28	13 3/4	7	18,818	258,747
TOTAL										968,069	34,661,416
GRAND TOTAL										1,776,254	52,868,720

Standard & Poor's Industrial Average 104.9 104.8 +.1

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Not just kidding: Ed Holtz of FCBA

Lawyers, at least once they move on into middle age, are generally stuffy individuals, right? Particularly if they are associated with a major law firm and have further immersed themselves in the folkways of the establishment through participation in the activities of their bar associations, right? Maybe, generally. But not Edgar Wolfe Holtz.

Mr. Holtz, a partner in Hogan & Hartson, one of Washington's largest and most prestigious law firms, and the new president of the Federal Communications Bar Association, is, to use a term probably in vogue when he was an undergraduate at Denison University in the early 1940's, a cutup.

Anyone who has known him for more than a day and a half, it seems, will tell you that Ed Holtz is a "practical joker." Lee Loevinger, a former FCC commissioner who now is one of Mr. Holtz's partners and who has read things besides law books, puts it a little classier: "Ed has a Boccaccio-like quality."

Discomfiting people is one of the things that bring Ed Holtz pleasure. Restoring a Revolutionary War-era farmhouse he owns in the countryside 40 miles north of Washington to a condition that won the attention of national home magazines and filling it with antiques that he personally selected is another. So is serving Denison; he is heading a drive aimed at collecting \$16 million for the university.

But it's the jokes people mention first. To a connoisseur, not all are first rate, some requiring more nerve than ingenuity. For instance, more than one speaker at a public function—an AT&T vice president and an FCC commissioner, among them—has been advised, erroneously, by Mr. Holtz that his (the speaker's) fly was open.

Other jokes are more creative; some go on over a period of days and require the talents of a dramatist and actor. But usually, the jokes are spur-of-the-moment stuff. Once, when a member of the FCC staff, in the late 1950's, Mr. Holtz and Commissioner Robert E. Lee were to register at the Gettysburg hotel, in the Civil War battle area, as part of a defense exercise. (Gettysburg was then the FCC's dispersal area in event of a nuclear attack.) Arriving at the hotel desk first, Mr. Holtz told the clerk that a man would be checking in under the name of Robert E. Lee but not to believe him, that it was a joke inspired by the surroundings. It was some time before the commissioner could prove his claim to the Confederate hero's name was legitimate.

What prompts such behavior? Mr. Holtz, who at 55 operates under a thick



Edgar Wolfe Holtz—president, Federal Communications Bar Association, Washington; b. Jan. 18, 1922, Clarksburg, W. Va.; BA, Denison University, Granville, Ohio, 1943; first lieutenant, U.S. Air Force, 1943-45; JD, University of Cincinnati, 1949; associate and partner, Matthews & Matthews, Cincinnati, 1949-55; assistant dean, Chase Law School, Cincinnati, 1952-55; assistant city solicitor, Cincinnati, 1950-55; assistant chief, *Opinions and Review*, FCC, 1955-56; deputy general counsel, FCC, 1956-60; Hogan & Hartson, Washington, 1960, partner since 1962; m. Abby Brinkley, May 5, 1944; children—Mrs. Ballard Jamieson (Diana Hilary) and Heidi Johanna, at Denison University.

thatch of white hair and who, despite the freshly pressed banker's gray that he wears manages to convey a rumpled appearance, says, "As long as I don't hurt anyone, as long as there are no bruised feelings, I enjoy playing jokes. We need more laughs in this business."

Sometimes a practical joker's reputation takes on a life of its own. Several years ago, Commissioner Lee gave an interview to *Time* magazine in which he expressed his well-known distaste for double entendre jokes on television. He was quoted as saying he was no prudic and, personally, enjoyed a dirty joke. But, he said, there is a time and place for everything. After the interview was published, the commissioner received a telephone call from a man who identified himself as a minister from North Carolina and who complimented him on his stand on double-entendre jokes on television but took exception to the commissioner's personal preference for dirty jokes.

The commissioner, whose experience in Gettysburg was not the only time he had been the butt of an Ed Holtz special, was not about to be taken in. "... you," Holtz," he said, slamming down the receiver.

Mr. Holtz says he didn't make the call. "Some minister in North Carolina is probably still trying to figure out who 'Holtz' is," he says.

Along with that Boccaccio-like quality there is a kind of direct, no-nonsense approach that stands Mr. Holtz in good stead. It has earned him the respect of citizen groups that engage in hard bargaining with Holtz clients at license-renewal time. His negotiating style is a mixture of bluntness and honesty which seems to work. For his part, Mr. Holtz says he is "not one of those lawyers who think all citizen groups are bad. The right of petition is a sacred thing, and they should be encouraged."

And there was his reaction last year to the criticism he encountered as chairman of the FCBA's annual seminar on matters confronting communications lawyers as a result of the decision to hold the meeting in Puerto Rico after years of holding it in Williamsburg, Va. "The purists, the elitists said we had no business going to a seminar in Puerto Rico," he said. At first, the remarks "bugged" him—"until," he says, "One morning I woke up and said, 'This is a boondoggle, with the seminar as a handle. What's wrong with that?' From that point on, I approached it with a clear mind."

And, he might have added, with renewed vigor. A seminar that at one point seemed certain to be a money-losing proposition for the FCBA produced, instead, a \$4,000 profit, according to one admiring FCBA member.

As president of the FCBA, Mr. Holtz has plans. One ambitious one is to have the American Bar Association create a section on communications. At present, a subcommittee on communications is part of a section on administrative law. "But when you have your own section," he says, "you are given more attention; you have more clout."

But the one plan Mr. Holtz feels requires priority attention is for eliminating what he calls the "alienation" between the commission and the FCBA. The "alienation," he says, developed over the years, the product of a number of things. One was the nasty little squabble over activities of the commission's Complaints and Compliance Division, one in which Chairman Richard E. Wiley rejected the bar's complaints. Whatever the reasons, Mr. Holtz says, he is determined to help create a climate in which the bar and the commission can work in harmony for their mutual benefit and he is serious.

But there are those who wonder whether, when Charles D. Ferris makes his first appearance at an FCBA bar luncheon after being sworn in as FCC chairman, he will not hear a whispered advisory from FCBA President Ed Holtz.

Wind shift

The next chairman of the FCC appeared last week for his confirmation hearing before the Senate Commerce Committee with Senator Edward Kennedy (D-Mass.) sitting on his left and House Speaker Thomas P. (Tip) O'Neill Jr. on his right. With that weight of political certification so emphatically expressed, it was no wonder that the presiding senator, Ernest F. Hollings (D-S.C.), chairman of the Communications Subcommittee, fondly addressed the nominee as "Charlie."

Charles D. Ferris has spent most of his adult life in the service of the Senate's Democratic majority, the past nine months in the service of Speaker O'Neill at the pinnacle of Democratic power in the House. That background suggests he will have little quarrel with the traditional legislative view that the so-called "independent agencies," including the FCC, are creatures of the Congress. When he moves to his new assignment, it will be only natural if his antenna is directionalized toward Capitol Hill.

That condition will contrast with the orientation of FCC chairmen over the past 11 years. People tend to forget that Republicans—more beholden to the White House than to the Congress—have held the FCC chairmanship since July 1966 when a Democratic President Lyndon Johnson, in acknowledgement of past associations, elevated Rosel Hyde to the post. Mr. Hyde, a lifelong Republican, had served as an FCC member (and for a time, chairman) in the years during which Mr. Johnson's family was expanding its ownership in broadcast stations. Dean Burch, a Nixon appointee, followed Mr. Hyde. Richard E. Wiley, also a Nixon appointee, followed Mr. Burch.

During much of that period there has also been a Republican majority on the seven-member FCC, giving the chairman, in effect, a working coalition on the conservative side of regulatory philosophy. That condition too will change when Mr. Ferris replaces Mr. Wiley, and the Democratic seat vacated by Ben Hooks is filled by another Democrat, the yet-to-be-nominated Tyrone Brown.

The character of the new FCC will not take on clear identity until the new members are on duty and the inevitable staff replacements have been made. There is little risk, however, in predicting that the Ferris FCC and Wiley FCC will be different political animals.

Calling the note

During his confirmation hearing last week, the next chairman of the FCC committed himself to look into the reimbursement of fees that broadcasters have paid under schedules that the courts have twice declared illegal. The FCC has been avoiding action in the matter for a year. Broadcasters would have preferred to hear Charles Ferris take a somewhat stronger stand—favoring, for example, a reimbursement of all \$47.5 million that broadcasters have paid, as cable operators were reimbursed the \$4 million they had paid at the time of the first court opinion. But at least he indicated a willingness to take some kind of action, as cannot be said of the FCC in present hands.

The FCC, in response to pressures from appropriations committees of the Congress, first adopted a fee schedule intended to recover 100% of the agency's operating cost. That schedule was rejected as excessive by the Supreme Court in 1974, on an appeal the cable interests carried to the end after the organized broadcasters dropped out. The FCC refunded all cable payments but no others—with the cynical explanation that it was a cable-only case on which the high court ruled—and produced a new and less am-

bitious fee schedule. In 1976 the second schedule was also declared excessive by an appellate court, which instructed the FCC to write still another that would be within the law.

At that the FCC threw up its hands. Announcing that it lacked the accounting ability to devise a schedule that the courts would accept, the agency proposed to refund all fees above \$5 and suggested that if another schedule were to be written, it was Congress's job. Congress disagreed, as could have been expected.

The chairmen of Senate and House Communications Subcommittees directed the General Accounting Office to help in the development of an acceptable schedule. GAO reported that it was within the FCC's capacity to devise a schedule. The FCC insists that it is not. The responsibility is batted back and forth while the government's debt to broadcasters remains outstanding.

Erwin Krasnow, general counsel of the National Association of Broadcasters, has calculated that the interest the government could have earned on the money paid by broadcasters in the seven years the fees were in effect would amount to \$14 million (BROADCASTING, Sept. 26). When it comes to handling other peoples' money, the FCC could teach Bert Lance a thing or two.

Valid judgment

Broadcast journalism was put to something of a test last week in Miami where a teen-age defendant on trial for murder made an improbable defense out of his asserted addiction to television crime shows. Broadcast crews and apparatus were admitted to the courtroom. It could have been turned into a circus but was not. Local stations played it in context with other news.

There is discernible progress in the broadcasters' long struggle for access to the courts. A couple of weeks ago the Georgia supreme court admitted cameras and microphones to an opening session of its new term (BROADCASTING, Sept. 26). Afterward the chief justice was quoted as saying that the media "behaved better than some lawyers do."

At the annual convention of the Radio Television News Directors Association (BROADCASTING, Sept. 26), James Murphy, president and general counsel of the Washington State Association of Broadcasters, explained the formula that finally opened many Washington courts to broadcast coverage: "Judges should respect the professionalism of broadcasters as broadcasters respect the professionalism of the judge." As long as both sides live up to those standards, progress will continue.



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