


NRBA: concentrating on radio in New Orleans  
Summing up: the Wiley years at the FCC

# Broadcasting Oct 10


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

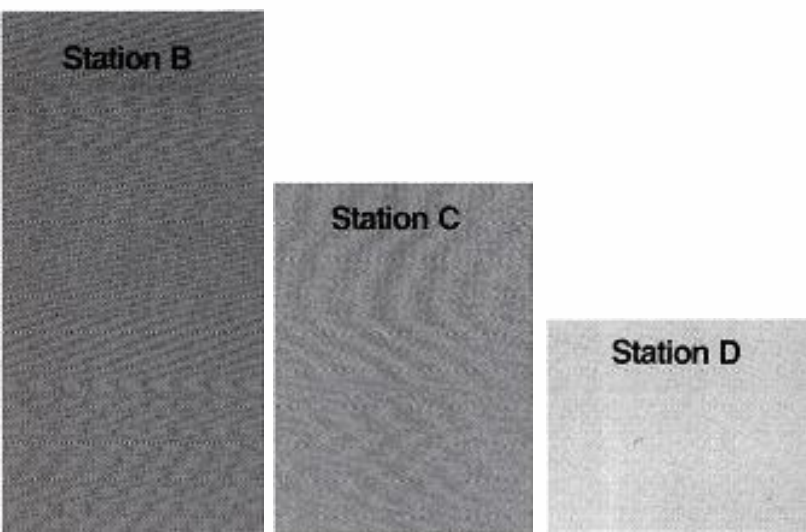
NEWSPAPER



## 'nuff said.

What more can we say? Eyewitness News at 10 p.m. dominates the Twin Cities like never before, sweeping all 36 demographic categories in Nielsen and garnering a whopping 52% share of metro households.\* And, Eyewitness News at 6 p.m. increased its position to an impressive 45% share!† Arbitron, too, showed our news leadership—winning all 45 demos and taking 5 of the top 7 slots in Arbitron's Top 10.\*\* That's dominance... a good reason to put your dominant faith in KSTP-TV. 'nuff said.

**EYEWITNESS NEWS**   
Minneapolis—St. Paul **KSTP-TV**



Station	Relative Height
Station B	Tallest
Station C	Medium
Station D	Shortest

Division of Hubbard Broadcasting, Inc. Source: \*Nielsen and \*\*Arbitron, Minneapolis-St. Paul, July 1977, program audiences. †5-Day Program Averages. Estimates subject to limitations of said report. For more information call KSTP-TV's Jim Blake, General Sales Manager, or David Garvin, National Sales Manager, at (612) 645-2724, or your nearest Petry rep.

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# MAKE YOUR MOVE TO the **FM 100** plan



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Tucson UP	Grand Rapids UP	Omaha UP	YOUR STATION UP	Knoxville #1 Again	Allentown UP	Greenville-Spartanburg UP
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NRBA Convention  
Oct. 9-12  
New Orleans Hilton  
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\*ARB April/May '77, MSA, TSA, 18+, Avg. ¼ Hr. and/or total listeners compared with April/May '76 or latest rating available.



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SPECIAL!**

A heart-warming musical-variety special available for broadcast after Jan. 2, 1978. Starring:

<b>Bill Bixby</b>	<b>The Lennon Sisters</b>
<b>Gary "Radar" Burghoff</b>	<b>The Osmond Brothers</b>
<b>Ruth Buzzi</b>	<b>Donny &amp; Marie Osmond</b>
<b>Bill Daily</b>	<b>Jimmy Osmond</b>
<b>Elinor Donahue</b>	<b>Brad Savage</b>

**Seattle Times** "As entertaining a musical-comedy-drama program to be telecast in quite some time... The networks could take a lesson from this production."

**Los Angeles Times** "... a lively, decidedly upbeat program... The emphasis is on entertainment—songs, comedy sketches, one-liners, moments of pathos."

**Ashbury Park, N.J. Press** "... a witty, musical, sometimes compassionate, always entertaining show."

During release in the top 50 markets racked up scores like these:

New York	WABC	11 rating	21 share
Los Angeles	KABC	17 rating	32 share
Detroit	WXYZ	18 rating	56 share
Atlanta	WXIA	19 rating	22 share
Boston	WNAL	18 rating	27 share

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# Alias Smith & Jones

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# The Week in Brief

**GELLER RETURNS** □ Former FCC general counsel, known as an activist and a liberal, is headed for new job as assistant secretary for telecommunications under Carter reorganization plan. **PAGE 27.**

**SCHLOSSER DISAGREES** □ NBC's president tells an affiliates meeting that he doesn't go along with CBS President Wussler's theory that the time may come when a network could be third in ratings, but first in profits. **PAGE 28.**

**ABC-TV STAYS IN FRONT** □ But NBC's boxing and CBS's *Elvis on Tour* bolster their positions in the race for the ratings. **PAGE 28.**

**PINK SLIPS** □ The line-up shuffles and discards begin at the networks. *Sharkey* reappears on NBC-TV; *Logan's Run* moves to Monday to replace *Boone* on CBS. **PAGE 29.**

**WALD OUT, CRYSTAL IN.** □ The anticipated upheaval at the top of NBC News occurs. **PAGE 30.**

**ZAMORA GUILTY** □ Jury in trial of Florida "TV addict" doesn't go for unique plea. **PAGE 32.**

**CRESCENT CITY CAUCUS** □ NRBA returns to the site of its first convention—New Orleans—larger and more established. It's no longer throwing rocks at NAB, but is still following it's own course. **PAGE 34.** The complete agenda appears on **PAGE 36**, exhibitor list on **PAGE 38** and hospitality suites on **PAGE 42.**

**THE WILEY YEARS** □ As FCC Chairman Richard E. Wiley leaves office this week, BROADCASTING reviews his career with the commission and hears only good words for the man whose middle initial stands for efficiency. **PAGE 44.**

**WIN ONE, LOSE ONE** □ The FCC split a doubleheader with the Supreme Court as the high court agrees to consider the issue of newspaper-broadcast crossownership and refuses to review a lower court ruling overturning the commission's pay cable rules. **PAGE 50.**

**FERRIS FINANCES** □ FCC chairman-designate Charles Ferris files a financial profile with the Senate that shows he is worth about \$200,000. **PAGE 52.**

**OLYMPIC REVELATIONS** □ CBS and NBC admit airing

programs featuring Soviet entertainment to "enhance" their positions in negotiations for rights to the 1980 Olympics. ABC denies feeling any such pressure. **PAGE 58.**

**SELF FOR MONASH** □ CBS-TV makes a major programing shift as Bill Self becomes vice president, programs, motion pictures for television and miniseries. **PAGE 64.**

**NAB RADIO BOARD ACTIONS** □ A code change to allow exceptions to the 18-minute commercial limitation is approved. The meeting also considered restricting dues, AM stereo experiments and reactivated an advisory group for the radio college. **PAGE 70.**

**WHERE THINGS STAND** □ The network news chiefs are featured at the opening IRTS newsmaker luncheon and they provide a comprehensive overview of broadcast journalism. **PAGE 75.**

**WHAT PRICE VICTORY?** □ NABET members are back at work at ABC, but there are some who wonder what they really won. One apprehension is about network experiments with procedures and equipment, improvised during the strike, that could become permanent. **PAGE 76.**

**A 36-YEAR BATTLE** □ The 770 khz clear-channel case that has been going on since 1941 gets closer to resolution. An appeals court affirms the FCC's ruling that the signal of WABC(AM) New York should be protected at night from KOB(AM) Albuquerque, N.M. **PAGE 77.**

**WE BELIEVE** □ Unlike most other customers, the commercial networks do not oppose AT&T's new tariffs. And, in its comments to the FCC, they say that a rate probe, if any, should be limited to charges for part-time users. **PAGE 77.**

**CABLE IN D.C. SUBURB** □ After a six-year struggle, the Arlington, Va., franchise makes it over its financial hurdles. **PAGE 79.**

**EIA'S MCCLOSKEY** □ There's a new man at the helm of the Electronic Industries Association as it goes to its annual convention in San Francisco this week. One of his first goals is growth, particularly with respect to closer ties with those in allied fields. **PAGE 97.**

Index to departments	Changing Hands..... 57	Fates & Fortunes..... 80	Playlist..... 74
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# Hold your breath while you read this ad.

In a few moments you're going to get a choking sensation. But keep reading. What you're beginning to feel is similar to the experience of an obstructed windpipe. An overwhelmingly desperate experience.

Yet it's the terrible way many in this country die each year. They die because no one knows how to dislodge the food or object from their throat. At this point, we think you'll agree it's an important problem to remedy.

At WFMY-TV, the Harte-Hanks station in Greensboro, N.C., our approach to the problem was to produce and schedule public service announcements demonstrating the Heimlich Maneuver. A simple technique for dislodging an obstruction by grasping the victim around the waist from behind and pressing firmly into his abdomen with a series of quick, upward thrusts.

The result? After only a few months, we have documented cases of four lives being saved because their rescuers had learned the Heimlich Maneuver watching Channel 2. Saved from a cruel and gasping death.

Harte-Hanks feels that creating public awareness and understanding is the responsibility of the media. That's why we're committed to broadcasting PSA's that really count for something. Like helping our viewers breathe.

Now take a deep breath and think about it.

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 **HARTE-HANKS COMMUNICATIONS, INC.**  
**TELEVISION GROUP**

KENS-TV, SAN ANTONIO, TEXAS  
WFMY-TV, GREENSBORO, NORTH CAROLINA  
WTLV-TV, JACKSONVILLE, FLORIDA

## Station multiplier?

FCC's \$200,000 research project designed to produce television tuner that would permit reduction in UHF tabs and thus make it possible to increase number of UHF stations may provide bonus. Officials of Texas Instruments, Dallas, which is building new tuner, say it may also end interference problems that now prohibit use of adjacent VHF channels in same city. Thus, except in heavily congested areas where co-channel problems are present, cities could have twice as many stations—U's and V's—as they have now.

One question is how much new tuner would add to cost of set. Texas Instrument people are said to have indicated it would be around \$15. Report is expected to be completed by Dec. 1.

## One for all

Idea of federation of radio-TV trade associations is expected to be revived this week at National Radio Broadcasters Association convention in New Orleans. Robert Herpe (WPLR(FM) New Haven, Conn.), NRBA chairman, reportedly intended to raise subject at association's board meeting yesterday (Oct. 9). Miles David, president of Radio Advertising Bureau and convention speaker, will emphasize success of joint-association effort in blocking legislation to restrict broadcast advertising for products containing saccharin. He'll urge ongoing unity of action on legislative front and in sales development.

## Advance planning

Programming and commitments for prime-access time for 1978 continue to heat up, with CBS-owned TV stations having sealed deal to carry *The Hudson Brothers*, comedy-variety musical series, in 7:30-8 p.m. slot. Series is being produced and distributed by ITC Entertainment, New York.

## Count Kennedy in

Idea of National Association of Broadcasters joint board chairman, Donald Thurston, for new Q (quality) factor in TV ratings has caught one prominent eye on Capitol Hill—that of Senator Edward Kennedy (D-Mass.). Mr. Thurston says idea is "very embryonic," but he thinks there are too few sources of TV programming, and too much "copycatism" among those existing. If ratings could reflect not only numbers of viewers but also quality of shows, maybe there would be fewer police shows, he feels.

Suggestion was cheered by Senator Kennedy who wrote Mr. Thurston to state

his own concern about quality of TV and offer help. Although he is a Kennedy constituent (WMNB-AM-FM North Adams, Mass.), Mr. Thurston thinks letter was more than simple courtesies.

## Radio City South?

Is Washington destined to get modern if smaller-scale version of Rockefeller Center established in New York City in early 1930's with Radio City as its centerpiece? That possibility emerges with report that Rockefeller real estate interests will participate in plan for \$100-million building complex on block now occupied by National Press Building, plus contiguous real estate.

Ambitious new development in downtown Washington would be part of federal government's redevelopment along historic Pennsylvania Avenue. Although it's too early to speculate on design and scope, it's been suggested that any modern complex involving news media of necessity would embrace TV and radio, live and tape studios, press associations and news bureaus for both broadcast and print.

## Diversification

Field Communications, San Francisco, which assumed ownership of Kaiser Broadcasting with its five UHF TV stations earlier this year, is moving into program production and syndication. First property will be weekly 90-minute *Barry Farber Show*, which will begin on Field stations and others on Oct. 30. Show is temporarily withheld from New York where Mr. Farber, radio talk-show host for 15 years, is running for mayor on Conservative ticket; he'll quit TV show in unlikely event he is elected.

## Fixes

Complaints from CBS News President Richard Salant apparently convinced reporter Carl Bernstein to make some changes in article concerning CBS's dealings with Central Intelligence Agency. Pre-publication version of Watergate reporter's story, circulated to press by *Rolling Stone* magazine, stated Mr. Salant had "extensive dealings" with CIA, charge Mr. Salant denied (BROADCASTING, Sept. 26). As published in *Rolling Stone's* Oct. 20 issue, adjective "extensive" is removed.

And in passage describing Mr. Salant's participation on CIA-connected study group, Mr. Bernstein's original failed to mention that Mr. Salant was not president of news division at time. Published article contains insert explaining that he was CBS executive on corporate side.

## Celebrity bowling

NBC-TV plans to introduce bowling show, but unlike ABC-TV's *Pro Bowlers Tour*, which has been first-quarter feature since early 1960's, it'll star celebrity competitors from other sports. That word, along with other sports plans, has been given to little-publicized NBC-TV affiliates' sports committee appointed by affiliates chairman, Ancil Payne, KING-TV Seattle, to represent affiliates' views and interests in liaison with network. Committee is headed by Fred Paxton, WPSD-TV Paducah, Ky., and members include Jack Harris, KPRC-TV Houston; Harold Grams, KSD-TV St. Louis; Michael McCormick, WTMJ-TV Milwaukee, and Don Diamond, KVOA(TV) Tucson, Ariz.

## Splitting spots

Developing trend in TV program syndication, arising from spiraling costs of tried-and-true series, is practice of producer-distributor retaining portion of commercial time for its sale to advertisers in return for lower price to station. Pattern began with Group W Productions' *Mike Douglas Show*, is in use for *Best of Carol Burnett*, which is syndicated by star and husband, and is reportedly being adopted by Columbia Pictures Television for its planned pre-sale of *Barney Miller*, earmarked for station telecasting in 1980. CPT's thinking of keeping one minute per episode for sale to national advertisers.

## Ins and outs

In executive realignment at Peters, Griffin, Woodward Inc., New York, Charles R. Kinney, senior VP for Western division in Los Angeles, and Lawrence P. Loiello, VP, finance, named executive vice presidents, with Mr. Kinney moving to New York. Together with James R. Sefert, president and chief executive officer, they will form new executive committee. In process Theodore D. Van Erk, executive vice president, and Roy M. Terzi, vice president and New York sales manager, have resigned. William G. Walters continues as board chairman.

## Other hat

John E. Fetzer, chairman and principal owner of Fetzer Stations, has been re-elected to new four-year term (his third) on eight-man executive council of baseball's major leagues. Mr. Fetzer, who has owned Detroit Tigers (American League) since 1956, was instrumental in evolving all-inclusive major league policies governing broadcast coverage.



# Kevin O'Connell, WQXI, Atlanta says:



**"Starts instantaneously! The 850.  
And it's super-rugged, with a half inch thick hardened aluminum deck.  
Warp proof! You just can't damage an 850!"**



**"The keyboard configuration allows eyes-off, hands-on "Touch System" control. And the RECORD key's double spaced so I won't hit it by mistake."**



**"Fastest editing machine I've ever used! I can use a grease pencil. The split gate opens for perfect visibility without lifting the tope"**

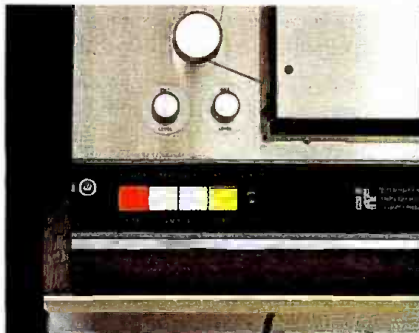


**"Differential braking stops reels smoothly, without slack or risk of tape damage. And the reels are held gently so I can move reels manually to locate a final point!"**

See the ITC 850 in Booth 25 at the 1977 NRBA



# "I.T.C. designed it for me!"



"When I mix reels I just flip a switch to compensate for the different hub sizes. And because the calibrated level control 'clicks' when I move it out and back into position I can always return to my calibrated setting. Easily!"



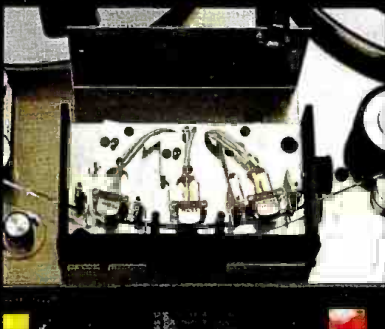
"When I touch FAST, the gate opens automatically and lifts the tape from the head. Or, I can open the gate manually. Manual positioning, or 'gating', lets me monitor the tape in high speed modes without risking damage to meter, amplifiers or speakers."



"Dumping tape in the edit mode is fast, easy, foolproof. Moving the tension arm down turns the take-up reel off. I can discard tape, listening as I go."



"There's also a fool-proof push button tape marker. Or, I can crease-mark the tape against a disc positioned for this purpose."



"The hinged lid lifts back for access to the entire head assembly."



"This new high-friction polyurethane roller pulls the tape with less pressure. Less wow and flutter."



"The Playback/Record Synchronizer lets me record on one channel and listen to another, in complete synchronization."



"The 4-position Meter Mode switch allows visual comparison of recording input and playback output so I can create virtually distortion-free recordings."

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# Business Briefly

## TV only

**Black & Decker** □ 11-week TV flight is starting next week for company's power tools. Robert L. Cohn, Chicago, is selecting spots during fringe and prime time. Target: total men.

**Tastee Freeze** □ Ice cream stores is preparing nine-week TV flight starting in early November. Media Advertising, Chicago, will schedule spots during day and fringe time in five markets, including Washington and Charlotte, N.C. Target: men and women, 18-49, children, 2-11, and teen-agers.

**Fisher Nut Co.** □ Company will arrange eight-week TV campaign starting in mid-November. Campbell-Mithun, Minneapolis, will place spots during fringe, day and prime time. Target: adults, 25-54.

**Agar Nuts** □ Company will feature its packaged nuts in eight-week TV drive starting late this month. Mithoff

Advertising, El Paso, will select spots during daytime. Target: women, 25-54.

**Exxon** □ Firm features its Qwip copy machine in seven-week TV push beginning next week. Creamer/FSR, New York, is seeking spots during news and sports time in Los Angeles and Chicago. Target: men, 25-54.

**Shasta** □ Division of Consolidated Foods is arranging six-week TV buy starting in early November for its Diet Shasta soft drinks. Hoefer, Dietrich & Brown, San Francisco, is seeking spots in four markets during early fringe and late news time. Target: women, 25-49.

**Van De Kamp** □ Division of General Host Corp. will feature its Van De Kamp frozen fish in six-week TV buy beginning in mid-October. Dilorio Wergeles, New York, will schedule spots in at least six markets including Boston, New York and Washington. Target: women, 18-49.

**International Multifoods Corp.** □ Consumer products division will launch six-week TV push beginning in mid-October for its La Crosta pizza mix. Della

Femina, Travisano & Partners, New York, will schedule spots during day, early fringe and early news time in four markets including Atlanta and Dallas. Target: total women.

**Norlin Music** □ Manufacturer and marketer of musical instruments is featuring its Lowrey organs in six-week TV flight. Grey North, Chicago, has placed spots in 36 markets during fringe, prime and prime access time. Target: total men and women.

**Superior Pet Products** □ Manufacturer places five-week TV campaign for its Chew-eez beefhide treat for dogs, beginning next week. Harold Cabot & Co., Boston, will place spots during fringe and daytime. Target: women, 25-54.

**Yamaha** □ Company plans four-week TV promotion for its snowmobiles beginning in early November. Chiat/Day, Los Angeles, is handling spots in 27 markets during fringe and prime time. Target: men, 18-49.

**ADA** □ American Dairy Association features milk in six-week TV drive. D'Arcy-MacManus & Masius, Chicago, has placed spots in about 20 markets during day and late fringe time. Target: women, 18-49.

**Panasonic** □ Company places spotlight on its color TV sets in five-week TV push beginning in early November. Ted Bates, New York, is buying spots in seven markets during fringe time. Target: men, 18-49.

**Yardley** □ Cosmetic and cologne firm will feature its Tramp cologne in four-week TV push beginning next week. Creamer/FSR, New York, will handle spots during fringe, prime and prime-access time. Target: women, 18-34.

**Selchow & Righter** □ Game manufacturer will launch four-week TV campaign beginning in late November. Warwick, Welsh, Miller, New York, will seek spots in about 33 markets during early fringe time. Target: adults, 18-49.

**British Sterling** □ Men's cologne gets four-week TV promotion starting in mid-November. Creamer/FSR, New York, will handle spots in about 75 markets during early fringe time. Target: women, 18-49.


**Underwood** □ Firm features its Underwood Accent flavor enhancer in four-week TV promotion starting in early November. Kenyon & Eckhardt, Boston, is placing spots in 20 markets during prime time. Target: women, 18-49.

**Weaver** □ Company will focus on its Chicken Bucket in four-week TV push starting late this month. Ketchum,



**Wild Wild West**

Wild it is.  
Western it's not.  
Each hour abounds  
with secret-agent  
adventure and  
sophisticated  
humor. Set against the backdrop of  
America's dangerous frontier.  
Little wonder this one draws a  
higher percentage of 18-49 fans than  
the westerns!



Source: NSI Report on Syndicated Programs, Nov. 1976. Estimates subject to qualifications available on request.



## **KNXT is a winner.**

We've just won more Emmys for local programming than any other television station in Los Angeles. Once again it reaffirms KNXT's position as the leader in prestige and quality programming in Southern California.

We thank the Academy for honoring those whose creative talents made us a winner.

*Information—Current Affairs—A Single Special*  
*L.A. County: Your Money and Your Life*

*Information—Continuing Series*  
*Medix*

*Individual Achievement—Creative Arts*  
*Film Cameraman. Bettina—It Takes All Kinds*

*Individual Achievement—Directors*  
*Jill Kinmont: From Tragedy to Triumph*

*Individual Achievement—Performers*  
*Stanley Spider Special*

*Children/Youth—A Single Special*  
*Stanley Spider Special*

*Segments within a Single Program or Series*  
*Tom Sullivan: Blind Man With A Vision—Follow Up*  
*Bettina—It Takes All Kinds*

*Individual Achievement—Interviewers & Reporters*  
*L.A. County: Your Money and Your Life*

*Pat Dunavan*

*Dan Gingold, Executive Producer*

*Mike Bloebaum, Arnold Shapiro*

*John Cosgrove, Executive Producer*

*Paul Hilton*

*John Cosgrove*

*Tony Urbano*

*Marc Hurd, Tony Urbano*

*Michael Bloebaum,*

*Pat Dunavan*

*Bob Simmons, Reporter*





MacLeod & Grové, Pittsburgh, will buy spots in Atlanta and Indianapolis during day, prime and late: fringe time. Target: women, 18-49.

**Frito Lay** □ Company highlights its Prontos snack in four-week TV promotion beginning in late November. Tracy-Locke, Dallas, is seeking spots in eight markets during daytime. Target: women, 25-49.

**Brandywine** □ Mushrooms will be highlighted in four-week TV buy beginning late this month. J.M. Korn & Son, Philadelphia, will schedule spots in Los Angeles and Phoenix during day, fringe and prime time. Target: women, 25-49.

**Clorox** □ Firm focuses on its B&B mushrooms in four-week TV flights beginning in early October and late November. Young & Rubicam, New York, are purchasing spots in 28 markets

during day and fringe time. Target: women, 25-54.

**Chevrolet** □ Company will launch four-week TV drive for its trucks late this month. Campbell-Ewald, Detroit, will place spots in 200 markets during fringe and prime time. Target: men, 25-54.

**Chanel** □ Company will feature its Chanel No. 5 and 19 perfumes in four-week TV campaign beginning in late November. Norman, Craig & Kummel, New York, will position spots in at least 50 markets during fringe and prime time. Target: women and men, 18-49.

**Riceland Foods** □ Firm schedules four-week TV drive beginning next week for its Chefway oil and shortening. Noble Dury & Associates, Nashville, is seeking spots in 11 markets during day, fringe and prime time. Target: women, 25-64.

**Buddig** □ Processed meats manufacturer schedules three-week TV buy beginning next week featuring its smoked meats. N.W. Ayer, Chicago, is purchasing spots in four markets during daytime. Target: women, 18-49.

**Sun Shield** □ Company plans three-week TV promotion for its Sun Shield car visor starting next week. A. Eicoff & Co., Chicago, will seek spots in about 12 markets during all day parts. Target: adults, 18-49.

**Tandy Corp.** □ Company will feature its Color Tile in three-week TV push beginning next week. Mart Advertising, Fort Worth, will seek spots in about 30 markets during day, early and late-fringe time. Target: women, 25-49.

**Xerox** □ Corporation will place two-week TV campaign starting next week. Needham, Harper & Steers, New York, will purchase spots in 30 markets during day, prime and fringe time. Target: men, 25-54.

**New York Times Corp.** □ Publisher slates two-week TV campaign for its *US Magazine* beginning late this month. Marschalk, New York, will arrange spots in about 15 markets during fringe, day and prime time. Target: women, 18-49.

**GAF** □ Corporation plans one-week TV drive starting next week for its wall tiles. Daniel & Charles, New York, is placing spots in about 10 markets during fringe time. Target: total women.

**Alamo Dog Food** □ Division of Allen Products Co. schedules nine-week radio drive beginning next week. Weightman Advertising, Philadelphia, is handling spots in California markets. Target: women, 25-49.

**N.Y. State Savings Bank** □ Bank is planning six-week radio buy starting in early October. Kenyon & Eckhardt, New York, is buying spots in 33-40 markets including Albany and Syracuse, N.Y. Target: adults, 18 and over.

**Dodge** □ Auto maker will focus on its trucks in four-week radio push beginning late this month. BBDO, Troy, Mich., will purchase spots in 57 markets including Chicago, Cleveland, Milwaukee and St. Louis. Target: men, 18-49.

**Pearle Visioncenters** □ Opticks division of Will Ross has scheduled four-week radio drive beginning next week. Chollick Associates, New York, is placing spots in about 10 markets including Baltimore, Cleveland, Detroit, and Philadelphia. Target: women, 25-44.

**K-Mart** □ Chain is arranging one-week radio flight for its pharmacies beginning late this month. Ross Roy, Detroit, will buy spots in 10-15 markets. Target: adults, 18 and over.

### BAR reports television-network sales as of Sept. 18

ABC \$790,418,800 (33.6%) □ CBS \$788,982,700 (33.5%) □ NBC \$774,881,100 (32.9%)

Day parts	Total minutes week ended Sept. 18	Total dollars week ended Sept. 18	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.	148	\$ 987,800	5,347	\$ 33,384,800	\$ 26,072,300	+28.0
Monday-Friday 10 a.m.-6 p.m.	1,028	13,897,300	37,093	533,189,200	431,817,500	+23.5
Saturday-Sunday Sign-on-6 p.m.	308	9,855,400	11,341	253,921,100	212,257,700	+19.6
Monday-Saturday 6 p.m.-7:30 p.m.	94	3,201,300	3,701	130,126,500	105,068,100	+23.8
Sunday 6 p.m.-7:30 p.m.	13	838,100	777	36,381,400	31,333,700	+16.1
Monday-Sunday 7:30 p.m.-11 p.m.	430	31,160,600	15,623	1,200,877,300	986,909,000	+21.7
Monday-Sunday 11 p.m.-Sign-off	230	4,540,900	7,700	166,402,300	143,062,000	+16.3
<b>Total</b>	<b>2,251</b>	<b>\$64,481,400</b>	<b>81,582</b>	<b>\$2,354,282,600</b>	<b>\$1,936,520,300</b>	<b>+21.6</b>

### BAR reports television-network sales as of Sept. 25

ABC \$816,491,600 (33.6%) □ CBS \$813,216,000 (33.5%) □ NBC \$798,940,900(32.9%)

Day parts	Total minutes week ended Sept. 25	Total dollars week ended Sept. 25	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.	161	\$ 1,079,700	5,509	\$ 34,464,500	\$ 26,859,600	+28.3
Monday-Friday 10 a.m.-6 p.m.	1,041	14,039,200	38,135	547,228,400	442,917,300	+23.6
Saturday-Sunday Sign-on-6 p.m.	309	9,747,700	11,650	263,668,800	220,554,300	+19.5
Monday-Saturday 6 p.m.-7:30 p.m.	98	4,074,600	3,799	134,201,100	108,254,300	+24.0
Sunday 6 p.m.-7:30 p.m.	19	1,355,900	797	37,737,300	32,398,600	+16.5
Monday-Sunday 7:30 p.m.-11 p.m.	417	38,979,700	16,040	1,239,857,000	1,023,068,900	+21.2
Monday-Sunday 11 p.m.-Sign-off	214	5,089,100	7,914	171,491,400	149,087,300	+15.0
<b>Total</b>	<b>2,259</b>	<b>\$74,365,900</b>	<b>83,844</b>	<b>\$2,428,648,500</b>	<b>\$2,003,140,300</b>	<b>+21.2</b>

Source: Broadcast Advertisers Reports

Radio only



Here's the newest listing of Texaco PR contacts ready to get you the answers...

- |          |   |  |           |   |                              |
|----------|---|--|-----------|---|------------------------------|
| <b>1</b> | <b>NEW YORK*</b><br>Gordon C. Hamilton<br>Walter B. Doyle<br>Edgar Williams | 914-253-4000<br>914-253-4000<br>914-253-4000 | <b>7</b>  | <b>HOUSTON</b><br>J. Chris Kiersted<br>Ben W. Fortson     | 713-666-8000<br>713-666-8000 |
| <b>2</b> | <b>WASHINGTON, D.C.</b><br>Robert T. Kenney                                 | 202-331-1427                                 | <b>8</b>  | <b>PORT ARTHUR</b><br>John C. Feist                       | 713-982-5711                 |
| <b>3</b> | <b>BOSTON</b><br>H. G. (Top) Ingram   | 617-268-4500                                 | <b>9</b>  | <b>CHICAGO</b><br>Thomas A. Norwood                       | 312-427-1920                 |
| <b>4</b> | <b>PHILADELPHIA</b><br>Vernon R. Shorter                                    | 609-667-3800                                 | <b>10</b> | <b>DENVER</b><br>Gordon L. Scheig                         | 303-573-7571                 |
| <b>5</b> | <b>ATLANTA</b><br>David W. Johnson  | 404-321-4411                                 | <b>11</b> | <b>LOS ANGELES</b><br>John W. Aucott<br>Larry L. Bingaman | 213-385-0515<br>213-385-0515 |
| <b>6</b> | <b>CORAL GABLES</b><br>Michael I. Malcolmson                                | 305-446-2231                                 |           |   |                              |



\*Texaco's Harrison, N.Y., mailing address:  
2000 Westchester Ave., White Plains, N.Y. 10650

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Peter LeDonne, executive vice president, Ash/LeDonne Inc.

## Capitalist advertising meets communist 'product'

When Jeff Ash and I participated in the creation of a 60-second TV commercial for the theatrical production, "Pippin," we honestly expected it to have a tremendous effect on theatrical advertising. Back when we formed our own company, Ash/LeDonne Inc., we also expected success. We felt very sure that entertainment advertising was suffering from the limitations inherent in specialization. So we combined the entertainment specialization of the Ash/LeDonne staff with the marketing, research and new-product-introduction specialization of Kelly, Nason Inc. Thus, considering each new Broadway show or film as the "new product" it really is, we've introduced a very new and valid approach to entertainment advertising. We expected it to work, and it has.

However, when Leo Henzel of United Euram walked in the door to explain his plans for importing and producing 18 major Russian entertainment entities over the next several years, we did not expect to be traveling all over Russia making commercials a few weeks later.

Mr. Henzel had originally approached Bill Fucci, president of Fucci-Stone Productions. Not only did Mr. Fucci have experience in filming live entertainment (most often with Ash/LeDonne), but he is one of the few American filmmakers who has filmed inside the Soviet Union.

Mr. Fucci introduced Mr. Henzel to Ash/LeDonne and we became his company's agency and plans were made for the trip. Ronald Pine, Ash/LeDonne's account executive for United Euram and a vice-president of the agency, and I were joined by Peter Yamanov, Mr. Henzel's associate; Klaus Kolmar of Kolmar-Luth Entertainment, the booking organization for United Euram; Dan Langan, president of Langan Communications, and, of course, Messrs. Fucci and Henzel. The film crew included cameramen Ralph Boda and Kit Davidson, soundman Rick Waddel, assistant cameraman George Berios and still photographer Peter Cunningham. Even as the Finnair jumbo jet left Kennedy Airport, we still found it hard to believe our destination was Moscow.

Our ultimate task was to create commercials and promotional films for the major Soviet performing arts troupes that will be visiting the United States, including Estrada, Yatran, Virsky and the Leningrad Ice Show. Two weeks, 25,000 miles and several bottles of vodka later we had assembled some remarkable footage, striking still photographs and had made many wonderful friendships.



Peter LeDonne, executive vice president and creative director of Ash/LeDonne Inc., New York, the entertainment division of Kelly, Nason Inc., has produced, written and directed many radio and television campaigns for theatrical productions, and with Jeff Ash, president of Ash/LeDonne, combined talents to create TV campaigns for "Pippin," "The Wiz" and other stage presentations.

Our intentions had been to film each company during both regular performances before an audience and special filming-only performances. However, as soon as we began to see the spectacular countryside and architecture, our plans changed. Each day we imposed upon the performers to travel about with us as we filmed them with the soaring mountains, rushing rivers, crystal-clear lakes and ancient cathedrals as backdrops. Russia is truly a beautiful country and, save for the Kremlin interior, there were no restrictions on where we could go with our cameras.

By deciding to add these all-day location shoots to the schedule already planned for us, however, we ended up with a working itinerary that was absolutely grueling. Often we'd begin shooting at 9 a.m., finish at 1 or 2 a.m., travel through the night to our next city, check into a hotel, have a quick shower, breakfast of what has to be the best yogurt on the face of the earth and begin shooting again. Psychologically, we were helped by the fact that at most of our locations there was little or no darkness during the night at this time of the year. We did, indeed, have very long days.

Unexpectedly then, in the Soviet Union, our single biggest problem became exhaustion. The crew, however, was marvelous, enduring this incredible work load

with no complaint. We were all caught up in the excitement of the job and were swept along with the enthusiasm of the performers themselves.

They were absolutely remarkable. They performed wherever and whenever we needed them. They understood our motives. In the short time we had, we had to have enough on film to make the kind of commercials that could do them justice when they came to the United States. They realized and appreciated the fact that we were working hard for them as much as they were for us.

I realize now that I must have been very close to advertising heaven, for not once did someone leap out of the bushes waving a Screen Actors Guild or American Federation of Radio and Television Artists rulebook shouting, "Overtime! No lunch! Extra Pay! Extra Pay!" Their performances, as much athletic as artistic, never lost their perfection and the over-all energy of the performers remained constantly high. I'm sure it was their unfading enthusiasm that motivated us.

In each of the cities we visited, we had as official hosts the artistic director or founder of the respective ensembles. At the end of each long shooting day we could usually count on a major banquet with Russian delicacies that seemed never-ending. In addition, there were toasts . . . and toasts . . . and toasts . . . and toasts. Often four, five or six different varieties of Russian vodka were placed on the table. We were expected to sample each. Not to drain your glass in toast was an insult to our compulsively toasting Soviet friends. As enjoyable as they were, some of these feasts became the real stumbling (no pun intended) blocks to our accomplishing what we set out to do in Russia. Fortunately, Russian coffee is as strong as Russian vodka.

By the time we returned to the United States, we had shot over 25,000 feet of film. During the next several weeks we shall be editing commercial packages for each show and a short promotional film for each.

The first shows will arrive in New York in mid-September. Estrada, a variety show that has something for everyone, begins its American tour at the Majestic theater on West 44th Street. Shortly thereafter, Yatran, an exciting dance ensemble, will perform at Radio City Music Hall.

Fucci-Stone will produce spots for use throughout the country and Ash/LeDonne will be placing the spots in most markets.

We expect, of course, that American audiences will fall in love with all the great Russian shows and enjoy them here as much as we did there.



# With a lot of love and the right connections you can work miracles.

**85 million connections produced 26.8 million miracles.**



Muscular Dystrophy Association National  
Poster Child

The Jerry Lewis Labor Day Telethon for Muscular Dystrophy Association Inc., really connected by reaching an estimated 85 million people\* through 213 stations in the continental United States, Alaska, Hawaii, Puerto Rico and Canada; raising a spectacular 26.8 million dollars to help Jerry's kids.

To Jerry Lewis' Love Network, we offer our heartfelt congratulations.

The Hughes interconnection know-how which put it all together, makes the business of communications a great pleasure for us.

## **HUGHES TELEVISION NETWORK**

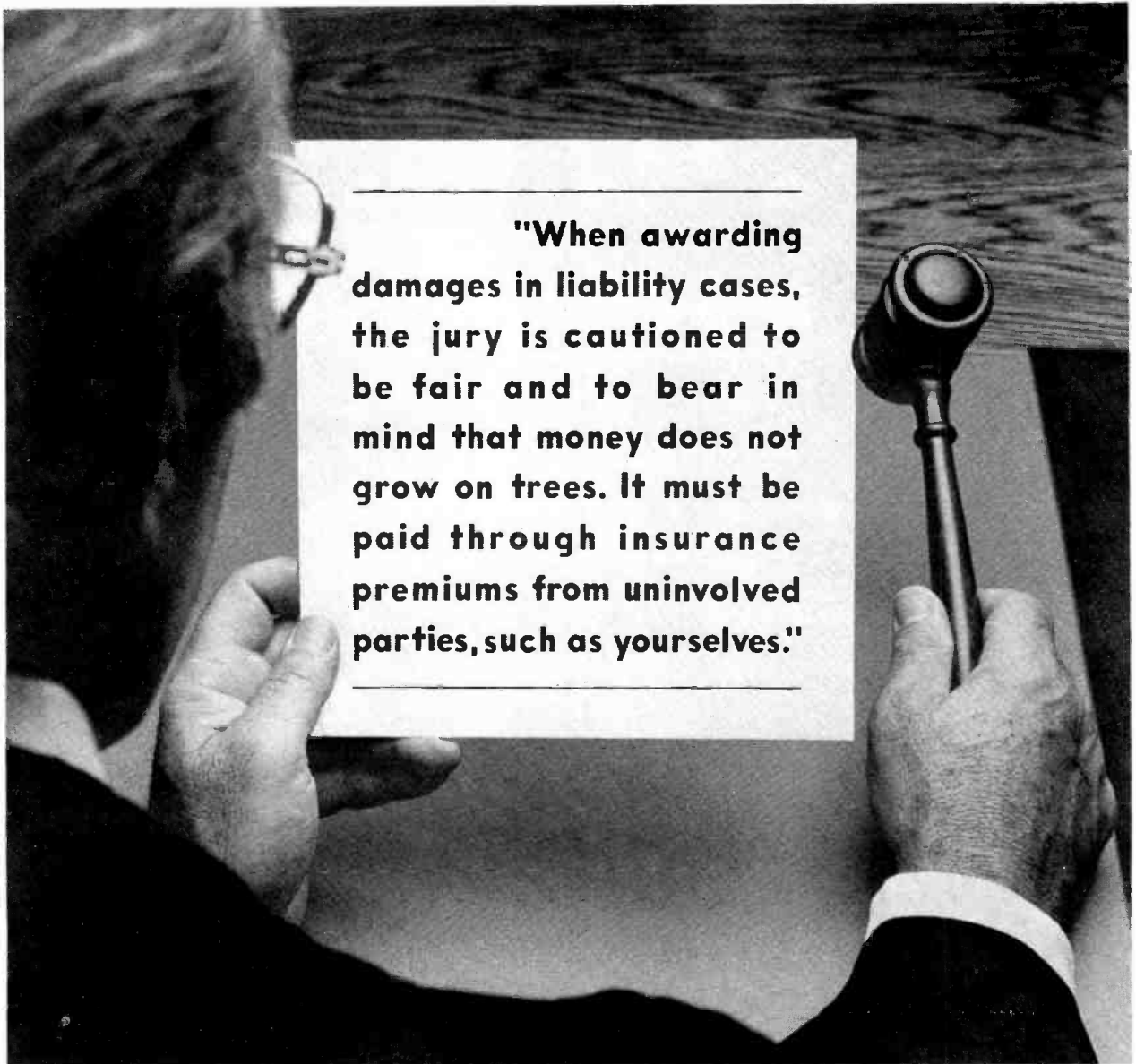
If it has anything to do with communications,  
we have all the right connections.



A Subsidiary of Paramount Pictures Corporation  
1133 Avenue of the Americas, New York, N.Y. 10036  
(212) 765-6600 TWX 710581 3891

**G.M.W.** LEISURE TIME GROUP

\*Based on available Neilson data of reportable stations during more than one day part, as of 9/26/77



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**"When awarding damages in liability cases, the jury is cautioned to be fair and to bear in mind that money does not grow on trees. It must be paid through insurance premiums from uninvolved parties, such as yourselves."**

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# **Too bad judges can't read this to a jury.**

In a small Florida town, a decorative boulder rests on the median of a road. A man with three drinks in him and no sleep for 18 hours smashes his car headlong into it. *A jury orders the town to pay him \$4.7 million in damages!*

A truck without brake lights is hit from behind. For

“psychic damages” to the driver, because his pride was hurt when his wife had to work, *a jury awards \$480,000 above and beyond his medical bills and wage losses.*

Then there’s the one...but *you* can probably provide the next example. Most of us know hair-raising stories of windfall awards won in court.<sup>2</sup> Justified claims should be compensated, of course. Aetna’s point is that it is time to look hard at what windfall awards are costing.<sup>3</sup>

What can we do? Several things:

We can stop assessing “liability” where there really *was* no fault—and express our sympathy for victims through other means.

We can ask juries to take into account a victim’s *own* responsibility for his losses. And we can urge that awards realistically reflect the actual loss suffered—that they be a *fair compensation*, but not a reward.<sup>4</sup>

Insurers, lawyers, judges—each of us shares some blame for this mess. But it is you, the public, who can best begin to clean it up. Don’t underestimate your own influence. Use it, as we are trying to use ours.

# Aetna wants insurance to be affordable.

<sup>1</sup>This case is being appealed by the town. In addition to the court-awarded damages, two other defendants (the contractor and the county) settled out of court for an additional \$1.15 million. This illustrates how extravagant jury-awarded damages set a standard for extravagant *out-of-court* settlements—the real problem,

since most liability cases *are* settled out of court.

<sup>2</sup>A by-product of such awards has been a quantum leap in the number of all kinds of suits filed. Products liability cases *alone* have increased from 50,000 a year in the 1960’s to almost a million a year now.

<sup>3</sup>Most awards are paid by in-

surance, and insurance companies spend millions more defending policyholders against lawsuits. The direct result is rising premiums for automobile and other liability coverages. The *indirect* result is higher prices for goods and services—prices which are boosted to cover the skyrocketing insurance premiums of

manufacturers, doctors, hospitals, and others who are targets for windfall awards.

<sup>4</sup>For example, it would help if juries were simply required to take into account payments the claimant has already received for medical bills and lost wages. Under the present system, these bills may be paid all over again.

Further information may be obtained by contacting Henry L. Savage, Jr., Public Relations, Aetna Life & Casualty, 151 Farmington Avenue, Hartford, CT 06156, Telephone (203) 273-6545.





# Datebook

■ indicates new or revised listing

## This week

**Oct. 9-11**—*North Carolina Association of Broadcasters* annual convention. Pinehurst hotel, Pinehurst.

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

**Oct. 10**—*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. Information: 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**—Evening forum of the *New York City chapter of American Women in Radio and Television*. "Presidential Use of Broadcast Media" will be discussed by Barry Jagoda, media adviser to President Carter; Judy Woodruff, NBC-TV correspondent, and two additional White House correspondents to be named. Waldorf Astoria hotel, New York.

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

**Oct. 14-15**—Fall meeting of *Maryland/Delaware CATV Association*. Sheraton-Fountainbleau Inn, Ocean City, Md.

**Oct. 14-16**—Western area conference of *American Women in Radio and Television*. Holiday Inn Union Square, San Francisco.

**Oct. 14-18**—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. 14-18**—National Student Broadcasters Convention, sponsored by *University of Massachusetts' WUMB(AM) Dorchester*. Boston Park Plaza hotel, Boston.

■ **Oct. 14-16**—Annual conference of the *East Central region of the National Honorary Broadcasting Society, Alpha Epsilon Rho*. Virginia Polytechnic Institute and State University, Blacksburg, Va.

**Oct. 18-17**—*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. 18-21**—*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.

## Also in October

**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.

**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.

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

**Oct. 19**—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 Robert Mulholland, president of NBC TV Network. 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-American 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." Billmore hotel, New York.

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

**Oct. 20-21**—*National Association of Broadcasters*

## Major meetings

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

**Oct. 18-21**—*Society of Motion Picture and Television Engineers* 119th technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

**Oct. 23-28**—Annual meeting of *Association of National Advertisers*. The Homestead, Hot Springs, Va.

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

**Nov. 14-18**—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

**Nov. 18-19**—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,

# Kids should be seen and heard!

Especially when they can perform as superbly as the young actors who'll be appearing in tomorrow afternoon's "Special Treat" premiere.

**The opener—first of eight monthly specials in the series—is called "A Piece of Cake."**

It's a powerful drama about the carelessness of a student TV newscaster who broadcasts an unfounded story that threatens the career of an innocent junior high school teacher.

The leading youngsters in the first-quality cast are Star Shemah (as the reporter), Peter Wise, Wendell Brown and Alexa Kenin. They're brilliant.

Not incidentally, they're surrounded by such gifted adult performers as Ossie Davis, Al Freeman Jr., David Faulkner and Arthur French.

The drama is a believable, sensitive treatment of an all-too human state of affairs. And it would be a shame for your own kids to miss it.

**Among "Special Treats" to come:**

**"Snowbound,"** in which two young auto-accident victims fight for survival in a terrifying snowstorm; and **"Five Finger Discount,"** the story of a teenager who turns to shoplifting to win the "acceptance" of her peers.

All are in the same, award-winning tradition of past "Special Treats."

**Remind your youngsters to watch. For the rest of the season, they'll be reminding you.**



**"SPECIAL TREAT"  
TUESDAY AFTERNOON,  
OCTOBER 11 ON NBC**

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*. Stouffers. 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. 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**—Testimonial dinner for Benjamin L. Hooks, former FCC commissioner and now executive director of the National Association for the Advancement of Colored People. Washington Hilton hotel, Washington.

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

**Oct. 27-28**—Conference on food advertising and labeling, sponsored by *The Food and Drug Law Institute*. Among sessions will be a review of recent court cases involving First Amendment rights in commercial advertising and a children's advertising workshop. Sheraton Park hotel, Washington.

■ **Oct. 28-29**—"Interface '77" conference to provide broadcast students with professional input about that field. Sponsor is Broadcast Focus, organization of college students interested in broadcasting. Networks and other radio-TV related groups will provide speakers and participants. Statler Hilton hotel, New York. Information: Bob Tarlet, 89 Longview Road, Port Washington, N.Y. 11050.

**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 Commercials 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**—FCC's new deadline for comments on proposal to require 45-day advance notice of intent to sell broadcast stations. Replies are now due Dec. 1 (Docket 21352). FCC, Washington.

**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* col-

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

■ **Nov. 10**—Fall meeting of *National Association of Broadcasters radio code board*. Sheraton Harbor Island hotel, 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 Cahadian-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 Possner, 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. 10-11**—*Practicing Law Institute* seminar, "Communications Law 1977": Session in antitrust area will include discussion of television-newspaper crossownership. The new copyright law, access by the press to courtrooms and prisons, and recent developments in libel practice are also among topics. Bar-bizon Plaza hotel, New York.

**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. 11-12**—West Coast convention of *Intercollegiate Broadcasting System*. University of California at Berkeley's KALX-FM will be host station. Jack Tar hotel, San Francisco.

**Nov. 11-20**—*The Virgin Islands International Film Festival* and awards that 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. 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. Hyatt Regency hotel, San Francisco.

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

**Nov. 16-19**—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*. Representative Lionel Van Deerlin (D-Calif.) will speak Nov. 29. Towne House hotel, Phoenix. Information: Rev. Edward B. Willingham Jr., 600 Palms building, Detroit 48201.

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

## January 1978

■ **Jan. 3**—FCC's new deadline for comments in inquiry relating to the commission's radio operator licensing program. Replies are now due Jan. 31, 1978 (Docket 20817). FCC, Washington.

**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. 16-30**—*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.

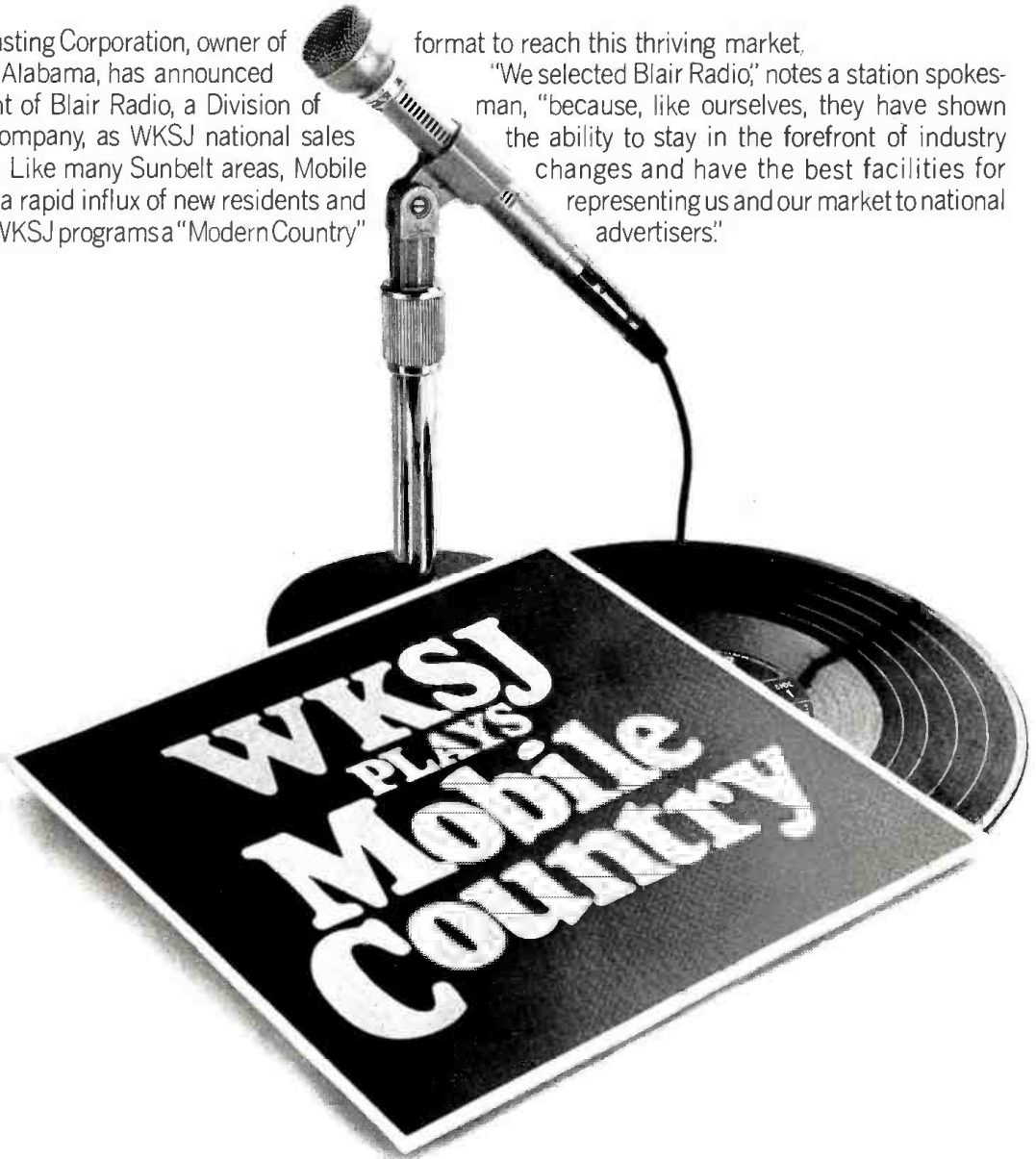


# WKSJ, MOBILE, ALABAMA, PLUGS IN BLAIR RADIO AS NATIONAL REP

Capitol Broadcasting Corporation, owner of WKSJ, Mobile, Alabama, has announced the appointment of Blair Radio, a Division of John Blair & Company, as WKSJ national sales representatives. Like many Sunbelt areas, Mobile is experiencing a rapid influx of new residents and industries, and WKSJ programs a "Modern Country"

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## CBS at 50

EDITOR: May I congratulate you on a superb presentation of the CBS 50th anniversary story (Sept. 19). As a retired CBS station-relations man, it brought back some very fond memories and I thank you.—*Edward E. Hall, Woodland Hills, Calif.*

EDITOR: Your magazine is to be commended for its thoroughness in reviewing the five decades of CBS.

For historical reference, I think it would be enhanced by not slighting the importance of the inauguration of a half-hour TV news show in the morning and evening in 1963. It should also be noted that CBS moved its morning news from 10 a.m. to 7

a.m. in 1965 and, in another pioneering move, later enlarged the morning news to one hour.

To this date it is the only one-hour totally news-oriented program on any network and, as such, a model for anyone to study in considering an evening all-news network hour.—*Gary Lycan, Sunday editor, The Register, Santa Ana, Calif.*

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## Early warning signs

EDITOR: I read your Sept. 26 editorial, "Presto change-o," with a chuckle and a touch of sadness. As someone once said, "We get so soon old and so late smart."

Some broadcasters will remember Ed Craney, a long-time group owner from Montana. Ed recognized the dangers of unlimited cable TV early in the game. He always advocated the development of small-market broadcasting and proved it was profitable.

Ed Craney talked wherever people would listen and warned of the danger to free-market broadcasting. Very few listened.

It appears we should once again listen to what this small-market TV and radio broadcaster had to say. He said the big events now seen on free TV would disappear. He pointed out that pay TV would return greater profits to the promoters. He pointed out that the broadcaster would provide the product that would eventually turn out to be one of his greatest enemies. Ed Craney was criticized because he insisted that cable TV was nothing more or less than television for pay.

The National Cable Television Association believes that cable is a reasonable alternative to free home TV. With the advent of satellite, will the station that now is forced to give its product away find it isn't even needed for that?—*Gerry Robbins, president and general manager, WCMP Broadcasting Co., Pine City, Minn.*

## Not just a game

EDITOR: Washington members of American Women in Radio and Television were happy to see your layout on our softball game in the Sept. 26 BROADCASTING. Your readers may also be interested to know the reason we sponsor the regulators-versus-broadcasters softball game each year. The funds raised are used to buy video-tape playback equipment and children's television programs for the Children's Hospital National Medical Center in Washington. This is our chapter's participation in an education foundation project of our national AWRT. This year, for the first time, we will also be producing radio theater for the children.—*Elizabeth Board, creative services director, WMAL(AM) Washington.*



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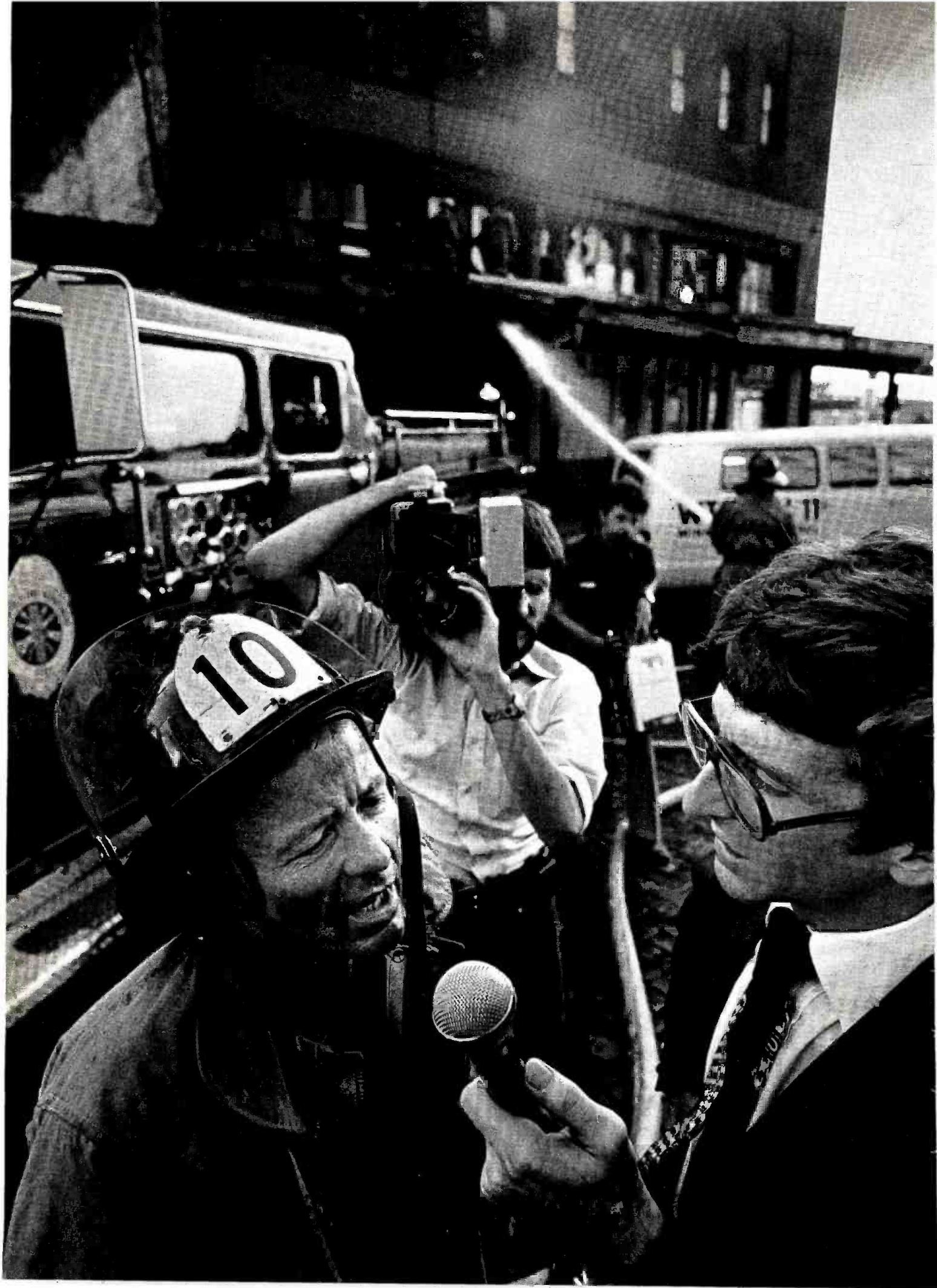
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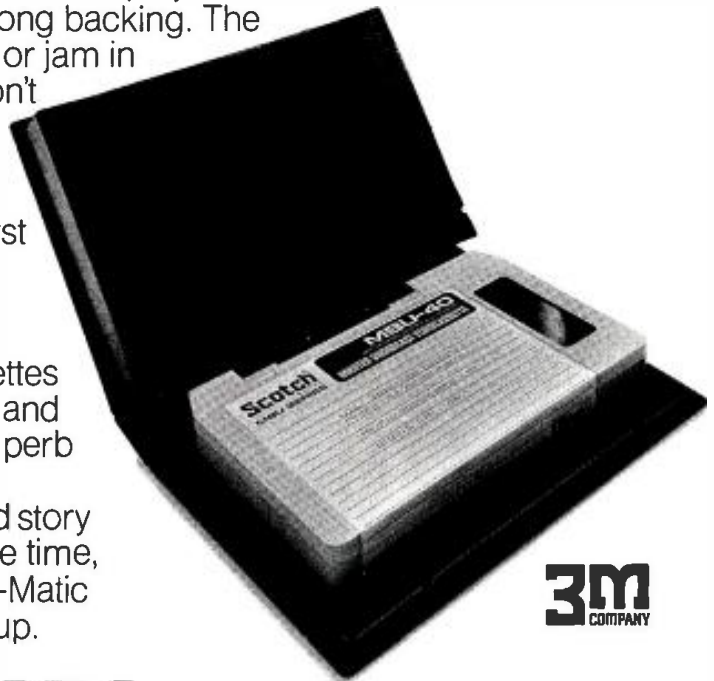
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## Top of the Week

### Geller getting all the way back into act

**Former FCC general counsel, who has kept his presence known in communications since leaving the commission, is chosen by Kreps for telecommunications post planned by Carter for Commerce**

Former FCC General Counsel Henry Geller has been picked for the proposed Commerce Department post of assistant secretary for telecommunications under President Carter's planned executive-branch reorganization.

The announcement last week that Mr. Geller is Commerce Secretary Juanita Kreps's choice for the new job means a return to government service for the 53-year-old Mr. Geller, who was known as a liberal and an activist in his days as the commission's top lawyer in the 1960's.

The appointment is the President's to make, but it is understood the President will accept Mrs. Kreps's recommendation. However, the nomination would not be made until January, when Congress returns from the recess expected to begin later this month. The reorganization plan does not become effective until next week.

The post is being created as part of the plan under which most of the functions of the Office of Telecommunications Policy are being merged with those of Commerce's Office of Telecommunications. As the new assistant secretary, Mr. Geller would be the chief adviser to the secretary of commerce and to the President on communications matters and serve as the administration's chief spokesman on telecommunications issues.

As such, he would not have direct authority over the commercial side of the telecommunications industry. However, the new Commerce unit could be expected to take an active role as the President's representative in FCC proceedings. Apart from the formal relationship, Mr. Geller has developed a close relationship with FCC Chairman-designate Charles D. Ferris—Mr. Geller was consulted by Mr. Ferris as he prepared to take over the commission chairmanship ("Closed Circuit," Oct. 3). Accordingly, Mr. Geller may have some of the considerable influence in commission decision-making he exercised in his

days as a commission staff member, although the new unit would be expected to concern itself with long-range projects—rather than with day-to-day matters.

He, along with then-Chairman Rosel H. Hyde, was a prime mover in the commission's decision, in 1967, to adopt the policy requiring broadcasters who carried cigarette advertising to broadcast spots warning of the health hazards of smoking. He provided the legal rationale for the commission's action, in 1966, in asserting jurisdiction over all cable television systems, regardless of whether they used microwaves, the hook on which the commission a year earlier had hung its authority to regulate cable. And he was a key figure in the development of rules prohibiting broadcasters from discriminating in employment on the basis of race, although the United Church of Christ provided the petition for rulemaking that led to the commission's action.

Mrs. Kreps's decision to recommend Mr. Geller ended what had been intense speculation as to her choice and a vigorous competition for her favor. After starting with the names of more than 40 candidates, Commerce aides whittled the number down to five, then to three—Mr. Geller, Harry M. (Chip) Shooshan, counsel to the House Communications Subcommittee, and Nick Miller, a consultant to OTP.

Under Secretary of Commerce Sidney Harman, who played a major role in the decision-making process, stressed Mr. Geller's experience as a favor in his selection. "This is an area that cries out for

speed of organization and effectiveness," he said. "It leads you to a man who can get things moving . . . . We don't have the luxury of contemplating this as a developing area of competence a few years down the road . . . . We made the decision on the basis of maximum experience," he said.

Mr. Geller, who had spent 24 years in government, was deputy general counsel and general counsel at the FCC under Presidents Kennedy and Johnson. Even after President Nixon moved into the White House and Dean Burch became chairman, in 1969, Mr. Geller remained at the commission as general counsel for a year and then as special assistant to Chairman Burch for three.

Mr. Geller entered government in 1949, when he joined the commission staff. But over the years, he did three tours with the agency. He was in and out twice between 1949 and 1957, then he returned to the commission a third time in 1961 when he left the Justice Department at the request of then-FCC Chairman Newton N. Minow to become deputy general counsel.

Since leaving the commission, in 1973, Mr. Geller remained an active member of the communications community in Washington, first with the Rand Corp. then, since 1975, as a communications fellow with the Aspen Institute Program on Communications and Society. He is also chairman of the board of the Citizens Communications Center. While with those organizations, he kept busy writing papers on communications matters and filing comments with the commission and, on occasion, briefs with the U.S. Court of Appeals, seeking reversal of commission positions.

Although Mr. Geller is not expected to be in his post before January, he will probably be active at Commerce before then. Preparations for setting up the new unit are under way, and officials at Commerce believed it essential that Mr. Geller participate. It is understood he will be hired as a consultant to work on the 1979 budget of the new office, to begin shaping a table of organization and to help draft the departmental order that will translate the reorganization plan and the executive order implementing it into more detailed plans for the operation of the unit.

A note of irony attaches to the Commerce Department's announcement of Mr. Geller's impending return to government in a major post in telecommunications policy making. It comes on the eve of the departure from government of FCC Chairman Richard E. Wiley, who joined the commission in 1970 as Mr. Geller's successor as FCC general counsel.



Geller

## Schlosser disputes Wussler's theory that third place may not be so bad

**NBC president says CBS-TV chief is more interested in profits than the welfare of affiliates**

NBC President Herbert S. Schlosser told NBC-TV affiliates last week that NBC does not share the view, expressed a few weeks ago by CBS-TV President Robert J. Wussler, that the time may come when the network that is third in the ratings may nevertheless be first in profits.

"That's kind of a simple statement and we don't believe in it at all," Mr. Schlosser said at the outset of a meeting with north-eastern affiliates in Boston on Tuesday. "It could turn out to be true among the networks if, say, there was only a tenth of a rating point between the three. But it doesn't take into consideration what a network really is.

"A network is its affiliates, and it must do everything to enhance the strength of its affiliates. Any network content to be third for its own reasons would be doing a disservice to its affiliates as well as to its owned stations."

CBS officials declined to comment on Mr. Schlosser's statement. Said John A. Schneider, president of the CBS/Broadcast Group: "Entirely too much has been said in both the consumer and trade press by networks about one another, and I am not going to be drawn into that discussion."

Nor would he comment on published reports quoting Mr. Wussler as saying that

ABC-TV was running ahead in the prime-time ratings by programming "junk" and "comic book stuff," while CBS-TV was trying to present "more adult" programs. Neither would ABC officials comment on it, although one ABC executive privately answered the "comic book" reference by saying that "*Wonder Woman* started out as a comic book, became a program on ABC and is now on CBS."

Mr. Wussler could not be reached for comment.

Mr. Schlosser's statement was construed as tacit agreement with the position taken by some affiliates that while a third-place network may be the most profitable, affiliates of a third-place network are likely to be less fortunate, since their rates are so closely tied to the networks' program ratings.

It also was seen as a rejoinder to Mr. Wussler's corollary suggestion that some networks—obviously meaning NBC-TV—might be in for a profit squeeze because of heavy reliance on special programs as opposed to regular series.

Mr. Wussler, speaking at a meeting with Wall Street security analysts, had raised the third-place/first-place possibility in elaborating on his view that, because of rising costs, "managing network business is as important as being number one in the ratings" (BROADCASTING, Sept. 12).

At last week's meeting Mr. Schlosser and Robert E. Mulholland, NBC-TV president, headed a delegation of network officials who reviewed for the affiliates NBC's plans and progress in programming, sales and other key areas, as they did the preceding week at a similar meeting in San Francisco (BROADCASTING, Oct. 3). A third regional meeting was to be held last Friday in Atlanta, and the fourth, windup of the current series, is scheduled Tuesday in Chicago.

## NBC's boxing, CBS's 'Elvis' help slow ABC juggernaut

**Special programming gets big numbers, helps boost sampling of series**

Specials proved their ratings worth to NBC-TV and CBS-TV in the last week and a half of prime-time, giving those two networks their highest numbers by far of the season for single programs. At the same time, CBS picked up some much-needed sampling for several of its foundering series.

Nonetheless, ABC's series steamroller kept chugging along in the season-to-date column, with a 20.5 prime-time average from Sept. 5 to Oct. 5 to NBC's 17.6 and CBS's 16.6.

NBC's Muhammad Ali-Earnie Shavers championship boxing match on Sept. 29 (9-11:30 p.m.) won the week ending Oct. 2 with a 37.3 rating and a 53 share. The program so boosted NBC's normal performance (and blunted ABC's and CBS's) that NBC finished the week with a 19.0/32, just a point behind ABC's 20.0/34. CBS came in with a 16.5/28.

NBC had cut its fight coverage back an hour specifically to give the new series, *CHiPs*, a shot at some sampling. (Some members of the advertising community suggested that the network had also left *CHiPs* on to avoid the drubbings which have befallen any prime-time boxing card not featuring Mr. Ali.) The strategy worked only marginally, picking up *CHiPs*' rating by a point and a half over its perfor-

### In Brief

**FCC Chairman Richard E. Wiley**, who had expected to leave commission by Oct. 7, is staying on into this week to clean up some matters and collect his papers. But **Thursday is now set as his final day**. He will preside at his last commission meeting in morning, and say farewells in his office that afternoon. Commissioner Robert E. Lee will serve as acting chairman until Mr. Ferris takes over.

**Henry Geller**, who is expected to be named assistant secretary of commerce for telecommunications (see page 27), drew audience of some 225 on Friday, when he addressed Federal Communications Bar Association luncheon. However, he did not discuss Commerce Department job; he said that since he had not been nominated, such discussion would be premature. Instead, he **called on bar to involve itself in three causes he has championed**: Bar should urge FCC to seek funds from Congress to reimburse citizen groups for legal expenses incurred in participation in commission proceedings, and support proposal that commission designate percentages of programming that, if reached, would assure broadcaster advantage if challenged at license renewal time. And he said that, in wake of court's ruling banning ex parte contacts in rulemaking involving "valuable privilege," bar should help commission determine kind of rulemakings that would come under that ruling. However, some lawyers raised questions as to whether that ruling was in fact "law of the circuit."

**RCA is entering one-inch nonsegmented helical scan video-**

**tape recorder market** under licensing agreement with Sony. In agreement signed Oct. 5, RCA will design and manufacture its own one-inch line, including studio and portable machines and editing equipment, using Sony's specifications and patents. RCA product manager Jerome Grever said company would take "some time" gearing up, but worldwide marketing effort is planned. Current plan is to continue selling segmented one-inch recorder manufactured by Bosch-Fernseh, as well as RCA's own quadruplex machines. Meanwhile, **Sony** says that if all goes as planned with Society of Motion Pictures and Television Engineers standards committee (which is shooting for formal announcement of nonsegmented format standard by January) company will have **standard-format machines ready for delivery by at least summer 1978**, and possibly as early as May.

Federal Trade Commission Chairman **Michael Pertschuk** said last Thursday that **FTC is "going to adopt streamlined procedures"** for its rulemaking proceedings. Citing congressional criticism that commission has been "too judicial" in developing trade rules, chairman said FTC was now examining ways of shortening time it takes to establish new rules. Mr. Pertschuk spoke at Washington's National Press Club "Newsmakers Breakfast."

National Association of Broadcasters **Hundred-Plus Market Television Committee**, at two-day meeting in Washington last week, **created new cable-translator subcommittee** to advance cause of broadcast translators' at FCC. Hundred-plus committee, under chairman Bill Bengtson of KOAM-TV Pittsburg, Kan., applauded expressions of concern by Charles Ferris, nominee for FCC chairman, for possible ca-

mance a week earlier. Still, NBC won the night by 16 share points, when it had come in a distant third the previous two Thursdays.

• It also looked as though NBC's coverage of the professional baseball playoffs would pay off for the network. The first game between Philadelphia and Los Angeles on Oct. 4 (8-11 p.m.) pulled a 30 share—NBC's best Tuesday-night performance of the season. On Wednesday, the second game between the same two teams pulled a 34—the network's best performance on that night. ABC's series still carried both evenings, however, by nine and two shares, respectively.

CBS was more successful at boosting its series by using the *Elvis in Concert* special as the lead-off program on Monday, Oct. 3 (8-9 p.m.). *Elvis* pulled a 33.0 rating and a 50 share, cutting the average performances of ABC's *San Pedro Beach Bums* and NBC's *Little House on the Prairie* by 10 share points each. After *Elvis*, CBS's *Betty White* (9-9:30 p.m.) and *Maude* (9:30-10 p.m.) both gained eight share points over their outings a week before, while *Rafferty* (10-11 p.m.) gained four.

Specials aside, the week ending Oct. 2 saw one night—Saturday—when all the networks had their regularly scheduled series in head-to-head competition for the first time this season. CBS had been stunting in earlier weeks, and ABC's head programmer, Fred Silverman, had predicted that his network would strengthen its slim lead once the schedule settled down.

As it turned out, on Oct. 1, at least, Mr. Silverman was right. ABC's *Fish* (8-8:30) picked up three share points and *Operation Petticoat* (8:30-9 p.m.) picked up four. CBS's *Bob Newhart* (8-8:30) dropped a point and the new show, *We've Got Each Other* (8:30-9 p.m.) premiered with a 27, while *Tony Randall* (9:30-10 p.m.) drop-

ped two points to a 25. NBC's *Bionic Woman* (8-9 p.m.) dropped four points to a 32 and its movie, "The Reivers," had a 32, four points over the performance of another feature film, "Hard Times," a week earlier.

Of the top 30-rated prime-time programs for the week of Sept. 29-Oct. 5, 15 were on ABC, 10 were on CBS and five were on NBC. Only two new series made it into the top 30 bracket—CBS's *Betty White* and ABC's *Soap*. Program-by-program breakdowns are as follows:

<i>Heavyweight Boxing</i> (NBC).....	37.3/53	<i>Barreta</i> (ABC).....	20.3/33
<i>Elvis in Concert</i> (CBS).....	33.0/50	<i>Donny and Marie</i> (ABC).....	19.8/38
<i>Laverne and Shirley</i> (ABC).....	28.7/46	<i>Welcome Back, Kotter</i> (ABC).....	19.8/33
<i>Happy Days</i> (ABC).....	28.6/47	<i>Six Million Dollar Man</i> (ABC).....	19.8/32
<i>Charlie's Angels</i> (ABC).....	26.6/41	<i>Starsky and Hutch</i> (ABC).....	19.7/35
<i>Best of All in the Family</i> (CBS).....	25.8/41	<i>Barney Miller</i> (ABC).....	19.6/31
<i>Three's Company</i> (ABC).....	23.8/36	<i>Monday Night at the Movies; "Murder in Peyton Place"</i> (NBC).....	18.9/30
<i>Alice</i> (CBS).....	23.4/38	<i>Quincy</i> (NBC).....	18.7/36
<i>Betty White</i> (CBS).....	23.3/35		
<i>What's Happening</i> (ABC).....	22.4/36		
<i>Family</i> (ABC).....	22.4/36		
<i>60 Minutes</i> (CBS).....	21.9/40		
<i>Maude</i> (CBS).....	21.0/34		
<i>One Day at a Time</i> (CBS).....	21.9/33		
<i>Soap</i> (ABC).....	21.8/33		
<i>Eight is Enough</i> (ABC).....	21.6/35		
<i>M*A*S*H</i> (CBS).....	21.4/33		
<i>NFL Football</i> (ABC).....	21.2/37		
<i>Love Boat</i> (CBS).....	21.1/40		
<i>Rhoda</i> (CBS).....	21.1/35		
Baseball Playoffs (NBC) (Sept. 5)....	20.8/34		
<i>Big Event: "Just a Little Inconvenience"</i> (NBC).....	20.4/33		

ped two points to a 25. NBC's *Bionic Woman* (8-9 p.m.) dropped four points to a 32 and its movie, "The Reivers," had a 32, four points over the performance of another feature film, "Hard Times," a week earlier.

But probably the biggest surprise of the evening was the continued strength of ABC's *Love Boat*, which pulled a 40 share, up three points from the previous week and five points higher than its lead-in, *Starsky and Hutch* (9-10 p.m.). *Love Boat's* audience apparently came at the direct expense of CBS's *Carol Burnett*, which turned in a scant 23 share, six points off its previous outing and one of its

in addition, the remaining programs for the week lined up this way in Nielsen's national ratings: *Kojak* (CBS), *Rockford Files* (NBC), *Wednesday Movie: "Mary Jane Harper Cried Last Night"* (CBS), *Good Times* (ABC), *Baseball Playoffs* (NBC) (Oct. 4), *ABC Friday Night Movie: "Trial of Lee Harvey Oswald, Part One"* (ABC), *"Trial of Lee Harvey Oswald, Part Two"* (ABC), *Lou Grant* (CBS) tied with "Oswald" Part 2), *Carter Country* (ABC), *Rafferty* (CBS), *NBC Saturday Movie: "The Reivers"* (NBC), *Little House on the Prairie* (NBC), *Bionic Woman* (NBC), *Jeffersons* (CBS), *Waltons* (CBS), *CHiPs* (NBC), *Barnaby Jones* (CBS), *Operation Petticoat* (ABC), *Walt Disney* (NBC), *Hawaii Five-O* (CBS), *Hardy Boys/Nancy Drew* (ABC), *Bob Newhart* (CBS), *Busting Loose* (CBS), *We've Got Each Other* (CBS), *Tony Randall* (CBS), *Logan's Run* (CBS), *Fish* (ABC), *Chico and the Man* (NBC), *Wonder Woman* (CBS), *Sanford Arms* (NBC), *Carol Burnett* (CBS), *Switch* (CBS), *San Pedro Beach Bums* (ABC), *Young Dan'l Boone* (CBS), *Redd Foxx* (ABC).

worst performances in years. ABC won the night with a 35 share, NBC came in second with a 31 and CBS had a 26.

**The pink slips begin to show; NBC pipes 'Sharkey' back on board to fill 'Sanford Arms' berth, hopscoches 'James at 15' and 'Man from Atlantis' to fill slot caused by departing Richard Pryor; 'Boone' swoon prompts CBS to move 'Logan's Run' to Monday night**

The series shuffle is under way at NBC-TV and CBS-TV, as both networks last week canceled one new series each and

ble harm to small-market TV (BROADCASTING, Oct. 3) and charged new subcommittee with seeking full syndicated exclusivity protection for small market TV stations and retention of distant signal limitations. But subcommittee will also transmit 100-plus committee's concern that some translators in West, which are selling commercial time, are becoming "minibroadcast stations." Members of new subcommittee are Jay Gardner, KRDO-TV Colorado Springs, Colo.; Jerry Holley, WIBW-TV Topeka, Kan.; Ray Johnson, KMED-TV Medford, Ore., and Mr. Bengtson (ex officio).

House Communications Subcommittee has scheduled full day of hearings on "minority and women's perspectives on telecommunications issues," Thursday, Oct. 20. Session will be divided into quarters, with panels on ownership barriers to women and minorities (in commercial and public broadcasting, cable TV, common carriers and satellite communications); ratings and advertising; programing (fairness, editorializing, access), and government policies. Panels will be followed by period for testimony from anyone present who wants to participate.

Confirmation hearing for nominees for 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, is set for this Tuesday (Oct. 11) before Senate Communications Subcommittee.

Richard Threlkeld, CBS News correspondent based in Rome, next month will take over co-anchor duties presently held by Hughes Rudd

on *CBS Morning News*. Network said Mr. Rudd, who will contribute features to program and work in other news areas, "asked to be relieved." Last Monday Leslie Stahl took over other *Morning News* anchor seat held by Bruce Morton, who left of his own accord few weeks ago, according to network.

Presidents of Public Broadcasting Service and Corporation for Public Broadcasting gave their reactions to President Carter's public broadcasting bill (congressional reaction, page 32). Larry Grossman of PBS was "delighted" with message and said bill strikes "all the right notes." Henry Loomis of CPB was more reserved and pointed out "problem of semantics" with some of bill's finer points. Both commented on new funds. Mr. Grossman pointed out \$1-billion figure is not that much higher than they now receive. Figuring inflation rate, Mr. Loomis said, "\$200 million in 1985 may very well be less" than system is now receiving. William J. McGill, chairman of Carnegie Commission, said he was "especially gratified" that new funding structure will provide for review of recommendations of his commission in 1979. Frank Mankiewicz, president of National Public Radio, said he was pleased that proposal assigns "equal weight" to both radio and television.

Senate didn't go for House provision in energy bill prohibiting utility companies from passing to consumers costs of institutional ads. National Association of Broadcasters, which is lobbying against prohibition on ground that it would probably cause utilities to curtail broadcast advertising, is trying to get House provision knocked out in House-Senate conference committee, where disparate House and Senate energy packages will have to be reconciled.



reworked their lead-in schedules in primetime.

NBC moved first when, after all-day meetings Friday, Sept. 30, it announced that *Sanford Arms* (Friday, 8-8:30 p.m.) will be replaced on Oct. 21 by *CPO Sharkey*, the military sitcom starring comedian Don Rickles. And on Oct. 27, the successful pilot, *James at 15*, will go into the Thursday, 9-10 p.m., slot as a series, replacing *Man From Atlantis*, which moves to Richard Pryor's slot on Tuesday, from 8-9 p.m.

CBS announced Tuesday (Oct. 4) that beginning Oct. 10 it will put the science-fiction series, *Logan's Run* (Friday, 9-10 p.m.), into the Monday night lead-off hour now occupied by *Young Dan'l Boone*. *Logan's* former spot on Friday will be filled on Oct. 14 by a rerun of the film "Smile," a parody of beauty contests, and on Oct. 21 by a two-hour episode of *Switch*. A CBS spokesman said that at the moment the network has not planned a

replacement to go in *Logan's* former time period, and that indications now are that it will be filled with movies and specials, probably until some time in November. A decision has not yet been made as to whether *Dan'l Boone* will be rescheduled.

NBC's *Sharkey* premiered as a mid-season replacement last December on Wednesdays at 8-8:30 p.m., and in February it moved to 9 p.m. the same night. With a run of 14 original episodes, 12 repeats and 14 pre-emptions, *Sharkey* averaged about a 25 share and ended Aug. 31. *Man From Atlantis* has had just one outing as a series, on Sept. 22 when it scored a 25 share. Presumably it was judged by the network to be a more appropriate lead-off show, and, similarly, *James at 15* was seen as a more suitable lead-in for *Rosetti and Ryan* (Thursday, 10-11 p.m.).

*Sanford Arms*, the *Sanford and Son* spin-off featuring neither Sanford (Redd Foxx) nor Son (Demond Wilson), pulled

28, 23 and 26 shares, respectively, in its first, second and third weeks on the air. Of eight episodes produced, five will be seen before the program's cancellation. Richard Pryor has one original program yet to run, on Oct. 20, and a repeat of his comedy-special pilot first aired last May. The repeat will air Oct. 11 from 10 to 11 p.m. preceded by a two-hour "big event," Dick Clark's *From Bobby Sox to Bikinis*.

CBS's *Dan'l Boone* has a record of 26, 22 and 24 shares in its Monday-night time period. Last week the network gave it a trial run on Tuesday (8-8:30 p.m.), to see how it would do without NBC's *Little House on the Prairie* as competition. On Tuesday, it faced ABC's *Happy Days* (8-8:30 p.m.) and *Laverne and Shirley* (8:30-9 p.m.) and pulled a 19 share. That experiment pre-empted another of the network's new series, *The Fitzpatricks*, which has performed even more dismally than *Dan'l Boone*, scoring sub-20 shares in its last two outings.

## Wald is out as Schlosser picks Crystal

**Upheaval at the top at NBC News follows change of network heads**

Richard C. Wald's frequently anticipated resignation as president of NBC News came last week as he was replaced by Lester M. Crystal, executive vice president of NBC Television News.

Mr. Wald's departure after nearly five years in the post was attributed to basic differences between him and NBC President and Chief Executive Herbert S. Schlosser. There had been recurring speculation over the past several months that he would be dismissed or leave of his own accord.

Published accounts last week identified some of the differences as unhappiness on Mr. Schlosser's part that ABC had been allowed to hire NBC News's Barbara Walters away, that NBC News does not have a prime-time equivalent of CBS News's high-rated *60 Minutes* and that *NBC Nightly News* has not overtaken *CBS Evening News* in the ratings.

But Mr. Schlosser said it had nothing to do with things like that. He repeated what he said when he replaced Robert T. Howard with Robert E. Mulholland as NBC-TV president six weeks ago: that since he became chief executive in January, one of his top priorities had been to make sure key jobs were filled by the best men available (BROADCASTING, Aug. 29).

"It's quite simple," Mr. Schlosser said last week. "Dick Wald is very able, very bright, and I have a high regard for him. But my judgment was that the best man I could get was Lester Crystal."

He elaborated in his formal announcement: "Les has spent his entire career in broadcast journalism, having started in radio and television 20 years ago. He brings to his new duties a versatile back-

ground as a news operator, a creative program producer, an administrator and an excellent executive. He has a distinguished record of excellence and enjoys the respect of the NBC News organization as a leader."

Mr. Wald was said by friends to have been particularly upset by reports that he had been blamed for NBC's not having a news-magazine show in prime time. They said he had constantly sought to introduce a prime-time magazine series but had been refused both by NBC management and NBC-TV affiliates. (Mr. Schlosser himself said "I can't blame him" for lack of a prime-time magazine show, adding that "it's high on Lester's list of things to get into.")

Another NBC official, also denying that any specific incident led to Mr. Wald's departure, said that "it's like a marriage that goes bad: There's no particular reason and there's every reason."

Mr. Crystal appeared instead of Mr. Wald as NBC News's representative at a regional meeting with NBC-TV affiliates in

San Francisco the week before—and at one in Boston the day before—his promotion was announced. In Boston, Mr. Schlosser gave the affiliates advance notice of the change.

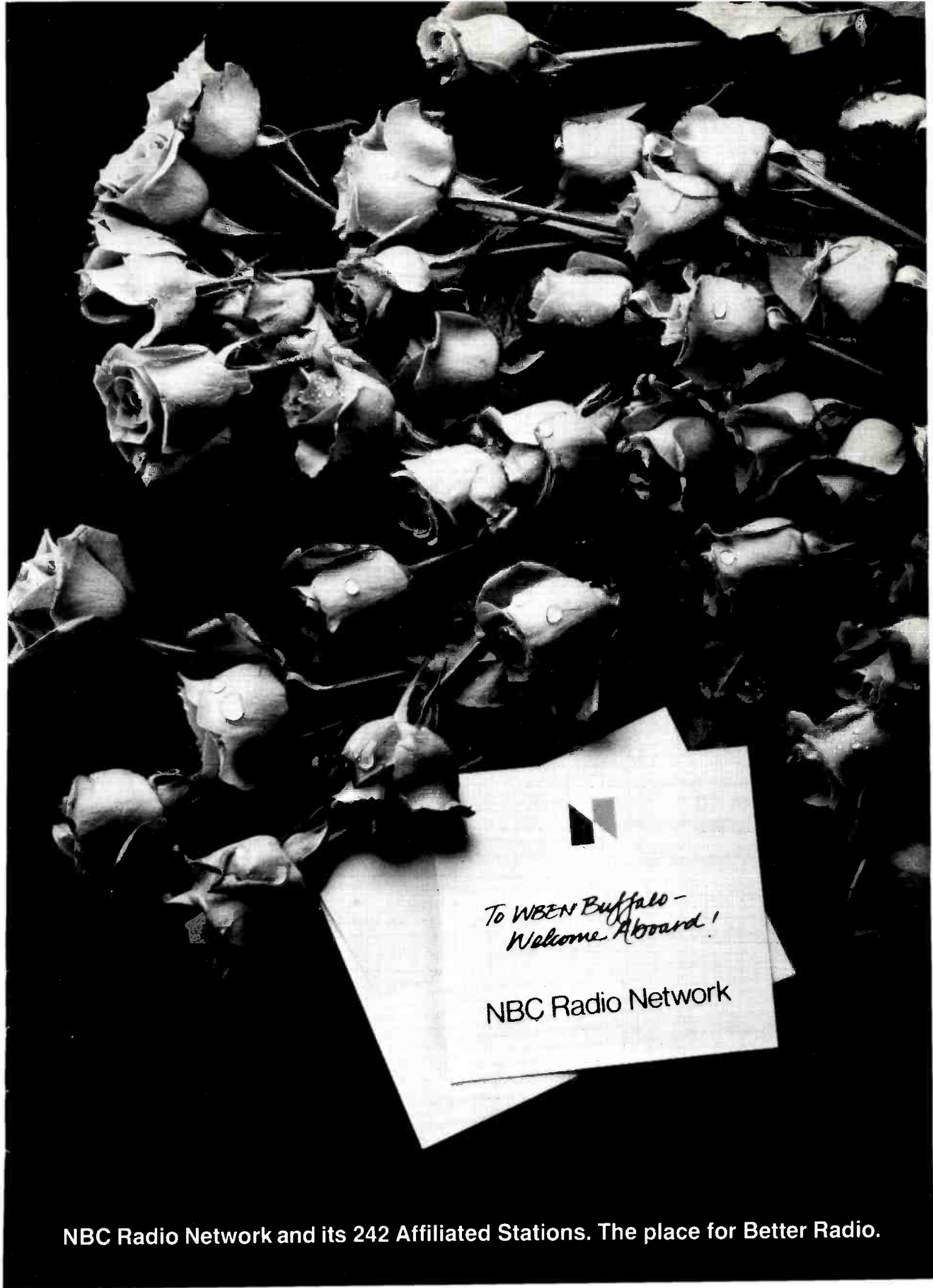
Mr. Crystal at that meeting told the station people that NBC News intends to build up both its electronic-newsgathering capability and its staff of correspondents and reporters. As in San Francisco, he also reviewed changes made in sets and formats of *NBC Nightly News* and changes made and planned for *Today*, especially to give it a more national character (BROADCASTING, Oct. 3).

Mr. Crystal, who is 43, was named executive vice president, TV news, last July, after serving since last December as vice president, special programming. During 1976 he was producer of NBC News coverage of the national political conventions and elections, and before that was executive producer of *NBC Nightly News* for three years.

He joined NBC News in Chicago in September 1963 as first producer of *NBC*



**Shoulder to shoulder.** The new competition in TV news made a display of public togetherness last week before the annual "newsmaker" luncheon of the International Radio and Television Society in New York (story page 75). It was an early debut for Lester Crystal (r), who had succeeded Richard Wald as president of NBC News less than two hours earlier (story this page). His companions before the IRTS: Richard S. Salant (l), president of CBS News, and Roone Arledge, president of ABC News and Sports.



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*News: Chicago Report*, a half-hour evening program on NBC's WMAQ-TV Chicago. He also produced *Dateline: Chicago* on WMAQ-TV. He subsequently served in a variety of posts with *NBC Nightly News* and its predecessor reports, starting as regional manager in Chicago, news editor in New York, associate producer, producer and field producer/Europe, based in London.

A native of Duluth, Minn., Mr. Crystal broke into broadcasting as a newswriter at KDAL-AM-TV Duluth and WCCO(AM) Minneapolis during undergraduate days at Northwestern University's Medill School of Journalism. He later joined CBS's WBBM-AM-TV Chicago, then was news director at WFBG-AM-TV Altoona, Pa., from 1958 to 1960, and at WFIL-AM-TV Philadelphia from 1960 to 1963.

Mr. Crystal joined his CBS and ABC counterparts, Richard S. Salant and Roone Arledge, in spontaneous tributes to Mr. Wald when the three news chiefs appeared jointly before the International Radio and Television Society in New York last Wednesday, less than two hours after the change was announced (story page 75).

Mr. Wald's background gives him latitude to remain in broadcast news or move into print. Now 46, he joined NBC News as a vice president in 1968 after some 17 years in the newspaper field.

He joined the *New York Herald-Tribune* in 1951 while a student at Columbia University and served it for 15 years as religious editor, political reporter, associate editor and, in 1965-66, managing editor. When the *Herald-Tribune* folded, he became Sunday editor of the short-lived *World Journal Tribune*, moved to the *Washington Post* as assistant managing editor and then returned to New York as vice president of Whitney Communications until he moved to NBC News. He became president in January 1973.

## Hill very cool to Carter plans for public broadcasting

**Shooshan, Manning and their bosses aren't happy with \$1-billion legislative proposal, suggest Congress will write its own bill**

President Carter's first policy-making venture in the field of communications—his \$1-billion public broadcasting bill (BROADCASTING, Oct. 3)—appears to be in for a difficult time in Congress. After it was officially disclosed in a White House briefing on Thursday, spokespersons for the Senate and House communications subcommittees offered reactions that were downright chilly.

"A lot of what I see in the bill is superficial," said Harry M. (Chip) Shooshan III, counsel to the House subcommittee. "Congress is not going to jump through a hoop on this." Indeed, he said the subcommittee would draft legislation of its own in connection with its ongoing Com-

munications Act rewrite project, which is expected to produce a draft bill in January, and consider it along with the President's measure.

And Mary Jo Manning, counsel to the Senate subcommittee, said, "All is not sweetness and light in Congress with respect to public broadcasting." She indicated it might not be easy to find senators to introduce the bill in the Senate.

The bill provides for a five-year authorization beginning in 1981—\$180,000,000 would be authorized in the first year, \$200,000,000 in each of the next four—and is designed to eliminate friction and overlap between the Corporation for Public Broadcasting on the one hand and the Public Broadcasting Service and National Public Radio on the other. This would be accomplished, in large part, by restricting CPB's programing responsibilities to the making of block grants for categories of programs.

President Carter, in his message accompanying the legislation, sought to distinguish his approach to public broadcasting from that of President Nixon by stressing the importance he attaches to the medium's independence. Where the Nixon administration was criticized for allegedly attempting to curtail aggressive journalism by public broadcasting, President Carter said financial stability is needed "if public broadcasting is to provide better programs for more citizens and protect those programs from political pressures."

Furthermore, he said, "I want to encourage public broadcasters at all levels to engage in active news reporting and public affairs programing." He said his administration would not "stifle controversy on public television and radio. No President," he added, "should try to dictate what issues public broadcasting should cover or how it should cover them."

It wasn't that kind of rhetoric that disturbed the Hill. Rather, Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, said in a statement that the bill went only "part way" toward addressing the problems that were discussed in hearings the subcommittee held on public broadcasting last summer.

Representative Van Deerlin and Mrs. Manning, speaking for her boss, Senator Ernest Hollings (D-S.C.), both cited what they regarded as the bill's failure to deal with the problems of what Representative Van Deerlin called the "shameful record" of public broadcasting in minority employment and the "friction" between CPB and PBS. Other problems cited by Representative Van Deerlin included "frustrations among independent producers seeking access to public television" and a "rising dependence on corporate underwriting."

Mrs. Manning also stressed what she considered the bill's failure to deal with CPB's "administrative" problems; she would like to have seen the legislation call for a reduction in CPB personnel, which now number 130. And she said that, considering such concerns, the proposed five-year authorization also raises questions.

## Florida jury rejects plea of 'TV addict'

**Zamora found guilty of murder; judge would not permit general examination of television in the context of the trial**

Fifteen-year-old Ronny Zamora was found guilty of first-degree murder last Thursday after a Miami jury rejected the defense's contention that he had been driven temporarily insane by television violence. The boy's conviction came after his attorney, Ellis Rubin, lost two attempts to expand the scope of the trial into a general examination of the effects of violent programs on the young.

The jury of nine men and three women returned the verdict at midnight after two hours of deliberation. Zamora, described as a "TV addict," was also convicted of burglary, armed robbery and possession of a firearm during the commission of a felony. Because of the boy's age, the prosecution had not asked for the death penalty, but the conviction carries a minimum sentence of 25 years in jail.

Mr. Rubin said he will "certainly" appeal the conviction "on the fact that the judge would not allow testimony on television violence." He said the judge's decisions on that point "took the heart out of our defense."

Judge H. Paul Baker earlier in the week had refused to hear testimony from a Florida Technological University psychologist who said she was a specialist in the effects of television violence. Dr. Margaret Hanratty Thomas, who had not examined Zamora, was not allowed to testify because, the judge ruled, she could not establish a direct link between the defendant's shooting of his 82-year-old neighbor, Elinor Haggart, on June 4 and his television viewing. Dr. Thomas said as well, that she could not offer evidence "conclusively" linking television violence to any homicide or crime.

After that defeat, Mr. Rubin abandoned an attempt to have actor Telly Savalas, star of CBS-TV's *Kojak*, testify. Citing the ruling of Judge Baker excluding Dr. Thomas's testimony, Mr. Rubin was quoted as saying, "I see no reason to bring Telly Savalas."

The Zamora trial had attracted worldwide attention because of the unusual plea of "subliminal television intoxication" and because of the broadcast coverage of the proceedings under a recent Florida supreme court ruling allowing cameras and microphones in that state's courtrooms. Noncommercial WPBT(TV) Miami had been broadcasting up to two hours of the proceedings each night, and local and national news programs had also carried excerpts from the WPBT coverage.

WPBT is now negotiating with the Public Broadcasting Service to produce a documentary on the trial.



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## NRBA: more established now—if not quite part of the establishment

**All-radio trade association goes to New Orleans convention more mature and more secure; it's no longer throwing rocks at NAB, but neither is it yielding field to the elder**

Two years ago, when the National Association of FM Broadcasters opened its doors to AM stations and changed its name to the National Radio Broadcasters Association, the association's president, James Gabbert of KIQI(AM)-KIOI(FM) San Francisco foresaw the day when NRBA would lose the competition it just began with the National Association of Broadcasters and in effect drive itself out of business. That in fact, was the strategy, Mr. Gabbert said—to give the "sleeping giant" a swift kick in the kneecap and make it pay more attention to radio, both in Washington lobbying and membership services, thereby cancelling the need for another radio organization.

And it worked, Mr. Gabbert says now. NAB has beefed up its services to radio and has begun communicating radio's unique problems to the FCC and Congress—and Mr. Gabbert gives NRBA all the credit.

But NRBA did not go out of business. "Well, no, it hasn't," says Mr. Gabbert, who is at the end of his third year as president of the association. Much to the contrary, it is almost three times larger than it was when it went all-radio (according to one estimate there were 375 station members then, and there are about 925 now) and is still growing. Mr. Gabbert projects NRBA will one day top out at about 1,500.

So things have turned out a little differently than he guessed. As it convenes its annual convention in New Orleans this week, its second (officially) as NRBA, the association is trying to strengthen its identity as spokesman of the small and independent radio station, and it gives no indication of wanting to dismantle itself.

The association also appears mellower than it was two years ago. "We're no longer exchanging pot shots with the NAB," Mr. Gabbert says. Instead, NRBA has found avenues in the last year down which it and NAB can travel together. For instance, there were the hearings last month before a House Small Business subcommittee on AM-FM car radio pricing, at which both NAB and NRBA participated (BROADCASTING, Sept. 26). NRBA was tickled when NAB joint board Chairman Donald Thurston complimented NRBA's long-standing involvement in the all-channel issue, and circulated the Thurston remarks after the hearings in a letter to the membership.

"We are not in competition with each other," Mr. Gabbert says of NAB. For that matter, "we need NAB very badly," he adds. "They have a \$5 million budget.

They have a good lobbying budget."

That is not to say the chill between the two associations has lifted totally, however. Mr. Gabbert points out that there are still areas of disagreement—for example, the proposal for the World Administrative Radio Conference of 1979 to create new AM frequency space, which NAB supports and NRBA does not. NAB argues that the plan would enable radio to expand to meet future population increases, and also would provide more opportunities for minority ownership. But NRBA argues, on the other hand, that the plan would result in destructive levels of competition. "You're going to get so much competition and fragmentation, no one can survive," Mr. Gabbert says.

NRBA also disagrees with NAB's proposal to give tax credits as incentives for station owners to sell properties to minority owners. "That's admitting you're wrong," Mr. Gabbert says. "What you really want is funding ... guaranteeing loans to minority owners."

These two examples are not insignificant "when you look at the tremendous impact they could have on the industry," Mr. Gabbert says.

NRBA has yet to win acceptance in some quarters of its own industry, particularly among some major and network groups. The recent flap with NBC—in which NBC Radio President Jack Thayer withdrew one of his station managers from the NRBA convention agenda ("Closed Circuit," Aug. 22)—was evidence of this. Mr. Thayer said NBC thinks NRBA is a disruptive and divisive influence in the industry.

Mr. Gabbert's response to that is to ask: "Do we [NRBA] want them? What's good for NBC—is that good for radio?" In Mr. Gabbert's opinion, NBC is more concerned about television than radio and would not be a healthy influence at NRBA.

Mr. Gabbert paints an optimistic picture of the association's future, and of radio's as well. Business is on the upswing, as national advertisers are increasingly using radio in their media mixes, he says. A technical innovation, AM stereo, should lead to some "pretty dramatic



Gabbert

changes" in the industry, "especially giving a lift to the car radio market."

The biggest problem facing radio, he says, is in Washington, where Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee is currently reviewing the Communications Act. Mr. Gabbert is reasonably confident radio will not be injured when the subcommittee votes out legislation, but he thinks the subcommittee staff options papers give evidence of a preoccupation with television. He thinks radio should keep pressure on the subcommittee to not forget radio's interests.

For himself, Mr. Gabbert is seeking a fourth term as president of the association. He says he does not think it wise to change horses during a transition to a new FCC chairman (Charles Ferris, who was awaiting Senate confirmation last week). But after next year, if elected, he says he wants to put a period to his tenure.

Mr. Gabbert does not plan to give his own spoken charge to the membership in convention this week, but says the convention program, with sessions on business and technology, and speeches from prominent Washington figures, will get across the messages radio needs to hear. A complete agenda of the meetings and festivities in New Orleans begins on page 36.



**Veterans of NRBA.** Joining Mr. Gabbert in the NRBA leadership circle are some of the association's early enlistees (l-r): Robert Herpe, WPLR(FM) New Haven, Conn., NAFMB and NRBA chairman for the last four-and-a-half years; Abe Voron, a charter NAFMB member, former president and chairman, now executive vice president-government relations; and John Richer, former NAFMB president, now executive vice president-administration.

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# Hour by hour, day by day at the NRBA

Sunday, Oct. 9

**Registration.** 9 a.m.-5 p.m. First floor.

**Board meeting.** 10 a.m. Eglinton and Winton rooms.

**Exhibits open.** 2:30-5:30 p.m. Grand Salon.

**Reception.** 5:30 p.m. Grand Ballroom.

**Armstrong Awards/FM Pioneers dinner.** 7:30 p.m. Grand Ballroom.

Monday, Oct. 10

**Registration.** 8 a.m. First floor.

**General session.** 9 a.m. Grand Ballroom. Keynote: Miles David, president, Radio Advertising Bureau.

**Five concurrent workshops.** 9:30 a.m.

**Management: Up Your Cash.** Moderator: Richard L. Geismar, Covenant Broadcasting. Panelists: Barstow Bates, Cash Flow Inc.; William Vickery, Dancer Fitzgerald Sample; Pat Breuer, WSAI-AM-FM Cincinnati; Fred Cige, Metromedia.

**Sales: Small Market Sales.** Moderator: Chester Coleman, KGAB(FM) Camarillo, Calif. Panelists: Paul Dunn, WTLB-AM-FM Utica, N.Y.; Gene Flowers, W6MB(AM) West Branch, Mich.; Guy Irway, KKIO(AM) Santa Barbara, Calif.

**Programming: Taking a Market by Storm.** Moderator: Bob Herpe, WPLR(FM) New Haven, Conn. Panelists: Pam Strauss, KIKI(AM) Honolulu; Jimi Fox, KTNQ(AM) Los Angeles; Bob Hanneberry, consultant. New York.

**Promotion: 101 Station Ideas.** Moderator: Dick Ferguson, WEZN(FM) Bridgeport, Conn. Panelists: Paul Neuhoﬀ, WERE(AM)-WGCL(FM) Cleveland; Lee Abrams, Burkhart-Abrams; Phil Roberts, Greater Media Inc.

**Engineering: The Ins and Outs of FCC Inspection.** Moderator: Dutch Doelitzsch, WDDD(FM) Marion, Ill. Panelists: Two station chief engineers and two FCC inspectors, to be announced.

**Luncheon.** 12:30 p.m. Grand Ballroom. Speaker: Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee.

**Exhibit hall opens.** 1:30 p.m.

**Six concurrent workshops.** 3 p.m.

**Management: Get Smart Before You Start—Buying and Selling a Radio Station.** Moderator: Steve Heater, KSPN(FM) Aspen, Colo. Panelists: Paul Kagan, appraiser, "How to Appraise the Value of a Radio Station"; Richard Shaheen, broker, "Finding Buyers and Sellers"; John Wilson, First National Bank of Dallas, "Raising the Money"; Art Freidman, Arthur Anderson & Co., "All-Important Tax Considerations."

**Sales: Answering Format Objections.** Moderator: Jim Connor, WWSH(FM) Philadelphia. Panelists: Bill Clark, KABL(AM) Oakland, Calif., "Good Music—the Golden West Study"; Bill Parke, WIF(FM) Philadelphia, "Rock: I Can't Stand Your Music"; Gil Rosenwald, WHK(AM)

Cleveland, "Country: Your Listeners Have No Money."

**Programming: How Many Kinds of Rock Are There?** Moderator: Eric Hauenstein, KDKB(AM) Mesa, Ariz. Panelists: Dick Drury, Bonneville Broadcast Consultants; John Catlett, WPIX-FM New York; Dean Landsman, Dean Landsman Radio Services.

**Research: New Applications.** Moderator: Jim Duncan, American Radio '77. Panelists: Ellen Hulleburg, McGavren-Guild, "Rad Sked"; Bill Shank, Katz Radio, "Katz Probe"; Bob Galen, Blair Radio, "Brain Plan."

**Engineering: AM—How to Compete With FM Sound.** Moderator: Ben Dawson, Hatfield & Dawson, Seattle. Panelists: Allen Roycroft, Broadcast Services; Ogden Presholdt, A. D. Ring & Associates; Steve Waldie, consultant.

**Engineering: FM—Like Hell You Will.** Moderator: Eric Small, Eric Small & Associates. Panelists: Peter Onagan, Jampro; Milan Liggett, Century Broadcasting; Tom Mann, EZ Communications; Gary Schroeder, WCLR(FM) Chicago.

**Reception** 5-6:30 p.m. Exhibit hall.

Tuesday, Oct. 11

**Membership meeting.** 8:30 a.m. Marlborough Suite.

**Eye-opener session.** 9 a.m. Sponsored by Torbet-Lasker.

**Five concurrent workshops.** 9:30 a.m.

**Management: Keeping the Government Away—EEO, Labor Relations, Sales, Double Billing, Lotteries, Payola, Promise Versus Performance.** Moderator: Thomas Shattenfield, Arent, Fox, Kintner, Plotkin & Kahn. Panelists: Gary Epstein, Arent, Fox; Lawrence Henneberger, Arent, Fox; Frank Washington, Office of Telecommunications Policy.

**Sales: New Directions in National Representation.** Moderator: Jack Masla, Jack Masla & Co. Panelists: Lew Faust, Selcom Inc., "Is there a Place in the Sun for a New Rep Firm?"; Allen Torbet, Torbet-Lasker, "Rep Networks"; Bob Duffy, Christal, "Group Owned Reps"; Bob Walton, Walton Broadcast, "Small Market Reps"; Saul Frischling, H. R. Stone, "Specialized Reps."

**Promotion: Station Promotion.** Moderator: Lew Latto, WAKX-FM Duluth, Minn. Panelists: Mike McDaniel, WHEZ(FM) Huntington, W. Va., "Take It Easy"; Joyce Bose, KBIG(AM)-KBRT(FM) Los Angeles, "Stay Beautiful"; Timothy Ives, WJBC(AM) Bloomington, Ill., "The First Quarter"; John Bayliss, Combined Communications, "Different Strokes for Different Folks."

**Programming: Making Money with News and Sports.** Moderator: Gary Worth, Mutual Broadcasting. Panelists: Hal Kemp, KTRH(AM) Houston; Paul Neuhoﬀ, WERE(AM)-WGCL(FM) Cleveland; Jack Adamson, KIRO(AM) Seattle; Elmo Ellis, WSB-AM-FM Atlanta.

**Engineering: New Technology.** Moderator: Harold Kassens, A. D. Ring Associates. "AM Stereo," panelists: Arnold Meyer, Belar; Bob Streeor, Magnavox; Norm Parker, Motorola;

Leonard Kahn, Kahn Research; Richard Mertz, WBT(AM) Charlotte, N.C.; Robert Weirather, Harris Corp. "FM Quad," panelists: Jim Gabbert, KIQI(AM)-KIOI(FM) San Francisco; Lawrence Midlecamp, FCC.

**Luncheon.** 12:30 p.m. Grand Ballroom. Speaker: Outgoing FCC Chairman Richard E. Wiley.

**Exhibit hall opens.** 1:30 p.m.

**FCC/legal session.** 3 p.m. Grand Ballroom. Moderators: Thomas Shattenfield, Arent, Fox, Kintner, Plotkin & Kahn, and Jim Gabbert, KIQI(AM)-KIOI(FM) San Francisco. Panelists: Wallace Johnson, chief, FCC Broadcast Bureau; Martin Levy, deputy chief, FCC Broadcast Bureau; William B. Ray, chief, FCC Complaints and Compliance Division; Richard J. Shiben, chief, FCC Renewal and Transfer Division; C. Phyll Horne, chief, FCC Field Operations Bureau; John Taft, assistant chief, FCC Policy and Rules Division.

**Reception.** 5-6:30 p.m. Grand Ballroom.

Wednesday, Oct. 12

**Eye-opener session.** 9 a.m. Sponsored by SESAC.

**Five concurrent workshops.** 9:30 a.m.

**Management: Success Is Where You Find It.** Moderator: Ken Mellgran, WJIB(FM) Boston. Panelists: Bob Richer, WNCN(FM) New York, "Classical Music"; Don Bonin, KDEA(FM) New Iberia, La., "Beautiful Music in a Small Market"; Nick Verbitsky, WHN(FM) New York, "Country in the Big City"; Lee Morris, wsoc(AM) Charlotte, N.C., "After NIS."

**Sales: Major Market Sales—Rates, Inventory Control, Compensation Plans, Upgrading Rate Cards.** Moderator: Bernie Mann, WGLD(AM) High Point, N.C. Panelists: Bill Haig, WTMJ(AM) Milwaukee; Paulie Landon, KOIT(FM) San Francisco; Ralph Guild, McGavren-Guild; Maurice Webster, The Webster Group.

**Programming: Adult Music—Where It Will Come From.** Moderator: Jim Schlichting, Starborne Productions. Panelists: Bob Chandler, WGAY-AM-FM Washington; Marlin Taylor, Bonneville Broadcast Consultants; Lester Sill, EMI Screen Gems; John Ross-Banard, BBC; Frank Chacksfield, British recording artist.

**Research: The Future of Broadcast Research.** Moderator: Ted Dorf, WGAY-AM-FM Washington. Panelists: Bill Engle, Arbitron; Jim Seiler, Mediastat; Richard Roslow, Pulse; Harry Bolger, Burke Marketing Research; Jim Araca, RAB.

**Engineering: Audio Processing.** Moderator: Jim Loupas, consultant. Panelists: Mike Derow, inventor; Jim Wood, Inovonics; Jeffrey Mendelhall, Harris Electronics; Ed Mullin, Ampro; Bob Orban, Optimod; James L. Tonne, Moseley Associates.

**Idea Exchange for Markets Under 50,000.** Moderator: Dutch Doelitzsch, WDDD(FM) Marion, Ill. Open forum for sharing of ideas, techniques, methods and experiences.

**Get-away buffet.** 12:30 p.m. Grand Ballroom.

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Outstanding Special, Drama or Comedy.

Outstanding Lead Actress  
in a Drama or Comedy Special.

Outstanding Writing  
in a Special Program, Drama or  
Comedy (Adaptation).

Outstanding Achievement  
in Music Composition for a Special  
(Dramatic Underscore).

**George Foster Peabody Award.**

**Writers Guild of America Award  
as Outstanding Teleplay of the Year.**



# On the exhibit floor: an NRBA bazaar

- AKG Acoustics** 94  
91 McKee Drive, Mahwah, N.J. 07430  
Product: Microphones, headphones, phono cartridges, reverberation units, accessories. Personnel: Robert Miller.
- Ampro Broadcasting** 8-10  
850 Pennsylvania Boulevard, Feasterville, Pa. 19047  
Product: Audio control center, consoles, cassette playback unit\*, three deck multiple playback cartridge unit\*, Monomax matrix system\*, line amps, distribution amps, mini-automation system for tape cartridge units. Personnel: Ed Mullin, Joe Novik, Fred Rosenberg.
- Automated Processes** 66  
780 Park Avenue, Huntington, N.Y. 11743  
Product: Audio consoles\*, digitally controlled intercom system, crosspoint audio switchers, audio distribution equipment, audio processing modules. Personnel: H. Charles Riker, Nick Balsamo.
- Automation Electronics** 109-111  
1001 South Street, Lafayette, Ind. 47902  
Product: Autotron business system, cartridge program automation system. Personnel: Larry Zaiser, Rusty Gold, Allen Collier, Richard Edyvean, Ed Reed, Tom Ransom, Sandi Agnor.
- Belar Laboratories** 26  
Lancaster Avenue, Box 826, Devon, Pa. 19333
- Bloomington Broadcasting** 107  
236 Greenwood Avenue, Bloomington, Ill. 61701  
Product: Computer systems for broadcast business automation. Personnel: Tim Ives, Don Newberg, John Clark, Lynn Laurie.
- Broadcast Electronics** 56,57,66,69  
4100 North 24th Street, Quincy, Ill. 62301  
Product: Single and multiple deck tape cartridge machines, consoles, turntables, preamps, AGC, limiting amps. Personnel: Lawrence J. Cervon, Curtis I. Kring, A. Hans Bott, Robert G. Bousman, John A. Burtle, Michael L. Sirkis, William L. Price.
- Broadcast Programing International** 73-74  
Box 547, Bellingham, Wash. 98225  
Product: Radio programing packages (Country Living, MOR, adult contemporary, album oriented rock, Bright 'n Beautiful, announced easy listening, easy listening, Spectrum, concert overtures and encores, Rock Gold). Personnel: Kemper Freeman Jr., Jon Holiday, Skip Piper.
- Cablewave Systems** 4  
60 Dodge Avenue, North Haven, Conn. 06473
- Capitol Magnetic Products** 14  
1750 North Vine Street, Hollywood 90028  
Product: Broadcast tape cartridges, Q-15 low noise tape. Personnel: Dick Blinn, Bill Clarke, Larry Hockemeyer, Harry Preston, Jack Sullivan, Frank Ticheli.
- CBS Technology Center** 122  
227 High Ridge Road, Stamford, Conn. 06905
- CCA Electronics** 42,55  
Broadcast Plaza, Box 550, Cherry Hill, N.J. 08034  
Product: Transmitters, automatic AM-FM switcher\*, solid state AM low level driver\*, FM Optimod, ATS\*, test rack including live exciter and IM distortion test, solid state amp\*, Bogner FM antenna, Comark antenna. Personnel: Jason Fox, Art Silver, Bob Sidwell, David Orienti, Bruce Schiller, Don Powers, Ted Schober, Juan Chiabrando, Carolyn Alkis, Ira Joachim.
- Cetec Broadcast Group** 32-37  
75 Castilian Drive, Goleta, Calif. 93017  
Product: Schafer 7000 sequential system\*, Sparta 1 kw AM transmitter, Jampro FM antenna, studio furniture, consoles, tape cartridge equipment. Personnel: Andrew McClure, Earl Bullock, Hugh Wilcox, Tom Copeland, Dwight Herbert, Burt Rumley, Marty Hijmans, Jay Cooke.
- Collins Broadcast Products** 63-64  
1200 North Alma Road, Richardson, Tex. 75081  
Product: Transmitters, consoles, exciter. Personnel: D.A. Senter, Terry Sheffield, Ray Evans, Dave Hultsman.
- Consolidated Electronics** 111  
10315 Kensington Parkway, Kensington, Md. 20795
- CSI Electronics** 91-92  
3800 South Congress Avenue, Boynton Beach, Fla. 33435
- Delta Electronics** 22  
5534 Port Royal Road, Springfield, Va. 22151
- Digital Products** 118  
4028 Northeast Avenue, Fort Lauderdale, Fla. 33334  
Product: Telsol sequential automatic telephone dialer. Personnel: Edward M. Cappucci, Manuel Wong.
- Dolby Laboratories** 89-90  
731 Sansome Street, San Francisco 94111  
Product: FM broadcast processor, single channel noise reduction units, Marantz, Nakamichi, Sansui and Sony receivers and tuners incorporating Dolby FM circuitry. Personnel: Kevin G. Dauphinee, Penny Heidrick, Christopher Parker.
- Edcó Products** 5-6  
680 Bizzell Drive, Lexington, Ky. 40504  
Product: Tape cartridge and cassette equipment, stereo phase enhancer. Personnel: Ronald DeBrey, Ronald Eigenmann.
- Fidelipac** 114  
109 Gaither Drive, Mt. Laurel, N.J. 08057  
Product: Hot Tape, Master Cart, wow, flutter and drift meter\*, tape cartridges, cartridge alignment tapes and guages, on-air light, storage racks, erasers, extended life delay cartridges. Personnel: Arthur Constantine, Robert Gosciak, Daniel McCloskey, Justin Herman, Steve Rosenthal, George Riggins.
- Harris Corp.** 28,29,40,41  
Box 290, Quincy, Ill. 62301  
Product: Transmitter, MS-15 exciter, automation systems, audio processor, consoles, tape cartridge machines. Personnel: Kenneth R. Schwenk, Walter B. Rice, Jerry Preston, Mark Hutchins, Geoff Mendenhall, Tolland Looper.
- IGM** 119-120  
4041 Home Road, Bellingham, Wash. 98225  
Product: BASIC control systems\*, MARC VII, Instacart, Go-Cart. Personnel: Nick Solberg, Carl Peterson, JoAnn Roe Burkhart, Jim Woodworth, Dale Anderson, Sonny Langstraat.
- Inovonics** 95  
503-B Vandell Way, Campbell, Calif. 95008
- International Tapetronics** 25  
2425 South Main Street, Bloomington, Ill. 61701  
Product: Tape cartridge reproducers/recorders, eraser/splice locator, reel-to-reel recorders/reproducer. Personnel: Bob Tria, John Abdnour.
- Jefferson Data Systems** 100  
501 Archdale Drive, Charlotte, N.C. 28210  
Products: General accounting and radio service. Personnel: Mike Jones, Bill Jennings, John McDonald, Joe Schwartzel.
- Johnson Electronics** 24  
Box 7, Casselberry, Fla. 32707  
Product: SCA tuners, receivers, tuner/amplifier combinations, RF amps, five channel input mixer\*, AD-2 antenna director\*. Personnel: Ralph L. Weber, Joseph M. Lutz, Clyde S. Redwine, Robert D. Weber.
- Kaman Sciences** 59-60  
Box 7463, Colorado Springs 80933  
Product: BCS 100 in-house traffic and accounting business computer system. Personnel: Jack Finlayson, Larry R. Jones, Jim Wilson, Dick Trapp, Debbie Patton, Lynda Johnson.
- Key Industries** 18  
604 North Hill Street, South Bend, Ind. 46617
- James B. Lansing Sound** 102-103  
8500 Balboa Boulevard, Northridge, Calif. 91329  
Product: 4301 broadcast studio monitor, 4311 control monitor, 4315 studio monitor. Personnel: PV. Horsman, Carl Cathcart, Ewald Consen.
- LPB** 84,97  
520 Lincoln Highway, Frazer, Pa. 19355  
Product: Audio consoles, preamps, compressor-limiters, distribution amps, turntables, studio furniture systems\*. Personnel: Richard



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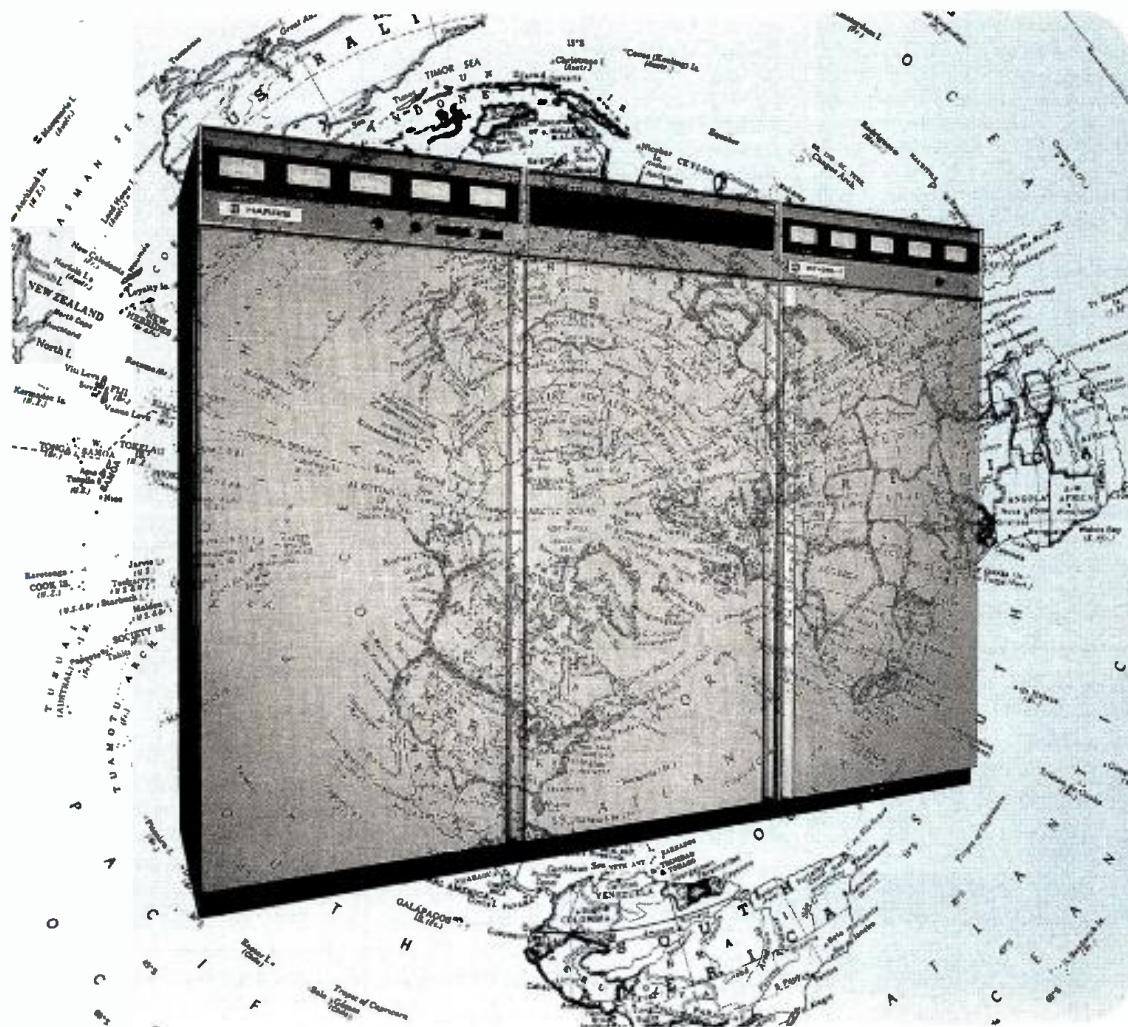
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**Marathon Products** 108  
334 West Boylston Street, West Boylston, Mass. 01583

*Product:* Broadcast tape cartridges, tape head cleaners, torque test cartridges, speed indicator charts, head demagnetizers. *Personnel:* Richard Myers, Bart Bagdasarian, George Riggin, Jack Vines.

**Marti Electronics** 104-105  
1501 North Main Street, Box 661, Cleburne, Tex. 76031

**McCurdy Radio Industries** 7  
1711 Carmen Drive, Elk Grove Village, Ill. 60007

*Product:* Stereo production package. *Personnel:* Ron Mitchell, Peter Buzzard, Cliff Rogers, Stan Maruno.

**McMartin Industries** 70-72  
4500 South 76th Street, Omaha, Neb. 68127

*Product:* Transmitters, consoles\*, RPU receiver, five frequency FM relay receiver\*, rack mount SCA generator, rack mount stereo generator, EBS receiver and tone generator, five channel FM receiver, single channel AM receiver, phono preamp, mixers, portable battery operated four channel console\*, portable FM-SCA receiver\*, FM-SCA receivers\*, amps\*, AM-FM receiver\*, 10 watt FM exciter-transmitter, frequency modulation monitor, stereo modulation monitor, SCA modulation monitor. *Personnel:* Roy B. McMartin, Joe Engle, Howard W. West, Robert Anderman, Charles Goodrich, Tom Butler, Bob Switzer, Don S. Jones, Jerrell Henry.

**Micro Control Associates** 113  
Box 13250, Arlington, Tex. 76013

*Product:* Aural studio-transmitter links (wide-band composite and narrowband)\*, radio and wire line remote control and telemetry system\*, ATS\*, sub-carrier generator and receiver\*. *Personnel:* Bob Hite, Joe Hudgins, Jeff Freeman, Bob Richards.

**Micro-Trak** 65  
620 Race Street, Holyoke, Mass. 01040

*Product:* System D studio compact audio control center, consoles, phono preamp, automatic antenna heater control system\*. *Personnel:* William E. Stacy, Alan Newhouse.

**Minneapolis Magnetics** 85  
8125 Pleasant Avenue, South, Minneapolis 55420

**Money Machine** 27  
Box 23355, Nashville 37202

*Product:* Sales-production library, Music Explo music library service\*, station ID series, radio sales training program, sales promotions. *Personnel:* Jerry K. Williams, C.H. Quick, Paul Worley, Pat Patrick, Jack Jackson.

**Moseley Associates** 98-99  
111 Castilian Drive, Goleta, Calif. 93017

*Product:* TCS-2 transmitter remote control\*, aural studio transmitter links, remote pickup links, audio limiter, digital remote system. *Personnel:* John E. Leonard Jr., Albert A. Crocker, James L. Tonne.

**Mutual Broadcasting System** 116-117  
1755 South Jefferson Davis Highway, Arlington, Va. 22202

*Product:* Three hourly newscasts, sports reports and play-by-play coverage, news inserts-actuality feeds, feature programs. *Personnel:* C. Edward Little, Gary J. Worth, Craig Whetstone, Frank Murphy.

**Fred A. Nudd Corp.** 19  
Route 104, Ontario, N.Y. 14519

*Product:* Custom-made towers, tower service. *Personnel:* Rick Nudd, Carolyn Beisiegel.

**Orange County Electronics** 123  
1125 Empress Street, Winnipeg, Manitoba R3E 3H1

*Product:* Audio processing and monitoring equipment. *Personnel:* Michael Gillespie, Susan Spiller.

**Orban Associates** 15-16  
459 Bryant Street, San Francisco 94107

*Product:* Dynamic sibilance controller, dual spring reverb, parametric equalizer, stereo compressor-limiter, stereo synthesizer, Optimod-FM, Optimod-AM\*. *Personnel:* John Delantoni, Robert Orban, Frank Santucci.

**Otari** 86-87  
981 Industrial Road, San Carlos, Calif. 94070

*Product:* Tape recorders, reproducers, duplicators. *Personnel:* Jack Soma, Leon A. Wortman, Lewis Barrett, Greg Wintrup, Ken Ikezawa, David McClurg.

**Pacific Recorders and Engineering** 112,-  
124-125

11100 Roselle Street, San Diego 92121  
*Product:* System One console, Multilimiter limiter, Multimax agc amplifier, Digitimer digital clocks\*. *Personnel:* Jack Williams, Elyn Williams, Cindy Guzzo, Gary Nelson.

**Paperwork Systems** 11-12  
Box 38, Bellingham, Wash. 98225

*Product:* BAT 1700 automatic computer scheduling and accounting system\*, computer traffic, billing, accounting, payroll, sales and management systems. *Personnel:* Warren W. Middleton, Christopher M. Young, Richard Lamoreaux.

**Phelps Dodge Communications** 96  
Rte. 79, Marlboro, N.J. 07746

*Product:* FM antennas and associated components. *Personnel:* E.F. Boehm, Saul Esocoff.

**QEI** 13  
Rte. 73, Kresson, N.J. 08053

*Product:* Transmitters, monitors, signal processors, ATS\*. *Personnel:* Charles J. Haubrick, William J. Hoelzel III, Edwin L. Etschman III, John J. Pilman.

**QRK Electronics** 101  
1568 North Sierra Vista Avenue, Fresno, Calif. 93702

*Product:* Turntables, consoles. *Personnel:* Bob Sidwell, Bill Wiseloge, Charlie Hallinan, Claude Hill, Coleman Smith.

**Ramko Research** 80  
11355-A Folsom Boulevard, Rancho Cordova, Calif. 95670

*Product:* DC-12 and DC-38 audio consoles\*, distribution amplifiers, mic and line amplifiers, turntable preamps, limiter/compressor, equalizing amps, monitor amps, tape winders, solid state meters. Technics turntables, reel and cassette recorders, power amps, parametric equalizers, tuners, speakers, Telex cartridge machines. *Personnel:* Roy Kohfeld, Linda Kohfeld, Jack M. Ducart, Steve Kincaid, Keith Miller, Nathan Hughes, Dave Velusma, Roy Ridge, Irving Law, Clifton Droke.

**RCA Broadcast Systems** 75-78  
Front and Cooper Streets, Camden, N.J. 08101

*Product:* Transmitters, signal processing equipment, solid state FM exciter\*, antennas, limiter, two-way communications equipment, limiter-clipper, consoles. *Personnel:* David Newberg, Randy McAllister, W.W. Warren, G. Strubel, R.S. Putnam, Dick Abt, J.E. Smith, E.H. Hoff, D. Forbes.

**Robins** 115  
75 Austin Boulevard, Commack, N.Y. 11725

*Product:* Monitor amp, linear faders, Reverbatron, RPC broadcast module\*, custom consoles, distribution amp, console, Integra 3 cards and accessories. *Personnel:* Herman Post, Steven Friedman, Sam Jones.

**Saki Magnetics** 106  
1649 12th Street, Santa Monica, Calif. 90404

*Product:* Two-inch ferrite Recortec Certifier magnetic tape heads\*, two-inch 24 track min-com heads\*, VR 1200 ferrite audio assembly\*, ferrite and metal magnetic tape heads. *Personnel:* Eugene Sakasegawa, Trevor J. Boyer.

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# AEI Public Policy Forums: Names and Issues Your Audience Knows

## U.S. ENERGY POLICY: WHICH DIRECTION?



*Left to right:* Edward J. Mitchell, University of Michigan; Melvin R. Laird, Reader's Digest Association; John Charles Daly, Moderator; Rep. Morris Udall, (D-Ariz.); and John O'Leary, Administrator, FEA.

## PROSPECTS FOR PEACE IN THE MIDDLE EAST



*Left to right:* George Ball, former Under Secretary of State; Senator Jacob Javits, (R-N.Y.); Joseph J. Sisco, Moderator; J. William Fulbright, former U.S. Senator; and Rita Hauscr, former U.S. Delegate, UN General Assembly.

## COMPETITION IN THE AIRLINES: WHAT IS THE PUBLIC INTEREST?

## PROFESSORS, POLITICIANS AND PUBLIC POLICY



*Left to right:*  
 Senator Edward M. Kennedy, (D-Mass.)  
 Albert V. Casey, Chairman, American Airlines  
 John Robson, former CAB Chairman  
 Edwin I. Colodny, President, Allegheny Airlines  
 Lamar Muse, President, Southwest Airlines

*Left to right:*  
 Senator S. I. Hayakawa, (R-Cal.)  
 Senator Daniel Patrick Moynihan, (D-N.Y.)  
 Robert Bork, former U.S. Solicitor General  
 Irving Kristol, Senior Fellow, American Enterprise  
 Institute

These are among the recent one-hour panel programs produced by the American Enterprise Institute for Public Policy Research and distributed without charge as a public service to more than 500 commercial and public television stations, radio stations and cablevision systems. Write today for our catalog or to preview one or more shows.

Bob Doyle / BNA Communications, Inc. / 9401 Decoverly Hall Road / Rockville, Md. 20850 / 301/948-0540



**Scully Recording Instruments** 58  
 475 Ellis Street, Mountain View, Calif. 94043  
 Product: 250 recorder/reproducer\*, 255  
 reproducer\*, 280B-2 variable pitch controlled  
 studio recorder; 400L broadcast logger with  
 time code. Personnel: Homer Hull, William  
 Krehbiel, William Hamilton, Gareth Nelson, Er-  
 nest Ray, Jim Ratcliffe.

**Shure Brothers** 17  
 222 Hartrey Avenue, Evanston, Ill. 60204  
 Products: Microphones, phono cartridges,  
 50AC acoustic coupler\*. Personnel: Shelly  
 Brown, John Phelan.

**Eric Small & Associates** 20-21  
 680 Beach Street, Suite 315, San Francisco  
 94109

Product: Tower light monitor, ATS-remote con-  
 trol-automatic logging system\*, peak program  
 meters, Denon turntables\*. Personnel: Eric  
 Small, Jesse Maxenchs, John Kean, James  
 Loupas.

**Sono-Mag** 81-83  
 1019 West Washington Street, Bloomington, Ill.  
 61701

Product: DP-2 automation systems with traffic  
 control editing, Clear-Text logging systems\*,  
 remote control for automation system\*, paper  
 work system for direct interface with DP-2. Per-  
 sonnel: William E. Moulic, Stephen S. Sampson,  
 Bob Popke, Pete Charlton, Joe Toher.

**Stanton Magnetics** 93

Terminal Drive, Plainview, N.Y. 11803  
 Product: Phono cartridges, styli, headphones,  
 turntables, preamps, stylus wear gauge. Per-  
 sonnel: G.L. (Pete) Bidwell, Jim Fox, George  
 Alexandrovich, Paul Torraca.

**Studer/Revox America** 3  
 1819 Broadway, Nashville 37203

**Tapecaster TCM** 1-2  
 Box 662, Rockville, Md. 20851

**Telex Communications** 23  
 9500 Aldrich Avenue South, Minneapolis  
 55420

Product: Telex/Magnecord reel and cartridge  
 machines, MC cartridge recorder-reproducer\*,  
 record and/or preamps, headsets. Personnel:  
 Don Merein, Greg Dzubay.

**Time & Frequency Technology** 38-39

3000 Olcott Street, Santa Clara, Calif. 95051  
 Product: AM and FM frequency and modula-  
 tion monitors, digital remote control, ATS  
 equipment, STL equipment\*. Personnel: Bob  
 Cochran, Tom Creighton, Cal Eckels, Frank  
 Stolten, Jo Wu.

**UMC Electronics** 30-31

460 Sackett Point Road, North Haven, Conn.  
 06473  
 Product: Beaucart tape cartridge machines,  
 splice finders, Beau cartridge heads, tape drive  
 motors. Personnel: Allan J. Shaftel, C.F. Rockhill,  
 C.E. Collett, Preston R. Weaver, Joe Shepter.

**United Recording Electronics** 88

8460 San Fernando Road, Sun Valley, Calif.  
 91352  
 Product: Broadcast consoles, limiter,

parametric equalizer, graphic equalizers, tun-  
 able bandpass filters, signal processing equip-  
 ment. Personnel: Dewitt F. Morris.

**Thomas J. Valentino Inc.** 67

151 West 46th Street, New York 10036  
 Product: Sound effects records. Personnel:  
 Francis T. Valentino.

**Ward-Beck** 61-62

841 Progress Avenue, Scarborough, Ont. H1H  
 2X4

**Wilkenson Electronics** 79  
 701 Chestnut Street, Box 738, Trainer, Pa.  
 19013

**Windchime Communications** 121

15300 Ventura Boulevard, Suite 220, Sherman  
 Oaks, Calif. 91403  
 Product: MellowMusic format. Personnel: Tom  
 McKay, Jim King, Bob McCain.

\*New product

## Hospitality in the Hilton suites

ACTION	802	Drake-Chenault	1843
Arbitron	1743	Eastman Radio	2229
Arent, Fox, Kintner	606	Filmways Radio	1543
Toby Arnold & Associates	943	FM 100 Plan	1043
Associated Press	2243	Greater Media Services	1829
Audio Consultants	1129	Harris Corp.	1306
Automated Business Concepts	2206	IGM/NTI	602
Automation Electronics	406	Jefferson Data Systems	611
Blackburn & Company	1406	Johnson Electronics	647
Bloomington Broadcasting	443	KalaMusic	1529
Booneville Broadcast Consultants	706		
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BROADCASTING Magazine	743		
Broadcast Marketing	1923		
Broadcast Programing	1206		
Buckley Radio Sales	1443		
Burke Marketing Research	2143		
Kent Burkhard/Lee Abrams	729		
Capitol Magnetics Products	2123		
Cavox Stereo Productions	1823		
CCA Electronics	1243		
Century 21 Productions	929		
Cetec Broadcast Group	447		
Chapman Associates	2106		
Chicago Radio Syndicate	1506		
Christal Company	1029		
Collins Broadcast Products	511		
Compu/Net	1723		
Comrex	1106		

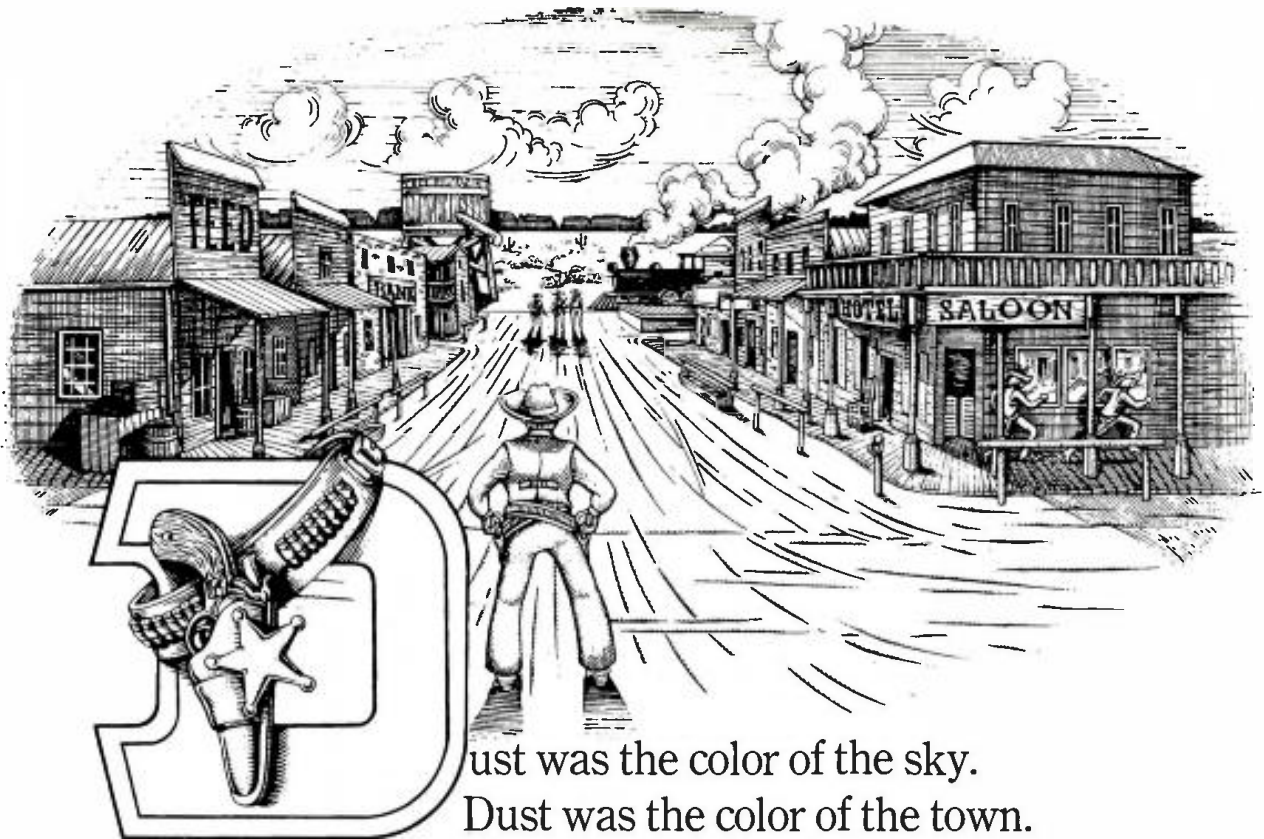
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McCurdy Radio Industries	1006
McGavren Guild	906
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Mutual Broadcasting System	1629
Orban Associates	2223
Peters Productions	1906
Public Conversation	1811
Scully Recording Instruments	2423
Selcom	529
Alan Stang Report	811
Starborne Productions	843
Radio Arts	1706
RCA Broadcast Systems	639,643
Radio Programing/Management	747
William B. Tanner	1729
TM Programing/Productions	1806,1929
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The young sheriff moved toward the railway platform, pausing only to wipe his moist palms on his holsters.

He watched the Union Pacific engine hurtle around the bend and screech to a clanging, hissing stop. Silently, the Dalton boys swung from the train onto the station platform. Suddenly the sheriff found himself staring down the barrels of three shotguns. The street behind him was empty but for the dust.

There was no turning for help.

As his hands crept slowly toward his gun belt he knew he had to say it now or forever hold his peace. A crooked smile played about the corners of his mouth, as he drawled, "Boys, I want you to hear me and hear me good. Just remember, that Xerox is a registered trademark of Xerox Corporation and, as its brand name, should be used only to identify its products and services."



## Unanimous verdict on Dick Wiley: his was virtuoso performance at FCC

**Late to bed, early to rise chairman shaped that agency as an instrument responsive to his vision of government's role; he sought to please all comers, and was faulted only for succeeding; the E., it turns out, was for efficiency**

For several months, Richard E. Wiley—who leaves office as FCC chairman this week—has been something of an anachronism in Washington. A Nixon-era holdover in a Carter administration that includes such self-confessed consumerists as the Federal Trade Commission's Mike Pertschuk, Mr. Wiley, when asked to state his greatest accomplishment as FCC chairman, replies: "Efficiency in government."

This, obviously, was not the kind of regulator whose taste ran to change. Not only is "efficiency in government" a rare claim among public officials, neither is deregulation, or reregulation, the kind of thing most government officials would adopt as a major policy initiative. Dick Wiley did, years before it became a popular theme of the Ford administration. It was the classic conservatism: Where government is concerned, less is better.

Then, too, there were those other characteristics that set him apart: the enormous energy with which he conducted the commission's affairs, the deliberate effort to make the FCC less forbidding to those it regulates, and what spokesmen for such disparate interests as broadcasters, cable operators and citizen groups speak of as his fairness and willingness to listen.

And there seems little doubt that he leaves the FCC—to take up private practice as managing partner of the Washington office of Kirkland & Ellis ("Closed Circuit," Oct. 3)—with an enormous fund of goodwill, at least among broadcasters. The Oregon Association of Broadcasters a few months ago adopted a resolution expressing its "admiration, respect and heartfelt thanks." The National Radio Broadcasters Association presented him with a plaque describing him as a "beloved regulator . . . admired, loved and respected." And when BROADCASTING several months ago ran a story dealing with a rash of commission reversals in court (and headlined "Wiley's FCC: in danger of disappearing") a communications lawyer wrote a letter expressing outrage at what he felt was criticism of the chairman and suggesting that a "tribute" would be more appropriate. The lion, it seemed, had indeed lain down with the lambs.

When Mr. Wiley—who joined the commission as general counsel in September 1970 and was named a commissioner in January 1972—assumed the chairmanship in March 1974, he had no ambitions for reshaping the industries regulated by the commission. A BROADCASTING article reviewing his first year as chairman said he had been attempting to "institutionalize rhetoric as part of an activist campaign to dampen fires, not start them" (BROADCASTING, March 17, 1975). He did not disagree.

But if visions of policy breakthroughs did not dance in his head, a view of an orderly, well-run FCC did. And that might have seemed the wildest dream of all. Never known for the efficiency of its operations, the commission, four years ago, was in a state of disrepair. It was three members short. A number of tough policy issues were left to be resolved. Key staff positions were vacant. And the agency seemed to be slowly sinking under the weight of backlogs.

Nevertheless, Chairman Wiley promised a vigorous, efficiently run FCC. And, as President Nixon brought the commission up to full strength (with the appointments of James Quello, Glen O. Robinson and Abbott Washburn), Mr. Wiley began delivering.

He filled the staff vacancies and began setting deadlines (announcing them in 90-day calendars). He met weekly with bureau

chiefs, and he held the commission to a strenuous schedule of three or four meetings a week. Most important, perhaps, he demonstrated a readiness to grapple with issues, no matter how thorny: He was an activist.

In time, the balky commission began to respond. Controversial, long-pending issues were disposed of. Renewal and transfer applications began moving through at a reasonably fast pace. Even backlogs began melting; incredibly, a list of several hundred petitions to deny license renewal that had been filed by citizen groups was reduced practically to zero.

In the process, Mr. Wiley made a mark on the commission as had few of his predecessors. Most of those with whom he filled staff vacancies were what some called "Wiley look-alikes"—a reference to the preference they shared with him not only for three-button suits and rep ties but also for a conservative approach to government. His mastery of a whole range of issues enabled him to dominate commission meetings. What's more, he involved himself deeply in the work of the staff in drafting major items for commission consideration, with the result that the "staff" items that emerged were often more accurately "Wiley" items—a circumstance that sometimes nettled colleagues who would have preferred presentations by an uninhibited staff.

To a large extent, some observers noted last week, Mr. Wiley was aided in making the mark he did by serving with colleagues who generally were congenial. Fortunately for Mr. Wiley, one communications lawyer observed, he did not have to deal with a Nicholas Johnson or a Kenneth Cox, both strong-minded com-



Wiley

missioners who, when they served together with Chairman Rosel H. Hyde, threatened at times to take over the commission. (In the past year, Commissioner Joseph Fogarty is said to have given Mr. Wiley a slight taste of the trouble Mr. Hyde had known.)

If there is one criticism made of Chairman Wiley's conduct it is the eagerness to please, the willingness to compromise, the desire to adopt actions on 7-to-0 votes, if possible. One result was an unusually high percentage of unanimous votes. But there are some who say that the desire to please all contending parties can be self-defeating. Implicit in the criticism is the suggestion that, in his absorption with the trees of the opposing forces at hand, he lost sight of the forest of the public's interest.

They cite, for example the fashioning of the decisions in the media cross-ownership and pay-cable cases that were reversed by the U.S. Court of Appeals in Washington. Sources who were close to the decision-making say that the crossownership case was the product of Mr. Wiley's determination to take some action, even if not dramatic—for fear of reversal in court if nothing was done—in the face of reluctance on the part of several commissioners to do anything. The pay-cable rules, which were designed to guard against the siphoning by pay-cable operations of the sports and



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movie programming now seen on conventional television, were drafted under what the appeals court said was intense ex parte pressure from all contending parties. And, again, sources who were on the scene say that efforts were made to satisfy both cable and broadcaster interests. Neither side was satisfied, as events proved; both took the FCC's ruling to court, where it was overturned in a decision favorable to cable. In so doing, the court echoed the "compromise" criticism: "We are particularly concerned," it said, "that the final shaping of the rules we are reviewing here may have been by compromise among the contending industry forces, rather than by exercise of the independent discretion in the public interest the Communications Act vests in individual commissioners."

For some close observers of the FCC, one puzzling aspect of Mr. Wiley's stewardship was the dichotomy in the commission's approach to AT&T, on the one hand, and broadcasting, on the other. If the commission on occasion seemed protective of broadcasting, as some of Mr. Wiley's critics say, it pursued with vigor a policy aimed at promoting competition in the telephone field; indeed, so effective has the policy been that AT&T has secured the introduction in Congress of legislation (the "Bell Bill") aimed at affording a measure of protection against competition. ("Wiley's common carrier policy was superb," said one who believes the commission's broadcast policy had a pro-industry bias.)

As the pay cable and crossownership cases indicate, it was the courts that caused Mr. Wiley the most trouble during his chairmanship. And none caused him more anguish than the district court in Los Angeles, in the family viewing case.

Throughout his years on the commission, Mr. Wiley made such of his concern for broadcasters' First Amendment rights. That concern, shared by the commission, was reflected in the FCC's assertion—in a policy statement that seemed to fly in the face of court decisions—that broadcasters must be free to make their own decisions regarding entertainment formats, that they should not be influenced by the commission in response to complaints from the public about abandoned programming. On the other hand, the commission ruled that a George Carlin comedy

record broadcast over WBAI(FM) New York was "indecent" and therefore barred from the airwaves—a ruling overturned by the appeals court as "censorship." (The commission is seeking Supreme Court review of that decision.)

And in the family viewing case, Chairman Wiley and the commission were found by Judge Warren J. Ferguson to have violated the First Amendment rights of broadcasters by pressuring them into adopting the plan under which the first two hours of prime time were to be reserved for programming suitable for the entire family. The government and the broadcasters deny there was intimidation, and the decision is being appealed, but Mr. Wiley describes the case as his "biggest disappointment."

Family viewing was not the only example of Mr. Wiley's approach to self-regulation. So also was the children's television case. The chairman persuaded television to reduce the amount of commercial time in children's programming—to a level the commission would, if necessary, impose by rule. Then the commission referred to those commitments in a policy statement that also was designed to "clarify" broadcasters' responsibilities in programming. That successful effort at nudging the industry toward a particular end—which was approved by the appeals court in an opinion upholding the commission action in the case—is believed to have given Mr. Wiley the confidence to enter talks with industry officials in what became the family viewing case.

In large part, Mr. Wiley initiated those talks in response to pressure from Congress and the public to "do something" about sex and violence on television. He was, one former commission staffer said, anxious to please the committees in Congress concerned about the problem. But Mr. Wiley does not put all responsibility on those outside forces. He describes himself as a "moralist," and says he believes television violence represents a serious problem. He would, he says, "do the same thing again."

Indeed, a streak of "moralism"—which manifests itself in the sermons he delivers on occasional Sundays at the Cherrydale Methodist church in the Washington suburb of Arlington, Va., and in the speeches he gave to the National Religious Broadcasters annual conventions in Washington—was evident in the

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Wiley chairmanship from the start. In his first speech as chairman to the National Association of Broadcasters, in Houston in March 1974, he called for "a new ethic in broadcasting." Station operators were urged to resist the temptation of fraudulent practices and to rededicate themselves to excellence, decency and public service (BROADCASTING, March 25, 1974). Those who spurned his advice, he said, would feel the commission's wrath. And there has been a hardening of the commission's attitude toward broadcasters involved in fraudulent billing and misrepresentations to the public (although some officials note that more final orders conclude with fines and fewer with denials of renewals than they might have expected).

But if jawboning and moralism both had places in his repertoire, there is no doubt that Mr. Wiley saw one of his missions as making life a little more comfortable for broadcasters and, in more recent years, for cable operators as well. Five years ago, in a speech to the Mutual Affiliates Advisory Council, in Washington, he committed himself to what at the time seemed the rather extraordinary notion that he, as a member of the commission, should work to remove the feeling of "suspicion and distrust" he said existed between broadcasters and the FCC. His time at the commission would be well spent, he said, if he could contribute to creating a new mood of regulation—"one in which the spirit of partnership and cooperation in serving the public can flourish and prosper (BROADCASTING, July 31, 1972).

And he has made a major effort to keep that commitment. "Under Wiley, broadcasters were told they could approach the FCC without fear of retribution," the National Association of Broadcasters' general counsel, Erwin Krasnow, said the other day. "He made it a more human FCC."

Reregulation, a program he headed when a commissioner and pushed hard as chairman, is also seen as part of the humanizing process. It is designed to root out or adapt to current conditions regulations that have become obsolete over the years and have served only to burden broadcasters. Thus far, the program has produced some 600 changes in the rules—all, presumably, for the better. "From the broadcasters' viewpoint," Mr. Krasnow said, "that's a plus."

That assessment, by a broadcasting industry representative, may not be surprising. But Stuart Feldstein, vice president and general counsel of the National Cable Television Association,

holds a similar view. "We've had our disagreements with him, over the commission's refusal to take jurisdiction over pole attachment agreements and over the pay-cable rules, but, over-all, he's been very fair," Mr. Feldstein said. "We're quite pleased with Dick Wiley."

And well they might be. The commission in recent years has moved toward a significant deregulation of the cable television industry. Mr. Feldstein noted that the commission has repealed the leapfrogging rule, has exempted systems with up to 500 subscribers from the application of most cable rules, relaxed technical standards, suspended for 10 years the 1977 deadline for rebuilding old systems in accordance with the 1972 rules, and made compliance with the rules easier. "We don't get our way on everything," Mr. Feldstein said, "but over the years, the trend [of commission regulation] has been more favorable to us." It was not very long ago that the cable industry regarded Mr. Wiley with hostility and distrust.

Citizen groups are not generally thought of as among the most favored of the commission's constituents. Mr. Wiley was adamant in refusing to consider proposals for providing reimbursement of expenses for citizen groups that participate in commission proceedings; he insisted the lead in that matter should come from Congress, although some other agencies have adopted reimbursement programs of their own. Some groups felt the equal employment opportunity rules the commission adopted for broadcasters last year were in some respects too lax. (So did the U.S. Court of Appeals in New York in holding that the commission decision to exempt stations with 10 or fewer employees from the requirement to file an affirmative action program was "arbitrary and capricious." The exemption now extends only to stations with five or fewer employees, the standard that had been in effect before the new rules were adopted.) And some citizen group members complain of what they say is a weak EEO enforcement program at the commission.

Yet, Pluria Marshall, of the National Black Media Coalition, who shares some of those concerns, nevertheless says Mr. Wiley has been "a good chairman." Again, it seems that Mr. Wiley's effort to make the commission, and himself, accessible, stood him in good stead. Mr. Marshall spoke with favor of the regional meetings the commission held in cities around the country to hear the complaints and views of the public (and, in separate sessions, of broadcasters), and of the monthly meetings with individuals and members of groups in Washington.

And the door to the chairman's office, he found, was open to him. "We had some cursing matches," Mr. Marshall said, "but we went back to work together. We could disagree. But he wouldn't stay mad three or four months. That was a positive sign. The dude had a lot of decency about him."

It wasn't only the opportunity to discuss matters with the commission and the chairman that impressed Mr. Marshall. The FCC-sponsored conference on minority ownership of broadcast properties, held in April, "was a step in the right direction," Mr. Marshall said. So was the "politicking" of Mr. Wiley and former Commissioner Benjamin L. Hooks with the Small Business Administration in an effort to persuade it to drop its ban on loans for broadcast properties.

"His tenure as chairman didn't give us everything we wanted," he said, echoing Mr. Feldstein. "But we got something."

Maintaining contact with broadcasters, cable operators and others the commission regulates and with citizen groups was in itself a heavy burden. Mr. Wiley turned down few invitations. On more than one occasion, he delivered a speech in a city in the U.S. after landing a few hours earlier in a plane that brought him from an international meeting in Europe. And the travels never interfered with his ability to stay on top of commission business.

He thrived on the schedule and the work; he and his commission were a neat fit. He whipped it into shape and dominated it as have few chairmen, and although his activism led him, almost inevitably, into some defeats—crushing, in the case of the family viewing decision—he would have grabbed at the chance to serve at least part of another term under President Carter.

He loved every minute, and let the world know it. When asked how he would feel on leaving the commission, Dick Wiley had a favorite response: "I'm going to leave willingly and with great grace—much as Sewell Avery was carried out of Montgomery Ward." □



**Lady in waiting.** If Dick Wiley has earned a title as the FCC's hardest (and longest) working chairman, Betty Wiley has earned a crown as the most patient (and longest waiting) wife. For the chairman's lady, his departure from the FCC to private law practice is a cause of "mixed feelings"; after three and a half years of watching work, travel and speaking engagements take large amounts of his time, she said, "I'll be glad to have him home, so we can do things together." But she also will be sorry to see it all end. "I see it as a let down for him," she said. "He was so happy there." Mrs. Wiley is shown above with her husband this summer at one Washington business function to which he was able to escort his wife.

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## Supreme Court will take on crossownership, rejects appeal on pay cable

**It's one up, one down for FCC and for broadcasters; threat of losing sports attractions will be taken to the Congress; ex parte question remains up in the air**

The FCC won one and lost one in the Supreme Court last week. The high court, in its first day of the new term, agreed to review an appeals court decision reversing the commission on the question of newspaper-broadcast crossownership. But it refused to review the case in which the same lower court overturned the commission's pay cable rules.

The decision to consolidate the commission's appeal and five others and hear arguments in the crossownership proceeding offers new hope for owners of co-located broadcast and newspaper properties that they can avoid divestiture.

The commission's order in the case was limited to barring the prospective creation of such crossownerships and requiring the breakup only of 16 cases of what the commission said were "egregious" monopolies. The U.S. Court of Appeals, acting on an appeal by the National Citizens Committee for Broadcasting, affirmed the prospective rule but overturned other parts of the order. Then it went further, to direct the commission to initiate a rulemaking aimed at requiring the break-up of all commonly owned and co-located newspaper and broadcast properties.

"Nothing can be more important than insuring that there is a free flow of information from as many divergent sources as possible," the appellate court said, quoting from an FCC policy statement. A check at the time indicated that the court-ordered rule could affect 153 newspaper-broadcast combinations involving 291 stations—135 AM's, 96 FM's and 60 TV's (BROADCASTING, March 7).

The commission was alone in arguing that there were legitimate grounds for banning the creation of new combinations while leaving the existing ones intact; the National Association of Broadcasters and the American Newspaper Publishers Association said there is no basis for banning crossownerships, new or old, and that such a ban violated the First Amendment. But they along with a number of individual licensees agreed with the commission that the court had exceeded its authority in directing the FCC to institute a rulemaking.

The Department of Justice also adopted the latter position, in a memorandum filed

with the high court (BROADCASTING, Oct. 3.). However, it also said it does not believe the commission has justified its decision to grandfather most existing same-market crossownerships. That section of the order, it said should be set aside.

The Supreme Court's denial of petitions to review the lower court's decision wiping out the rules designed to protect conventional television against the loss of movies and sports attractions to pay cable does not end the matter. It shifts the scene of the dispute to Capitol Hill, where broadcasters will seek protective legislation.

NAB President Vincent Wasilewski said that "Congress is going to have to look at the issues . . . We'll be starting a legislative effort in that regard."

The Association of Independent Television Stations will also be active. Herman Land, INTV president, expressed concern that Congress's interest in the matter seems to be limited to such blockbuster items as the World Series and Super Bowl. He said Congress must be made aware that independent stations, particularly, are worried over the loss of coverage of local professional baseball, basketball and hockey games throughout the season. He expressed the hope that an industrywide effort could be organized to alert Congress to such concerns.

Thus far, at least, there is no sign of Congress springing to life on the issue. Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, said his panel would consider the question in connection with the network sports inquiry and the Communications Act review now under way. Separate legislation, he added, will not be considered before the completion of the draft of a new Communications Act, now expected in January. But "it is very likely that [Congress] will do something," he said.

The subcommittee would be prompted to act sooner, however, he said, if "some S.O.B. decided that the 'sky's the limit,' and begins to take the Rose Bowl and the NCAA basketball finals and the World Series. Then some urgency would be applied." But he doesn't see such a crisis developing.

As for the cable interests, they are viewing the Supreme Court's action with some satisfaction, but with a sense of frustration, too. Robert Schmidt, president of the National Cable Television Association, said the industry was happy the Supreme Court decided not to review the lower court's opinion, which held that the commission had failed to justify any need for the rules and that the rules, as written, violated the First Amendment.

But, he added, "We're still not out of the woods." He was referring to the cable interests' contention that pay cable operations were denied access to motion pictures as a result of the exclusivity provisions the network obtain in the contracts they negotiate with producers when buying their product.

The commission last month terminated



without action an inquiry into the exclusivity matter (BROADCASTING, Sept. 26). And NCTA has appealed that decision to the U.S. Court of Appeals in Washington. The Supreme Court action denying review, he said, "is not the victory it should be because of that outstanding question that has to be resolved."

**The ex parte dilemma:  
Can they or can't they?**

One matter that the Supreme Court action leaves clouded in uncertainty is the effect of the lower court's ruling directing the commission to avoid ex parte contacts in all rulemaking proceedings. The commission had appealed that portion of the decision as well as one dealing with the sports-siphoning rules. (The decision dealing with both the movie and sports rules were appealed by NAB and ABC.)

Solicitor General Wade McCree, in urging the Supreme Court to deny review, said that ruling "does not appear to be the law of the circuit." He noted that another panel of the court, in the children's television proceeding, said ex parte contacts are prohibited in rulemakings only if they involve "competing claims to a valuable privilege." And he said differences among the judges of the circuit should be initially resolved by the circuit.

Commission lawyers last week began studying the ex parte question. In effect, they are attempting to determine "the law of the circuit," as that can be inferred from the pay cable and children's programming decisions and from other case law.

But the last word from the general counsel's office on the subject—issued while the Supreme Court's decision on whether to review the pay cable case was pending—was that commissioners and decision-making staff were restricted by the ex parte rules from contacts with interested parties on matters affecting pending rulemakings.

**MBS purchaser  
under FTC gun**

**Trade commission charges Amway  
with restraint of trade, price-fixing,  
but company defends practices**

The Federal Trade Commission has accused Amway Corp., the new owner of Mutual Broadcasting System, of engaging in unfair trade practices. It says the company has imposed unfair restraints on its independent distributors and that it has set up "an endless chain" of dealerships among its independent retail sales force.

The 1975 complaint against the Ada, Mich.-based manufacturer and distributor of personal-care and household products could result in an FTC order prohibiting Amway from engaging further in the alleged unfair actions and would require it to disclose to its distributors more information about the nature of their relationship with the company.

Named in the complaint in addition to

Amway, which purchased the Mutual Broadcasting System for a reported \$18 million (BROADCASTING, Oct. 3), are Amway Distributors Association of the U.S.; the company's chairman, Jay Van Andel, and its president, Richard De Vos.

Hearings have been under way in Washington for the summer, and, according to Amway's attorney, Lee Loevinger, the testimony phase of the initial proceeding is almost completed.

Mr. Loevinger, a former FCC commissioner and before that head of the Justice Department's Antitrust Division, said that thus far in the hearing more than 130 witnesses and 1,500 exhibits have been presented. The official transcript now runs to some 7,000 pages of testimony. Mr. Loevinger said an initial decision (from Administrative Law Judge James P. Timony) is not expected until early next year. After that, he said, the case will "almost certainly go to the commission."

According to the FTC's chief investigator in the case, Joseph S. Brownman, the judge has refused to allow him to discuss the case. Mr. Brownman said, however, that such orders are not unusual during FTC proceedings.

The FTC complaint alleges in five counts that Amway (1) attempted to "fix, maintain, control or tamper with the resale prices" at which the company's independent distributors sold its products; (2) tried to "restrict the outlets through which distributors and dealers may resell their products" and that it may have "coerced" its distributors "to refrain from soliciting the business of retail customers and commercial accounts of other distributors"; (3) sought to "restrict the advertising and promotional activities in which distributors and dealers may or would otherwise engage"; (4) falsely represented potential distributors that "substantial income or profit" could be made through "multiplication, duplication and geometrical, unlimited or endless chain increases in the number of distributors or dealers recruited," and (5) falsely represented "directly or by implication" that it is easy to recruit persons for the Amway sales force and that distributors "can anticipate or will receive substantial profits or earnings."

According to Mr. Loevinger, the evidence presented thus far in the hearings has failed to uphold the commission's allegations. He admitted, however, that the FTC's case at this point rests heavily on the "pyramid-type operation" outlined in count four of the complaint. It is "not an endless chain," said Mr. Loevinger. He also called it a "viable, practical" business practice, the "kind of thing that business does."

On the other counts of the complaint, Mr. Loevinger said the testimony was "uniform" that Amway did not engage in vertical price fixing. He said Amway has made "no attempts" to control the advertising of its distributors except with regard to their use of Amway trademarks. "You have to control your trademarks," he said.

Concerning count two of the complaint, Mr. Loevinger acknowledged that in the

**WOMEN**  
25-49

**KMBR**  
Kansas City

#1

**WROW-FM**  
Albany

#2

**WMIEF**  
Ft. Wayne

# TIE

**WFOG**  
Norfolk

#2

RANKINGS  
BASED ON  
APRIL-MAY 1977  
ARBITRON RADIO  
ESTIMATES.  
METRO SHARE,  
MON-SUN  
6 AM-MID



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# ADULTS

25-49

## KBIG

Los Angeles

#1

## WOAL

Cleveland

#1

## KSL-FM

Salt Lake City

#1

## KEZQ

Little Rock

#1

RANKINGS  
BASED ON  
APRIL-MAY 1977  
ARBITRON RADIO  
ESTIMATES.  
METRO SHARE,  
MON.-SUN  
6 AM-MID



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1960's Amway did have a practice of "limiting" selection of customers, but, he said, that rule was abolished in 1972, three years before the FTC issued its complaint.

Finally, on the charge that the company made misrepresentations to its distributors, Mr. Loevinger said, "Nobody gets commissions on recruiting without selling goods." He said Amway does not accept responsibility for the "statements of independent distributors."

### Some he won, some he lost: Ferris finances

**Presumed new FCC chairman lists assets and liabilities, and comes out ahead more than \$200,000; some of his investments haven't panned out, however**

Charles D. Ferris, FCC chairman-designate, is a man who occasionally takes a small flyer on a business venture. And he has made and lost money in the process. But over-all, he appears in sound shape, with a net worth of some \$243,200.

This picture emerged from the financial statement Mr. Ferris filed with the Senate Commerce Committee in connection with its hearing on his nomination to the commission (BROADCASTING, Oct. 3).

The statement shows that he lost \$14,288 in the operation of a warehouse in Galway, Ireland, which was owned by North Atlantic Associates, in which he had a 1/20th share. However, he also reported a capital gain of \$53,499 on the sale of the property. He also reported losses in connection with the warehouse of

\$9,867.60 in 1974 and \$9,305.80 in 1975. The losses were principally in depreciation.

That wasn't the only business venture reported in the statement. Mr. Ferris was one of a large number of owners of the Chancery restaurant, in Washington, which went bankrupt in 1976. But before it did, Mr. Ferris lost \$562 on it in 1974, \$926 in 1975 and \$688 last year, according to the statement.

Another loss reported on the statement was \$3,532.58 in 1974, in connection with the sale of 100 shares of General Motors stock.

Mr. Ferris's total assets last year were \$358,700, and included the family residence, valued at \$120,000, \$53,000 interest in real estate equities, a \$27,000 pension, a \$30,000 property in Cape Breton, Nova Scotia, and two lots on Bryce Mountain, a Virginia ski area, valued at \$17,000.

The assets also included 232 shares of AT&T stock, valued at \$13,500, and 23 shares of IBM stock, valued at \$6,200, which Mr. Ferris has agreed to sell to avoid a conflict of interest in his post as FCC chairman. He also owns 200 shares of Ingersol Rand, second preferred (\$8,200), 80 shares of Ingersol Rand (\$5,100), and 4,415 shares of North American Bancorp (\$44,150).

His liabilities of \$115,500 include \$55,000 in bank notes, a \$39,000 mortgage on his home and an \$18,500 mortgage on the property in Cape Breton.

Mr. Ferris, who will earn \$52,500 as chairman of the FCC, earned just under \$44,000 last year from all sources. His salary as top staff assistant to then Senate Majority Leader Mike Mansfield (D-Mont.)—was \$40,369.23. The remaining income was in the form of dividends, interest and \$1,675 in honoraria.



**In other words.** The Senate hearing on the nomination of Charles Ferris, FCC chairman-designate (BROADCASTING, Oct. 3) was not limited to consideration of his qualifications for that job; representatives of three citizen groups used it to express concerns regarding the FCC and the broadcasting industry. Antonio Guernica (l), of the National Council of La Raza, spoke of what he said was the "shameful underrepresentation of Hispanics" in employment throughout the FCC, and said the Hispanic community "will no longer accept general and vague commitments and promises from potential FCC commissioners" to remedy the situation. Grace Nagatac (c), of the National Latino Media Coalition, focused on the paucity of stations owned by Hispanics (seven television stations and less than one half of 1% of nation's 7,470 radio stations) and on format changes (Latinos have been denied essential services, she said, when stations abandoned Spanish-language formats). Brother Greenier (r) of the Cypress Health and Safety Committee, a nonpartisan civic group in Memphis, said he was concerned about the "character of the commission members" based in part on Chairman Richard E. Wiley's contention at a House Communications Subcommittee hearing in May that the law permits commission employees to transfer to spouses and minor children stock in communications companies the employees may not own.



## Staff vacancies will be Ferris signpost

**Early indicators of direction in which he will point agency will be people he picks to fill slots, including those of general counsel and chief of Common Carrier Bureau**

Any attempt to anticipate the impact a new FCC chairman will have on the agency must take into account the people he recommends for important positions. And FCC Chairman-designate Charles D. Ferris will have an opportunity to indicate his personnel preferences in connection with at least three important staff posts in the next few months.

First, the general counsel's job, potentially the most powerful on the staff, is vacant. Its last occupant, Werner Hartenberger, left for private practice at the end of August.

Mr. Hartenberger was one of a number of staff members who had been recruited by or at least advanced through the ranks by outgoing Chairman Richard E. Wiley, and two other Wiley proteges are due to follow him out of the FCC.

Lawrence Secrest, deputy general counsel and new acting general counsel, is accompanying Mr. Wiley to the Washington office of Kirkland & Ellis ("Closed Circuit," Oct. 3). And the one following him, according to word within the commission, is James Hobson, chief of the Common Carrier Bureau. He has put himself in the outside job market.

Four FCC staff posts are not subject to Civil Service protection—the general counsel's post, Broadcast Bureau chief, chief engineer and director of the Office of Plans and Policy.

Traditionally, however, only the Broadcast Bureau chief's and general counsel's jobs have turned over when the White House changed hands and a new chairman was named. Mr. Hartenberger made things easy for the incoming chairman as far as the general counsel's post is concerned. As for the Broadcast Bureau job, Wallace Johnson, an independent who was appointed during the Dean Burch administration, is believed to be secure. Word filtering back to the commission is that Mr. Ferris has no intention of seeking a change.

The chief engineer, Raymond E. Spence, has been in that job since April 1971. He joined the commission as deputy chief engineer in November 1968. OPP Chief Carlos Roberts is new in the job; he was named acting chief in June and chief a month later.

The appointment of Mr. Roberts so late in Mr. Wiley's term came as a surprise to observers who thought the selection would await the new chairman. The chairman dealt another surprise at about the same time when he recommended and the commission appointed Martin Levy, then chief of the Broadcast Facilities Division, to be deputy chief of the Broadcast Bureau.

Indications are neither appointment will be affected. Mr. Roberts, who moved up rapidly through the staff ranks since joining the commission in 1970, is highly visible as the only Hispanic American in a top staff position. However, Mr. Ferris is certain to examine the OPP situation closely; at his Senate confirmation hearing (BROADCASTING, Oct. 3), he stressed the importance he attaches to OPP and said he intended to "upgrade it." As for Mr. Levy, he is a highly respected veteran member of the staff whose Democratic registration is seen as having hindered his career under the previous Republican administrations.

Besides the three commission staff jobs that are or will soon be open, Mr. Ferris will have a personal staff to appoint. As chairman, he will be entitled to four professionals—three lawyers and an engineer—as well as secretarial and clerical help.

### Media Briefs

**PUSH plea turned down.** FCC dismissed late-filed petition for reconsideration of its March 23 action on renewals of five Memphis broadcast stations WREG-TV, WHBQ-AM-TV and WREC(AM)-WZXR(FM). At that time commission granted renewals to WREG-TV and WHBQ-AM-TV and deferred action on others. Memphis chapter of People United to Save Humanity had asked for reconsideration on grounds of racial discrimination in hiring practices and inadequate minority programming. Commission voted 4-0 to deny reconsideration with Commissioner Joseph Fogarty concurring in result.

**Short term.** FCC renewed license of WSMJ(FM) Greenfield, Ind., through Aug. 1, 1979, remainder of license term. Commission, in doing so, rejected petition to deny by Indianapolis Black Media Coalition, which objected to station's ascertainment efforts, employment practices and public file.

**Ruling on WTOG.** FCC also granted short-term renewal to Hubbard Broadcasting, licensee of WTOG(TV) St. Petersburg, Fla. Renewal had been contested by WLCY Inc., licensee of WLCY-TV Largo, Fla., which contended that WTOG had "demonstrated lack of candor" in addressing complaints by viewers that it had "clipped" content of network programs for insertion of local commercials. Commission determined that "substantial" number of programs on WTOG before April 1973 had shorter running lengths, and said it could not, therefore, grant full-term renewal.

**Surviving in radio.** Seminars Inc. has scheduled sessions on "Buying and Operating Radio Stations—A Survival Strategy" at Watergate hotel, Washington, on Nov. 10-11. FCC Chairman Richard E. Wiley is to be keynote speaker. Fee for two days is \$175. Contact: Seminars Inc., 258 West 22d Street, New York 10011.

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18+

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#1

## KEZO

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#2

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## Dustup in Dallas

**Acrimony over cancellation of public meeting leads to KLIF's resignation from NAB; local broadcasters at odds with each other and association**

A Dallas radio manager, Edd Routt, withdrew his station, KLIF(AM), from the National Association of Broadcasters last week because the association canceled its planned public meeting in Dallas. He said he quit because "NAB refused to stand up and do what's right in the matter."

NAB canceled the Nov. 15 meeting under pressure from several local Dallas-

Fort Worth broadcasters—"I have no idea who," Mr. Routt said. But he said he had heard arguments that NAB's plan, similar to meetings scheduled in Boston next week and San Diego next month, would only succeed in stirring up local citizens' complaints about broadcasting, complaints which the local broadcasters would have to deal with after NAB left town.

Mr. Routt said he thinks the local broadcasters "are capable of acquitting ourselves against any charges," and he will not rejoin NAB until the association reschedules the meeting. (In an aside, he added that NAB had become too TV-oriented and that his station is becoming more interested in the work of the National Radio Broadcasters Association, which holds its annual convention in New

Orleans this week; see page 34).

In a letter to NAB's senior vice president for public affairs, Thomas Swafford, responsible for organizing the public meetings, Mr. Routt said, "NAB provided us with an opportunity to hear some grassroots opinion, and then scratched the plan because some local broadcasters see the town meeting as 'opening a can of worms.'"

Mr. Routt said a TV call-in program would be an unacceptable substitute for a public meeting. Such a thing would be "nice and sterile" and would allow broadcasters to screen the questioners, he said. A call-in show was contemplated to replace the Dallas meeting but was scrapped because the network program standards vice presidents, who are participants in the other meetings, had schedule conflicts.

NAB President Vincent Wasilewski said last week there is still a chance of holding an NAB-moderated TV call-in show in Dallas without the network representatives. Another Dallas broadcaster and member of the NAB TV board, Mike Shapiro of WFAA-TV, has offered to expand his Saturday-night *Inside Television* program from 30 to 60 or 90 minutes for telephone and live audience questions to NAB and Hollywood officials. Mr. Shapiro said he would stay out of it and make the program available to all other stations in the market.

Mr. Shapiro, who participated with Dallas-Fort Worth broadcasters in two luncheon meetings in August that led to the rejection of NAB's original public meeting proposal (Mr. Routt said he was not invited) said he thinks Mr. Routt is "wrong that Dallas broadcasters are afraid to face the audience." He said he perceived the feeling at the meetings to be that Dallas-Fort Worth broadcasters are attuned to their community and have done a good job representing those interests to the networks and producers, who are responsible for most of what people see on TV.

Several felt, he said, that the NAB code, network and Hollywood representatives would come to town and give the same answers they always do about trying to be responsive to viewer complaints; then later local viewers would be back to the broadcasters saying, "I was down there for four hours at the Adolphus hotel [the meeting site] listening to your answers and I don't see any changes on the screen."

Mr. Shapiro added that he does not consider himself a spokesman for the Dallas broadcast community, however. "You've got some pretty independent broadcasters here."

NAB, last week, continued preparations for the other two public meetings. Mr. Swafford was ill in a New York hospital, but Bill O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., an NAB radio board member who is chairman of the NAB public affairs advisory committee, praised the public meeting concept as a manifestation of NAB's "new and progressive" spirit.

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

Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Burnup & Sims.....	3 mo. 7/31	23,705,100	+29.3	575,500	+ 44.8	.07	18,300,000	397,900	.05
Filmways.....	6 mo. 8/31	66,628,000	+15.2	1,256,000	+ 5.8	.51	57,857,000	1,187,000	.49
Rahell.....	Year 6/30	11,102,000	+22.0	1,173,000	+ 58.0	.92	9,059,000	742,000	.57
Rockwell.....	9 mo. 6/30	1,473,400,000	+12.2	37,000,000	+ 18.2	.98	1,312,100,000	31,300,000	.83
Rollins.....	Year 6/30	255,549,253	+12.5	24,894,198	+ 11.3	1.86	227,068,630	22,361,335	1.67
Rust Craft.....	6 mo. 8/28	41,089,000	+ 6.2	1,397,000	+103.0	.23	38,680,000	688,000	.07
Sony.....	9 mo. 7/31	826,884,000	+11.3	106,824,000	+ 11.4	.50	742,344,000	95,865,000	.44
Teleprompter.....	6 mo. 6/30	56,247,000	+12.4	2,892,000	*	.17	50,026,000	62,300,000	(.14)

\*Change too great to be meaningful.

### Financial Briefs

**Turnaround.** Starr Broadcasting Group of Westport, Conn., has completed refinancing of \$11 million in new bank loans which it said has "taken it out of default." Starr repaid about \$9.2 million owed to banks and insurance firm and retired \$1.8 million of publicly held debentures. It also reported net income of \$2.2 million for year ended June 30 compared with net loss of nearly \$5.1 million in 1976.

**Finished.** ABC Inc. has announced it has completed purchase of *Los Angeles* and *American West* magazines and *National Insurance Law Service*, listing of insurance codes and regulations, from CHC Corp. for approximately \$10.1 million in cash (BROADCASTING, June 1).

**Buy-back.** Capital Cities Communications

announced intentions to purchase approximately 420,000 shares of its common stock and make them available to employees under company's stock-purchase and stock-option plans. Capacities has 7.4 million shares outstanding. Repurchase plan is subject to approval of Securities and Exchange Commission.

**Filmways in insurance.** Filmways Inc., Los Angeles, TV and motion-picture producer and magazine and book publisher, announced it had completed acquisition of 2,472,081 shares (62%) of common stock of Union Fidelity Corp. Trevose, Pa., in \$23,670,175 cash transaction and will proceed "as expeditiously as possible" to acquire remaining UF shares by exchanging 1.18 Filmways shares for each UF share (BROADCASTING, Aug. 29). Exchange plan has estimated \$14.3-million value. Merger agreement between UF, direct-mail marketer of insurance, and Filmways and new Filmways subsidiary was signed Sept. 29.

## Tempest in teapot over FCC letter to trial witnesses

**Judge in case involving bribe of commission employe wanted investigation into Wiley-signed form for possible obstruction of justice; bureaucratic foul-up is blamed, all is calm**

An FCC form letter, said to have been used without incident for years, is being scrapped, after one use too many. It outraged a U.S. judge, and caused him to order a U.S. attorney to look into whether an obstruction of justice charge should be placed against FCC Chairman Richard E. Wiley.

Things are now under control; FCC officials say the U.S. attorney involved is no longer pursuing the matter. But it required a bit of explaining.

The eruption, on the part of Judge Malcolm Muir, in U. S. District Court in Lewisburg, Pa., occurred last month, during the trial of a former FCC employe, Richard C. Zeigler, who was ultimately convicted of soliciting bribes to process ham radio operators' highly valued two-letter call signals.

And setting the judge off was a letter to all FCC employes who were prospective witnesses cautioning them to restrict their testimony "to matters relating to the commission's licensing records and amateur radio application forms which will be produced at the trial," and to "refrain from disclosing information concerning other commission matters, the disclosure of which is prohibited by commission rules."

Judge Muir called the letter an "outrage," and directed Assistant U. S. Attorney David Queen to investigate whether Chairman Wiley, whose name was signed to the letter, should be charged with obstruction of justice.

Subsequently, FCC Acting General Counsel Lawrence Secrest described the uproar as the result of a "bureaucratic foul-up." Chairmen Wiley, he said, hadn't even seen the letter.

FCC employes who were prospective witnesses in trials had been getting similar letters routinely since the mid-1960's according to Mr. Secrest. The original, he said, was drafted to reflect a commission "housekeeping" rule the Justice Depart-



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ment had proposed. It is designed to restrict to the chairman the authority to disclose subpoenaed documents.

The letter now being used, Mr. Secrest conceded, "is subject to a broader reading." And, he said, "we're going to change it, to make clear it tracks the housekeeping rule." The letter, when drafted, will be checked with the Justice Department.

All of this was told to Mr. Queen, who called the commission and wrote the chairman expressing Judge Muir's concern. Mr. Queen also had a suggestion: Notify the U.S. attorney involved as well as the commission employes involved as witnesses what the instructions are.

What about Mr. Queen? "He's not going to take legal proceedings," Mr. Secrest said.

Mr. Queen said that the obstruction of justice statutes are predicated on a person's "intent." In Chairman Wiley's case, however, he said, there "wasn't any evidence" of that.

The U.S. attorney's office did "communicate the judge's displeasure" to Chairman Wiley and advised him that his actions had been "unwise," according to Mr. Queen. He also said that the chairman was told his actions "should not be repeated in the future."

## Changing Hands

### Announced

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

■ **KYXY(FM) San Diego:** Sold by KYXY Inc. to Parker Industries Inc. for \$1,250,000. Seller is owned by Wally Nelskog owner of KIXI-AM-FM Seattle and KORD-AM-FM Pasco, Wash. Buyer is owned by John E. Parker, owner of Parker Advertising, Palos Verdes Peninsula, Calif. Mr. Parker has no other broadcast interests. KYXY is on 96.5 mhz with 30 kw and antenna 540 feet above average terrain. Broker: Blackburn & Co.

■ **KANO(AM)-KTWN(FM) Anoka, Minn.:** Sold by Community Service Radio Inc. to North Suburban Radio Co. for \$550,000, plus \$75,000 covenant not to compete. Seller is principally owned by Thomas R. Holter, owner of WIBU(AM) Poynette and WLVE(FM) Baraboo, both Wisconsin. Buyer is owned equally by Jack I. Moore, Allison R. Mercer and Bruce B. James. Mr. Moore is owner of applicant for new AM at Cambridge, Minn., and formerly owned KABG(FM) there and WAYL(FM) Minneapolis. Miss Mercer has financial interests in Minneapolis, and Mr. James is attorney there. KANO is 1 kw daytimer on 1470 khz. KTWN is on 107.9 mhz with 57 kw and antenna 320 feet above average terrain.

■ **KSOM-AM-FM Ontario, Calif.:** Sold by Media Management Co. to Jack and Janet Siegal (husband and wife) for \$600,000. Seller is principally owned by J. Gordon Campbell, Minneapolis businessman with

no other broadcast interests. Buyers own KKAR(AM) Pomona, Calif., which they have sold (see below). KSOM is on 1510 khz with 10 kw day and 1 kw night. KSOM-FM operates on 93.5 mhz with 3 kw and antenna 400 feet above average terrain. Broker: Blackburn & Co.

■ **WVAK-AM-FM Paoli, Ind.:** Sold by King and King to Omnia Corp. for \$200,000. Seller is owned by Denzel King and his wife, Virginia, who have no other broadcast interests. Buyer is owned by Reed S. Yadon, Arvin H. Saunders and James A. Thorsen. Mr. Yadon is director of news and public affairs for WAKY(AM) Louisville, Ky. Messrs. Saunders and Thorsen are executive director and assistant to executive director, respectively, of St. Louis Metropolitan Airport Authority. WVAK is 250 w daytimer on 1560 khz. WVAK-FM is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WPTL(AM) Canton, N.C.:** Sold by P/M Broadcasting Inc. to William A. Reck for \$195,000. Seller is owned by Charles R. Price Jr. and Gerald C. McNabb Jr. (50% each), partners in Price-McNabb, advertising agency, Asheville, N.C. They have no other broadcast interests. Buyer, with his father, Myron Reck, recently sold WTRR(AM) Sanford, Fla., for \$221,000 (BROADCASTING, July 18). Mr. Reck has no other broadcast interests. WPTL is 500 w daytimer on 920 khz. Broker: Reggie Martin.

■ **WCAZ(AM) Carthage, Ill.:** Sold by Superior Broadcasting Service Inc. to Mr. and Mrs. Kenneth L. Hodges for \$150,000. Seller is owned by Jerry Nutt, his wife, Elizabeth Ann, and Zola N. Compton estate, of which Mrs. Nutt (daughter of late Mr. and Mrs. Compton) is executor. Sellers have no other broadcast interests. Buyers are principal owners of KWRT-AM-FM Booneville, Mo., which have been sold, subject to FCC approval, for \$162,550 (BROADCASTING, Aug. 1). Buyers have no other broadcast interests. WCAZ is 1 kw daytimer on 990 khz. Broker: Richard A. Shaheen Inc.

■ **KKAR(AM) Pomona, Calif.:** Sold by Jack and Janet Siegal to Gore Broadcasting Inc. for \$150,000. Mr. and Mrs. Siegal have contracted to buy KSOM-AM-FM Ontario, Calif. (see above). Buyer of KKAR is owned by Harold W. Gore, owner of WTOW(AM) Towson, Md. (Baltimore), WZIP(AM) Cincinnati and WGOR(AM) Toledo, Ohio. Mr. Gore is also stockholder, executive vice president and director of Sudbrink Broadcasting, Miami-based group owner. KKAR is 250 w daytimer on 1220 khz. Broker: Blackburn & Co.

### Approved

■ Station sales approved by the FCC last week include: KGGF(AM) Coffeyville, Kan.; WSPR(AM) Springfield, Mass.; WRNW(FM) Briarcliff Manor, N.Y.; WELW(AM) Willoughby, Ohio, and KOOS(AM) Coos Bay, Ore. (see page 84).

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## Olympic tales: Networks detail negotiations with the Soviet Union

**Wussler and Howard admit airing shows that would improve their bargaining positions**

CBS and NBC last week admitted airing television programs featuring Soviet entertainment that "enhanced" their negotiating positions during last year's competition for the rights to the 1980 Moscow summer Olympics.

ABC faced similar allegations in a hearing last Monday before the House Communications Subcommittee, but it denied putting anything on the air that would improve its negotiating posture with the Soviet Union. It also denied feeling any pressure from the USSR to air programs favorable to the Russians. NBC and CBS, on the other hand, said such pressure was pervasive during the negotiations.

These and other statements—including a detailed accounting of the activities of Lothar Bock, the German intermediary who profited from both CBS and NBC on Olympic negotiations—were made in sworn testimony of key network officials before Lionel Van Deerlin's (D-Calif.) subcommittee, which is currently investigating the relationships between the networks and sports. The session Monday focused on the 1980 Olympics—on the events that led to NBC's purchase of television rights to the Moscow games for the record sum of \$85 million, on evidence of Soviet attempts to put pressure on the networks to air favorable shows during and since the negotiations, and on what the Soviets might try to do when the games begin.

In regard to the last, the subcommittee heard assurances from NBC that the network will not let the Soviet government have any influence on coverage of the Olympics and surrounding events. "NBC has been in business for 50 years," NBC Television Network President Robert Mulholland said. "NBC is not going to sacrifice its integrity for two weeks' worth of programing."

Under questioning from Phil Hochberg, special counsel to the subcommittee, Mr. Mulholland said it is difficult to answer such hypothetical questions as, what happens if the Soviet Union bars coverage of Soviet dissidents during the Olympics? "If dissidents are within range of the cameras, those cameras will turn," he said. And "if we are prevented from covering something, we intend to say so on the air."

Asked by subcommittee counsel Harry M. (Chip) Shooshan if the network would back out of the Olympics if Soviet pressure on coverage became too great, Mr.

Molholland answered, "If the pressure became so unbearable—and there's no indication of that—that the integrity of NBC became compromised, the answer to your question is yes."

Mr. Mulholland expanded the thought in prepared remarks to the subcommittee: "We have the complete, unfettered right to pick and choose from the various feeds, and to edit and organize what we want to show into the programs NBC production personnel will prepare in Moscow," he said. "Of course, no one can guarantee that the Soviets will not 'pull the plug,' as some critics have suggested they will. Obviously they have the physical ability to do so. But considering the money, effort and prestige they are investing in this enormous international event, we see no basis for assuming they would follow such a self-defeating course, with the whole world watching."

Furthermore, NBC will not be giving any equipment to the Russians, Mr. Mulholland said. He estimated that NBC will spend about \$15-20 million on equipment, facilities and rent, bringing to more than \$100 million the network's projected expenditure on the summer Olympics. But, NBC does expect to make a profit, Mr. Mulholland said, and plans to produce approximately 150 hours of coverage, approximately twice the coverage hours ABC gave the 1976 summer Olympics.

A point underscored by the networks was that the competition for the Olympics was extremely intense. All agreed that the benefits of obtaining the rights transcend the events themselves, carrying over into network's images and the ratings of other programing.

All three networks were questioned about alleged attempts to improve their bargaining positions with the Russians during the negotiations by airing programs relating to the Soviet Union. CBS Television Network President Robert Wussler was confronted by Mr. Shooshan with the record of four programs aired by CBS from June to November 1976, and all involving Soviet entertainment. They included a performance of the Bolshoi ballet, a Soviet circus, a Soviet clown festival and a Soviet ice show. There was also a fifth show, a Soviet-produced program about the life of Leonid Brezhnev, which CBS bought but

did not air.

Regarding the last, Mr. Wussler said the show was purchased only for some of its visual effects, including a picture of the Moscow Olympic facilities, which he said CBS could excerpt and use in the event it announced its purchase of the rights to the games. Mr. Wussler said CBS never intended to use the program as it was and never gave the Russians the impression it was interested in airing the life of Mr. Brezhnev.

But about the first four programs, Mr. Wussler acknowledged that "we were attempting, where possible and where appropriate, to get along with the people we were negotiating with."

Mr. Wussler denied having taken a direct role in negotiations on the Bolshoi ballet program, which took place while he was vice president of CBS Sports. However, Mr. Hochberg said that contradicted a statement Mr. Wussler had given him in August. "You indicated you did in fact handle the negotiations for the Bolshoi," he said to Mr. Wussler.

Mr. Wussler replied, "If I led you astray, I don't have any recollection ... I was aware of it. But I had nothing to do with the negotiation of the contract ... I sent several people in the right direction, you could say."

Asked by Mr. Hochberg if the purchase of the show enhanced CBS's bargaining position, Mr. Wussler replied, "that would be an accurate characterization." He said under questioning from Lou Frey (R-Fla.), ranking Republican on the subcommittee, that "there was a constant grinding of the wheel by the Soviet Union in programing matters ... the pressure was there."

Representatives of NBC expressed similar sentiments. Carl Lindemann, former vice president, NBC Sports, told Mr. Hochberg that "there is no question that in the early conversations there were some desires" by the Russians for programing favorable to the USSR.

Mr. Hochberg asked Robert Howard, former president of the NBC Television Network, now vice president and general manager, WNBC-TV New York, if a program on Soviet dance, which NBC aired in summer 1976, was prompted by the Olympic negotiations. Mr. Howard replied, "I



**So help us, God.** Being sworn in at the House hearings on Olympics negotiations last week were (l to r): Robert E. Mulholland, Robert T. Howard and Carl Lindemann, NBC; James R. Spence and Roone Arledge, ABC, and Robert Wussler, CBS.

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# An Open Letter

TO MY FELLOW EDITORS AND PUBLISHERS:

On June 25, 1977, several metropolitan newspapers published articles purporting to describe events surrounding the departure from Panax of two among the more than 50 senior editors who make up the Panax organization. Those reports included the inaccurate claim that the two editors in question had been fired for refusing to print one or more articles distributed from corporate headquarters. The fact that the editors of more than a score of our other newspapers which did not publish those articles remained unmolested in their jobs did not seem to matter to those who rushed into print; indeed, most of those same newspapers have made no effort, to this day, to either check the facts with us, much less set the record straight.

Within 10 days--and that includes a long, holiday weekend--of the appearance of those distorted stories, the National News Council, in unprecedented haste, had rushed to judgment on Panax, inventing its own definition of what is wrong with group ownership as the premise for its finding. Its finding said that by doing what I had not done, I had "highlighted one of the great underlying fears about newspaper chain operations--that what the public reads is directed from afar by autocratic owners."

First, a word about "doing what I had not done." The Council itself, in its findings, said it had "elected not to involve itself" with the essential facts of the case; namely, the circumstances surrounding the departure of the two editors, nor the substance of the articles in question. The fact that they had no facts to fit their theory did not deter them, in the slightest, from rushing to judgment.

Now, as to those "underlying fears:" anyone even vaguely familiar with newspaper operations knows that it would be literally impossible to "direct from afar" the myriad editorial decisions leading to the appearance of that daily miracle, the newspaper. What is at issue is whether the publisher ought also to have access to the pages of the newspapers for which he is responsible, and the answer to that, it seems, ought to be obvious. In passing, if the National News Council wishes to concern itself with a real threat to "autocratic control," we may suggest it take a look at network news programs, shaped by a handful of persons in New York and Washington, and beamed down the electronic throats of their affiliates without so much as a bleep being changed.

We believe that what has happened to us in this kangaroo court setting highlights, rather, one of the profound fears expressed by newspapermen everywhere when the National News Council was coming into being four years ago: that it would attempt to become prosecutor, judge and jury of the media, instead of a needed and legitimate outlet for public grievances and fighter for press freedom. It was that fear which caused the American Society of Newspaper Editors to vote 257 to 106 in late 1972 against the establishment of a News Council-type organization.

The change has come about, we believe, since Norman Isaacs, a self-styled "public scold," took over as chairman earlier this year. In his very first Editor & Publisher interview, Isaacs said he planned an "activist" role for the Council. Less noticed, and little reported, was the fact that Isaacs planned to capitalize on a sense of expanded direction worked out by a committee on which he, himself, had been the dominant force.

We say "sense of direction," rather than rules, because the rules under which the Council was supposed to operate still required a go-slow caution which Isaacs & Company chose to violate flagrantly in the Panax case. Those rules, for example, require a written complaint. We still have seen none. And a written reply. Instead, Isaacs ordered a telephone poll on a case in which he hadn't even, by his own admission, bothered to check the facts. We are in no way reassured by Isaacs' statement now that the Council routinely departs from its own rules. Some may approve of that kind of "activism." Some may also believe that the question of group ownership and the relationship of publishers to editors ought to be studied.

But we, in Panax, have decided that the National News Council is not going to do it over our wrongly-accused bodies.

And so we respectfully decline Professor Isaacs' invitation to appear before his kangaroo court.

Instead, we join John Knight, who wrote four years ago about the Council:

"Any self-respecting editor who submits to bar association 'guidelines' or subscribes to meddling by the National News Council is simply eroding his own freedoms.

'Editors are accountable to their readers, not to a group of self-appointed busybodies with time on their hands.'\*

It is to that jury that we will comfortably and confidently take and rest our case--our readers.

\*As quoted in *Editor & Publisher* Jan. 20, 1973



BOX 1860, EAST LANSING, MICH. 48823,

A handwritten signature in black ink that reads "John P. McGoff". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

John P. McGoff, President  
Panax Corporation

**Scored for scoring.** NBC-TV's broadcast of the Muhammad Ali-Earnie Shavers fight Sept. 29 swept the ratings with a 53 share, but at the same time it involved the network in an imbroglio of sorts for showing viewers the judges' scoring after each round. The controversy started when Mr. Ali's trainer let it be known after the fight that the round-by-round scores had been relayed to the Ali corner by a confederate. Mr. Shavers's trainer said he had not made similar arrangements, and so was unaware that Mr. Ali was leading in the later rounds. Mr. Shavers said he had been given the impression by his trainers that he was ahead in the fight.

News stories describing Mr. Ali's advantage brought a slew of editorials and sports columns criticizing NBC for having provided the scores, although the network reported it had received no telephone complaints. The reaction of Teddy Brenner, president of Madison Square Garden Boxing, was typical: "If I had been consulted [about using the scores], I would have turned it down," he said. "You don't score boxing that way. It was a bad move by NBC." According to an NBC spokesman, the network had requested, and received, permission to air the scores from two New York State boxing commissioners, Louis Rios and Floyd Patterson (the former heavyweight champion).

thought it was a favorable way to go." But he denied that another program, a debate on human rights, which was suggested by the Soviet embassy in Washington and carried by NBC News, had any connection with the negotiations.

In contrast to the other two network admissions, **Roone Arledge**, ABC news and sports president, denied knowledge of any requests from the Russians for programs favorable to the USSR. He also denied airing any such programs. Mr. Hochberg confronted him with a series of programs ABC ran on its morning program, *AM America*, about Soviet life, but Mr. Arledge said the shows were run by the network's entertainment division, not sports, and "I don't think the news and entertainment division had any interest in the Olympics."

Asked if the *AM* shows had helped in the negotiations between ABC and the Soviet Union, Mr. Arledge replied, "I did not notice a discernible difference one way or the other."

Representative **Albert Gore Jr.** (D-Tenn.) said he had reason to believe that the Soviet Union had a contractual right to review the programs before they were aired. Mr. Arledge said he was aware the Soviets had seen the shows beforehand, but referred to it as a "social amenity."

All three networks acknowledged having official "protocols" with the Soviet state radio and TV commission signed in the last three years to increase program exchanges with the Soviet Union. The networks admitted no direct connection between the protocols and the Olympics negotiations, however. Said Mr. Arledge, "Any time you have the state commission on your side that's going to be a plus for you in doing business with the Soviet Union."

### **Lothar Bock: Whatever his role, he comes out a lot richer**

A subject of intense questioning at the hearing was the role of Mr. Bock, the West German national who delivered the Olympics rights to NBC and ultimately made more than \$10 million in fees and productions contracts from both NBC and CBS.

The circumstances under which Mr. Bock landed the deal with the Russians are controversial and in some respects remain

a mystery to the subcommittee. Mr. Bock declined Mr. Hochberg's requests to testify on two occasions, and, according to the special counsel, could not be forced to attend the hearing because he is not a citizen.

But in their investigations and questioning, the subcommittee staff developed this scenario.

Mr. Bock originally worked for CBS and had signed as a consultant in November 1975. A television program producer with extensive contacts in Russia and Europe, he was the key to CBS's negotiating effort. In fact he eventually carried the Russian's offer to the network. But the timing was bad.

The offer came after CBS had joined ABC and NBC in suspending negotiations for Olympics rights and had gone to the Justice Department with a request for an antitrust exemption that would enable the three to share the costs and coverage of the Olympics.

Mr. Wussler testified that he had admonished Mr. Bock several times not to talk any more with the Russians, and "we were outraged" when Mr. Bock appeared in New York with an offer. "I was hurt, I was disappointed, and I was ready to throw up my hands," Mr. Wussler said. He said Mr. Bock protested that he had not done any negotiating, but rather was merely acting as a messenger for the Soviet Union, he characterized Mr. Bock as "a retriever ... that great golden retriever that had gone out and brought back the bird at any cost."

"I gave him a severe tongue-lashing," Mr. Wussler said. CBS turned the offer down, for two reasons: because it had given its word to the other two networks to suspend negotiations, and because "by this point I was a little punchy about the whole thing," Mr. Wussler said. "I was tired of it." He said the Olympics had come to occupy too much of his time and were inhibiting his ability to perform the rest of his job.

According to Mr. Hochberg, who talked to Mr. Bock on the telephone, Mr. Bock said he knew he was not supposed to negotiate, but he denied that Mr. Wussler or anyone else at CBS had ever admonished him to refrain.

For his efforts, even though CBS refused the Olympics, Mr. Bock was paid \$140,000 by the network, plus more than

\$25,000 on his consultancy agreement (CBS felt a "moral obligation" to him even though it was angry at him, Mr. Wussler said). Furthermore, it was he who sold the four Russian entertainment programs to CBS and the film on the life of Leonid Brezhnev, for a total of \$1.5 million—bringing to \$1,680,749.98 the amount of money CBS paid Mr. Bock, according to Mr. Shooshan.

He made another \$9 million from NBC: \$1 million for delivering the Olympics; \$7.5 million to produce three entertainment or sports programs a year for the next five years; a \$140,000 four-year contract related to the Olympics, which bestows on him the title, executive, special projects, NBC-Europe (although he is not a network employe, Mr. Howard said), and a \$360,000 four-year contract for Mr. Bock's services in program production.

Much of the money goes for program production, the NBC and CBS representatives testified, but in all Mr. Bock made \$10,680,749.98 in deals with the networks, Mr. Shooshan said.

Mr. Howard testified that before the Olympics deal, NBC had never purchased any sports or entertainment programs from Mr. Bock, but felt because of his "track record" with the BBC, and with CBS, that he could be trusted. "You have to understand NBC's position," Mr. Howard told the subcommittee. "We at the time did not have people representing us in Europe."

The deal that the German intermediary offered NBC was the same as he offered CBS—plus \$1 million, which NBC did not question, Mr. Lindemann said, prompting subcommittee Chairman Van Derlin to quip, "Either he [Mr. Bock] is Europe's finest producer or NBC is America's most generous tipper."

Mr. Howard commented, "I think it was a lot of money, but I don't think it was unusual ... We feel we have made a very good deal. Most of the money is going to go into production costs." And in a post-script, he added, "We went from a bad third place in the negotiations to first place."

All three networks reported being suspicious about the others during the period they were supposed to be jointly dealing with the Justice Department. Mr. Howard said he heard a rumor that two representatives for a firm with marketing rights to the Olympics, Sargent Shriver (the 1972 Democratic vice presidential hopeful) and David Karr, were in Moscow pushing for the selection of ABC, but he said he did not believe it. Mr. Hochberg said both Mr. Shriver and Mr. Karr denied the allegation.

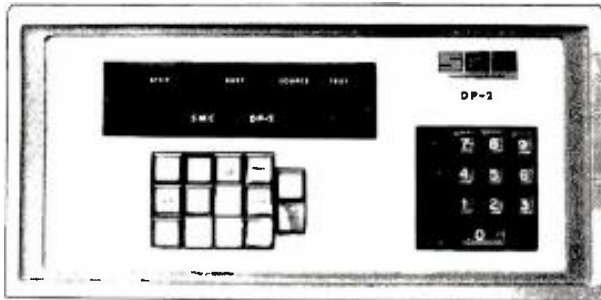
Mr. Wussler said Mr. Bock reported to him that both other networks had been in contact with the Russians while he was there. ABC and NBC denied it.

Mr. Arledge said he learned of Mr. Bock's presence in Moscow and, with ABC Television President Frederick Pierce, raised the question with CBS Broadcast Group President Jack Schneider and Mr. Wussler. He said Mr. Schneider



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denied Mr. Bock was negotiating on behalf of CBS.

When he did produce a contract, and was turned down by CBS, Mr. Bock took it to NBC first. Even if he had approached ABC, ABC would not have used him, Mr. Arledge said, because ABC considered him to be an agent. He said that under International Olympic Committee rules, use of agents is prohibited in dealing for TV rights.

Mr. Wussler said, on the other hand, that CBS did not consider Mr. Bock to be an agent. Rather he was a consultant, and under a proposed agreement with CBS, was to be a producer of the Olympics.

There were no formal conclusions offered by the subcommittee or staff at the end of the hearing, only an expression of hope by Mr. Frey that the Russians would take note of Congress's "sensitivity" about possible pressure on NBC at the Olympics. Mr. Van Deerlin said he hoped the statements made would be "helpful" to the networks.

The subcommittee plans two more hearings at the end of October on network involvement in boxing, tennis and collegiate athletics.

## White offended by TV portrayals of women, but won't be a censor

**FCC commissioner comments on civil rights report that indicated she should wield her power to bring about reforms**

FCC Commissioner Margita White, in the only public reaction from the commission to the U.S. Civil Rights Commission's report on television, acknowledged that, as the report suggests, she is often offended, as a woman, by the manner in which women are portrayed on television. But what "outrages" her more, she said, is the suggestion that, as a member of the FCC, she "should have the power to change the picture." She will not be a "censor," she declared.

The report—"Window Dressing on the Set: Women and Minorities in Television"—accuses the networks of perpetuating racial and sexual stereotypes in their pursuit of higher ratings and profits" (BROADCASTING, Aug. 22).

Commissioner White expressed her views on the report in an article in the Oct. 2 *Los Angeles Times*. She said it is "ludicrous" that an agency charged with protecting the civil rights of the American people "should recommend that the government censor free speech and expression."

The CRC has denied any intent to recommend censorship. But, Commissioner White said, the report "castigates the FCC for relying on television broadcasters to use their own judgment regarding the

**From AWRT too.** Audrey G. Hunt, president of American Women in Radio and Television Inc. has written to the FCC expressing her concern about the potential for "excessive government control" in the recommendations made by the U.S. Commission on Civil Rights on the roles of women and minorities in broadcasting. "The report's recommendations, which would directly involve the FCC in judging the content of programs and dictating the portrayals of characters, could cause more ill effects than good results," AWRT's president contended. "We believe these goals must be accomplished, but not at the expense of the central values of our free society."

portrayal of minorities and women."

She said the First Amendment's guarantee of expression and choice will protect the public's right to decide what it will watch on television. "That may or may not be what I want to watch, what the Civil Rights Commission believes the public should want to watch, or what the public would watch if it had more choices."

Her suggestion to deal with the problem pointed out by the CRC is to promote a greater diversity of program choices. She noted that UHF television stations are growing in number as UHF-TV picture and sound quality improve. She said new television tuners may make it possible for each city to be allocated additional VHF as well as UHF channels. And public television, cable television, pay cable, over-the-air television, video cassettes and video disks are already widening viewer choices, she said.

## Public broadcasting focuses on females

As delegates gather next month in Houston for the first National Women's Conference, the public broadcasting community will be airing its own "Celebration of Women," with more than 20 hours of special-interest radio and television programs.

Direct coverage of the conference Nov. 18-21 is to be handled nightly by National Public Radio's *All Things Considered*, with weekend anchor Jackie Judd reporting from Houston. KERA-TV Dallas will produce an hour wrap-up to run Nov. 21 over the Public Broadcasting Service. Funding assistance, in the programming as well as promotional areas, has been provided by the Corporation for Public Broadcasting.

Among the special programming to be offered by PBS is *Georgia O'Keefe*, an hour profile of an American artist produced by female filmmaker Perry Miller Adato; *To Be a Man*, an hour documentary showing stereotyping of men as well as women, and *Me and Stella*, a half-hour show on blues composer Elizabeth Cotten. Regularly scheduled programming will also take a female direction, with *Wall Street*

*Week*, for example, featuring financial analyst Bernadette M. Bartels.

National Public Radio's contribution will be within its regularly scheduled series. *Options*, for example, will feature an hour interview with anthropologist Margaret Mead. Other programs range from *Folk Festival USA*, highlighting the Fourth National Women's Music Festival, to *Voices in the Wind*'s fourth all-woman show with actresses Dame Judith Anderson, and Trazana Beverly, poet Ntozake Shange and dancer Leslie Brown.

## Self takes over CBS TV movies; Monash leaves to write and produce

In the first shift of network programming executives since the start of the new season, CBS-TV has named William Self as vice president, programs, motion pictures for television and miniseries.

Mr. Self replaces Paul Monash, who is to return to his "first love"—production. Mr. Self had been vice president, programs, Hollywood, and Mr. Monash had reported to him.

CBS's head programmer, B. Donald Grant, said last week that he would absorb most of Mr. Self's former duties, and that there would be no replacement. "It spreads me a little thin," Mr. Grant said, "but it puts me closer to the development process." Mr. Self said that his former title "really meant head of programming on the West Coast" before CBS headquartered the department there under Mr. Grant last May.

In announcing the appointment, CBS-TV President Robert Wussler said, "Bill requested that he be assigned to this post, and I was delighted to accede to his wishes."

Mr. Wussler also indicated that Mr. Monash had left the network voluntarily, and Mr. Monash last week described the parting as "extremely amicable," adding that he had received a "most generous" severance. He said he is considering various opportunities in which the major emphasis would be on feature films, but that he intends to do television work as well.

Mr. Monash had been a successful producer and writer before taking the TV movie and miniseries post at CBS in October 1976. When he arrived, he said, "CBS had not yet made a commitment in that area." Under Mr. Monash, the department developed 26 or 27 TV movies for the 1977-78 season, four of which had aired as of last week, and "at least" an equal number for next year, according to Mr. Monash. Also, Mr. Monash said, a number of four-hour films and miniseries for 1978-79 had been conceived before his departure, although none had entered production.

Mr. Self, whose appointment is effective

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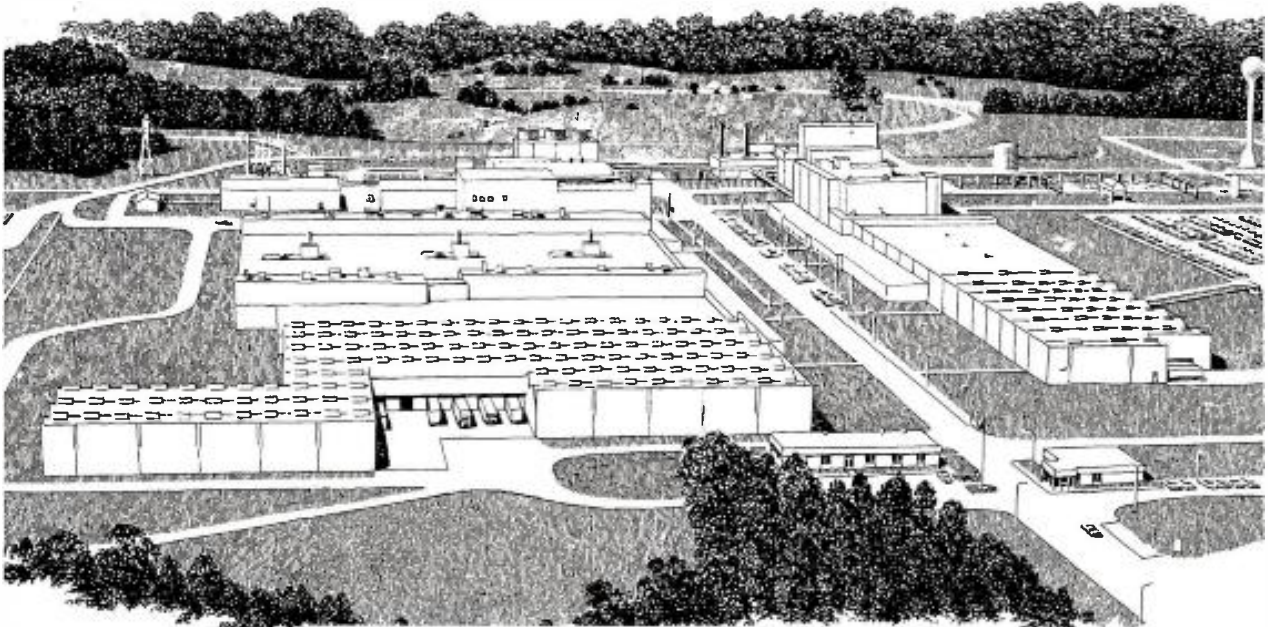
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immediately, said he would need some time to orient himself before commenting on his plans for the department.

He was appointed vice president of programs, Hollywood, in April 1976 and established, according to Mr. Wussler, "a brilliant record of performance in gathering together a powerful West Coast program team." Prior to joining CBS, Mr. Self had been an executive vice president and later president of Twentieth Century-Fox Television. He also had been a vice president of Twentieth Century-Fox Film Corp. and an executive producer and a director of programs administration for CBS.

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## Begelman resigns from Columbia Pictures under a cloud

### Board looks into money deals between company and former head of TV, movie divisions

David Begelman, president of Columbia Pictures Industries' television and motion pictures divisions, has taken a leave of absence from those posts and resigned as a director and senior executive vice president of the parent corporation.

The move came along with the announcement from Columbia that the board of directors "has commenced an inquiry into certain financial transactions between David Begelman and the company." The transactions were characterized as "aggregate not material," with no further explanation from Columbia. Mr. Begelman could not be reached for comment.

With the announcement, Columbia's president and chief executive officer, Alan J. Hirschfield, said: "The company's plans for a substantial increase in motion picture production and expansion of its television activities will proceed unabated."

The television division will continue to operate under Larry White, chief of production, and under Norman Horowitz, head of worldwide syndication. On the motion-picture side, leadership remains in the hands of Dan Melnick, feature production; Norman Levy, marketing, and Pat Williamson, international operations.

Mr. Begelman, who joined Columbia in 1973 and took over the television division last May, generally has been credited with improving Columbia's profitability.

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## CPB, PBS prodded

### Waxman commends public broadcast organizations for desire to reach accord on programing by own means but wants to see some real action

The Corporation for Public Broadcasting and Public Broadcasting Service should establish a single office to give uniform treatment to new program submissions from independent producers, Representative

Henry Waxman (D-Calif.) said in a letter to the presidents of the two bodies.

Testimony at hearings last month before the House Communications Subcommittee, of which Mr. Waxman is a member, touched on a seeming lack of coherent policy in public broadcasting governing consideration and implementation of new program ideas from independents (BROADCASTING, Sept. 12).

Mr. Waxman applauded appeals from both CPB President Henry Loomis and PBS President Larry Grossman for Congress to refrain from intervening to solve public broadcasting management problems, and added: "If both CPB and PBS firmly believe that the problems of the system (aside from funding) can be handled without legislative changes by the Congress, I believe it important that you demonstrate your determination to implement managerial reform. The establishment of an office to provide a uniform system for access to public broadcasting would be a major contribution in this regard."

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## A newcomer with TV films

New World Pictures, whose name has been associated with theatrical motion picture distribution for the past seven years, now is going after the television market.

The Sept. 28 CBS-TV presentation of "Jackson County Jail" marked its first network deal. And the Los-Angeles-based distributor also has put together a package of 15 films available to local stations. They are drawn from New World's inventory of 75 movies, mostly of the action/adventure genre, but also including bigger names such as the 1975 Academy Award winner as best foreign film, "Amarcord." The first package of 15 films includes the likes of "Jackson County Jail," "Eat My Dust" and "Crazy Mama."

New World, which has just begun to distribute locally, reports much interest but no deals yet.

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## JWT selling Stiller-Meara; other programing in offing

J. Walter Thompson Co., long absent from the television production business, marks its return with *Take 5 with Stiller and Meara*, a five-minute comedy series being distributed by its JWT Syndication.

Featuring the husband-and-wife team of Jerry Stiller and Anne Meara, the show is making its debut in about 30 markets, said to represent a 50% clearance. Among those on board are four NBC owned-and-operated stations: WNBC-TV New York, WMAQ-TV Chicago, WKYC-TV Cleveland and WRC-TV Washington.

*Take 5*, said to be the first of other in-house projects planned, was developed for a five-day run for 17 weeks. Three showings of each episode are expected; however, stations are free to program the series as they wish.

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## Teachers Guides backs sessions with parents

### Workshops being held in cities; tie-in with NBC's 'Special Treat'

A series of "Parent Participation TV Workshops" will be conducted by schools, school districts, parent-teacher associations, church and community groups and colleges and universities across the country beginning this week, according to Teachers Guides to Television, sponsor of the project.

The workshops are scheduled to start Oct. 11, built around NBC-TV's *Special Treats* series, which begins on that date. The idea is to have parents visit the workshops to watch the broadcasts with their children, then discuss the programs with them under the guidance of local discussion leaders. The parents will also be given guidance in using television to help their children in such areas as learning to make decisions, developing responsibility, handling conflict and the like, according to TGT.

Guidance for parents, for young people and for workshop discussion leaders is contained in a 24-page "Parent Participation TV Workshop Handbook" that NBC is providing, at no charge, to groups wishing to conduct the workshops. Requests should be sent to Teachers Guides to Television, P.O. Box 564, Lenox Hill Station, New York 10021. Groups must agree to send reports on their workshop activities to TGT.

Groups already committed to conducting workshops were said to include the school systems of New York, Philadelphia, Washington, Atlanta, Boston, Indianapolis, Dallas, Houston, San Francisco, Seattle, Chicago, Tulsa, Okla., Albuquerque, N.M., and Charlottesville, Va.; the extension service of the University of Wisconsin, the Northwest New York Educational Television Association and individual schools, colleges and community groups around the country.

Among the groups said to be cooperating with TFT in the project are the National Association of Elementary School Principals, National Association of Secondary School Principals, National Council for Social Studies, American Association of Colleges for Teacher Education, American Federation of Teachers, National Education Association, American Library Association, National Parent-Teacher Association, National Catholic Educational Association, Southern Baptist Convention Radio and Television Commission, Board of Discipleship of the United Methodist Church, Nation 4-H Clubs and Boy Scouts of America.

The handbook being provided by NBC includes articles for parents by prominent educators and synopses of eight *Special Treats* broadcasts and a family discussion guide built around each.

Teachers Guides to Television, a New York-based organization, publishes a variety of "guides" in cooperation with

**1976**  

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**1977**

FOR TWO YEARS  
IN A ROW  
THE NUMBER ONE  
GOOD MUSIC STATION  
IN AMERICA IS  
**WWBA AM/FM**  
SERVING TAMPA  
ST. PETERSBURG

DOMINANCE...TWO YEARS IN A ROW! WWBA's phenomenal 18.1 share of total audience cannot be matched by any station in markets like Baltimore, Boston, Philadelphia, Washington, New York, L.A., Chicago, Miami and San Francisco!

GROWTH...WWBA has a larger audience than ALL 4 of its Good Music competitors in the Tampa Bay Market combined! Great Programming & Constant Promotion keep us on top of Schulke, Peters, Century 100 and others in this fast growing market!

THE CRISTAL COMPANY

advertisers, networks and others. One of its principal products, done in partnership with the Television Information Office, is a continuing series of "Teachers Guides to Television," widely distributed among educators.

## Tube togetherness

### TIO mailing offers advice from child expert to parents on watching TV with children

Advice from an expert telling parents to get to know their children better by watching television with them is being distributed by the Television Information Office to its member stations for use in mailings or in local print ads.

The advice is in the form of a bylined article by Dr. Louise Bates Ames, president of the Gesell Institute of Child Development, New Haven, Conn. Its headline: "With a little help from you, your children can get a lot more out of television."

Some parents, Dr. Ames suggested, are "missing the chance to use television" to improve their relationships with their children, because they "feel television ruins discipline." But, she added, "obviously the fault lies far more with the parents who fail to exercise discipline in regard to their children's viewing habits."

Dr. Ames offered three "well-tested ways to use television [that] will bring your family closer together:" Know what the children are watching, explain the things they don't understand and discuss the program with them. "Watching television with your children will help you get to know them better," Dr. Ames concluded. "You'll learn about their values and their tastes and they'll learn about yours."

The message is being supplied to stations in two versions, suitable for print advertising or mailing.

## Programing by and for young adult audiences

### College student-run FOYN offers radio shows featuring interviews with famous personalities

An enterprising group of students from Eastern colleges banded together three years ago to produce radio programs that would appeal to listeners aged 18 to 34. Their first offering, *Focus on Youth*, a panel discussion show, is in about 65 markets and the second, *Kaleidoscope*, was put into distribution several weeks ago and is set in more than 20 markets.

The programs are produced and voiced entirely by students, mainly from Princeton but including some from Yale, Brown and the University of Pennsylvania. They are available on a barter basis from Focus on Youth Network Inc., Box 6460, Lawrenceville, N.J. 08648.

The *Focus on Youth* program is a weekly half-hour show spotlighting a well known person interviewed by a panel of college

students. Among the persons who have appeared on the program have been such government luminaries as Edward M. Kennedy, Hubert H. Humphrey, John Sparkman and William Proxmire. Others have been Gloria Steinem, Ayn Rand, Art Buchwald, Joey Bishop and William Colby, former director of the Central Intelligence Agency.

*Kaleidoscope* is a one-hour weekly program. Each broadcast will include interviews with three outstanding individuals, four of the week's leading records and four feature segments. Among the confirmed guests for this year, according to FOYN, are Walter Cronkite, George Meany, Cyrus Vance, Richard Burton, Andrew Young, Bob Woodward, Jack Anderson, Harry Reasoner and Dick Cavett.

Among the station groups that use FOYN programming, a spokesman said, are Storer, RKO General, General Electric, Cox Broadcasting, Metromedia, Westinghouse and the CBS and NBC owned-and-operated outlets.

## Program Briefs

**Signed up.** Operation Prime Time and MCA-TV, has 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."

**Automated country.** Filmways Radio, Hollywood, has started production on new automated country format, for which nine stations have already signed for Nov. 15 start. Four DJ's from Los Angeles-area stations will each track five hours daily, seven days weekly. Tracks are two forms: one for all client stations, the other local for each station's specific needs. *Filmways Radio, 1610 North Cahuenga Boulevard, Hollywood 90028; (213) 462-6421.*

**Rock around country.** *Crawdaddy Rock Revue*, hour show, has previewed on 68 radio stations. Package, hosted by New York disk jockey, Peter Fornatale, offers interviews, comedy, record reviews and news. Pilot may be ordered free from *Cinema Sound Ltd., 311 West 75th Street, New York 10023.*

**So there.** ABC-TV, in gentle nudge in ribs to rival NBC-TV, will air *Gabriel Kaplan Presents the Small Event* on Sunday, Oct. 23 (10-11 p.m. NYT). Show will feature Mr. Kaplan, Sid Caesar and others in spoofs of TV specials, with such make-believe shows as *Battle of the Celebrity Relatives; An Evening With Millard Fillmore* and *Hormones: Are We Paying Too Much for a Bigger America?*

**Religious formatting.** Twelve Oaks Productions is offering its new inspirational

automation format. Programming features top selections in contemporary/MOR vein. Complete dayparted music programming service includes announcing by Gary McCartie of KBRT(AM)-KBIG(FM) Los Angeles and Mike Trout, one of Twelve Oaks Production principals; feature-length specials; technical consultancy; time charts; PSA's; commercials and ID jingles. *Twelve Oaks Productions, Box 4917, Thousand Oaks, Calif. 91359; (905) 497-3022.*

**New in New Jersey.** Roylance H. Sharp, former Hughes Television Network executive vice president, has formed Vanda Communications, specializing in program distribution to TV stations and cable systems. Mr. Sharp has been involved in networking with Dumont, Sports Network Inc. and Hughes. Vanda is based at *10 Hancock Drive, Florham Park, N.J. 07932; (201) 822-0685.*

**Christmas fare.** Viacom Enterprises reports signings thus far by 60 television stations—including all five NBC-owned TV's—for *A Cosmic Christmas*, half-hour animated special by Nelvana Productions Ltd. of Canada. Story, telling how "three futuristic beings learn the meaning of Christmas," was said to cost more than \$250,000 to produce. National advertisers, yet unsigned, will be given three commercial minutes; local stations will get two.

**Russell for ABC-TV.** Former basketball star Bill Russell has been signed to long-term contract by ABC-TV for sports commentary and other assignments, including feature spot in network's planned magazine show, according to announcement by ABC News and Sports President Roone Arledge.

**Turnabout.** British Broadcasting Corp. has bought rights to *American Short Story* series, National Endowment for the Humanities announced last week. Series was produced with \$2 million grant from NEH and presented on Public Broadcasting Service last year. BBC paid about \$70,000 each for nine short story adaptations and has option to rerun them for half that sum. Half of payment will be returned to U.S. treasury and half will go as royalties to script writers and NEH.

**Outdoors in Mid-Atlantic.** Brooks Robinson, former Baltimore Orioles great, will be host of regional outdoor TV series, *Exploring the Chesapeake, Blue Ridge and Beyond*. Syndicated barter package will be produced by Martin/Winters Production, Washington. Filming will begin in November of initial 13 half hours. Personalities from sports and government will appear in programs that will go beyond hunting and fishing to include traditional fox hunts, white-water rafting, camping, hiking, etc. Locations will extend from Hatteras to Pennsylvania and from Chesapeake Bay to Blue Ridge mountains, areas accessible to viewers in Mid-Atlantic region where station sales will be mainly sought. M/W currently is negotiating with prospective sponsors for barter series and Syndicast Services, New York, as national distributor.



## WCT tennis offered in 35-show TV package

World Championship Tennis, predominantly NBC-TV fare for the past six seasons, now is on the open market. With distribution and co-production by the Mizlou Television Network, WCT is offering a 1978 package of 35 shows, amounting to some 42 hours.

Within each hour, seven commercial minutes will be reserved for national advertising (Pepsi-Cola is the first signed up) and five minutes will be sold by the stations. To break even on the TV venture, according to WCT owner Lamar Hunt, \$2 million in national advertising revenues must be collected. Mr. Hunt, a Texas oil millionaire, also owns the Kansas City Chiefs football team.

The seven WCT tournaments to be carried next year offer a total purse of \$1.4 million in prize money. Five events will be telecast live.

Through the WCT television calendar, Mr. Hunt hopes to provide tennis viewers with their "first organized schedule." He claims that television coverage of the sport has "grown helter-skelter" and that the TV "tennis tour has been total chaos."

## Shows on minority cultures in federally funded series

Commercial and public television stations are being offered 287 hours of programming with a cultural/public affairs slant at no charge except for distribution costs by Television for All Children, Los Angeles.

Nate Long, executive director of TVAC, said the 17 programs were produced at a cost of \$34 million by federal funds over a four-year period. He noted that some of the programs have had exposure on commercial and/or public stations. Mr. Long added that stations taking a series are guaranteed 13-weeks of exclusivity in their markets.

The number of episodes in the series range from five to 26 and they deal with the development of minority cultures, including black, latino, oriental and native American. Program forms include drama, comedy, animation, documentary and music.

## Critics keep holding noses

**However, ABC-TV's 'Love Boat' weathers the negative reaction and starts with a 37 share**

Television critics in the national press continued to throw barbed prose at the season's new network programs as more series had their debuts.

The heaviest barrage was aimed at ABC's *Love Boat* (Saturday, 10-11 p.m.), which nonetheless came in with a 37 share, buoyed probably by its lead-in,

*Starsky and Hutch*. The other premieres since Sept. 20 (for critical reaction to show's premiering prior to that date, see BROADCASTING, Sept. 26), all belonged to NBC. But despite a somewhat less negative reception by the critics, all scored sub-30 shares.

*Oregon Trail*, in a two-hour premiere episode (Wednesday, 8-10 p.m.), pulled a 25; *Big Hawaii* (Wednesday, 10-11 p.m.) followed with an 18 and *Rosetti and Ryan* (Thursday, 10-11 p.m.) had a 26 the next night.

Following are samples from some of the reviews:

### **Oregon Trail (NBC, 9-10 p.m.)**

"... there should always be room for one epic western on the television schedule... an authentic look and comfortably strong performance by wagon train master Rod Taylor... there is a no-nonsense attitude to this series which will be appealing." Terrence O'Flaherty, *San Francisco Chronicle*.

"It is by long odds the most effective cure for insomnia the networks have loosed this season... mind-numbing blandness." Cecil Smith, *Los Angeles Times*.

(Like several critics, Mr. Smith was perhaps more critical of the two-hour premiere episode of this program than the qualities of the series itself.)

### **Big Hawaii (NBC, Wednesday, 10-11 p.m.)**

"With an inherent family interest plus that big spread to tend, this so-called pineapple *Bonanza* is an interesting entrant... the setting is lush, the actors fine and except for a minor plot problem (it stinks) this premiere episode shows everything and everyone off to fine advantage." Katie Kelly, *New York Post*.

"Big Hawaii is the kind of family show that makes one want to bring back violence... gives every sign of having been conceived in the audience research department." William A. Henry 3d, *Boston Globe*.

### **Rosetti and Ryan (NBC, Thursday, 10-11 p.m.)**

"With this season being touted as the renaissance of nonviolence, the program's style strives for humor instead of corpse accumulation... The show has a severe case of the cutes." John O'Connor, *New York Times*.

"TV's latest package deal... none of the joie de vivre that we've come to expect from radio and TV's most successful lawyers... full of cliches and catch phrases..." Barbara Zuanich, *Los Angeles Herald-Examiner*.

### **Love Boat (ABC, Saturday, 10-11 p.m.)**

"... listing badly because of an overload of cute... almost everybody is smotheringly nice... badly needs sharper writing and better wit... the entire show had a disjointed feel." Joan Hanauer, UPI.

"Gavin MacLeod... has one of those grin-and-bear-it smiles, and what he's bearing is the worst television series of the season..." Kay Gardella, *New York News*.

## Radio board allows exceptions to 18-minute limit

**For good cause and in public interest, stations may exceed it; that action is among many voted on at last week's meetings**

The National Association of Broadcasters radio board, at its third meeting of the year last week, approved a code change permitting stations to exceed the 18-minute commercial time standard "for good cause."

The action was at the top of a list of radio board decisions in Washington Tuesday that touched on a broad range of issues: radio receivers, the 1979 World Administrative Radio Conference, minority ownership and wage and hour laws.

The board accepted the recommendation of the radio code board to retain the code's limit of 18 minutes commercials per hour as a guideline for station managers, but giving them the option to exceed it in some circumstances. "For good cause," the code amendment says, "and when in the public interest, broadcasters may depart from this standard in order to fulfill their responsibilities to the communities they serve."

The amendment follows an earlier recommendation of the radio board, once turned down by the code board, then later adopted (BROADCASTING, Aug. 15). Now "we are more in line with the consensus of the membership," Radio Board Chairman Len Hensel of WSM-AM-FM Nashville said after the meeting. "So what else can they [the code board] do?"

The radio board also voted to ask the code board to study whether to continue NAB's radio code logging and monitoring, which costs \$25,000 to \$30,000 a year, Mr. Hensel said.

And the board directed the NAB engineering department to design an NAB system of ratings for radio receivers—to establish, for instance, class A receivers, class B, class C and so on. There was some feeling that the quality of receivers might improve if NAB were to disseminate a set of standards for consumers.

It also voted to urge the FCC to complete all proposed rulemakings regarding WARC '79 in time to present the U.S. negotiating team with a complete FCC allocations policy. The vote was in response to a request that NAB support the Daytime Broadcasters Association in seeking nighttime expansion of class IV stations. Rather than address that specifically, the board voted to ask the FCC to complete all WARC-related actions, including clear channel and daytimer issues.

In other actions the radio board:

- Considered restructuring radio dues, giving members option to pay both NAB and radio code memberships with one

check. No increase is currently contemplated.

■ Discussed NAB's involvement in AM stereo experiments. Mr. Hensel said the board appeared confident that stations will be able to put AM stereo into commercial operation as early as next summer. He said the board foresees no trouble for AM stereo at the FCC.

■ Reactivated the advisory committee for the NAB radio program college in Chicago, May 1978, which comprises William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., chairman; Hal Neal, ABC Radio; Robert McKune, KTRR(AM) Rolla, Mo., and Mr. Hensel (ex officio).

■ Instructed the NAB staff, at the urging of Ed Little of Mutual Broadcasting System, to seek an exemption for newsmen from wage and hour laws on the basis that they are creative.

■ Heard a plan from NAB membership director Wayne Cornils for a three-month contest to increase membership. The board was divided into teams, and will compete for "fun" prizes to be awarded at the next meeting in January.

## TVB more ambitious in setting up '78 seminars, workshops

**Association will not only increase number of stops on its junket, but will also add new courses**

An expanded schedule of sales training seminars for 1978 has been announced by the Television Bureau of Advertising, along with dates and places for six sales seminars to be held in the year's first quarter.

With the approval of its sales advisory committee at a meeting at Lake Tahoe, Calif., TVB said two new seminar courses were being added and that the seminars would be held in both Washington and Chicago and that a West Coast series would be divided between Los Angeles and San Francisco. In the past, they have been held in Washington and San Francisco.

The new courses are one for general sales managers only and a primer class for

salespeople having less than one year's experience. The others are a course for top management, one for sales managers, a senior sales course for persons with five or more years of sales experience and a sales workshop for those with one to five years in sales.

The seminars, done in conjunction with the Sterling Institute, run for three days. Costs range from \$375 per person for the primer sales or senior sales workshop to \$400 for the sales managers course, \$425 for the one for general sales managers only and \$450 for the top management course.

The schedule and courses, TVB said, are based on member preferences. The 1978 schedule follows:

Chicago—Top management, Jan. 30-Feb. 1; sales managers, March 29-31; senior sales, April 10-12; sales workshop, June 19-21; general sales managers only, July 24-26 and primer, Aug. 14-16.

Washington—Primer, Jan. 16-18; general sales managers only, March 29-31; sales workshop, April 3-5; sales managers, June 5-7, and senior sales, July 10-12.

West Coast—Primer, March 13-15 in San Francisco; senior sales, April 10-12 in

## New gains in FM audience

**In top-10 markets, they're up 12% over last year's figures**

Further evidence of burgeoning FM business was provided last week by Arbitron Radio, with figures showing 1977 FM listenership in the top-10 markets up 12% over last year and up 122% since 1970.

The comparisons, based on April/May Arbitron radio sweeps, uncovered an FM decline only in Boston, where listenership

dropped from a 39.0 share of radio audiences to a 38.6 level over the past year. The biggest FM gain was made in Chicago, up 25%, from a 35.1 to a 43.9 share. Other above-average increases were experienced in Pittsburgh (19%), Philadelphia and Washington (both 15%) and San Francisco (14%).

Continuing as the markets with the largest FM shares of radio listenership were Dallas/Fort Worth, 54.1, and Wash-

ington, 53.0. There, as well as in Philadelphia and Detroit, FM's listening draw exceeded AM's.

Another finding showed 31% more FM's in 1977 than in 1970 when the firm began analyzing the AM/FM relationship.

The Arbitron study was based on the following criteria: To be included in the survey, a station must be commercially operated, and either show up in at least 10 metro diaries or 1% of them.

Market	No. Stations Reported		Share		Average Share		Market	No. Stations Reported		Share		Average Share	
	Total	FM	FM	AM	FM	AM		Total	FM	FM	AM	FM	AM
<b>1970</b>													
New York	39	16	23.4	69.1	1.5	3.0	New York	40	21	39.7	51.9	1.9	2.7
Los Angeles	36	13	21.2	69.7	1.6	3.0	Los Angeles	47	20	38.6	54.2	1.9	2.0
Chicago	30	12	13.3	78.6	1.0	4.4	Chicago	32	17	35.1	56.3	2.1	3.6
Philadelphia	25	10	19.7	68.3	2.0	4.6	Philadelphia	26	13	40.7	47.4	3.1	3.6
San Francisco	29	14	21.3	67.6	1.5	4.5	San Francisco	42	21	34.6	56.5	1.6	2.7
Detroit	28	17	20.8	70.0	1.2	6.4	Detroit	32	19	44.2	47.4	2.3	3.6
Boston	27	9	19.0	72.7	2.1	4.0	Boston	33	13	39.0	51.9	3.0	2.6
Washington	31	12	27.5	65.0	2.3	3.4	Washington	33	15	46.2	44.9	3.1	2.5
Dallas/Fort Worth	30	13	20.5	72.0	1.6	4.2	Dallas/Fort Worth	29	15	48.5	45.1	3.2	3.2
Pittsburgh	30	12	14.7	79.2	1.2	4.4	Pittsburgh	32	14	33.6	59.0	2.4	3.3
<b>Average</b>	<b>31</b>	<b>13</b>	<b>20.1</b>	<b>71.2</b>	<b>1.6</b>	<b>4.2</b>	<b>Average</b>	<b>35</b>	<b>17</b>	<b>40.0</b>	<b>51.5</b>	<b>2.5</b>	<b>3.0</b>
<b>1974</b>													
New York	37	19	33.2	56.9	1.7	3.2	New York	44	22	40.0	52.6	1.8	2.4
Los Angeles	48	21	33.9	58.2	1.5	2.2	Los Angeles	46	22	43.2	49.5	2.0	2.1
Chicago	32	16	27.8	63.6	1.7	4.0	Chicago	32	17	43.9	48.2	2.6	3.2
Philadelphia	27	13	34.5	53.3	2.7	3.8	Philadelphia	27	13	46.8	42.4	3.6	3.0
San Francisco	38	19	29.6	60.1	1.6	3.2	San Francisco	43	23	39.4	52.0	1.7	2.6
Detroit	34	20	38.4	53.1	1.9	3.8	Detroit	29	18	47.0	44.6	2.6	4.1
Boston	34	13	31.6	60.5	2.4	2.9	Boston	29	13	38.6	52.6	3.0	3.3
Washington	32	14	39.4	51.7	2.8	2.9	Washington	31	15	53.0	38.2	3.5	2.4
Dallas/Fort Worth	31	15	37.5	57.4	2.5	3.6	Dallas/Fort Worth	30	15	54.1	41.6	3.6	2.8
Pittsburgh	30	12	30.2	62.4	2.5	3.5	Pittsburgh	29	14	39.9	53.4	2.9	3.6
<b>Average</b>	<b>34</b>	<b>16</b>	<b>33.6</b>	<b>57.7</b>	<b>2.1</b>	<b>3.3</b>	<b>Average</b>	<b>34</b>	<b>17</b>	<b>44.6</b>	<b>47.5</b>	<b>2.7</b>	<b>3.0</b>

Los Angeles; general sales managers only, June 7-9 in San Francisco; sales workshop, June 12-14 in Los Angeles and sales managers, Aug. 7-9, also in Los Angeles.

TVB President Roger Rice, announcing the new schedule, welcomed the expansion. By the end of the current year, he said, attendance will have reached 250, or 97% of capacity.

The regional sales meetings are all-day sessions to be conducted by Bill Brower, president of Sterling Institute, and Charles Reilly, president of In-Person Communications.

They will be held in Dallas-Fort Worth on Jan. 28, Pittsburgh Feb. 9, Atlanta Feb. 12, San Francisco Feb. 21, New York March 2 and Chicago March 14. Cost is \$70 per person.

## Women's unit of SAG says they're still being short-changed

**Committee claims 1976 analysis of workers in commercials shows little improvement since 1973**

The advertising community has been called upon to catch up with the times and change its attitude toward women in television commercials. Offering the message, along with a bundle of statistics, was the women's committee of the New York branch of the Screen Actors Guild.

After analyzing 551 commercials and counting 4,550 performers in 1976, the committee found nothing "substantially different" from a survey done of 1973 commercial fare, according to Joan See, women's committee national chairman, who led a press conference in New York. Both studies involved submissions to Clio awards competitions and were directed by Dr. Muriel Cantor, of American University.

To set the income perspective, SAG members' earnings for 1976 were put at \$209.9 million—with \$110.7 million or 52% from television commercials. Within all categories of performers in commercials, females were said to have gained only 2.1% of the jobs from 1973 to 1976, from 32% to 34.1%.

More specifically, the report showed on-camera principal speaking roles for women going from 37% to 38.3%. Nonspeaking principal roles dropped from 40% to 39.6%. Voice-over jobs available to females went from 7% to 9.4%. Female extras dropped from 33% to 31%. The only area where a "great improvement" was cited was in off-camera singing principals, said to rise from 29% to 53.5%.

Faring the worst was the minority woman said to represent, for example, only 4.7% of the on-camera roles in 1976.

These figures, according to Ms. See, "seem strange when 41% of the workforce are women and 7,713,000 women head households in the U.S." She claimed that "a continuing appraisal of the current American scene is called for."

SAG National President Kathleen

Nolan made a similar plea during a luncheon sponsored by Metropolitan Life Insurance Co. in honor of New York's Women in Business Week. Claiming that seven out of 10 households have a woman overseeing the finances, Ms. Nolan found it "curious" that more advertisers weren't using women as spokespersons. She also accused the commercials of projecting an outdated or invalid image of women.

## Ad Council alters campaign to skirt equal-time issue

The Advertising Council, scheduling a second year of its media campaign dealing with the American economic system, re-

leased findings last week on a study indicating that its first-year effort was effective.

The study, conducted among 2,016 adults, showed that 31% said they were familiar with advertising about the economic system; 12% said they were aware of the Advertising Council's campaign and/or its booklet offered to the public; 3% replied they had written for or received the booklet, and 1% said they had read it.

The new campaign in all media will have the theme, "What's Your E.Q.?"

Last year CBS-TV and ABC-TV declined to carry spots, saying they might be forced to carry announcements from other groups and specified that the offer of a booklet might incur demands from other

# Is it Live?...or is it "Big Country?"

After five successful years on the air, thousands of loyal "Big Country" listeners still don't know they're listening to automated radio stations. Chances are, even you, the professional broadcaster, wouldn't be able to tell.

"Big Country" is the only radio automation format that has accomplished the task of sounding totally live. Four major-market personalities provide you with all the country hits, and new voice track tapes for every day of the year. The jock's comments are always new... they never repeat. And the music is strategically rotated and updated. Never before has a radio format been able to deliver the live personality and identity possible with "Big Country."

The format is customized for your market, and compatible with automated and semi-automated situations.

The audience/sponsor appeal of a live, local personality and music station, along with the control and economy of automation, is only available with "Big Country." If you're still not convinced, wait until you've heard our ratings success stories. Give us a call.



**LIVE SOUND, INC.**

6362 Hollywood Blvd., 4th Floor  
Hollywood, CA 90028  
(213) 462-3351



Bob Morgan  
3-8 pm

Jason McCall  
5-10 am

Chris Lane  
10am-3 pm

Chuck Roberts  
8 pm-1 am



groups for time to make similar offers. The council said NBC-TV carried the spots last year with no significant repercussions. This year the council has produced two versions of the commercial—one without the booklet offer—and said last week that ABC-TV and CBS-TV have indicated they also will participate in this year's campaign.

## GAO finds Ad Council expenses for energy campaign were in order

**Dingell subcommittee told that large part of misunderstanding stemmed from failure to advise subcontractor on government-spending procedures**

In answer to allegations raised by a congressional committee, the General Accounting Office has said it finds no evidence of fraud in the expense reports of the Advertising Council for work it performed on a government ad campaign in 1973 and 1974.

The council had come under attack from the House Subcommittee on Energy and Power, which reported last year it had found evidence of fraudulent claims against the government in connection with a \$602,000 contract for an energy conservation campaign. "Both the Ad Council and its subcontractors have billed the government repeatedly for a variety of unwarranted expenses," Subcommittee Chair-

man John Dingell (D-Mich.) wrote in a letter to Comptroller General Elmer B. Staats on Oct. 18, 1976. Among the alleged unwarranted expenses were dinner and lunch bills for agency personnel, liquor bills, tuxedo rentals, cleaning bills, drugs bills and unauthorized travel.

However, GAO conducted an audit of the Ad Council's expenses and concluded there was no basis for the charges. "We found no indication of fraudulent expense claims," it reported to Mr. Dingell. GAO said it determined that \$11,351 of \$18,985 that had come under question was allowable. Another \$4,336 was not, but \$2,616 of that had simply been charged to the wrong agency and was later reimbursed to the Ad Council.

The other \$1,720 was the difference between first and second class air fare, over which the Ad Council and the government disagreed. The Ad Council said the terms of contracts required it to provide first class air travel to members of theatrical, motion picture and directors' unions, but the government refused the claims because it has a policy against reimbursing for first class air fare.

Another \$3,296 GAO reported to be "unresolved," the final determination falling to the "contracting officer."

GAO contended that a large part of the problem was that the Ad Council did not acquaint its subcontractor, Cunningham & Walsh, with government-spending regulations. According to the report, the council is currently developing a pamphlet spelling out the rules for all future subcontractors.

## To avoid misunderstandings

Association of Independent Commercial Producers had issued a set of guidelines relating to the making of TV commercials and has sent them to more than 750 advertising agencies. AICP, which consists of 85 production firms accounting for an estimated 70% of the dollar volume in the field, said the guidelines cover issues it claims have been "misunderstood" by advertisers and agencies. They cover postponement of awarded work; cancellation of work; contingency/weather days' payment schedules; editorial subcontracts and the cost of bidding procedures. The association stressed these guidelines have not been adopted as policies to be enforced by producers but are starting points for the discussions between agencies and producers.

## Advertising Briefs

**Bottom line.** Noble-Dury & Associates, Nashville-based advertising agency, announced for fiscal year ending May 31 it billed \$9.3 million for earnings of \$156,000. That compared to billings of \$10.7 million and like earnings of \$156,000 year earlier.

**Fairness plea.** New York Market Radio Broadcasters Association (NYMRAD)

has asked New York State board of regents to change its regulations which now prohibit licensed professionals from advertising their rates on radio and television while permitting cost information in print.

**Figure it out.** Young & Rubicam International, New York, has issued a booklet, "Media Math," designed to provide basic background concepts, definitions and arithmetical expressions need to understand elements of advertising media plans. Among terms explained are pulsing, flighting, weighted average, quintiles and audience accumulations.

**Cooperation.** Ohio Association of Broadcasters and Ohio Bar Association have agreed to work together on guidelines for radio and TV ads for attorneys. Recommendations will go to Ohio Supreme court, which is to issue permanent standards. OAB President Neal Van Eils, WKYC(TV) Cleveland, said he is "delighted" Ohio Bar has not foreclosed consideration of the use of broadcast media. Bar has already issued temporary guideline recommendations for print media.

**Settled.** Five challenges to national advertising, including four on television, were resolved in August by National Advertising Division of Council of Better Business Bureaus. Reviewed and found acceptable were TV commercials for American Home Products Co. (Dristan products); Gillette Co. (Toni Home Wave); S.C. Johnson & Son (Step Saver floor wax) and PepsiCo (Pepsi-Cola).

**Doing God's work.** Twelve thousand North American Lutheran churches are being asked to consider using paid radio, television and newspaper advertising for evangelism as part of 1977-78 "Evangelical Outreach" program for Lutheran Church in America and American Lutheran Church. Extensive kits being prepared by churches' communications offices. Four-week media test in Sioux City, Iowa, is said to have produced 9.7% increase in church attendance, 20% increase in giving.

**Retail basics.** Television Bureau of Advertising has produced 23-minute video tape presentation, "The ABC's of TV Co-Op," which will be previewed for members at bureau's annual meeting in San Francisco Nov. 14-16. Presentation will cover such areas as how to overcome retailers' fears of television, four ways to get co-op on TV stations, four sources of co-op information and seven points to look for in every co-op plan. Tape will be available for two weeks' rental at \$25 and for outright purchase at \$40.

## RAB's David spreads radio word in Ohio

The radio industry has been urged by Miles David, president of the Radio Advertising Bureau, to reinforce efforts to sell

## QUALITY TALKS FOR WKY

Oklahoma City, Okla.



Continental's new 5/10 kW AM transmitter is setting records for acceptance. It has performance and efficiency, with the cleanest sound around. Listen to Continental: quality talks.

Write for brochure: Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161

**Continental Electronics**

the medium through continued indoctrination of advertisers on the value of radio.

He told the fall meeting of the Ohio Association of Broadcasters in Columbus of two industrywide projects that have been successful. He pointed to "The Sound Alternative Campaign" (Wave 2) during which more than 3,000 stations are using their own air time to sell radio to advertisers, and the effort to modify the saccharin bill. In the latter, a large number of stations have participated in an attempt to persuade Congress not to pass legislation that would be detrimental to broadcast advertising.

"The saccharin effort isn't over," Mr. David warned. "We have to be prepared to turn up the volume again. We haven't won until a fair bill is passed."

Mr. David urged station operators to step up their efforts at educating advertisers on the values of radio. He asked them to particularly concentrate on the co-op and retail fields, adding it is important to teach prospective advertisers how to use radio effectively.

### More muscle for TV retail

Television Bureau of Advertising's Sales Advisory Committee has formed a Retail Development Board that's designed to help stimulate business for television in the retail sector.

The new RDB will be an arm of the Sales Advisory Committee and will include 10 to 12 retail specialists at TV stations from all market sizes, plus Tom McGoldrick, TVB's vice president, retail sales. The board will provide ideas for sales tools to be produced by TVB for stations.

The board will meet twice a year. The first session will be in New York in conjunction with the National Retail Merchants Association annual meeting Jan. 8-11, 1978, and the second in Orlando, Fla., during the NRMA's sales promotion conference, May 7-11.

### Development of soap backed by stations

#### 'High Hopes' would be bartered by Y&R Ventures TV Syndication

A coalition of group owners and major-market TV stations are pooling their resources for the pilot of *High Hopes*, with promise of a daily 52-week original syndicated soap opera.

Among those joining in the effort—said to cost about \$100,000 to \$125,000—are Metromedia Inc.; Capital Cities Communications Inc.; Scripps-Howard Broadcasting Co.; KTVY(TV) San Francisco; KDFW-TV Dallas; KSD-TV St. Louis; WTTV(TV) Indianapolis; KRCA-TV Sacramento, Calif.; XETV(TV) Tijuana (San Diego), and WSM-TV Nashville.

Producing the series, with a March 1978 premiere date planned, is DCA Produc-

tions, an arm of Y&R Ventures. Distribution on a barter basis will be handled by Y&R Ventures TV Syndication. Both are subsidiaries of Young & Rubicam.

Shooting of the pilot began last week in Toronto. A demonstration program is expected to be available for screening by mid-October.

### Spot TV to be prime gun in encyclopedia campaign

Random House Inc., New York, is set to invest more than \$500,000 in spot TV this fall to advertise a single book—"The Ran-

dom House Encyclopedia."

Television will be the prime medium in a campaign budgeted at about \$1.1 million. Random House believes the TV investment is "the largest single book ad buy in publishing history." The schedule calls for at least one announcement every weeknight between Oct. 17 and Oct. 30 and Nov. 21 through Dec. 8. Stations in the top-14 television markets will be used.

McCaffrey & McCall, New York, which prepared the campaign, is selecting time periods and programs to reach women, 25 to 49, in families in the \$15,000-to-\$20,000 yearly income bracket. The creative approach of the commercials: showing contents of the encyclopedia.

# This Thanksgiving, sing with joy.

JOY, the musical program from the Lutheran Laymen's League, announces a special Thanksgiving program for your listeners.

30 (29:00) minutes of superb choral singing that will deepen the meaning of the day.

Featured will be: Prayer Of Thanksgiving, Now Thank We All Our God, Praise To The Lord, For The Beauty Of The Earth, Simple Gifts, Ten Lepers, That In This Our Land, We Plow The Fields And Scatter The Good Seed On The Land, and All

People That On Earth Do Dwell.

Hosted by the Reverend Alvin C. Reuter, JOY will please your entire audience, young and old. There's no sermon, but the Reverend Reuter does speak. Movingly. Directly. And meaningfully.

JOY is free—and postage-paid—12 inch stereo disc.

This Thanksgiving, raise your voices with us.

With JOY.

Simply fill in the coupon and return it.



INTERNATIONAL LUTHERAN LAYMEN'S LEAGUE, 2185 Hampton Ave., St. Louis, Mo. 63139

JOY, 2185 Hampton Ave., St. Louis, Mo. 63139

Please send me your Thanksgiving JOY.

Name \_\_\_\_\_

Station \_\_\_\_\_

Street \_\_\_\_\_

City, Zip \_\_\_\_\_

# JOY

# The Broadcasting Playlist Oct 10

## Contemporary


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

## Playback

**Bee Gees are back.** *How Deep Is Your Love* (RSO), the Bee Gees ballad that debuted almost a third of the way up "Playlist" (at 35) last week, takes another giant step (to 27) this week. The tune will appear on an upcoming soundtrack album from the movie "Saturday Night Fever," starring John Travolta. Also featured on the LP will be Yvonne Elliman and Tavares, performing songs written by the Bee Gees. *How Deep* is different from the usual Bee Gees, says Sam de Vincent of WOVQ(AM) Fort Wayne, Ind.: "Their voices are not as high pitched. They're kind of settled down." Dick Hughes of KVOX(AM) Moorhead, Minn., agrees the pitch is lower. "It could definitely be a crossover to easy listening charts." **The Fleetwood connection.** Bob Welch is on his own—yet not on his own—on *Sentimental Lady* (Capitol), the single from his *French Kiss* LP. He's a former Fleetwood Mac guitarist/vocalist who split from the group to record independently. But heard in the background are the vocals of Christine McVie, current Fleetwood Mac member. Says Chris O'Neil of WLOF(AM) Orlando, Fla.: "Bob Welch is tremendous. This record is probably the best thing I've heard in three months. It's going to make a lot of noise. It's a sure thing." **Under the sun.** Pablo Cruise, the group that hit "Playlist" top 10 with *Whatcha Gonna Do* (A&M), is back on the airwaves with *A Place in the Sun*. This title cut (and second single) is "more raucous than *Whatcha Gonna Do*. It's a little more rock 'n' roll," says John Walton of KEIN(AM) Great Falls, Mont.

## Country

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

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.



## Network news chiefs offer overview of broadcast journalism

**IRTS's opening newsmaker luncheon hears Arledge, Salant and Crystal, latter taking over from Wald**

News judgment, marketplace bidding for talent and the dim prospects for expanded network news were addressed by the news chiefs of the three commercial networks last Wednesday during the International Radio and Television Society's first "newsmaker" luncheon of the new season in New York. Audience interest, however seemed to focus less on what was said than on who was doing the talking from the NBC News camp.

The luncheon provided a debut for Lester Crystal who, earlier in the day, formally look over the role of NBC News president from Richard Wald (see "Top of the Week"). Mr. Wald, who had been the scheduled NBC News representative but did not attend, was praised by his former competitors. Said CBS News President Richard Salant: "I am genuinely sorry . . . to lose him. . . . He kept us on our toes." Roone Arledge, president of ABC News and Sports, and Mr. Crystal also joined in the tribute.

The announcement of Mr. Crystal's appointment came with the introduction of the three news chiefs: Mr. Salant was the man who has headed CBS News since 1966; Mr. Arledge, who has headed ABC News since last June, and Mr. Crystal, who has headed NBC News "since 11:30 this morning."

In response to written questions from the audience (posed by moderator Robert MacNeil, executive editor of the Public Broadcasting Service's *MacNeil/Lehrer Report*), both Mr. Crystal and Mr. Arledge said they have been given no timetables from higher-ups in which to unseat *CBS Evening News* from its leading position. And along with Mr. Salant, they expressed concern about crossing the line from news into entertainment.

Mr. Crystal said he sees nothing wrong with research for "solid basic information" about viewers. However, he did criticize those who would turn to a nonjournalist for a formula concerned only with beefing up ratings. On local television news Mr. Salant took the view that it has "passed through the phase of excesses," by a "slow and painful" process.

Mr. Arledge claimed that "you don't have to be dull to have integrity." And to a particular question regarding ABC correspondent Geraldo Rivera, Mr. Arledge called him a "lightning rod" and said that he soon will have to make "the basic decision" whether to be part of the network's news or entertainment team.

Mr. Arledge also warned that concerns about entertainment in news can lead to

"elitism." As an example he said the death of Elvis Presley was of enough interest to the public for ABC to lead with it on the evening news. NBC News that evening led with President Ford's and Ronald Reagan's reactions to the Panama Canal treaty. To that, Mr. Salant said, "Thank heavens we have four networks . . . I was delighted to see the difference."

On the subject of talent bidding, the news chiefs' reactions were similar. Mr. Crystal said the marketplace has to determine the salary levels. Mr. Salant said "you've got to play by the rules" and that there was "absolutely nothing wrong" with ABC paying a \$1 million salary for Barbara Walters, if it chooses to. Mr. Arledge noted that "Barbara's worth \$1 million because she was able to command it." (Miss Walters, along with Walter Cronkite, John Chancellor and network executives, also was seated at the head table.)

The three news chiefs also were staunchly in favor of a longer evening news. But they restated the reasons why not to expect it. Mr. Crystal claimed the "need" and "capacity" are there but it's a "matter of economics." And while he said that it "may be my own fantasy," he claimed "it's inevitable." Mr. Salant called the situation a "hopeless bind," with "no place to go" in the schedule with an expanded newscast. Mr. Arledge saw two possibilities 10 years from now: either expanded news "or it might go the other way" with network news assuming a "wire service [role] for the local stations."

### Small argues against restrictions on broadcast

Bill Small, CBS senior vice president-director of news, in a speech at a Washington seminar of the Foundation for American Communications, has questioned differences in First Amendment freedoms accorded print and broadcast media. He disagreed with the argument that limited frequencies for broadcasting necessitated government controls, saying that the average city often has only "two newspapers—often owned by the same owner—but it will have eight radio stations and access to seven TV stations." What we have seen, he said is "a 20th century philosophy that governments can somehow be helpful in enhancing free speech by inhibiting microphones. . . ." Referring to the fairness doctrine, Mr. Small said, "While it sounds attractive, does it really fill the bill of providing fairness . . . does the intrusion of government into [the reporting] process really help? No. It just doesn't wash."

### Daily news show by satellite in the cards for WPIX

WPIX(TV) New York plans to produce a half-hour daily prime-time news show for independent stations, using basically stories from Independent Television News

Association, but also tapping other resources. Programs would be fed by satellite to stations. WPIX considers 12 to 15 stations necessary to make the project workable and is aiming for a spring 1978 start for the service which will be offered on a barter basis. The project appears much less elaborate than one envisioned earlier—but reportedly shelved—by Arthur R. Taylor, former CBS president ("Closed Circuit," Aug. 8, Sept. 12).

### 'Censorship' threat

**Legal attempt to prevent Klan-Nazi interviews on WHYY-TV is stopped as second judge overrules injunction**

A First Amendment crisis was narrowly averted when a Pennsylvania Superior Court judge struck down a lower court ruling barring the showing of a controversial program on noncommercial WHYY-TV Philadelphia. The program, a segment of *Black Perspective on the News*, included interviews with representatives of the Ku Klux Klan and the American Nazi Party.

Late Friday afternoon (Sept. 30) Judge Edmund Spaeth overturned a stay order issued by Judge Stanley Greenberg of Common Pleas Court. The latter's action was the result of a request for an injunction filed by three survivors of Nazi concentration camps to stop the broadcast. The overruling of Judge Greenberg's order came only a few hours before the program was scheduled to air on the station and to be fed by the Public Broadcasting Service to its member stations. The program was telecast on schedule.

According to James Karayn, president of WHYY-TV, Judge Greenberg ordered the station not to broadcast the program after the station refused to preview the show for the judge's benefit. Mr. Karayn called the judge's action "tantamount to censorship." He said, however, that had the order not been lifted, the station would have held the program up until it received a ruling in its favor.

In anticipation of that event, Mr. Karayn said, the station had already made arrangements to take its case to the state supreme court and, if necessary, to U.S. Supreme Court Justice William Brennan.

The plaintiffs in the case, Sol Rosen, Harry Bass and Petro Mirchuk, had contended that the program presented a "clear and present danger" to the public and should not therefore be broadcast. Their complaint came shortly after 1,500 protestors had demonstrated at the station.

Mr. Karayn described the plaintiffs' complaint as "one of those very screwy things where they had no evidence for the charge." Shortly after Judge Greenberg handed down his order, Mr. Karayn said, the boards of the Philadelphia *Inquirer* and the *Bulletin* passed resolutions offering their "financial and moral support" to WHYY-TV. Mr. Karayn said the station also was offered help by the First Amendment Coalition and the Reporters Committee for Freedom of Information.

# Vegetable Soup . . .

# La Bonne Aventure

Sounds appetizing! You bet! Because both should be served to your viewers. *Vegetable Soup* and *La Bonne Aventure* are just two of 17 professionally produced and exceptional TV series available to your station at virtually no cost. And both give you an opportunity to meet your programming needs for children and minorities.

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Los Angeles • Pullman  
Washington, DC

TVAC operates under a contract from the U.S. Office of Education awarded to KWSU-TV, Washington State University, Pullman, Washington. These series have been funded under the Emergency School Aid Act through the U.S. Office of Education, Department of Health, Education and Welfare.

TVAC stands for Television for All Children

## Journalism Briefs

**McBride chosen.** UNESCO has named Sean McBride, Irish diplomat, to head new international advisory committee on world's news media. Mr. McBride is former winner of both Nobel and Lenin peace prizes. Other members of committee will be selected from politicians, government officials and members of news media from developing as well as industrialized countries. Group will hold its first meeting in Paris in late October.

**News approaches.** Conflict between "give-them-what-they-want" school and "sound, serious" reporting is "major professional issue facing journalism" today, CBS News President Richard Salant told National Academy of Television Arts and Sciences luncheon in New York Sept. 29. Mr. Salant said, however, he is optimistic that television is passing through phase of consultants and the like—problem he said is "at least as acute in print."

**Concession.** Illinois Governor James R. Thompson has signed bill opening all public meetings to filming and/or tape recording. In past, group meeting could declare session off limits. New law contains provision allowing person testifying to request his testimony not be recorded.

**Changes made.** Chronicle Broadcasting Co.'s KRON(TV) San Francisco—which admits long-standing poor ratings in news—has added emphasis to coverage outside city in hopes of shaking up competition. Four new bureaus have been established following various management changes earlier this year. And in unusual electronic newsgathering move, KRON has set up three steerable microwave dishes on mountain tops, said to allow live feeds directly to station from virtually any northern California location.

**Kissinger comments.** Henry Kissinger, in first assignment as consultant and commentator for NBC News, will be "principal contributor" to 90-minute documentary on Communism in western Europe, to air Jan. 13, 1978, at 9:30 p.m. NYT. David Brinkley will be chief correspondent.

## A third for MacNeil-Lehrer

Charlayne Hunter-Gault, a *New York Times* reporter specializing in coverage of the urban black community, has been chosen as third correspondent for the Public Broadcasting Service's *MacNeil-Lehrer Report*, ending a search that included on-air tryouts by nine journalists this past summer. Beginning within the next few weeks, Ms. Hunter-Gault, who is maintaining her post at the *Times*, will handle special assignments for the daily half-hour news program. On occasion she also will fill in as a co-anchor, thereby freeing regulars Robert MacNeil and Jim Lehrer for out-of-studio work.

## Equipment & Engineering

## NABET members at ABC wonder what they won

**Out on strike for more than four months, they're now back at work, but find network experimented with equipment and procedures while they were gone**

The strike at ABC at long last is over, but it's a dissatisfied National Association of Broadcast Employees and Technicians that went back to work a week and a half ago.

A union spokesman said the membership was philosophical, although not pleased, about the salary increases and fringe benefits that had been achieved, and was resigned to the concessions it felt ABC had won in the matter of working conditions in the new four-year contract. But when the technicians, the largest block in the union, returned to work on Oct. 1 after a strike that began on May 17, they were "heartsick" over the new work procedures and new devices that had been installed during the walkout, the union official reported.

"I can think of about 20 procedures and devices that are so drastic and threatening that we must move to modify them," he said, but he declined to be specific.

He conceded that ABC was within its rights to try new devices or techniques but said the union contends that these innovations are calculated to speed up the work of technicians or cut down the time allotted to certain assignments and thereby reduce the professionalism of their tasks.

ABC acknowledged that during the long strike, when operations were maintained with supervisory and other nonunion personnel, certain techniques were developed and some new devices were tested. A spokesman said that during the walkout the company had "tried different things and if we can now do a job in half the time or do things better, why shouldn't we be able to go ahead?" He said that ABC has until Oct. 19 to submit to the union a list of new devices and new procedures it intends to install. "The union, of course, has the right to take our changes to arbitration," he noted.

The strike, which was marked by acrimony at times, ended on Sept. 30 when terms of the proposed agreement were ratified by the membership. The key group of technicians received a 33% boost over the length of the four-year pact, retroactive to last May 16. The weekly pay of experienced technicians was raised from \$401 to \$445 immediately; \$470 in the second year; \$500 in the third and \$585 in the fourth.

"But this brings us only \$4 to \$5 over NBC [also signed with NABET] in the first year of the contract," a union official commented, "and NBC's figure will prob-

ably go above ABC's when a new pact is negotiated."

The union also received improvements in its pension and welfare fund, with ABC agreeing to increase its contribution from 7 1/2% to 9% over the four years. An extra one-week vacation after 15 years was another union gain, as was a full tuition plan for NABET members at ABC, granting total reimbursement for any educational course they may take.

ABC and NABET agreed that the contract provides ABC with fewer restrictions regarding electronic newsgathering operations; provides more flexibility in per diem hirings; gives it the right to delay meal periods; lessens the jurisdiction of the technical director; provides for the use of one man for three slant-track video tape recorders instead of one man for each recorder and gives ABC the right to use up to three minutes of television footage from an outside source though the company may not expressly order it.

A NABET spokesman said the membership feels many concessions were made to ABC by the union negotiators and they are now "unhappy" that ABC is trying to wring even more at their expense.

To which an ABC official replied: "What can I tell you? I can't remember when NABET isn't complaining."

## Finale comes one act nearer in oldest FCC case

**Court backs FCC decision allowing WABC dominance on 770 khz; KOB contest originated in 1941**

The 36-year-old KOB case—probably the oldest unresolved matter before FCC—may finally be nearing resolution. The U.S. Court of Appeals in Washington has affirmed an FCC action of last year that the commission said had settled the case.

ABC emerges the winner of the controversy over the respective nighttime operating rights on 770 khz, the clear channel on which Hubbard Broadcasting's KOB(AM) Albuquerque, N.M., and WABC(AM) New York are located.

The commission decision, affirmed by the court in a brief judgment without an opinion, authorized WABC to operate as the class I-A station on the frequency, with 50 kw power day and night, the mode in which it has operated throughout the controversy.

As for KOB, it was directed to file an application for authority to operate as a II-A station, required to protect WABC at night and not entitled to reciprocal protection. It has been operating as a I-B, required to protect WABC only if that station suppressed its radiation toward Albuquerque (which it never did).

KOB, which contends that the commission's decision would cost it 100,000 listeners in its primary service area at night, could keep the case alive with an ap-

peal to the Supreme Court. Edward F. Kenehan, the station's counsel, said last week no decision had been reached.

The commission's decision last year was in response to an earlier decision of the appeals court, in 1965, overturning a commission decision moving KOB up from a II-A to I-B status. The court 12 years ago held that WABC was entitled to "equitable channel treatment" vis-a-vis the "flagship" stations of the other networks. Neither WCBS nor WNBC is required to directionalize at night.

The KOB case began in November 1941, after KOB, which had been a class I-A dominant station on 1180 khz, was relocated on 770 khz, under a special service authorization which specified power of 50 kw day and 25 kw night. An early assignment on 1030 khz, on which WBZ(AM) Boston is the dominant station, was terminated when it proved technically unsatisfactory.

KOB in 1944 sought to regularize its operation on 770 khz, but the application was put on a deferred status when the commission, in 1945, instituted its first clear-channel proceeding, which sought to define dominant and secondary uses on all 25 I-A frequencies.

Five years later, WABC entered the case, appealing the commission's extension of KOB's SSA operation. From that point on, the case wound its way through a number of FCC proceedings that produced decisions that were inevitably appealed to the courts.

Now the question is whether KOB will keep the case alive with another appeal.



**For pay.** A video cassette changer for stand-alone pay-TV operations is offered by Hawthorne, Calif.-based Programmable Systems Inc. System 19 can handle a full week of programming by switching and changing up to 19 different cassettes at any time and in any order. The system, enclosed in a six-foot rack, includes two Sony U-matic video cassette players, monitor, time-base corrector, 19 cassette trays, a master control system, external video and audio switching, time clock and stand-by battery with charger.

## Networks maintain AT&T rate probe, if any, should be limited to charges for part-time users

**Filing supports proposal for tariffs, cautions that some suggestions of occasional users could boomerang**

ABC, CBS and NBC were out of step last week with other customers of AT&T's television transmission service. Where the others had filed comments opposing AT&T's proposed new tariffs and urged the commission to reject them, the networks said there is no basis for such action—at least as the tariff applied to them.

The new tariff would boost costs for customers of part-time service, and it is they—stations, sports associations and specialty networks—that have filed in opposition (BROADCASTING, Sept. 12, 19). But the new charges for full-time service, used principally by the networks, would be lower than those now in effect.

Part-time customers would find costs rising from 75 cents to \$1 per hour per mile for interexchange channel service and from \$80 to \$100 per hour per connection for station connection service. Full-time charges would drop from \$55 to \$52 per mile and from \$1,500 to \$1,100 per connection.

The networks contended there is no lawful basis for rejecting the tariff. But, they said, "to the extent the commission finds it necessary to investigate the subject tariff filing, we urge it to permit the proposed full-time rates to go into effect and to limit such investigation and inquiry (and any suspension ordered) to the proposed part-time rates."

The networks also cautioned the commission against accepting the proposal of some part-time customers that one of several other optional plans that had been considered—Plan E. It provides for lower rates for part-time users than the AT&T is proposing and substantially higher ones for full-time customers. AT&T, the networks said, is correct in concluding that the plan would drive them away from AT&T and to other terrestrial and satellite carriers.

The networks also urged the commission to grant AT&T's request for a temporary waiver of the requirement that AT&T services be priced, where practical, to earn about a 9.5% return. The networks noted that denial of the waiver would require AT&T to file tariffs calling for higher part-time rates than those to which objections have been filed.

## More to the monitor

The National Association of Broadcasters has asked the FCC to halt implementation of a new order that may force AM stations



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to reduce their signal strength. The rule is scheduled to go into effect Nov. 1.

Under the new rule, NAB said, stations will be restricted to use of only those monitors that are approved for measuring their positive modulation peaks, and if their present monitors do not indicate these levels, the stations will have to purchase new monitors or reduce their modulation.

To rectify this problem, NAB has asked the FCC to amend its rules to specify 125% as the upper limit for monitors reading positive peak modulation. NAB noted that although monitors now available are capable of accurately measuring to the 125% level, current type-approval rules do not require the monitors to be tested at that point.

---

### UHF group asks FTC to rank television sets

The Council for UHF Broadcasting has asked the Federal Trade Commission to adopt a rating system for television sets. The system would be based on a receiver's noise figure.

Under the proposed performance ratings for a set with 18 dB noise (the present FCC maximum) the FTC would award an "acceptable" rating. "Good" would apply to sets with noise figures of 12 to 14.9 dB, and sets with figures below 12 dB would receive a "superior" rating.

CUB Chairman Richard Block wrote the FTC that it is "necessary and appropriate" for it to act because the "FCC has not exercised" its jurisdiction in the matter and because the FCC's power "does not extend to requiring labeling information."

---

### Bell, ITT experts forecast timetable, uses for fiber optics

Some leading scientists in the field last week expressed opinions that fiber optics may become economically viable by the early 1980's. They told the House Communications Subcommittee that they do not anticipate fiber will attain widespread use in private homes, but will likely begin replacing long-lines telephone cables and will connect high-volume telephone users.

It is possible that ultimately optical fiber will be strung into private homes to provide broadband two-way television service and computer data, Dr. David G. Thomas, executive director, Bell Laboratories transmission systems, said. But he said fiber will never replace the simple telephone wire loop, mostly because optical fiber does not conduct electricity and cannot ring a telephone bell.

Dr. Charles Kao, staff scientist at ITT Electro-Optical Products Division, said fiber optics is expensive now but will reach a "break-even" point by the beginning of the 1980's. "It means the wired city concept will become economic reality," he said.

## D.C. suburb is set to get cable system

**Arlington system makes it over financial hurdles; up to 30 channels will be offered**

After a six-year struggle, it appears that cable television is going to get off the ground in a suburb adjoining the nation's capital.

Arlington Telecommunications Corp. (ARTEC), was formed in 1971, received the franchise for Arlington County, Va., in 1973, and got an FCC certificate of compliance two years after that. Now with technical and financial details practically ironed out, ARTEC's vice president and chief operating officer, John D. Evans, said he expects construction of the initial 80 miles to begin in February with operations to begin in April.

ARTEC, privately owned by 56 shareholders, most of them Arlington residents, overcame its last major financing hurdle last month when it received county board approval for its agreement in principle with the General Electric venture-capital subsidiary, Business Development Services Inc., to invest \$2 million in ARTEC. Mr. Evans also said that ARTEC has tentatively been granted a \$4.7 million loan by Chemical Bank of New York.

According to Mr. Evans, ARTEC will offer subscribers as many as 30 channels including Washington and Baltimore TV stations, two New York independents, WOR-TV and WPIX(TV), and, in the early morning, WTCG(TV) Atlanta, primarily for its all-night movies. (Mr. Evans said ARTEC is now negotiating for an earth station to be used to receive the Atlanta signal via satellite.) There will also be four news-ticker channels, and weather radar, comparison shopping and TV guide channels. The Arlington school district will have use of four channels which will provide two-way capability between the schools, and the county government and library will each have a channel. A pay channel, offering uninterrupted movies and sports events, will also be available although ARTEC has not yet decided which pay service it will use.

ARTEC hopes to attract 25% of Arlington's 66,000 households at first, 33%-36% later. Subscribers will pay a \$10-\$15 initial installation charge and a monthly fee of \$7.95. Pay cable would cost an extra \$7.95 a month.

### Cable Briefs

**WGN buys Albuquerque.** WGN Electronic Systems Co., wholly owned subsidiary of WGN Continental Broadcasting (WGN-AM-TV Chicago; KWGN-TV Denver, and KDAL-AM-TV Duluth, Minn.), has purchased franchise rights and partially built Albuquerque, N.M., cable system from United

Cable Television Corp. for undisclosed amount. Broker: Daniels and Associates.

**Exclusivity appeal.** National Cable Television Association has appealed FCC decision terminating without action inquiry into exclusivity provisions in program contracts (BROADCASTING, Sept. 26). NCTA President Robert Schmidt said commission's action cannot be justified in light of U.S. Court of Appeals "clear warning about antitrust questions raised by broadcasters' exclusive movie contracts."

**Cable ads.** BMW Autos, Holiday Inns and Gallo Wines, clients of Young & Rubicam, are first three advertisers on satellite sports network run by UA-Columbia Cablevision and Madison Square Garden (BROADCASTING, April 11). Free cable service, said to reach more than 800,000 cable homes via RCA satellite, was launched late last month. Schedule calls for 135 sports events, with advertisers paying total of \$40,500 for one minute in each. Eight minutes per game are available.

**Outside Hartford.** Teleprompter Corp. has opened new cable system in Middletown, Conn., which offers Home Box Office's pay programming. System is expected to be completed by Dec. 15, with 130 miles of plant passing 10,000 homes in Middletown and neighboring communities of Cromwell, Easthampton, Middlefield and Portland.

## Qube getting squared away

Warner Cable will open its Qube two-way cable service in Columbus, Ohio, on Dec. 1 with a program line-up that includes, on a pay-per-viewing basis, first-run Hollywood movies ("at prices comparable to Columbus theater prices"), major movies of the past (\$1 each) and special events, sports, educational, and "premium performances" channels for which, officials said, the pricing has not been set. An estimated 27,000 subscribers to the current cable service can get Qube home-terminal installation at \$9.95 each, those not already on the system at \$19.95. Five channels of FM stereo music also available at no charge after a \$10 installation fee.

## 350 buying HBO services

Home Box Office, the pay-cable programming service, announced 19 new affiliates since mid-July, bringing the total number of cable systems and multipoint distribution systems it serves to 350. August was the first month, said HBO, that systems using small (4.5-or 5-meter) earth stations outnumbered the large (10-meter) dishes. The number of earth stations receiving HBO programming via satellite increased from 112 in July to 120 by the end of August.

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\*Source: Feb. 1977, Syndicated Program Analysis, ARBITRON

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## Media



Derrough

head station in that capacity.

**Eugene B. Dodson**, who retired as president, group owner Gaylord Broadcasting and general manager of its WTVT(TV) Tampa, Fla., (BROADCASTING, Aug. 8), has been named vice chairman of Gaylord. He will open office at 712 South Oregon Avenue, Tampa.

**Howard F. Miller**, manager of marketing research for CBS Radio, has retired after 25 years with CBS.

**Evelyn F. Meyers**, research director, WJXT(TV)

**Neil E. Derrough**, VP and general manager of CBS-owned WBBM-TV Chicago, named to same post at CBS's WCBS-TV New York. He succeeds **Thomas F. Leahy**, newly named president of CBS Television Stations division (BROADCASTING, Oct. 3). **David Nelson**, VP and station manager, WBBM-TV, will

Jacksonville, Fla., named to same position, KGO(AM) San Francisco.

**Darlene Amarie-Hahn**, log supervisor, KNXT(TV) Los Angeles, named broadcast operations manager.

**Marilyn Solomon**, director of public affairs, KCOP(TV) Los Angeles, named director of corporate relations.

**Frank Vilotta**, staff announcer, WBNY(FM) Buffalo, N.Y., named operations manager. **Janet Gane**, teacher, Villa Maria college, Buffalo, named WBNY creative art director.

**Peggy Law**, traffic director, KTVH(TV) Hutchinson, Kan., named to same position, WTVN-TV Columbus, Ohio.

**R. F. Schenkkan**, general manager, noncommercial KLRN(TV) San Antonio, Tex., resigns. He remains president of Southwest Texas Public Broadcasting Council, KRLN's licensee, and member of executive committee. **Dr. Harvey Herbst** has been named acting general manager.

**Howard Lowe**, operations supervisor, WNAC-TV Boston, named operations manager, noncommercial KVIE(TV) Sacramento, Calif.



Capozzoli



Wulffhorst

director, becomes senior VP, senior associate media director and director of media planning. **Louis Capozzoli**, VP and associate media director, named VP, senior associate media director and director of media planning. **Robert Wulffhorst**, VP and director of spot buying, named VP, senior associate media director and director of buying operations.

**Theodore N. Williams**, managing partner, Tatham-Laird & Kudner, New York, and member of its management committee, rejoins Foote, Cone & Belding, New York, as senior VP and group management supervisor. He left FC&B 12 years ago. **John W. Angus**, FC&B senior VP and management supervisor, appointed group management supervisor, responsible for Lorillard, Plough and Newsweek accounts. **Peter Yoars**, FC&B VP and management supervisor, named group management supervisor, responsible for Frito-Lay and Equitable accounts. **Joseph M. Froschl**, FC&B VP, named management supervisor for Clairol group; **Ronald Wawra**, account executive, promoted to account supervisor, also on Clairol group.

**Fred Cuneo**, director of special program sales, NBC-TV, New York, appointed director, participating program sales.

**Fred W. Johnson**, manager of St. Louis office, Avery-Knodel, and **Alfred J. Larson**, in charge of rep firm's Kappa team for past six months, appointed VP's. Mr. Larson returns to direct sales development division of firm, which

## Broadcast Advertising

**Louis Fischer**, senior VP and media director of Dancer-Fitzgerald-Sample Inc., New York, retires Oct. 15 after 38 years with agency to



Fischer



Banks



Butensky



Weinblatt



Johnson



Larson

become director of finance and business at Concordia College, Bronxville, N.Y. Replacing him at D-F-S will be **Allen Banks**, senior VP and senior associate media director. **Avram Butensky**, senior VP and senior associate media director, appointed president of Program Syndication Services, syndication arm of D-F-S. **Ira Weinblatt**, senior VP and associate media

is being expanded with additions of **Thomas J. Coreno**, from Savalli-Gates, and **Lia Leong**, from BBDO, both as account executives.

**George Euringer**, VP-art group head, Carl Ally, New York, joins DKG Advertising there as VP-art supervisor.

**Linda L. Heald**, from Steedman, Cooper &

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Busse, San Francisco, appointed media planner and buyer for Visa Communications, in-house agency for Visa U.S.A., Inc., San Francisco, with responsibilities that include planning and buying national media for new Visa credit card (formerly BankAmericard).

**Thomas Ryan**, account executive with WCBS-TV New York, promoted to general sales manager.

**Ken Hall**, national sales manager, WCAU-TV Philadelphia, named general sales manager of WBBM-TV Chicago. Both are CBS O&O stations.

**Donald J. Grant**, freelance writer, joins Kenyon & Eckhardt, New York, as VP-corporate communications.

**Stephen M. Knowles**, Sun Life of Canada agent in New England region, named Midwest sales developmental manager, CBS Radio Spot Sales, Chicago.

**William M. Lane**, VP, J. Walter Thompson Co., New York, elected senior VP.

**David Murphy**, from Chiat/Day, Los Angeles-San Francisco, joins Tracy-Locke Advertising & Public Relations as media manager for San Francisco office.

**Bill Cunningham**, account executive with Eastman Radio, joins Chicago office of McGavren-Guild in same capacity.

**Janet Karger**, in promotion and sales at WRKO(AM) Boston, transfers to sales staff of commonly owned RKO Radio Representatives in Los Angeles.

**William S. Stein Jr.**, account executive, McCann-Erickson, joins Tatham-Laird & Kudner, Chicago, in same capacity.

**Suzi Leonard**, media director, Daniel E. Kirk, Dallas, named broadcast group manager at The Bloom Agency there.

**Gene Camerik**, VP-client development, Media Buying Services International, New York; joins Lake-Spiro-Shurman, in-house agency of Plough Inc., Memphis, as VP-spot broadcast.

**Gary L. Brahl**, from Marsteller Inc., Chicago, becomes copywriter at D'Arcy-MacManus & Masius, St. Louis.

**Dan Forth**, sales manager, WAAF(FM) Worcester, Mass., appointed general sales manager of WAAF and co-owned WNCR(AM) there. **Thom L. Klotz**, sales manager, WNCR, named director of business development, WNCR and WAAF.

**Jack O'Hern**, VP-sales manager, Petry Television, Dallas, appointed national sales manager, WAGA-TV Atlanta.

**David T. Hanser**, account executive for ABC Television Spot Sales, New York, named national sales manager, WJKW-TV Cleveland.

**Jon Bosworth**, from WACQ(AM)-WTTK(FM)

**Getting oriented.** Former FCC Chairman Dean Burch is with a Lowell Thomas party visiting China and Tibet. Mr. Burch and his wife along with Mr. Thomas were among those contacted when the Peoples Republic of China invited George Bush, former head of the U.S. liaison office in Peking, to make a trip and bring some friends. Mr. Burch is due back in his Washington office with the firm of Pierson, Ball & Dowd on Oct.

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Boston, and **Peter Smyth**, marketing and financial analyst, Nestle Co., White Plains, N.Y., join retail sales department of WROR(FM) Boston.

**Roger Bumstead**, head of media service department, Tinker Campbell-Ewald, New York, elected senior VP.



Bumstead



Hartman

**Robert R. Hartman**, national sales manager, WUAB(TV) Lorain (Ohio)-Cleveland, appointed general sales manager.

**R. J. Siefert**, account executive-air personality, WKCM(AM) Hawesville, Ky., joins WGBF(AM) Evansville, Ind., as account executive.

### Programing

**Matt Pouls**, director of sales operations, international division of Columbia Pictures Television, Los Angeles, promoted to VP of feature marketing for syndication. **Pat Richwood**, CPT manager of movies, appointed director of development for Jeni Productions, which is developing theatrical films and television programs in association with Columbia.

**Susan Swimer**, assistant promotion manager, Viacom Enterprises, New York, appointed to new post of manager, advertising and promotion.

**Alan L. Cohen**, executive producer, program department, WABC-TV New York, named director of program planning, ABC Entertainment. He is succeeded by **Miskit Airth**, producer, WCBS-TV New York.

**David F. Ashton**, promotion director, KEX(AM) Portland, Ore., joins TM Productions, Dallas, as sales development director.

**John Mason** staff director, WTEV-TV New Bedford, Mass. and **Deirdre Reilly**, producer-director, noncommercial WHYI-TV Philadelphia join KDKA-TV Pittsburgh as producers-directors.

**Don Overton**, photographer, KOMU-TV Columbia, Mo., named to same position, KATV(TV) Little Rock, Ark.

**Stu Bowersox**, weatherman-reporter-photographer, KOMU-TV Columbia, Mo., named photographer, WOTV(TV) Grand Rapids, Mich.

**Ken S. Tanner**, associate farm director, WNCT-AM-FM Greenville, N.C., named farm service director.

**Alan Hay**, administrative assistant to general manager, WAVE-TV Louisville, Ky., named program director, WFIE-TV Evansville, Ind. **Jack Crowner**, executive secretary, Kentucky Beef Cattle Association, named WFIE-TV farm director. Both are Orion Broadcasting stations.

**Amy Parker**, Arizona State University graduate, named continuity writer, WTVO(TV) Rockford, Ill.

**Richard Kunkel**, production director-producer,

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noncommercial WMKY(FM) Morehead, Ky., named radio program manager, Maine Public Broadcasting Network, Orono.

## Broadcast Journalism

**Bob Abernethy**, correspondent, NBC News, Los Angeles, named Washington correspondent for NBC-TV's *Today* show. **Bob Kur**, NBC News correspondent, Cleveland, named to same position at NBC News, Chicago.

**Ted Savaglio**, newswriter, KNXT(TV) Los Angeles, named assignment editor.

**Jack Cole**, anchor, WNAC-TV Boston, named political editor.

**Vernon Jordan**, executive director, National Urban League, named commentator, Westinghouse Broadcasting Co. radio stations. Westinghouse's chairman and president, Donald McGannon is Urban League chairman.

**James Adams**, writer-reporter, KHOU-TV Houston, named general assignment reporter, WTTG(TV) Washington.

**George Faulder**, news director, WXEX-TV Petersburg, Va., joins KPX(TV) San Francisco, as assistant news director.

**Peter Lewine**, reporter, KNTV(TV) San Jose, Calif., named to same position, KGTV(TV) San Diego.



Jordan

**Joe Spencer**, Sunday reporter-anchor, WGHP-TV High Point, N.C., named general assignment reporter, KMGH-TV Denver.

**Cherie Simon**, producer-reporter, KOMU-TV Columbia, Mo., named assistant assignment editor, KDFW-TV Dallas.

**Merwin Sigale**, freelance correspondent, named public affairs producer-reporter, non-commercial WPBT(TV) Miami.

**Gary Stromberg**, reporter, WSB-TV Atlanta, named to same position, WJKW-TV Cleveland.

**Cheryl Pressley** and **Rick Hendrickson**, news photographers, KSAT-TV San Antonio, Tex., and KXJB-TV Valley City, N.D., respectively, named to same positions, KMSP-TV Minneapolis. **Mike Kronforst**, TV teacher, Brown Institute, Minneapolis, named KMSP-TV weekend weathercaster.

**Terry O'Reilly**, reporter, WNDU-AM-FM-TV South Bend, Ind., named general assignment reporter, WTVN-TV Columbus, Ohio.

**Jay Lewis**, editorial director, WSFA-TV Montgomery, Ala., named president-general manager, Alabama Information Network, Montgomery, new statewide radio news service.

**Kent Baker**, assistant state editor, *Des Moines (Iowa) Register*, named news director, WQAD-TV Moline, Ill., replacing **Phil Riske**, who joins *Des Moines Tribune* as reporter (station is owned by *Des Moines Register* and *Tribune Co.*).

**Lou Maglio**, anchor-reporter, KOMU-TV Columbia, Mo., joins KCRG-TV Cedar Rapids, Iowa, in same position.

**Doug Moore**, anchorman, WITI-TV Milwaukee, joins WCCO-TV Minneapolis as co-anchor. **Mike Fairbourne**, meteorologist, KGW-TV Portland, Ore., joins WCCO-TV in same capacity.

**Wendy Grissim**, freelance reporter-anchor, KTLA(TV) Los Angeles, named news director, KMST(TV) Monterey, Calif.

**Linda Fuoco**, production assistant, *Irv Kupcinet Show*, Chicago, named reporter-photographer, WTVQ(TV) Rockford, Ill. **Tom Vlodek**, Southern Illinois University graduate, and **Brad Clark**, Northern Illinois University graduate, named news photographers, WTVQ.

**Kathy Wold**, assistant news director-anchor, KRNA(FM) Iowa City, Iowa, named news director.

**Bill Dagg**, newscaster, Mutual Broadcasting System, New York, named news director, KVRO(FM) Stillwater, Okla.

**Marcia Harper**, reporter, KCMO(AM) Kansas City, Mo., named to same position, WHO(AM) Des Moines, Iowa.

**Jerry Slabe**, producer-anchor, WAND(TV) Decatur, Ill., named reporter-co-anchor, WCIA(TV) Champaign, Ill.

## Cable

**Howard Burkat**, manager of promotion, NBC Radio division, New York, joins Home Box Office there as director of promotion.

**Beverly J. Land**, member of cable television consulting firm of Bradley Associates, joins Cox Cable, Atlanta, on corporate development staff, involved in franchise acquisition and community relations programs.

**Ted R. Slopey**, sales representative, Jerrold Electronics, Horsham, Pa., joins Magnavox CATV, Manlius, N.Y., in same capacity.

**Robert E. Cowley**, general manager of National Cable Co., East Lansing, Mich., retires. Mr. Cowley started with cable industry as manager of Flagstaff, Ariz., system in 1959, was president of Arizona CATV Association for two terms and organizer of Rocky Mountain CATV Association.

## Equipment & Engineering

**Robert S. Murch**, chief of television engineering, Armed Forces Network, Germany, appointed chief engineer, WPX(TV) New York.

**Frank Brewery**, WJLA-TV Washington engineering operations supervisor, named assistant director of engineering.

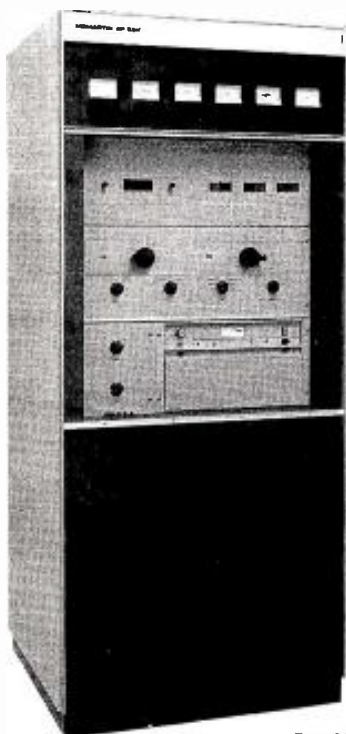
**Ron Lask**, technical operations supervisor, Metromedia Inc., named assistant chief of engineering, Metromedia's WTTG(TV) Washington.

**James A. Gimbel**, manager sales, broadcast equipment activity in Europe, Africa and Middle East for RCA Broadcast Systems, Camden, N.J., named marketing director.

**Ted Lester**, engineering supervisor for Kaiser Broadcasting Co., Cleveland, joins WAGA-TV Atlanta as chief engineer.

**Andrew Szegda**, general management, Automatic Radio Manufacturing Co., Boston, named vice president and general manager of Cerro Communication Products, Chicago.

**Gary L. Kuntz**, national sales manager for gov-



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ernment accounts, Telemation, San Francisco, joins Cohu, San Diego, electronics division as sales engineer.

**Ron Pitchford**, manager of assembly centers, and **Raymond Beler**, manager of general line distributor sales and national advertising, Switchcraft, Chicago, appointed general line sales manager and advertising-sales promotion manager, respectively.

**Henry Duvalsaint**, senior project engineer, GTE Lenkurt, manufacturer of microwave and carrier systems, San Carlos, Calif., appointed Western area installation manager-engineer, furnish and install department.

**Cliff Balkam**, manager-sales and marketing group, Hipp Waters executive recruitment firm, Greenwich, Conn., joins Compu/Net, manufacturer of business automation systems, New York, as account executive-Eastern sales.

**Charles L. Martin**, district sales manager, International Video Corp., Sunnyvale, Calif., joins Micro Consultants, manufacturer of digital video equipment, Palo Alto, Calif., in same capacity.

**George Crowther** manager of systems services, technical services division, Telemation, Salt Lake City, appointed product manager.

**Richard R. Colino**, Comsat vice president, assigned additional title of general manager of international operations division, Washington. International operations division represents

Comsat's 27% ownership interest in Intelsat.

**Brian W. Manley** managing director of Pye Business Communications, Cambridge, England, appointed managing director of Pye TMC.

**Bill Johnston**, chief engineer, KEVN-TV Rapid City-KIVV-TV Lead, both South Dakota appointed manager of operations and engineering.

## Allied Fields

**David Weston**, chief of control section, FCC's Renewal and Transfer Division, named chief of Broadcast Bureau's license division, replacing **Quentin S. Proctor** who retired Dec. 31. **Roderick K. Porter**, legal assistant to FCC Chairman Richard E. Wiley, will join Washington law firm of Fletcher, Heald, Rowell, Kenahan & Hildreth. **Willard R. (Randy) Nichols**, special assistant to Mr. Wiley, moves to commission's Office of Plans and Policy. **Vincent J. Mullins**, FCC secretary, retires Oct. 11 after 21 years with commission. **William J. Tricarico**, management analyst with FCC management systems division, office of executive director, named acting secretary, effective Oct. 12.

**Merrill (Red) Mueller**, veteran of 37 years in network radio-TV journalism, most recently with ABC Radio, appointed distinguished visiting lecturer for 1977-78 academic year in College of Communications at Ohio University, Athens.

**Marvin Kalb**, CBS News diplomatic correspondent, named recipient of 1977 communications award from American Jewish Congress National Women's Division for having "informed and enlightened millions of listeners and viewers while maintaining the highest professional standards of intelligence and integrity."

**Mark Bench**, national sales manager, WRFM(FM) New York and special assistant to president of Bonneville International Corp., elected first VP, Inter-American Association of Broadcasters. **Walter H. Canals**, director of Spanish marketing, Bonneville Productions, Salt Lake City, elected to IAAB board of directors.

## Deaths

**Gerald F. Maulsby**, 71, who retired in 1969 as administrative manager of affiliate relations for CBS Radio, died Sept. 25 after brief illness at his Tucson, Ariz., home. During World War II, he interrupted his 34-year career with CBS to work closely with Office of War Information. Mr. Maulsby is survived by three sisters and three brothers.

**Joseph L. Creamer**, 63, Hollywood producer-production manager who earlier was with CBS in New York and KTLA(TV) Los Angeles, died Sept. 27 in Hollywood of complications that followed cancer operation last October.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 26 through Sept. 30.

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 applications

■ Solvang, Calif.—Santa Ynax Valley Broadcasting Co. seeks 1550 khz, 500 w-D. P.O. address: 467 Alisal Road, Suite 7, Solvang 93463. Estimated construction cost \$13,595; first-year operating cost \$44,750; revenue \$48,000. Format: MOR. Principals: James M. Williams and his wife Joan. Mr. Williams is public information officer of Santa Barbara (Calif.) City College. Ann. Sept. 28.

■ Martin, Ky.—Guaranty Broadcasting Co. seeks 1440 khz, 2.5 kw-DA-D. P.O. address: Box 826, Martin 41649. Estimated construction cost \$174,852.35; first-year operating cost \$62,060; revenue \$100,000. Format: contemporary. Principals: William Gibson, Sam Martin Jr., his brother, Julius C. Martin, and Ben J. Spradlin (25% each). Mr. Gibson is maintenance engineer for WDIC(AM) Clintwood, Va., and WECL(FM) Elkhorn, Ky. Other principals are Martin businessmen. Ann. Sept. 28.

■ Bremerton, Wash.—Ki Pen Bro Corp. seeks 1330

khz, 1 kw-D. P.O. address: 3815 Walthew Drive SE, Bremerton 98503. Estimated construction cost \$80,443; first-year operating cost \$153,840; revenue \$168,000. Format: MOR, talk. Principals: Six Bremerton-area investors: Robert L. Jennings, Hubert F. Donohue, Gordon L. Walgren, Dale R. Woods (20% each), Lincoln R. Perry and Leroy J. Williams (10% each). Ann. Sept. 27.

### AM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KGRB West Covina, Ca. (BMP-14,434) Dec. 31.

■ Hemphill, Tex.—Broadcast Bureau granted Sabine Broadcasting Co. 1530 khz, 1 kw-D. P.O. address: c/o Hemphill Drug Co., Drawer E, Hemphill 75948. Estimated construction cost \$51,814; first-year operating cost \$23,000; revenue \$74,910. Format: C & W. Principals: L. H. Adickes and G.C. Winslow Jr. (each 50%),

have many different business interests in Hemphill. (BP-20,183). Action Sept. 9.

### AM licenses

■ Broadcast Bureau granted following licenses covering new stations: WJTH Calhoun, Ga. (BL-14,341); KMSD Milbank, S.D. (BL-13,932); WYMC Mayfield, Ky. (BL-14,223); KGRZ Missoula, Mt. (BRC-3,945).

### FM actions

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KIKO-FM Globe, Ariz. (BMPH-15,228) Jan. 13, 1978.

■ New Orleans—Broadcast Bureau granted Nora Blatch Educational Communications Foundation 90.7 mhz, 10 w. P.O. address: 1114 Webster St., New Orleans 70118. Estimated construction cost \$10,600; first-year operating cost \$14,000; revenue: \$25,000. Format: Folk, jazz, classical. Principals: Applicant is nonprofit

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**FM licenses**

■ Broadcast Bureau granted following licenses covering new stations: KBWA Williams, Ariz. (BL-14,371); WKXN Greenville, Ala. (BLH-7454); KCAC Walnut Ridge, Ariz. (BLH-7403); KNXA Hiawatha, Kan. (BLH-7500); Ocean City, Md. (BPH-9051); WRJC-FM Mauston, Wi. (BLH-7161).

**Ownership changes**

**Applications**

■ WMMW(AM) Meriden, Conn. (1470 khz, 1 kw-D)—Seeks assignment of license from WMMW Inc. to Sound Media Inc. for \$350,000. Seller is principally owned by New York attorney, Edward J. Brady, who has no other broadcast interests. Buyer is owned equally by George C. Clark and Richard Myers, who recently sold, subject to FCC approval WKIK(AM) Leonardtown, Md., for \$340,000 (BROADCASTING, May 30). They have no other broadcast interests. Ann. Sept. 28.

■ WVAK-AM-FM Paoli, Ind. (AM: 1560 khz, 250 w-D; FM: 95.3 mhz, 3 kw)—Seeks assignment of license from King and King to Omnia Corp. for \$200,000. Sellers are Denzel and Virginia King (married), who have no other broadcast interests. Buyer is owned equally by Reed S. Yadon, Arvin H. Saunders and James H. Thorsen. Mr. Yadon is director of news and public affairs for WAKY(AM) Louisville, Ky. Messrs. Saunders and Thorsen are executive director and assistant to executive director, respectively, of St. Louis Metropolitan Airport Authority. Ann. Sept. 28.

■ WACE(AM) Chicopee, Mass. (730 khz, 5 kw-D)—Seeks assignment of license from Tele-Measurements Inc. to Ace Broadcasting Co. for \$600,000. Seller is owned by Jack R. Poppele, long-time broadcaster and former head of Voice of America, who has no other broadcast interests. Buyer is principally owned by Kenneth R. Carberry (professional name: Ken Carter) (50%), Grant M. Wilson (45%) and Wilfred E. Gardner (5%). They bought WRYT(AM) Boston for \$1.2 million earlier this year (BROADCASTING, Jan. 10). Ann. Sept. 28.

■ WJOR(AM) South Haven, Mich. (940 khz, 1 kw-D)—Seeks assignment of license from Van Buren Broadcasting Co. to Sound Media Inc. for \$200,000. Seller is owned by Dee, Jeane and J.M. Coe. J.M. and Jeane Coe are husband and wife and Dee and J.M. Coe are brothers. Dee Coe is also principal of WWCA(AM) Gary and WLOI(AM)-WCOE(FM) La Porte, both Indiana. Buyer is owned by Walter Isbert, former ABC and NBC engineer, lives in Caldwell, N.J., and has no other broadcast interests. Ann. Sept. 28.

■ KAND(AM)-KTWN(FM) Anoka, Minn. (AM: 1470 khz, 4 kw-D; FM: 107.9 mhz, 57 kw)—Seeks assignment of license from Community Service Radio Inc. to North Suburban Radio Co. for \$550,000 plus \$75,000 covenant not to compete. Seller is principally owned by Thomas R. Holler, owner of WIBU(AM) Poynette and WLVE(FM) Baraboo, both Wisconsin. Buyer is owned equally by Jack I. Moore, Allison R. Mercer and Bruce B. James. Mr. Moore is owner of applicant for new AM at Cambridge, Minn., and formerly owned KABG(FM) there and WAYL(FM) Min-

**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

neapolis. Miss Mercer owns Minneapolis financial services firm. Mr. James is Minneapolis attorney. Ann. Sept. 28.

■ KOOO-AM-FM Omaha (AM:1420 khz, 1 kw-D; 104.5 mhz, 31 kw)—Seeks assignment of license from Pier San of Nebraska Inc. to Centennial Communications Inc. for \$1.2 million. Seller is owned by Mack Sanders also owner of KFRM(AM) Salina and KICT(FM) Wichita, both Kansas; KBL-AM-FM Liberty, Mo.; KECK(AM)-KHAT(FM) Lincoln, Neb., and KTOW(AM)-KGOW(FM) Tulsa, Okla., and has bought WENO(AM) Madison, Tenn., (see below). Buyer is owned by Bruce Mayer and Marshall Hambric, both of Denver. Mr. Mayer is broadcast management and marketing consultant. Mr. Hambric is accountant. Ann. Sept. 28.

■ WADK(AM) Newport, R.I. (1540 khz, 1 kw-D)—Seeks transfer of control of Key Stations Inc. from Arnold Lerner and Myer Feldman (100% before; none after) to Newport Communications Inc. (none before; 100% after). Consideration: \$350,000, plus \$120,000 consulting agreement. Principals: Mr. Lerner (70%) and Mr. Feldman (30%). They also are principal owners of WLLH(AM)-WSSH(FM) Lowell, Mass., and 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. Buyer is principally owned by Peter W. Kuyper and Peter G. Mangone. Mr. Kuyper is vice president of Paramount Pictures Corp., New York. Mr. Mangone is vice president of Chicago investment firm. They have no other broadcast interests. Ann. Sept. 21.

■ KSTA-AM-FM Coleman, Tex. (AM: 1000 khz, 250 w-D; FM: 107.1 mhz, 3 kw)—Seeks assignment of license from Coleman County Broadcasters to Ben A. Flynn and others for \$285,000. Sellers: Theo M. Griffin and his son, Robert, who have no other broadcast interests. Buyers are Mr. Flynn, Don Johnson, Ross L. Jones, Rodney O. McCarty and Ray L. Parker (20% each). Messrs. Flynn, McCarty and Parker are inde-

pendent oil operators in Texas. Messrs. Johnson and Jones are Coleman attorneys. Ann. Sept. 21.

■ WWHY(AM) Huntington, W.Va. (1470 khz, 5 kw-D)—Seeks assignment of license from Ohio River Broadcasting Corp. to Abracadabra Inc. for \$433,799.35 plus assumption of \$85,000 loan. Sellers are Richard Husted (85%) and Hercul Gartin (15%), who have no other broadcast interests. Buyer is owned by Bert Michael Johnson (80%), his wife, Judy, and his mother, Margaret (10% each). They own Huntington hotel. Mr. Johnson is former announcer-engineer with WSAZ(AM) Huntington. Ann. Sept. 21.

**Actions**

■ WBG(AM) Chipley, Fla. (1240 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Sunny Hills of Chipley Inc. to R-4 Radio Corp. for \$200,000. Seller is principally owned by William A. Masi, who also owns 10% of WHBI(FM) Newark, N.J. Buyer is owned by Richard D. Ringwald, organist and choir director of Glenside, Pa., church. He has no other broadcast interests (BAL-9073). Action Sept. 26.

■ WKID(TV) Fort Lauderdale, Fla. (ch. 51)—Broadcast Bureau granted mod. of license covering change in name of licensee to C. B. TV Corp. (BMLCT-830). Action Aug. 14.

■ KGGF(AM) Coffeyville, Kan. (690 khz, 10 kw-D, 5 kw-N)—Broadcast Bureau granted transfer of control of Midwest Broadcasting Co. from estate of Fred A. Seaton (40% before; none after) to Gladys Seaton (40%), R.M. Seaton (40%) and Robert Pratt (20%). Consideration: none. Principals: Mrs. Seaton, wife, R.M. Seaton, brother. Family also owns KMAN(AM)-KMKF(FM) Manhattan, Kan. KHAS-AM-TV Hastings, Neb., and newspapers in Kan., Neb., S.D. and Wyo. (BTC-8376, 8346). Action Sept. 22.

■ WSPR(AM) Springfield, Mass. (1270 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted assignment of license from WSPR Inc. to Northeast Communications Corp. for \$412,500, plus \$46,250 covenant not to compete. Sellers: Alan C. Tindal and Kristian Solberg, who have no other broadcast interests. Buyer is owned by Jeffrey E. Fisher (40.3%) and five other members of his family. Buyer also owns WFTN(AM) Franklin, N.H., and has bought WABK(AM)-WKME(FM) Gardiner, Me., through subsidiary corp. Richard D. Walsh, 5.8% owner of buyer, also owns 29.7% of WQRC(FM) Barnstable, Mass. Mr. Fisher's father, Alvin B., is retired founding partner of Lang, Fisher & Stushowner Inc., Cleveland advertising agency (BAL-9078). Action Sept. 22.

■ KRFS-AM-FM Superior, Neb. (AM: 1600 khz, 500 w-D FM: 103.9 mhz, 500 w)—Broadcast Bureau granted transfer of control of Valley Broadcasting Co. from LeRoy L. Wolfe and others (100% before; none after) to Dennis E. Hull and David Rieck (none before; 100% after). Consideration: \$157,500. Principals: Mr. Wolfe (32%), his brother, Gilbert (27%), and his son, Charles (12%), and William and Marcia Hildebrand (29%). They have no other broadcast interest. Buyers (50% each) have no other broadcast interest. Mr. Rieck is former sales manager of WBNF(AM)-WQYT(FM) Binghamton, N.Y., and Mr.

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Hull is operations manager of KLFM(AM) Ames, Iowa (BTC-8420). Action Sept. 23.

■ WRNW(FM) Briarcliff Manor, N.Y. (107.1 mhz, 2.45 kw)—Broadcast Bureau granted assignment of license from Lake Champlain Broadcasting Corp to WRNW Inc. for \$350,000, plus \$100,000 consulting agreement. Seller is owned by Joseph Newman (49.95%), Arnold Laubich (11.16%), Donald Lewis (22.22%) and Gilbert Siegal (16.67%). Mr. Lewis is also principal stockholder of WHBI(FM) Newark, N.J., in which Mr. Siegal also has minor interest. Buyer is owned equally by Fred L. Schreier and Stephen L. Schwartz. Mr. Schreier is New York financial consultant, and Mr. Schwartz is attorney there (BALH-2521). Action Sept. 22.

■ WELW(AM) Willoughby, Ohio (1330 khz, 500 w-D, DA)—Broadcast Bureau granted assignment of license from Radio 1330 Inc. to WELW Radio for \$225,000. Seller: Assignor, desires to liquidate "corporate activities." Buyer has 40 stockholders, no broadcast interests (BAL-8720). Action Sept. 22.

## Facilities changes

### AM applications

■ WLQH Chiefland, Fla.—Seeks CP to increase daytime power to 1 kw. Ann. Sept. 27.

■ WPWC Quantico, Va.—Seeks CP to change station location to Dumfries-Triangle; change freq. to 1480 khz; add night power with 500 w; increase daytime power to 500 w; change hours to unlimited. Ann. Sept. 28.

■ WFVR Aurora, Ill.—Seeks CP to change freq. to 930 khz; increase power to 500 w; change ant. system. Ann. Sept. 28.

■ WWBC Cocoa, Fla.—Seeks CP to increase power to 1 kw. Ann. Sept. 28.

### FM applications

■ KHYT Tucson, Ariz.—Seeks CP to change station location to South Tucson; add nighttime operation with 5 kw, DA-N; change hours to unlimited. Ann. Sept. 28.

■ KITT San Diego—Seeks CP to change trans. location: 7000 La Jolla Scenic Drive, San Diego; type trans.; ant.; make changes in ant. system (increase height); ERP: 29 kw (H&V) and HAAT: 623 feet (H&V). Ann. Sept. 26.

■ SB Bemidji, Minn.—Seeks CP to change freq. to 89.7 mhz; change type trans.; ERP: 113 kw; HAAT: 126.4 feet. Ann. Sept. 26.

### FM actions

■ WRCK-FM Sheffield, Al.—Broadcast Bureau granted mod. of lic. covering change in studio location 112-1/2 S. Main St., 2nd fl., Ruscumbia, Al.; operate trans. by remote control from proposed studio location (BRCH-1334). Action Sept. 21.

■ KQXY Beaumont, Tx.—Broadcast Bureau granted CP changing trans. location to Butler Rd., Vidor, Tx.; studio location and remote control location to 550 Fannon St., Beaumont, Tx.; install new ant. make changes in ant. (increase height); change TPO: ERP: 25 kw (H&V); ant. height 600 ft. (H&V); remote control permitted (BPH-10624). Action Sept. 21.

■ KTEP El Paso, Tx.—Broadcast Bureau granted CP to change trans. location to South Commanche Peak, El Paso; studio location/remote control location: Cotton Memorial Building, University of Texas; install new trans. make changes in ant. system: (increase height); ERP 94 kw (H&V); ant. height 730 ft. (H&V); remote control permitted (BPED-2371). Action Sept. 21.

## In contest

### Procedural rulings

■ Cicero, Ill., **AM proceeding:** Radio Cicero, et al (Docs. 21247-51, 21253)—ALJ Daniel M. Head extended to Oct. 14 time for Midway Broadcasting to file comments on Radio Cicero's motion for protective order and to Oct. 21 time for Midway to file opposition to petition to enlarge issues filed by Migala Enterprises; extend to Sept. 27 time for Cicero to answer interrogations propounded by Migala and Midway, scheduled hearing for Jan. 10. Action Sept. 28.

■ Patterson, N.Y., **FM proceeding:** Patterson Com-

## Call letters

### Applications

Call	Sought by
	<b>New AM's</b>
KOLA	Clay Frank Huntington, Lakewood, Wash.
WFBZ	Frederick H. Bierbaum, Minocqua, Wis.
	<b>New FM's</b>
*WWDS	Delaware Community School Corp., Muncie, Ind.
*WBPV	Regional Vocational High School, Charlton, Mass.
*WDBY	Duxbury Community Radio, Duxbury, Mass.
*KSHI	Zuni Radio Board of Commissioners, Zuni, N.M.
*WKRK	Kingsborough Community College, Brooklyn, N.Y.
WKLX	Ralph D. Epperson, Plymouth, N.C.
WQRA	Goldcup Broadcasting, Warrenton, Va.
	<b>Existing AM's</b>
KFLT	KOPO Tucson, Ariz.
WMOD	WRKT Cocoa Beach, Fla.
WITS	WMEX Boston
KPSA	KALG Alamogordo, N.M.
WRAO	WKKE Asheville, N.C.
WCEZ	WBLU Salem, Va.
WDNH	WAEN Honesdale, Pa.
	<b>Existing FM's</b>
KOSO	KLRB Carmel, Ca.
KACY-FM	KPMJ Oxnard, Ca.
KSAX	KBAR-FM Burley, Idaho
WDNL	WMBJ Danville, Ill.
WKZW	WMBD-FM Peoria, Ill.
KXRT	KTAS Taos, N.M.
*WPRV	WVPR Rock Hill, S.C.
WIOO-FM	WKEY-FM Covington, Va.

### Grants

Call	Assigned to
	<b>New TV</b>
WEOA	Red Lion Broadcasting, Red Lion, Pa.
	<b>New FM's</b>
*WXMN	Monticello Community Broadcasting, Monticello, Me.
*WOEL-FM	Maranatha Bible Institute, Elkton, Md.
*WOES	Ovir-Elsie Area Schools, Elsie, Mich.
WZZB	Western Mississippi Broadcasters, Centerville, Mi.
WACR-FM	James W. Eatherton, Columbus, Mi.
	<b>Existing TV</b>
WIFR-TV	WCEE-TV Freeport, Ill.
	<b>Existing AM's</b>
KDAP	KAWT Douglas, Ariz.
WWIW	WNPS New Orleans
WGOS	WHPE High Point, N.C.
WKDH	WIVE Ashland, Va.
KGAA	KILO Kirkland, Wa.
WXYO	WSPT Stevens Point, Wi.
	<b>Existing FM's</b>
WVFK	WIAB Key West, Fla.
KAJN-FM	KHIO Crowley, La.
WSPT	WSPT-FM Stevens Point, Wi.

munications Associates and Patterson Broadcasting Co. (Docs. 21272-3)—ALJ Walter C. Miller granted to limited extent petition by applicants and continued certain procedural dates. Action Sept. 26.

### Dismissed

■ Birmingham, Dempolis, Montgomery all Alabama, **TV proceeding:** Alabama Citizens for Responsive Public Television and Alabama Educational Television Commission—ALJ Lenore G. Ehrig dismissed former party's application for new educational station. Action Sept. 22.

### Initial decision

■ Homewood, Ala., **TV action:** William A., George K. Chapman (Chapman Radio and Television Co.) and Birmingham Broadcasting Co. competing for new UHF ch. 21 (Docs. 15, 461-16,761)—ALJ James K. Cullen

Jr. in supplemental initial decision granted application of Chapman Radio and Television. Effective in 50 days unless appealed or reviewed by commission. Action Sept. 30.

## Fine

■ Tri-State Broadcasters, Sioux City, Iowa—Broadcast Bureau ordered forfeit of \$500 for repeated violation of rules by failing to read without modulation indications of all parameters whose values are affected by modulation. Action Sept. 20.

## Allocations

■ FCC received following petition to amend TV table of assignments (ann. Sept. 30):

■ Marion, Ill.—Dennis F. Doelitzsch requests assignment of ch. 27 to Marion (RM-2970).

■ FCC received following petitions to amend FM table of assignments (ann. Sept. 26):

■ Hibbing, Minn.—WKKQ requests assignment of ch. 230 to Hibbing and rulemaking to determine whether public interest would be served by allocating Class A ch. other than 228A of Grand Rapids, Mich. (RM-2968).

■ Cherry Hill, N.J.—Triplett Broadcasting requests assignment of ch. 225 to Cape May Court House; ch. 288A in lieu of 224A at Rehoboth Beach, Del.; 221A in lieu of 288A at Salisbury, Md., and 224A to Snow Hill, Md. (RM-2966).

### Actions

■ Marion, Ala.—Broadcast Bureau proposed assignment of ch. 280A as community's first FM. Action in response to petition by Jimmie F. Mizzell and Samuel M. Shiller. Comments due Nov. 10, replies Nov. 30. Action Sept. 23.

■ Garberville, Calif.—Broadcast Bureau proposed assignment of ch. 261A to Garberville as community's first FM. Action was response to petition by Daniel J. Healy. Comments due Nov. 7, replies Nov. 28. Action Sept. 21.

■ Santa Ana, Calif.—Commission reassigned UHF TV channel 40 from Riverside in response to petition by International Panorama TV after receiving concurrence from Mexican government. Effective Nov. 9. Action Sept. 21.

■ Ventura, Santa Barbara, Calif.—Broadcast Bureau assigned FM ch. 296A to Ventura in response to petition by Charles V. Martin and John A. Popejoy as community's third, substituted ch. 220 for 218 at Santa Barbara in response to University of California petition. Action Sept. 27.

■ Manti, Utah—Broadcast Bureau proposed assignment of ch. 286 to Manti as community's first FM. Action was response to petition by Sanpete County Broadcasting licensee of KMTI(AM). Comments due Nov. 7, replies Nov. 28. Action Sept. 21.

## Rulemaking

### Petition

■ National Association of Broadcasters requests declaratory ruling on use of tax certificates to promote broadcast ownership by minorities (RM-2967). Ann. Sept. 26.

### Action

■ Chief, Broadcast Bureau amended Section 73.642(c) of rules to provide 18 month period for construction of subscription television stations. Action Sept. 23.

## Translators

### Applications

■ Anvik, Alaska—Bethel Broadcasting seeks ch. 2 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Sept. 27.

■ Kongiganak, Alaska—Bethel Broadcasting seeks ch.

2 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Sept. 27.

■ Shagaluk, Alaska—Bethel Broadcasting seeks ch. 3 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Sept. 27.

■ Quinagak, Alaska—Bethel Broadcasting seeks ch. 11 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Sept. 27.

■ Railroad City, Alaska—Bethel Broadcasting seeks ch. 12 with 10 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Sept. 27.

■ Seward, Alaska—Alaska Public TV Seeks ch. 7 with 10 w rebroadcasting KAKM, Anchorage. Ann. Sept. 26.

■ White Bear, Alaska—Bethel Broadcasting seeks ch. 9 with 5 w rebroadcasting KYUK-TV Bethel, Alaska. Ann. Sept. 27.

■ Welton-Mohawk Valley, Ariz.—Welton-Mohawk Irrigation and Drainage District seeks UHF ch. 65 with 100 w rebroadcasting KOOL-TV Phoenix. Ann. Sept. 28.

■ Welton-Mohawk Valley, Ariz.—Irrigation and Drainage District Seeks ch. 67 with 100 w rebroadcasting KTVK Phoenix. Ann. Sept. 28.

■ Welton-Mohawk Valley, Ariz.—Irrigation & Drainage District seeks ch. 69 with 100 w rebroadcasting KPHO-TV Phoenix. Ann. Sept. 28.

■ Red Feather Lakes, Colo.—Mountain Lions of Red Feather Lakes seek ch. 8 with 10 w rebroadcasting KOA-TV, Denver. Ann. Sept. 26.

■ Red Feather Lakes, Colo.—Mountain Lions seek ch. 3 with 10 w rebroadcasting KMGH-TV, Denver. Ann. Sept. 16.

■ Red Feather Lakes, Colo.—Mountain Lions seek ch. 11 with 10 w rebroadcasting KWGN-TV, Denver. Ann. Sept. 26.

■ Red Feather Lakes, Colo.—Mountain Lions seek ch. 13 with 10 w rebroadcasting KBT, Denver. Ann. Sept. 26.

■ Waco, Tex—Central Texas College seeks ch. 34 with 100 w rebroadcasting KNCT Belton, Tex. Ann. Sept. 27.

■ Afton, Wyo.—Star Valley TV seeks ch. 11 with 1 w rebroadcasting KID-TV, Idaho Falls, Idaho. Ann. Sept. 26.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Sept. 27 (stations listed are TV signals proposed for carriage):

■ Community Tele-Communications, for Huntsville, Walker, both Texas (CAC-10525-6): WYAH-TV Portsmouth, Va., WTCG Atlanta.

■ Durfees TV Cable, for Parkersburg, W.Va. (CAC-10527): Interim Authorization for existing operation.

■ Americable, for Homstead, Dade, both Florida (CAC-10528-9): interim authorization for existing operation.

■ Catawba Valley Communications, for Hickory, Long View, both North Carolina (CAC-10530-31): WTCG Atlanta.

■ Teleprompter of Santa Maria, for Santa Maria, Calif. (CAC-10531): interim authorization for existing operation.

■ Teleprompter of Sierra Madre, for Sierra Madre, Arcadia, both California (CAC-10532-3): interim authorization for existing operation.

■ Teleprompter of Simi, for Ventura, Calif. (CAC-10534): interim authorization for existing operation.

■ Teleprompter of Yucca Valley, for Morongo Valley, Joshua Tree, Yucca Valley, all California (CAC-10535-7): interim authorization for existing operation.

■ Teleprompter of Twenty-Nine Palms, for Twentynine Palms, Calif. (CAC-10538-9): interim authorization for existing operation.

■ Citizens Cable of Allen County, for New Haven, Adams, St. Joseph, all Indiana (CAC-10540-2): WHME-TV South Bend, Ind.

■ Fairfield Cable TV, for Shelbyville, Ill. (CAC-104543-44): WCIA Champaign, WICS Springfield, WUSI-TV Olney, WICD Champaign, WILL-TV Urbana, WGN-TV Chicago, all Illinois. KDNL-TV St. Louis, WAND Decatur, Ill., KETC St. Louis.

■ Satellite Cablevision, for Greenwood, Whiteland, New Whiteland, all Illinois (CAC-10545-7): WRTV, WISH-TV, WTHR, WFYI all Indianapolis, WTTV Bloomington, Ind., WGN-TV Chicago, WTCG Atlanta, WHMB-TV Indianapolis, WTIU Bloomington, Ind.

■ JAL CATV, for Eunice, NM. (CAC-10548): KMID-TV Midland, Tex., KENW Portales, NM., KTLA Los Angeles, KOSA-TV Odessa, Tex., KAVE-TV Carlsbad, N.M., KBIM-TV Roswell, NM., KTVT Fort Worth, Tex., KXTX-TV Dallas, WFAA-TV Dallas, KTTV Los Angeles, KMOM-TV Monahans, Tex.

■ Colonial Cablevision, for Corinth, Lake Lozerne, both New York (CAC-10549-50): WSBK-TV Boston, WPIX New York, WTEN Albany, WMHT Schenectady, both N.Y., WOR-TV New York, WAST Albany, WRGB Schenectady, both N.Y.

■ Fairfield Cable TV, for Fairfield, Ill. (CAC-10551): Interim authorization for existing operation.

■ Durfees Television Cable, for Belpre, Ohio, Wood, Vienna, both W. Va. (CAC-10552-4): interim authorization for existing operation.

■ Coachella Valley Television, for Indian Wells, Bridgeport, Palm Desert, Indio, Riverside, all California (CAC-10555-60): interim authorization for existing operation.

■ Range Cable TV, for Carriage Hills, Calif. (CAC-10561): KNXT, KHJ-TV, KABC-TV all Los Angeles.

■ Gateway Cablevision, for Fultonville, Fonda, both New York (CAC-10562-3): WKTV Utica, N.Y., WMHT Schenectady, N.Y., WTEN Albany, N.Y., WOR-TV New York, WSBK-TV Boston, WRGB Schenectady, N.Y., WAST Albany, N.Y., WPIX New York.

■ Cross Country Cable, for Middlesex, Green Brook, South Bound Brook, Warren, Dunellen, Bound Brook,

all New Jersey (CAC-10564-9): WCBS-TV New York, WTAF-TV Philadelphia, WNYE-TV, WABC-TV, WNEW-TV, WOR-TV, WPIX, all New York, WNET Newark, N.J., WLIW Garden City, N.Y., WNBC-TV New York, WPHL-TV Philadelphia, WNYC-TV New York, WXTV Patterson, WNJU-TV Linden, WTVG Newark, WNJB New Brunswick, all N.J.

■ State Video Cable, for La Mesa Village. Calif. (CAC-10570): KETH San Jose, Calif.

■ KCCS-TV Cable, for Cordova, Valdez, both Arkansas (CAC-10571-4): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ G-F Cable TV, for Grand Forks, N.D., East Grand Forks, Minn. (CAC-10575-6): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Tele-Media Corp of Jackson County, for Jackson, Wellston, Coalton, Hamden, Clinton, Coal, all Ohio, Watson, Pa. Lick, Ohio (CAC-10577-84): interim authorization for existing operation.

■ Cable Services, for Jamestown, N.D. (CAC-10585): WTCG Atlanta.

■ Alert Cable TV of Goldsboro, for Seymour Johnson AFB, Wayne, both N.C. (CAC-10586-7): WUNK-TV Greenville, WRDU-TV Durham, WRET-TV Charlotte, WRAL-TV Raleigh, WECT Wilmington, WITN-TV Washington, WNCT-TV Greenville, WTVB Durham, WCTI-TV New Bern, all North Carolina, WTTG Washington, WWAY Wilmington, N.C., WTCG Atlanta, WDCA-TV Washington.

■ Wood Television, for Bowling Green, Ohio (CAC-10588): interim authorization for existing operation.

■ American Cablevision, for Granville, Monongalia, Morgantown, Osage, Star City, all West Virginia (CAC-10589-93): interim authorization for existing operation.

■ Plantation Cablevision, for Hilton Head Island, S.C. (CAC-10594): Certificate of compliance for existing operation.

### Certification actions

■ CATV, Bureau granted following operators of cable TV systems certificates of compliance:

■ Clatskanie Cable TV, for Clatskanie, Or. (CAC-07884): Orange Television Cable, for Hibbing, Minn. (CAC-08181): Atlantic Cable, for Attalla, Ala. (CAC-08204): Teleprompter of Rivera Beach, for Palm Beach, Fla. (CAC-08285): Westmoreland Cable, for New Kensington, Arnold, East Deer, Brackenridge, Harrison, Lower Burrell, Tarentum, Springdale, Cheswick, Harmar, Blawnox, Oakmont, Verona, all Pennsylvania (CAC-08853-66): Dillon Cable TV, for Dillon, Mont. (CAC-08875);

■ Capitol Cablevision Systems, for Green Island, N.Y. (CAC-08891);

■ Toms TV System, for Donner Summit, Truckee, both California (CAC-08944-5);

■ Clar O View Community TV, for Bangor, East Bangor, Roseio, Washington, all Pennsylvania (CAC-0900-3); Northern Video for L'Anse, Miss. (CAC-09014-5); East Arkansas video, for Brinkley, Ark. (CAC-09036); Northern Video, for Baraga, Miss. (CAC-09076); Malone Newchannels, for Bangor, Brushton, Moira, all New York (CAC-09115-7); Newchannels Corp., for Chateaugay, Burke, Canton, Norwood, Potsdam, Norfolk, all New York (CAC-09118-27); Lincoln Cable Television, for Kemmerer, Frontier, Diamondville, all Wyoming (CAC-09155-7); Booneville Broadcasting, for New Albany, Booneville, Sumner, Tutwiler, Webb all Mississippi (CAC-09317-22); Central All Channel Cablevision, for Elwood, Alexandria, both Indiana (CAC-09339-40); Hugo Cablevision, for Hugo, Okla. (CAC-09354); Booneville Video, for Booneville, Miss. (CAC-00537); New Albany Cable T.V., for New Albany, Miss. (CAC-09538).

## Other actions

### In contest

#### Case assignments

■ Lanesboro, Oakland and Susquehanna, Pa.: Tri-Boro Cablevision (Doc. 21,397)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Byron E. Harrison as presiding judge, scheduled prehearing conference for Nov. 10, hearing Jan. 3. Action Sept. 27.

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# Classified Advertising

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## RADIO

### HELP WANTED MANAGEMENT

**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.

**Strong broadcaster** needed to take charge of Sales ... work out sales plans ... train and motivate. If you are ready to move up write Box M-133.

**Wanted, a young** experienced Station Manager for a Midwest Market to manage and sell. Price opened to the right person. No Offers. Box M-129.

**General Sales Manager** for group-owned Radio Station in major Mid-western market wanted. Adult music format. Good fringe benefits. Person must be able to find, train and motivate local sales staff, supervise national sales. Long established station. Excellent working conditions. Send resume, references, salary requirements to Box M-125.

**Group broadcaster** looking for religious broadcast station manager. Must be sincere and dedicated with broadcast experience. Eastern United States location. Equal Opportunity Employer. Forward resumes to Box M-114.

**One of Iowa's Most Aggressive Stations** seeks a remote studio manager for KQWC—Eagle Grove, IA. population just under 5,000. Fine modern studio, well established sales and listenership, ideal for husband/wife combination. Short announcing shift and sales. Good starting salary and excellent incentive. Contact Rich Biever, KQWC, Box 550 Webster City, IA 50595, 515-832-1570.

### 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.

**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.

**Successful Salesperson** with management potential needed by leading Southwest AM/FM. Call Jim Brady, 602-782-4321.

**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.

**Sales Opening** Go-getter needed to take charge of re-organized radio station sales dept. Large account list and plenty of room for growth at Midwest vacationland daytimer. Box M-109.

**Aggressive, Self Motivated**, experienced salesperson wanted. Single station market. AM/FM fulltime. Earnings unlimited. Salary plus commission with further chance of ownership. Located in PA. Send resume Box M-112.

**California:** Salesperson with solid record of six-figure annual sales. Dynamic SF Bay area market. Box M-119.

**Group Broadcaster** seeking combo sales/announcer. Excellent potential. Positions open in small and medium markets. Box M-130.

**Sales Manager** for major Midwest rocker. Aggressive in sales and promotional ideas. EOE M/F. Send resume to Box M-149.

**Salesperson** to take charge of complete sales on Modern Country stereo station. Ability to produce commercials necessary. Send tape and resume to WXKY-FM, Fairmont, NC 28340.

### HELP WANTED ANNOUNCERS

**Immediate opening** for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

**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.

**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.

**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.

**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.

**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.

**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.

**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.

**First Phone** need for evening shift. 5kw Contemporary near Washington, D.C. Great opportunity to advance from smaller market. Send resume and salary requirements. EOE. Box M-147.

**Looking for adult communicators!!!** If you can communicate with an adult audience, in an entertaining way, then you're what we're looking for. Great opportunity at a growing station in a medium market. Reply Box M-131.

**Are You an Announcer** with several years in the business? Do you have a strong voice and reading ability? Are you potential Program Director material? If so we'd like to hear from you. Send tape and resume today to KLMR, Box 890 Lamar CO 81052.

**Announcer/Personality:** No. 1 Rated C & W Personality Radio Station. Strong local news. Send tape and resume to Charlie Tuma, KLIX Radio, P.O. Box 1259, Twin Falls, ID 83301. 1-208-733-1310.

**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.

**Top rated Illinois C & W** station needs personality jock for full air shift. Experience preferred. Excellent opportunity with good co. benefits. Send tape and resume to Program Manager, 820 Myers Bldg., Springfield, IL 62701. EOE.

**Wanted:** Announcer with first ticket willing to work any shift. WAMD Aberdeen, MD 21001.

**Leading West Michigan** Adult station looking for strong MOR Personality, and also, a News-oriented Announcer. Send tapes and resume to: William Struyk, P.D., WOOD Broadcasting, Inc. P.O. Box B, Grand Rapids, MI 49501.

**Immediate Opening** for personality MOR announcer at WOCB on Cape Cod. Top Pay. Good production, voice, essential. Tape, resume to R. Odeneal. WOCB, 278 South Sea Ave., West Yarmouth MA 02673.

**WELK, Charlottesville,** Virginia has immediate opening for Top 40 Contemporary Jock. Great opportunity. E.O.E. Resume and tape to P.O. Box 1294, Charlottesville, VA 22902.

**News Production Announcer** for Automated station. Will train bright college grad. P.O. Box 188, Waverly, NY 14892.

**Unique, Exciting** South Texas AM/FM operation seeks serious broadcaster with 1st Class License. Maintenance and board shift involved. A good place to work in a good small market near the Texas Gulf Coast. Good pay and benefits. Call Harold at 1-512-664-4322.

**Immediate opening** for beautiful music announcer. Pleasant voice and third ticket required. Call Dan Koerber 502-821-4096. E.O.E.

### 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.

**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, line 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.

**Rare opening at Wyoming's KRKK-AM/KQSW-FM** in Rock Springs. Chief Engineer needed to help maintain 1 kw-D/1.5 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 A.M. and 100,000 watt F.M. in North Carolina. Can use announcer-engineer if strong on studio equipment. Contact Don Curtis 919-276-2911 in Laurinburg, NC.

## HELP WANTED TECHNICAL CONTINUED

**Group Broadcaster** seeks chief. Must be experienced in all phases. Announcing helpful, but engineering more important. Sun Belt. Box M-130.

**Ass't chief** for Midwest group station. Transmitter and studio maintenance. DA and automation experience helpful. Immediate. EOE. Resume to: Joseph Cunat, Mid America Media, 6 Dearborn Square, Kankakee, IL 60901.

**Wanted: Engineer**, good maintenance, 1st 2nd or 3rd Phone, good salary. Phone 606-886-2050 day, 606-886-6191 night. D.C. Stephens.

**Needed: Maintenance-minded** First Class Engineer for AM Directional near Pittsburgh. Engineer will work directly with Gilcom stations group engineer. Contact G.M.; W.E.I.R.; Weirton, WV. Phone number 304-723-1430.

**Midwest AM/FM** needs full charge Chief Engineer. FCC rules and experience in Transmitters, Automation, Audio Processing and Microwave. 5KW-AM Directional and 50KW-FM Stereo. Aggressive organization. Good pay, religious staff. Call Ed Moore, 219-875-5166. Resume to WCMR-WXAX, Elkhart, IN 46515.

**A take charge** broadcast engineer for AM/FM, with automation, directional array... with short board work. Call: 517-224-7911, WRBJ St. Johns, MI ask for Bob Ditmer.

**Immediate Opening** for a Chief Engineer/Air Talent. KOFM Radio (top 40). Oklahoma City, OK. Att: Mike Miller. Area 405-478-0444. E.O.E.

## 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, Marlon, 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.

**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.

**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.

**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.

**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.

**News Director** major Midwest rocker. Must be experienced in all phases of news including air work. EOE M/F Send resume to Box M-146.

**Immediate Opening** for News Director. Strong on human interest and actualities. Telephone, talk, MOR. Midwest, 5,000 watts. Good-pay for performer. E.O.E. Resumes to Box M-153.

**News Director:** Experienced Newperson who wants to move up or current News Director who wants a new opportunity. Good salary, car & other benefits. Minnesota station located near Minneapolis. Box M-150.

**Rocky Mountains calling!** Can you gather and deliver local news with the accent on the human interest side, in a clear, concise manner? Fine city and climate EOE/MF. Send resume to Box M-127.

**50 KW SE Top 50 Mkt** with total news commitment needs experienced writer-anchor for drive time co-assignment. Good pay and top benefits. Equal Opportunity Employer. Resume to: News Director, Box M-128.

**Newsperson/Journalist:** Southern Idaho's largest Radio News Dept. needs good newperson. Send tape and resume to Charlie Tuma, KLIX Radio, P.O. Box 1259, Twin Falls, ID 83301. 1-208-733-1310.

**Farm Director**—KDTH MOR/Information format. Excellent opportunity for degreed Journalist with at least one year of agricultural broadcast experience. National Association of Farm Broadcasters membership preferred. Send resume, tape, and salary requirements to Tom Kamerer, PO Box 688, Dubuque, IA 52001. KDTH is An Equal Opportunity Employer M/F.

**News Director** to head two person department. Excellent salary, benefits and working conditions. Send tape, resume' and salary requirements—Program Director, WROZ, P.O. Box 139, Evansville, IN 47701. Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**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.

**Classical Music** programmer/announcer needed for religious fine arts AM-FM. EOE. Resume to Box M-142.

**Operations Director** for automated AM/FM. Need promotion minded individual with good voice and production abilities. First phone an asset. Contact Ken Riggle 301-724-5400. EOE.

**Farm Announcer/Director.** Upper Midwest network pro only. Experienced preferred but not necessary. Salary open. 507-824-2202 Operations.

**Production Manager.** Maintains high standards of production quality for all programs broadcast by WOSU (AM) and FM. Produces and supervises production of programs. Prefer degree and extensive production experience. \$12,000 - \$17,280 plus benefits. Send resume, writing samples and audition tape to: Don Davis, WOSU Radio, Telecommunications Center, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. The Ohio State University is an EOE.

**Contemporary Station** needs morning person with production and/or sales ability. Air check and resume. WFMO, Fairmont, NC 28340.

## SITUATIONS WANTED MANAGEMENT

**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.

**GM or Executive VP.** Creative sales, management, programming. Climb mountains. Box M-108.

**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.

**Young, successful, eager** to grow! AM/FM sales manager, major group, top 50 market. Ready to relocate as GSM or GM, larger market. 10 years experience all phases of radio. Plenty of national experience, strong local sales and management. Blue chip references. Box M-143.

## SITUATIONS WANTED ANNOUNCERS

**Bright, Energetic**, very willing to travel. Experienced in DJ, news, production. Working in RI market. Looking for MOR-AOR slot. Box M-13.

**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 line; 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.

**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.

**Experienced Professional** Country Jock, 3rd Phone. 10-years experience. 1-707-839-3336.

**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".

**Award Winning** air personality, strong radio background, seeking permanent challenge, will accept management-performing combination. Box M-151.

**Money Maker**—heavy on ambition. 1 year experience, 3rd ticket, will travel anywhere. Box M-145.

**Syndicated Talk** show production associate seeks small market on air. DJ-news staff position. 3rd endorsed. Box M-144.

**Third Phone DJ**, good production, news, commercials, will relocate—some experience, hard worker. Box M-124.

**Aspiring Announcer** holder of 3rd phone seeks position in northeast area. Well trained. Box M-117.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**4 Years Commercial** Experience, some Major, currently Medium; solid production, News; East—any size, format. Box M-111.

**Broadcast School Grad** wants first job. 3rd endorsed ticket. Money secondary to training opportunity. Box M-113.

**News-caster-DJ** light experience—trained performer, small market OK. Phone Preston 914-238-8815. Box M-115.

**Top 40 Rocker**—personality plus creativity. Let me stick it in your ear! Charlie Weed, 3513 Ashland Drive, Bethel Park, PA 15102. 412-833-2740.

**Florida Stations:** Seven years experience various formats; DJ, news, sales, production; MA in Broadcasting; 3rd endorsed. Prefer Orlando, Tampa-St. Pete areas, but will go anywhere in Florida. Married, presently employed. Chuck: 404-787-0892.

**You undoubtedly are** looking for someone good. Consider this—two years as Promoter-Manager of NY Disco, I know what sells and appeals to an audience. DJ (any format) also news and interviews. Call Vic 914-632-2673. 3rd Endorsed.

**DJ Looking** for first job in Illinois, Wisconsin, Indiana or Iowa. Ready now, 3rd Endorsed, no experience. Thomas Matriciano, 1323 S. Kenilworth, Berwyn, IL 60402. Phone 312-788-5068. Call between 9AM and 10 PM.

**Program Director** with six years experience. Music Director with three years experience. Both hard working and dependable—looking to relocate. Call 812-448-8725 mornings, 812-448-1409 afternoons.

**Creative Radio** job sought by former manager, jazz announcer at broad-format FM station. Diverse experience. Relocate anywhere. Resume, tape available. WT Young 804-823-2235.

**Second Time Around:** Bright, flexible, proven, enthusiastic, sportscaster, PBP man, newsman, DJ seeks full-time. Currently employed part-time. Let's talk. Call Scott at 717-469-7270.

**Young, energetic DJ** seeks advancement. Currently employed, 1st phone, 3 years experience, relocate anywhere. 304-255-0822.

## SITUATIONS WANTED TECHNICAL

**Mature Black first phone**, handicapped, seeks transmitter operator position. Will relocate, prefer warm climate. Experience. Box M-84.

**Technical Help?** Mature, fully experienced First Phone professional. Permanent jobs only, please. Box M-99.

**First Phone** with 600 hours Electronics. Trainee position welcome. For resume Box M-116.

**Chief Engineer**—10 yrs broadcast exp. 6 yrs D.A., has Automation, T.V. stereo 301-939-1689.

## SITUATIONS WANTED NEWS

**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.

**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.

**Journalist—Successful** all news programmer, freelance major market reporter, college educated. Box M-152.

**Small Market News Director** leading six-person staff seeks major market position. Box M-148.

**New Jersey newsman** desires position with opportunity to do talk as well. Informed, articulate conversationalist, experienced incisive interviewer. Ready for a challenge. Box M-118.

**Help! Trapped** in dead market. Experienced News Director/Anchor/Talk/Play-by-Play/seeks challenging position. Box M-132.

**Sportscaster—looking** for 1st break. College grad with 3rd phone. Knowledgeable, versatile, energetic. Available immediately. Mark Bruflat, 2612 S. Van Eps, Sioux Falls, SD 57105. 605-338-6991.

**Young family man** with 10 years experience in PBPSports and news wants to join your staff. Will relocate. Jerry Arnold, Box 464, San Gabriel, CA 91778.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**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.

**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 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.

## TELEVISION

### HELP WANTED MANAGEMENT

**Operations/Production Manager.** PTV Station WBGU-TV, Bowling Green State University. Covers 19-county region and Ft. Wayne, Indiana. Salary: \$16,800 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.

**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.

**Howard University** is seeking a Chairman for their Radio, TV and Film Department. Prefer a Ph.D. with a combination of teaching and commercial experience in Radio, Television and Film. References required. Forward vita to: Office of the Dean, School of Communications, Howard University, 4th & College Streets, NW, Washington, DC. 202-636-7690.

### HELP WANTED TECHNICAL

**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 year 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.

**Engineer.** First phone. Thorough knowledge of electronics. Three years experience. \$300 or more per week. EOE. Write WDCA-TV, 5202 River Road, Washington, DC 20016.

**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.

**Growing TV Production House** expanding. We need maintenance oriented individual with some experience on Ampex Quads, Phillips and Fernseh Cameras, Film Chains, U Matic, etc. who also enjoys doing video for a change of pace. Box M-126.

**Engineer—First Phone License** required. Maintain television and special electronic systems (ITFS, VTR, RF, digital) associated with statewide educational telecommunication system. Travel involved. Salary range \$12,750 to \$13,750 per year. University benefits. Contact: Jim Potter, 317-264-7945. EEO/AA employer.

**Engineer, Maintenance.** Studio, Transmitters, ENG, KFMB AM, FM TV. Send Resume to KFMB—P.O. Box 80888—San Diego, CA 92138—Attn: John Weigand.

**1st Class Licensed Engineer** needed. Must be fully knowledgeable and experienced in maintenance and repair of commercial television equipment. References needed. Write or call: Personnel Administration, Howard University, 6th & Bryant Streets, NW, Washington, DC. 202-636-7712.

**Experienced TV Engineer-Switcher** with 1st ticket and strong maintenance background. Send salary requirements to WEVU-TV, P.O. Box "N", Bonita Springs, FL 33923.

**Technical.** Northern CATV Firm seeking Engineer/Technician. Must be familiar with Broadcast cameras and video tape machines. Call: 201-672-3081.

**TV Broadcast Technician**—U.S. Information Agency has openings in Washington, D.C. for television technicians. Commercial Broadcasting experience in operation and maintenance of full range of color television broadcasting and recording equipment is required. Pay ranges from \$17,231 to \$20,675. Send standard government application to USIA, Office of Recruiting and Staffing, Washington, DC 20547. Equal Opportunity Employer.

**TV Chief Engineer.** Hands on Administrator to head 8 man department. Remote control UHF transmitter and three translators. Color studio, color remote, 3/4-inch cassette ENG, microwave, CTA downlink and PBS downlink. Salary open. Contact WVPT, Harrisonburg, VA 703-434-5391. An Equal Opportunity Employer.

**Studio engineers;** We are building new studios, install and maintain Vital Switcher, TR600 VTR's, Weather Radar & ENG Equipment. Excellent opportunity. Contact Chief Engineer, P.O. Box 3687, Lafayette, LA 70502.

**Assistant Chief Engineer** in charge of studio operation. Minimum five years experience. Knowledge of digital technology. Ability to guide, motivate and supervise people. Salary \$25,000. EOE. WDCA-TV, 5202 River Road, Washington, DC 20016.

### HELP WANTED NEWS

**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.

**Anchor Person** for growing market on the Central California Coast. Minimum 2 years on-air experience. Send tape and resume to: Missie Pires, News Director, KCOY-TV, P.O. Drawer 1217, Santa Maria, CA 93454. An Equal Opportunity Employer.

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**HELP WANTED NEWS  
CONTINUED**

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**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.

**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.

**Medium Market VHF** network affiliated station seeking weekend sports anchorman. Position also entails regular news reporter during the week. Heavily into ENG with some play-by-play and/or color announcing. Excellent benefits. An Equal Opportunity Employer. Send resume to Box M-136.

**Meteorologist** for medium market. Should have Television and subtropical weather experience and ability to devise and storyboard graphics to perform weekend and noon weathercast. Must be A.M.S. member or have equivalent qualifications. Resume to Box M-154.

**Experienced newperson** for university radio-tv position. This individual prepares television and radio news features on agricultural subjects for commercial and educational broadcasters throughout South Carolina. We're looking for a person with a good voice, professional delivery, and good writing and interviewing skills. Educational requirement—bachelor's degree, minimum; master's preferred. Beginning salary - \$13,288. An equal opportunity employer. Send resume and tapes to Harry Durham, Communications Center, Clemson University, Clemson, SC 29631. Position available October 15, 1977.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**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.

**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.

**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.

**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-110.

**Production Director.** Creative person needed to produce and direct commercials using video tape cassette equipment and film. Must be capable of maintaining good relations with local accounts and agencies in a highly competitive Sun Belt market. Equal Opportunity Employer. Send resume including salary requirements. Box M-120.

**Director.** Sun Belt TV Station seeking a director who can be creative and can produce effective 6 & 11 newscasts in a highly competitive market. You'll put your ability to work with the news operation to produce winning news shows no one will want to miss. Equal Opportunity Employer. Send resume including salary requirements. Box M-121.

**Teacher for radio-television.** Academic credentials and professional experience for permanent position in strong program. Rank and salary depend on background but range is \$15,000-\$23,000. Details from Head, Department of Journalism and Mass Communications, Kansas State University, Manhattan, KS 66506. Equal Opportunity Employer.

**IPBN State Merit System.** Public Broadcasting Network, Vacancies. Camera Operator: Minimum quals: 4 yr. degree or paid experience in broadcast production. Operations Assistant: minimum quals; Degree in TV, Communications and 1 yr. paid employment in broadcast operations. Production Assistant: minimum quals; Degree in TV, Communications and some paid experience in motion picture, radio and/or TV planning and production. Personnel Office, (515)—281-4498 P.O. Box 1758, Des Moines, IA 50306.

**Producer/Director/Announcer** needed at Number One ranked independent Television station in California. Must have minimum of 3 years commercial TV experience. Must be able to produce/write/direct programming and commercials. Must have actual hands-on experience w/switching and editing. Must have floor experience. Must have on-air experience and audio/video announcing. Send tape and resume to Sam Dalton, KMPH TV, 2600 S. Mooney Blvd., Visalia, CA 93277. Women and minorities are encouraged to apply. E.O.E.-M/F.

**TV Graphic/Art Supervisor,** PTV. BA or equivalent, three years professional experience, one year in TV graphics. Set design/construction, publication lay-out, station promotion, photo, and/or supervisory experience desirable. Letter, Resume and references to Jim Ficklin, KRWG TV, Box 3J NMSU, Las Cruces NM 88003 by November 5. An Equal Employment Opportunity/Affirmative Action Employer.

**Grant Anticipated** for producer/writer/on-air talent (8,500) and camera operator (7,500). One year with possible renewal. Research and produce feature segments for News. Ombudsman type operation. Work with community committee and station staff. Investigative work with agencies for underprivileged EOE/M-F/AA. Contact Lin Solyak, WSKG, 607-754-4777. Resume to Box 97, Endwell, NY 13760.

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**SITUATIONS WANTED MANAGEMENT**

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**Network management person** desires mid—upper management position in areas of film/ENG/Radio, references upon request. Currently based in Washington D.C. Major market. Salary negotiable. Box M-64.

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**SITUATIONS WANTED TECHNICAL**

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**First Phone** Desires Xmtr Maintenance. Anywhere. Box M-59.

**Production Technician**—camera, switching, V.T.R. operations. ENG & editing experience; studio & field. Well educated, professional. Reply Box M-138.

**Experienced (NYC)** Major Market 1st Phone engineer (studio & remotes) Will relocate immediately. Box M-105.

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**SITUATIONS WANTED NEWS**

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**Experienced Female Radio News Director** looking for move into small market Television, Box M-69.

**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.

**Mature experienced Meteorologist.** Best credentials. Innovative personable with network quality. Call Charlie Gertz 919-453-2803.

**Sportscaster—Enthusiastic** young male college grad seeking entry level opportunity in TV sports. I want to learn industry from bottom up in small-mid market. Will repay your confidence with hard work and lots of loyalty. Excellent PBP all sports. Call Ed 618-654-8543 after 5. Audio tape only.

**Hardworking Young Woman** with radio background seeks entry level TV report position. Glad to relocate for an opportunity Box M-61.

**Successful Broadcast Meteorologist:** In presentation and forecast accuracy. Looking for a true personality to do your weather? Box M-139.

**Anchor Producer Spot.** Seven years experience news and Director-Producer. Energetic, versatile, creative. Currently anchoring and reporting; want to move up. Box M-134.

**Major Market Female Radio anchor** desires television position. Attractive, poised, glib, very professional. Anxious to relocate. Reply Box M-122.

**News Director, Executive Producer.** Major market, ENG experience. Skilled in all phases newsroom operations. Box M-135.

**Solid young TV reporter** seeks entry-level position. December '77 grad with substantial internship experience. Good looking, professional references. Will relocate anywhere. Call now! Rob Nothmann—203-384-1937.

**Experienced Reporter,** with anchor and producer experience. Available almost immediately anywhere. Steve Kremer 301-797-0126.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Network experienced,** technically oriented, audio, AD, character generator operator, stage manager. Willing to start as PA. Andrew Faber. 213-464-0141.

**I've got the part-time directing blues!** Seeking challenging position as director or assistant director. Hard worker, willing to travel. Box M-137.

**TV Triple Threat**—talent-producer-writer of talk, magazine documentary and news with 10 years experience in one of the top five markets seeks change of scene and new challenges. Write Box M-140.

**Heads up Producer-Director** with 6 years experience seeks challenging position with commercial or PTV station, independent production house. Able to work as a team member or in leadership position. Past experience in News, sports, public affairs, documentary. Arnold Posner 212-229-7210.

**Savvy TV Producer.** Major market experience as producer of advertising and promotion, producer and director of top rated morning show and as associate producer of nationally syndicated talk and variety program: Fresh ideas, solid managerial abilities and sound journalistic judgement. Top references, degree in broadcasting and journalism; Seeks challenging opportunity. Salary negotiable. Reply Box K-52.

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**WANTED TO BUY EQUIPMENT**

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**Automation Systems.**—Top dollar for used systems. Call or write, Eastern Broadcast Supply, 419 Boylston St., Boston 02116. 617-534-8987.

**Wanted to Buy Equipment** Used cp16-A film camera in good condition for news work. KIMA-TV, John Vorous, 509-575-0029

**Used 16mm Black and White Processor and Optical Contact Printer.** Tom Rogers 9143 Westminster Cir., Chattanooga, TN 37416. (615)—344-5804.

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**FOR SALE EQUIPMENT**

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**Stainless G4 400'** Tower on ground in Alabama. Guys, lighting, erection prints. Paul Coleman, Box 1501, Yuma, AZ 85364. 602-782-3881.

**Color Studio Camera:** Three G.E. 350 best offer: Telemation Film Multiplexer Model Imm-203 best offer: 35mm slide proj. Selectoslide Model 332c best offer: 704-536-3636.

**RCA BA 43 Program Amplifiers.** Two mounted in single tray for stereo with custom shield cover \$495. E. Bench, KCFM St. Louis, MO 63112. 314-361-7500.

**CBS FM Volumax 4110.**\$995. Original Carton with manual. E. Bench, KCFM Radio, St. Louis, MO 63112 314-361-7500.

**Broadcast Color Camera.** One CEI-280 color camera with Schneider 17:170 zoom lens, pulse advance and sync., image enhancer, studio plumbs, O'Connor 100B head, 300 ft. cable. Priced for quick sale \$24,500. Call Rod Hall 213-577-5575 or 577-5400.

**Save 40% on a complete Harris Systems 90** Automation. Unit is mono, 15 months old consisting of six carousels, stack three, logger, recorder-encoder and 250 - 10 1/2 carts. The new cost \$34,000. The answer to your AM-FM non-duplications problems. 904-356-1366.

## FOR SALE EQUIPMENT CONTINUED

**2 Carousels** \$850 ea. 1 Ultimate Console 10 channel mono. 1 yr. old. 1 Gates FM 10H 10 KW transmitter W/SG. 7 yrs old. Available 6 weeks. 1 Collins 1 KW AM Transmitter \$2500. Call 404-487-9559.

**IGM 750 Stereo Automation**, excellent condition, 4 carousels, one instacart, two 14" tape decks, 2 teletypes, 1 RT02, time announcer and encoder. Contact WRIT, Milwaukee, 414-453-4130.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twineing, Dallas, TX 75227.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**News Kickers!** New idea. Short! Concise! Current events oriented. Perfect for News or Deejay shows. 1,000 kickers \$15.00. The deejay that knows—goes! Kickers ... Box 2585 ... Augusta, GA 30903.

**Brand New**—The Radio Christmas Book offers 100 humorous and serious jock bits for holiday programming. Thirty and sixty second scripts. \$19.95. Radio Word Shop, 5019 Middleboro, Grand Blanc, MI 48439.

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Ghost-hunter** or Dream Interpreter? Great guests for Halloween show! Call Warren Freilberg, WLNK, 312-474-3455.

**Hundreds of Jobs** open now! Exclusive listings! The "World's Best Jobsheet" is not the most advertised. Free Sample! "Hot Tips", Box 678, Daytona, FL 32017.

**Deejays of America:** Are you sometimes at a loss for words? We at G & B Enterprises have the answer; informative and entertaining programs written especially for broadcasters by our staff of research and gag writers. Everything from "on this day in History", Sports flashbacks, Celebrity's Birthdays and more. Don't be disappointed! Send \$5 today, and receive a laugh-filled package of our current scripts. P.O. Box 88 Northfield, IL 60093.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 24, January 3. Student rooms at each school.

**REI** 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

**REI** 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**"Tests-Answers"** for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

**1st class FCC**, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**Don Martin School**—40th Yr. providing training in FCC 1st Class License. 4 mo. course-Jan, May, Sept. 8 wk. course-Jan, July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., L.A. 90028, 213-462-3281.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

**Free booklets** on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

**1st phone test preparation.** Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut, Philadelphia 19106. Phone 215-922-0605.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

## RADIO Help Wanted Sales

### LOCAL SALES MANAGER

Position to be open on or about January 1, 1978. Centrally located. Contemporary format. Account list plus override. Send full details of experience, education and personal history. EOE ... M/F Box K-72

## BROADCAST EQUIPMENT DISTRICT SALES MANAGER

Upper Midwest territory open now for complete line of AM/FM equipment.. Excellent compensation, fringes, and opportunities. Send resume to Andy McClure at

**CETEC BROADCAST  
GROUP**  
75 Castilian Drive  
Goleta, CA 93017  
(805) 968-1561 EOE-M/F

## Situations Wanted Management

### GENERAL MANAGER

Major market experience as Sales Manager and General Manager. I'm a good "people manager" and a seasoned, profit oriented businessman. The people I've worked for will confirm that I can develop your station to its maximum profit potential. Station sale frees me for new position. Write in confidence to Box M-141.

### GENERAL MANAGER

with outstanding record in achieving high profits, sales and ratings with successful radio stations in competitive major markets looking for position. Can offer talent and loyalty. Reply in utmost confidence. Box M-155.

## Situations Wanted Announcers

### Beautiful Music

Top voice with Top background in News and Beautiful Music looking for Top 10 Market only. 3rd, 35, single, stable. Minimum \$15,000. Reply Box M-103.

## Situations Wanted Announcers Continued

### HIRE ME!

If it's Humor, Personality or even One Line cards ... IT'S ME. So here I am. 14th market and eight years later ... my chance to work for you. I'm looking for a Top 40 or Adult Contemporary situation in any major market. Please call or write. 612-777-4849 Bill Bauman, 2437 N. 3rd/N. St. Paul, Mn. 55109.

## Situations Wanted News

### Talk/Music Personality

currently small station in major market, excellent credentials—news, promotion, writing—any market.

Reply Box M-71.

## TELEVISION Help Wanted Programing, Production, Others

### TV PERSONNEL NEEDED

Religious broadcaster has continuing need for experienced personnel in all areas of programming, production and engineering. Send resumes to Box M-35 Broadcasting.

### ART DIRECTOR

Experienced graphic artist with a thorough knowledge of television to handle a variety of design and layout assignments including on-air, print, sets, etc. Send resume to Personnel Department, WBEN-TV, 2077 Elmwood Avenue, Buffalo, New York, 14207. WBEN-TV is an Equal Opportunity Employer.

## Help Wanted Sales

Marketing

## Tektronix Television Products

We need an individual with demonstrated marketing skills to develop and execute television product introduction programs.

Knowledge of marketing, along with competence in Television Technology are essential in the activities of the **TELEVISION MARKETING PRODUCT SPECIALIST:** competitive analysis, sales forecasts, product promotion, training and sales support. An applicant must have the solid communication skills that are essential in interaction with design engineers, sales engineers and support people. This position is at our Beaverton, Oregon facility.

Please send a complete resume including salary history or send a letter requesting an application to: Art Andersen, TEKTRONIX, INC., P.O. Box 500, B83, Beaverton, OR 97077.

An Equal Opportunity  
Employer M/F/H.

**Tektronix**  
COMMITTED TO EXCELLENCE



## Help Wanted Technical

### ONCE

in a great while we have an opening on our engineering staff. This is one of those rare occasions. This opening involves both operating and maintenance duties at the Operating Center of our Network which serves seven stations in Pennsylvania. The person we are looking for must have a minimum of three years television broadcast experience with a strong maintenance background. Rotating schedule; salary is \$15,210 per year plus outstanding benefits. If you believe you are qualified, would like to work in a state of the art operation, and would like to live in beautiful south-central Pennsylvania, please reply only in writing to:

Larry Messenger  
Director of Engineering  
Pennsylvania Public Television Network  
169 West Chocolate Avenue  
Hershey, PA 17033  
Equal Opportunity M/F Employer

## Help Wanted News

### Wanted: TV Anchor

Send video tape and resume to  
Ed Baron,  
News Director,  
WFMJ-TV,  
101 West Boardman St.,  
Youngstown, Ohio 44503.  
We are an Equal Opportunity  
Employer

## Business Opportunity

### "UP YOUR RATINGS" Radio Station Owners

Budget-Sales-Pgm. Specialist  
bb radio consultant  
suite 17—plaza del lago  
Wilmette, Ill. 312-251-3635

### "HOLLYWOOD STARS" VOICE YOUR SPOTS!

Professional impressionist's uncanny likenesses! Your copy or we write. Unique image campaigns for station, agency or client direct. Also original characters. Superb multi-track production, 24-hour custom service, affordable rates (by market size). Call or write for demo tape.

**THE  
VOICE  
FACTORY**

215 Windward Avenue  
Venice, CA 90291  
Phone (213) 396-2351

## Employment Service

### Job Leads

#### YOUR MONEY BACK...

If the first issue doesn't give you a head start on the jobhunting competition. **EXCLUSIVE RADIO & TV OPENINGS:** DJ's...News...Technical...Sales...Everyone  
 \$5 for three weeks

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
JOB LEADS, Suite 1113-CS  
1680 Vine Street, Hollywood, CA 90028

## Free Film

### FREE FILMS? CALL MODERN TV

The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

## Free Golf/Car Rental

**FLORIDA FREE GOLF**  
Completely furnished deluxe condominium apartments for two \$30 per day until December 14 with greens fee included at nearby top-rated Deer Creek C C Rent-A-Car available through Apex-Courtesy Car Rental WE FEATURE FORDS  
Write or call

**VILLA LAGO APARTMENTS**  
3910 Crystal Lake Drive  
Pompano Beach, Fla 33064 (305) 782-3400  
SORRY, NO PETS

## For Sale Stations

### To BUY or SELL

Contact

#### SHERMAN-BROWN And ASSOCIATES

Media Brokers Consultants  
2701 E. Sunrise Blvd., Suite 312  
P.O. Box 4475, Fort Lauderdale, Fla 33338  
305-561-9334

We qualify Prospects—Confidentiality Honored.

### MEDIA BROKERS APPRAISERS

RICHARD A.  
**SHAHEN** INC  
435 NORTH MICHIGAN • CHICAGO 60611  
312-467-0040



## CHAPMAN ASSOCIATES®

nationwide service

#### STATIONS

MW Small	Fulltime	\$200k	29%
SW Small	AM/FM	\$500k	Terms
W Medium	FM	\$600k	\$540k
MW Medium	Daytime	\$160k	Terms
S Metro	Fulltime	\$425k	25%

#### CONTACT

David Kelly	(414) 499-4933
Bill Hammond	(214) 243-6043
Ray Stanfield	(213) 363-5764
David Kelly	(414) 499-4933
Bill Chapman	(404) 458-9266

NRBA: New Orleans Hilton, Suite 2106

To receive offerings of stations within the areas of your interest, write to Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

## Radio Programing



### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY

#### Program Distributors

1001 SPRING  
LITTLE ROCK, ARK. 72202  
Phone (501) 378-0135

## Public Notice

The Village of Lancaster, in Erie County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 8:30 p.m. on Jan. 9, 1978, and all applications received will be available for public inspection during normal business hours at the office of the Village Clerk-Treasurer.

An executed non-collusive bidding certification shall accompany each proposal. Failure to provide or execute this certificate will result in not having the bid read.

Linus G. Eck  
Village Clerk-Treasurer  
Municipal Building  
Village of Lancaster  
5423 Broadway  
Lancaster, New York 14086  
Phone (716) 683-2105

## Wanted To Buy Stations

### PUBLIC COMPANY

interested in acquisitions  
and /or mergers.  
T.V.—Radio.  
Profitability not a factor.  
Reply Box E-69.



**SELLERS WANTED!**

Record summer sales find us with many qualified buyers for AM-FM-TV properties in all market sizes and price ranges. Thinking of a profitable sale? Now is the time for a confidential, no-obligation discussion with one of the men from the Horton Company. (This is where the action is!)

N.R.B.A. '77

Keith Horton will be pleased to see you in New Orleans October 9-12 to discuss your buying or selling interest. He also will be interviewing prospective associates for our expanding organization, preparing to serve the southeast and all fifty states. Contact him at The Hilton.

THE KEITH W. HORTON CO., INC.

Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138

*BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.*

Kenneth Chapin  
1100 Malden Rd  
Syracuse, N.Y. 13211  
(315) 454-4144

William S Cook  
Box 425  
Newark, Del. 19711  
(302) 737-4772

Robert I. Kimel  
Box 270  
St. Albans, Vt. 05478  
(802) 524-5963

Elmira Office  
Keith W Horton  
Richard Kozacko

**FM/AM**

Very successful full power FM/AM Combo in growing Southwest market for sale to qualified purchaser. Price of \$3,500,000 is less than 9 X cash flow and is just over 2 X gross. Include financial qualifications first letter. Principals only, please. Reply Box M-123.

**1Kw. AM Daytimer**

Signal covers Metro Market. Tremendous Market potential 5Kw. available. Located in South Georgia. Price \$250,000. Call 912-883-4908 or write Box 5, Albany, Ga. 31702.

**Ethnic FM**

Class C  
Southwest  
Box M-107

**H.B. La Rue, Media Broker**

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 RUSE BUILDING · SAN FRANCISCO, CALIFORNIA 94104  
415/7872-4674

EAST COAST: 210 EAST 53RD ST., NO. 30, New York 10022  
212/288-0727

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

**MINORITY BROADCASTER**

No. 1 Rated Station—Metro market.  
Full time AM  
Terrific volume and cash flo  
No broker  
Reply to 1901 Pennsylvania Avenue, N.W.,  
Room 400  
Washington, D.C. 20006

**RALPH E. MEADOR**  
Media Broker

AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

**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.

- Fulltimer. Small town in Northwest. No competition. Profitable. \$180,000. Terms.
- Daytimer. Greater Grand Rapids Metro area. \$250,000.
- AM/FM. Utah. Only station in county. 30,000 pop. trade area. \$230,000. Terms.
- 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

# Stock Index

Stock symbol	Exch.	Closing wed. Oct. 5	Closing wed. Sept. 28	Net change in week	% change in week	1977		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
						High	Low			
<b>Broadcasting</b>										
ABC	N	39 5/8	40 1/8	- 1/2	- 1.24	46 3/4	37	8	18,107	717,489
CAPITAL CITIES	CCB	47 5/8	46 1/4	+ 1 3/8	+ 2.97	57	44 3/4	9	7,481	356,282
CBS	CES	51 1/2	52 1/8	- 5/8	- 1.19	62	51 1/2	8	28,395	1,462,342
CCX	CCX	27 3/8	26 1/8	+ 1 1/4	+ 4.78	33 5/8	25 1/2	8	5,878	160,910
GRSS TELECASTING	GGG	15 1/4	15 1/2	- 1/4	- 1.61	15 1/2	13 5/8	7	800	12,200
KINGSTIP COMMUN.	KTVV	5 1/2	5 1/2			5 1/2	3 7/8	10	461	2,535
LIA	LINB	19	18 3/8	+ 1/4	+ 1.33	20 3/8	16 1/2	7	2,739	52,041
MOCNEY	MCON	2 5/8	2 5/8			2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	18 1/2	18 1/2			18 1/2	8 5/8	22	1,281	23,698
SCRIPPS-HCWARD	SCRIP	36 1/2	36 1/2			37	31 1/2	8	2,589	94,498
STARR**	SBG	5 7/8	6 1/2	- 5/8	- 9.61	7	3 1/2		1,418	8,330
STCRER	SBK	21 1/4	19 3/4	+ 1 1/2	+ 7.59	26 7/8	19 3/4	5	4,876	103,615
TAFT	TFB	27	25 1/2	+ 1 1/2	+ 5.88	33 7/8	24 5/8	7	4,070	109,990
TOTAL									78,520	3,104,945

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	6	5 5/8	+ 3/8	+ 6.66	6	3 3/4	8	1,232	7,392
AVCC	AV	N	14 7/8	14 3/4	+ 1/8	+ .84	17 7/8	13 3/8	3	11,656	173,383
JGHN BLAIR	BJ	N	17 7/8	17 1/8	+ 3/4	+ 4.37	19	11 1/8	5	2,419	43,239
CHRIS-CRAFT	CCN	N	9 3/8	8 7/8	+ 1/2	+ 5.63	9 3/8	4 1/2	7	5,810	54,462
COMBINED COMM.	CCA	N	24	23 1/2	+ 1/2	+ 2.12	24	19	8	6,692	160,608
CDWLES	CWL	N	15 1/4	15	+ 1/4	+ 1.66	15 5/8	12 1/2	18	3,969	60,527
DUN & BRADSTREET	DNR	N	29 1/4	29 3/4	- 1/2	- 1.68	30 7/8	26 1/4	15	26,447	773,574
FAIRCHILD IND.	FEN	N	13	13 1/2	- 1/2	- 3.70	15 5/8	9 1/2	10	5,708	74,204
FUQUA	FCA	N	8 7/8	8 7/8			13	8 5/8	6	9,293	82,475
GANNETT CO.	GCI	N	36	34 7/8	+ 1 1/8	+ 3.22	40 3/4	32 3/4	15	22,430	807,480
GENERAL TIRE	GY	N	22 7/8	22 5/8	+ 1/4	+ 1.10	29 1/4	22 5/8	4	22,739	508,717
GLCBE BROADCASTING**	GLBTA	C	4 1/4	4 1/4			4 3/8	2 1/8		2,783	11,827
GRAY COMMUN.	G	C	11 1/2	11 3/4	- 1/4	- 2.12	12 3/4	8	5	475	5,462
HARTE-HARKS	HNN	N	32 7/8	32	+ 7/8	+ 2.73	32 7/8	26	13	4,474	147,082
JEFFERSON-PILCT	JP	N	30 1/2	30 1/2			32 3/8	26 5/8	10	24,056	733,708
YARVIN JOSEPHSON	MRVN	C	12	11 3/4	+ 1/4	+ 2.12	17 1/4	10 1/4	6	1,992	23,904
KANSAS STATE NET.	KSN	C	7 1/4	8	- 3/4	- 9.37	8 1/4	4 3/4	8	1,716	12,441
LEE ENTERPRISES	LNT	A	23 5/8	23 1/2	+ 1/8	+ .53	28 1/8	22 1/4	11	5,010	118,361
LIBERTY	LC	N	22 3/8	22 1/4	+ 1/8	+ .56	23 1/8	18	7	6,762	151,299
MCGRAW-HILL	MHP	N	19	18 1/4	+ 3/4	+ 4.10	19 5/8	15 5/8	10	24,664	468,616
MEDIA GENERAL	MEG	A	13 3/4	14 1/4	- 1/2	- 3.50	20	13 3/4	6	7,463	102,616
MEREIDITH	MDP	N	22 1/8	22 1/8			22 1/8	17 3/8	6	3,067	67,857
METROMEDIA	MET	N	27 3/4	27 1/4	+ 1/2	+ 1.83	31 1/8	25 1/4	6	6,700	185,925
MULTIMEDIA	MMED	C	24 3/4	24 1/4	+ 1/2	+ 2.06	25 1/2	21 1/2	10	4,392	108,702
NEW YORK TIMES CO.	NYKA	A	17 1/8	16 5/8	+ 1/2	+ 3.00	19 1/2	15 3/4	8	11,207	191,919
CUTLET CO.	CTU	N	18 3/8	17 1/2	+ 7/8	+ 5.00	24 1/4	16 5/8	7	2,140	39,322
POST CORP.	PCST	C	21 3/4	21 3/4			21 3/4	16 1/4	7	865	18,900
REEVES TELECCM	RBT	A	2 5/8	2 5/8			3	1 3/4	26	2,380	6,247
ROLLINS	RCL	N	17 7/8	17 3/4	+ 1/8	+ .70	24 1/4	17 1/8	10	33,000	589,875
RUST CRAFT	RUS	A	23	22 7/8	+ 1/8	+ .54	23 1/2	8 1/2	15	2,291	52,693
SAN JUAN RACING	SJR	N	9 1/4	9 5/8	- 3/8	- 3.89	11 3/4	7 5/8	9	2,509	23,208
SCHERING-PLUGH	SGP	N	28 5/8	29	- 3/8	- 1.29	44 3/4	28 5/8	9	54,084	1,548,154
SCANDERLING	SDR	A	10 1/8	11	- 7/8	- 7.95	12 7/8	8 3/8	5	1,103	11,167
TECH OPERATIONS**	TC	A	4 1/8	4 3/4	- 5/8	- 13.15	4 3/4	2 3/8		1,344	5,544
TIMES MIRROR CO.	TMC	N	22 7/8	22 3/8	+ 1/2	+ 2.23	25 3/8	20 3/4	9	33,919	775,897
WASHINGTON PCST CO.	WPC	A	29 3/4	28 3/4	+ 1	+ 3.47	30 1/8	21 3/4	9	8,659	257,605
WOMETCO	WCM	N	11 1/8	10 7/8	+ 1/4	+ 2.29	12 3/4	10 7/8	7	8,563	95,263
TOTAL									373,517	8,499,661	

## Cablecasting

ACTON CORP.	ATN	A	7	6 1/2	+ 1/2	+ 7.69	7 3/8	3 1/8	8	2,757	19,299
AMECC**	ACC	C	1/8	1/8			1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	C	32	30	+ 2	+ 6.66	32	19 3/4	19	3,465	110,880
ATHENA COMM.** *		C	3/8	3/8			3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	C	4 1/4	3 7/8	+ 3/8	+ 9.67	4 3/4	3 1/8	21	8,309	35,313
CABLE INFC.		C	3/4	3/4			7/8	1/2	4	663	497
COMCAST		C	4 3/8	4 5/8	- 1/4	- 5.40	5 1/4	3 3/4	8	1,662	7,271
COMMUN. PROPERTIES	CCMU	C	7 3/4	7 3/3	+ 3/8	+ 5.08	7 3/4	3 5/8	19	4,761	36,897
ENTRON*	ENT	C	1 3/8	1 3/8			2	7/8	1	979	1,346
GENERAL INSTRUMENT	GRI	N	18 7/8	18 7/8			23	18 1/8	8	7,332	138,391
GENVE CORP.*	GENV	C	8 1/4	8 1/4			9 1/4	7 1/2	55	1,121	9,248
TELE-COMMUNICATION	TCCM	C	7 3/8	5 3/4	+ 1 5/8	+ 28.26	7 3/8	2 7/8	46	5,281	38,947
TELEPROMPTER	TP	N	8 3/8	8 3/8			9 3/8	6 3/4	25	16,793	140,641
TEXSCAN	TEXS	C	1 5/8	1 1/2	+ 1/8	+ 8.33	2	1 1/4	10	786	1,277
TIME INC.	TL	N	33	31 3/4	+ 1 1/4	+ 3.93	38 1/4	31 3/4	9	20,324	670,692
TCCM	TCCM	C	3 5/8	3 5/8			4 5/8	2 1/4	13	617	2,236
UA-COLUMBIA CAPLE	UACC	C	23 1/2	21	+ 2 1/2	+ 11.90	23 1/2	15 1/2	16	1,679	39,456
UNITED CABLE TV	UCTV	C	5 1/4	4 5/8	+ 5/8	+ 13.51	5 7/8	3 7/8	131	1,879	9,864
VIACOM	VIA	N	16 1/2	16 7/8	- 3/8	- 2.22	17 7/8	9 1/2	14	3,750	61,875
TOTAL									85,483	1,325,076	



Stock symbol	Exch.	Closing Wed. Oct. 5	Closing Wed. Sept. 28	Net change in week	% change in week	High	Low	1977	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Programing</b>												
COLUMBIA PICTURES	CPS	N	17 3/8	17	+ 3/8	+ 2.20	17 3/8	7 3/8	14	6,748	117,246	
DISNEY	DIS	N	38 1/4	39 5/8	- 1 3/8	- 3.47	47 5/8	32 1/2	16	31,855	1,219,983	
FILMWAYS	FWY	A	7 3/4	8 1/8	- 3/8	- 4.61	9 7/8	6 7/8	7	2,275	17,631	
FOUR STAR			1	1			1 1/8	3/4	10	667	667	
GULF + WESTERN	GW	N	11 7/8	11 1/4	+ 5/8	+ 5.55	18 3/8	11 1/4	3	48,239	572,838	
MCA	MCA	N	32 1/2	34 5/8	- 2 1/8	- 6.13	42 3/4	32 1/2	7	18,024	585,780	
MGM	MGM	N	23	22 3/8	+ 5/8	+ 2.79	24 1/8	16	9	13,102	301,346	
TELETRONICS INTL.			3 3/4	3 3/4			6 1/2	3 3/4	6	1,018	3,817	
TRANSAMERICA	TA	N	14 7/8	15	- 1/8	- .83	16 1/2	13 5/8	7	67,238	1,000,165	
20TH CENTURY-FCX	TF	N	23 7/8	24 5/8	- 3/4	- 3.04	25	10	8	7,631	182,190	
WARNER	WCI	N	26 1/2	26	+ 1/2	+ 1.92	32 1/2	25 3/4	6	14,411	381,891	
WRATHER	WCC	A	8	7 3/4	+ 1/4	+ 3.22	8 3/8	4 1/2	11	2,243	17,944	
TOTAL										213,491	4,401,498	

### Service

BBOG INC.	BBDO	C	27 1/4	25 1/2	+ 1 3/4	+ 6.86	29 3/4	22 1/2	8	2,513	68,479
COMSAT	CQ	N	31 7/8	30 1/8	+ 1 3/4	+ 5.80	36 3/4	29 3/8	9	10,000	318,750
DOYLE DANE BERNBACH	DCYL	C	21 1/2	21 3/8	+ 1/8	+ .58	22	16 3/4	7	1,866	40,119
FOCTE CONE & BELDING	FCB	N	18	17 1/2	+ 1/2	+ 2.85	18	14 3/4	8	2,304	41,472
GREY ADVERTISING	GREY	D	22 3/4	23 1/4	- 1/2	- 2.15	28	16 1/2	5	821	18,677
INTERPUBLIC GRoup	IPG	N	39 1/4	38 1/8	+ 1 1/8	+ 2.95	39 1/4	28 1/8	8	2,387	93,689
PCI COMMUNICATIONS	MCIC	C	2 7/8	2 3/8	+ 1/2	+ 21.05	2 7/8	7/8	41	20,137	57,893
MOVIELAB	MCV	A	1 3/8	1 1/4	+ 1/8	+ 10.00	2	1 1/4	8	1,410	1,938
MPC VIDEOELECTRONICS	MPC	A	5 1/8	4 3/4	+ 3/8	+ 7.89	9	4	8	520	2,665
A. C. NIELSEN	NIELB	C	21 1/8	21	+ 1/8	+ .59	22 1/4	18 7/8	12	10,762	227,347
OGILVY & MATHER	CGIL	O	38	38 1/4	- 1/4	- .65	38 1/4	31	8	1,805	68,590
J. WALTER THOMPSON	JWT	N	18 1/2	17 5/8	+ 7/8	+ 4.96	18 1/2	15 1/8	7	2,649	49,006
TOTAL										57,174	988,625

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	G	4 1/4	4 1/8	+ 1/8	+ 3.03	6	2 3/8	8	1,672	7,106
AMPEX	APX	N	10	10 1/8	- 1/8	- 1.23	11	7 3/8	11	10,885	108,850
ARVIN INDUSTRIES	ARV	N	18 3/8	18 1/2	- 1/8	- .67	19 1/4	14 1/2	4	5,959	109,496
CCA ELECTRONICS*	CCA	C	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	3	3 1/8	- 1/8	- 4.00	3 1/4	1 3/4	11	1,654	4,962
COMU	COU	A	3 1/8	3 3/8	- 1/4	- 7.40	3 1/2	2 1/8	11	1,779	5,559
CONRAC	CAX	N	21	21			27 1/4	21	7	1,793	37,653
EASTMAN KODAK	EASKO	N	60 1/4	61 3/8	- 1 1/8	- 1.83	86 3/4	57 5/8	16	161,371	9,722,602
FARINON ELECTRIC	FARN	O	8 1/2	8	+ 1/2	+ 6.25	12	8	9	4,616	39,236
GENERAL ELECTRIC	GE	N	50 3/4	50 7/8	- 1/8	- .24	56 5/8	49 1/4	11	184,581	9,367,485
HARRIS CORP.	HRS	N	38	37 1/2	+ 1/2	+ 1.33	39	28	12	12,275	466,450
HARVEL INDUSTRIES*	HARV	C	5	5			5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	7/8	3/4	+ 1/8	+ 16.66	2 3/8	1/4		2,701	2,363
MICROWAVE ASSCO. INC	MAI	N	25 5/8	25 1/2	+ 1/8	+ .49	26	20 1/4	11	1,320	33,825
3M	MMP	N	50 3/8	50	+ 3/8	+ .75	57	48 3/8	16	115,265	5,806,474
MOTOROLA	MOT	N	44	45 5/8	- 1 5/8	- 3.56	56 7/8	37 3/4	13	28,544	1,255,936
N. AMERICAN PHILIPS	NPH	N	29 1/4	29 3/4	- 1/2	- 1.68	36	29 1/4	6	12,033	351,965
OAK INDUSTRIES	OKI	N	13	13			17 7/8	9 5/8	12	1,639	21,307
RCA	RCA	N	27 7/8	27 1/2	+ 3/8	+ 1.36	31 3/4	25 3/8	10	77,807	2,168,870
ROCKWELL INTL.	ROK	N	30 1/4	30 3/8	- 1/8	- .41	36 3/4	30 1/4	7	32,400	980,100
RSC INDUSTRIES	RSC	A	2	2			2 3/8	1 5/8	9	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	19 7/8	19 1/8	+ 3/4	+ 3.92	21 1/8	16 3/4	12	1,668	33,151
SONY CORP.	SNE	N	8 1/8	8 1/4	- 1/8	- 1.51	10 3/8	8 1/8	14	172,500	1,401,562
TEKTRONIX	TEK	N	37 1/4	37 1/8	+ 1/8	+ .33	68 1/2	28 1/4	15	17,342	645,989
TELEPHONIC	TIMT	C	7/8	7/8			7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	16 7/8	16 1/2	+ 3/8	+ 2.27	21	14 3/4	11	6,838	115,391
WESTINGHOUSE	WX	N	17 1/4	17 1/4			22	16 1/4	6	87,492	1,509,237
ZENITH	ZE	N	14	13 3/4	+ 1/4	+ 1.81	28	13 3/4	7	18,818	263,452
TOTAL										968,069	34,468,279
GRAND TOTAL										1,776,254	52,788,084

Standard & Poor's Industrial Average 105.1 104.9 +.2

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. Earnings figures are exclusive of extraordinary gains or losses.

## McCloskey: freshly minted president of the EIA

If enthusiasm and dedication were the only attributes needed to head a trade association, then Peter McCloskey is eminently qualified to lead the Electronic Industries Association. But in addition to those two traits, there's his background in physics, law, electronics and sales, not to mention association management.

In his job for only a week as the EIA gathers in San Francisco for its 53d annual convention today, Mr. McCloskey is spending most of his time finding out what's on the minds of his new constituents. "You can't just read about the issues, you have to meet the people, talk to them and try to understand what they view as their major objectives," he says.

Before taking over EIA, Mr. McCloskey was president of the Computer and Business Equipment Manufacturers Association for four years. He views his transition from that job to the EIA as a fairly natural one: "When you represent an industry, it really doesn't matter what industry it is. There are certain things you must be sure of doing to do the job adequately. I think the most important one is to know what are the problems that are facing the industry. You have to insure that your perception of the problems is shared by industry leaders because if they're not, you might not be identifying real problems."

One issue he carried over from CBEMA to EIA is that of foreign trade. "The major concern that anyone has in an industry that is trading all over the world is that there be no barriers to our trade, that there not be a built-in inequity."

Mr. McCloskey calls electronics "one of the most exciting" industries because it is never static. "Because of emerging industries and technologies, we can't become staid or complacent. Electronics is being incorporated almost across the board with the development of microprocessors."

That electronic ubiquity involves EIA with broadcasters in ways far, wide and disparate. The hardware produced by its member companies comprises "the circulation department" of the broadcasting business, in the words of one observer: It represents manufacturers vital to broadcasters both in getting their programs on the air (transmitters, studio equipment, etc.) and having them received by the public (radio and television sets, tuners, antennas and so on). As a result, each industry needs the other, although their individual goals are sometimes at cross purposes—as for example, when broadcasters demand legislation calling for all-channel sets or more elaborate tuners.

Another similarity between CBEMA and EIA or any business group is the ne-



Peter Francis McCloskey—president, Electronic Industries Association, Washington; b. Jan. 10, 1935, New York; BS in physics, College of the Holy Cross, Worcester, Mass., 1956; JD, Fordham, New York, 1965; U.S. Marine Corps, 1956-59, attaining rank of captain; contract specialist, Melpar Corp., Falls Church, Va., 1959-60; programmer, system sales and manager of domestic licensing, IBM, Washington, Los Angeles, New York, 1960-65; vice president, then president, Farrington Business Machines, Fairfax, Va., 1965-70; partner, Hughes & McCloskey, Washington, 1970-73; president, Computer and Business Equipment Manufacturers Association, Washington, 1973-1977, present position since Oct. 3; m. Louise Collins, Nov. 28, 1959; children—Mary, 16; Margaret, 15; Liz, 13; Patty, 10.

cessity to make its views known to the government. "We have to try to insure that the fate of the companies is in the hands of the companies and that they can make intelligent decisions and bring them to market with as little interference from the government as possible." Government-devised cures "are always worse than the disease," he adds.

Mr. McCloskey was often involved directly with the government at CBEMA as its spokesman, testifying before Congress. At EIA, however, "I want to encourage the presidents of member companies to testify if it's appropriate," he says. "A lot of times they don't want to do that because of the commitment of time or because the issue may be somewhat controversial. I feel we should try to focus on those areas where if it wasn't for us there would be no spokesman."

Heading a trade association may at first seem a bit unusual for someone with Mr. McCloskey's educational background. He was graduated from Holy Cross with a BS in physics and then spent three years in the Marine Corps, where he rose to the

rank of captain in charge of an artillery battery. But, he says, "after I got out of the Marines I decided that instead of being a theoretical physicist, I was only theoretically a physicist. I found that I really enjoyed working with people rather than in a laboratory."

So he got a job as a contract specialist with Melpar Corp., a military electronics firm outside of Washington. It was at this time that he decided to pursue another interest—law. "Both my mother and father were lawyers. Law was rampant in our family," he says. He went to law school at night and got his degree after attending schools in three cities. By the time he'd finished, he had left Melpar and joined IBM, first in Washington as a programmer, then in Los Angeles in advanced system sales for space program accounts and finally in New York as manager of domestic licensing.

He left IBM in 1965 for Farrington Business Machines and became president in 1968, providing him background that led to his eventually joining CBEMA.

The move to CBEMA came in 1973 after three years of private law practice in Washington. "I'd always wanted to combine law with business," he says. "I think lawyers can make good businessmen, but not if they act as their own lawyers."

The sales experience gained at IBM has also proved beneficial. According to Mr. McCloskey, "Anybody who has ever been in a sales area has had to develop a certain positive view of life. If you don't have it it's overwhelmingly depressing. All effective salesmen are optimists because they need to get themselves up to be able to take the previous defeat. I think it's a healthy thing. It teaches you failure, teaches you that you have no God-given right to succeed—that you must do it on your own."

After his experience at CBEMA, Mr. McCloskey considers himself a professional association manager, an art he sees as being different from other business managerial positions. "You don't have a product to sell, in the normal sense. You have to be able to tell a member what it is today that he should be concerned about because it will affect his bottom line tomorrow. If you don't put it into those terms, then you're not going to be relevant to him."

While it's a little too early in his tenure at EIA to discuss specific short-term plans, Mr. McCloskey has a general goal in mind for the future—growth. (EIA now has 280 member firms.) "There are emerging industries that I want to assure will be a part of EIA. I'm not sure what they'll be, but there will be room in the association because this is the Electronic Industries Association, not the Electronic Industry Association."

## A regulator's regulator

Henry Geller, one-time general counsel of the FCC and conceded to be one of the more knowledgeable authorities on communications law, is about to be appointed assistant secretary of commerce for telecommunications, a new position. Not only that, he is to be put in charge of designing the mission of the new unit that he will head. Whatever comes out of the process is bound to be interesting.

Since taking early retirement from the FCC four and a half years ago, Mr. Geller has been a hired thinker in the pay of, variously, the Rand Corp., the Aspen Institute and the House Communications Subcommittee. He has also volunteered advice where he felt it would be useful, as, for example, to Charles Ferris, who is about to become chairman of the FCC. The Geller trail is difficult to follow, but it leads to any number of position papers, resolutions and legislative drafts that bear other people's names.

The Office of Telecommunications Policy, which the new Commerce Department office will replace, always suffered from political and professional amateurism, when it had any leadership at all. In its early stages after its creation by Richard Nixon, OTP attempted so clumsily to insinuate itself in the television journalistic process that it defeated its own plans. Later, its discovery of some 80 possibilities for new VHF television stations proved to be an engineering embarrassment. But the imperfections that have beset OTP will not be transmitted to Mr. Geller's baby.

With Mr. Geller in charge, we may abandon hope that the new office will confine itself to the role of spectrum housekeeping that was the primary mission of telecommunications management in the White House before Mr. Nixon set out to conquer the Eastern establishment. Mr. Geller has an agile mind, a roving eye and vast experience in political Washington. He will be a presence.

## Last chance

In agreeing to review an appeals-court reversal of the FCC's crossownership rules, the U.S. Supreme Court has given itself an opportunity to unscramble basic law that has been turned to hash by the appellate court's repeated meddling in broadcast regulation. At the end, the cause of orderly government will be served if the Supreme Court tells the Court of Appeals for the District of Columbia that the latter's function is to review the legality of FCC decisions, not to substitute its judgment for the expert agency's in fashioning regulation.

As is recalled in detail elsewhere in this issue, this case originated when the FCC, after nearly five years of consideration, adopted a policy of diversification of media ownerships. It ordered the divestiture of co-located newspaper and broadcast ownerships in 16 markets where it found concentrations to be "egregious." Elsewhere, it prohibited the transfer or creation of newspaper-broadcast crossownerships. The purpose was to effect long-range diversification through the normal action of the marketplace.

Even that aim at the time appeared excessive. Nowhere in the mountain of comments and statistics it collected during its long rulemaking did the FCC find evidence of crossownership abuses. It based its ultimate decision on the vague assumption that diversification of ownership might lead to diversity in programming and thus would be in the public interest.

The appellate court grossly compounded the inherent injustice of the FCC's decision when it ruled that all crossownerships were to be broken up. Included in the court's decision was the

altogether remarkable admission that no evidence supported it. In the court's own words, "the record no more establishes that crossownership serves the public interest than injures it." Translation: There is no indication of a crime, let alone proof of guilt, but hang the defendants anyway.

As has been noted here before, if the appellate court can make regulatory policy on pure speculation as to purposes or consequences, chaos must ensue. Surely the Supreme Court will advise the Court of Appeals to stick to its own business.

## Lost chance?

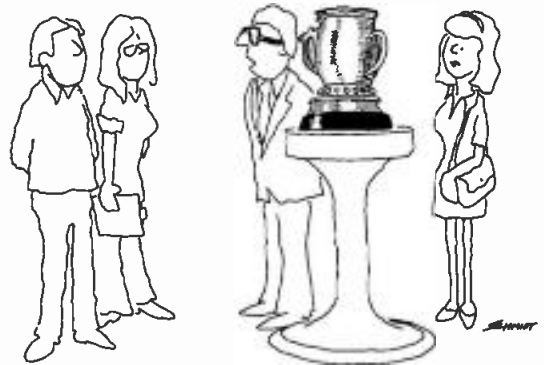
If the Supreme Court raised some hopes in its acceptance of the crossownership case last week, it dashed others in its rejection of an appeal of the circuit court's reversal of the FCC's pay-cable antisiphoning rules. There is language in the circuit-court decision that could come to trouble broadcasters, although it has attracted less attention than other features of the case.

Broadcasters were dismayed by the basic circuit-court finding that the FCC was probably without authority to issue rules restricting pay-cable use of movies and sports. They and their Washington lawyers were dismayed by an ancillary ruling of the court that FCC members ought not to talk to interested parties during a rulemaking.

The prohibition against *ex parte* contacts may have been negated by a contrary ruling that came later from another panel of the same court, as has been suggested by the Justice Department. There is no dispute, however, that the basic ruling against the FCC's adoption of antisiphoning rules will stand unless broadcasters can eventually prove themselves seriously harmed by cable siphoning.

Perhaps the worst part of the circuit-court decision now left untouched was an assertion that cable is less susceptible to government regulation than broadcasting is. Speaking of FCC jurisdiction, the appellate court said the commission "must demonstrate that the objectives to be achieved by regulating cable television are also objectives for which the commission could legitimately regulate the broadcast media." So far so good, but the court added: "Where the First Amendment is involved, more will be required."

Once again a court decreed that broadcasting's rights under the First Amendment rank somewhere below those of other communications media. As long as that judgment remains in effect, it can cost broadcasters more than cable siphoning.



Drawn for BROADCASTING by Jack Schmidt

*"It's an award to the person highest on the list of those who didn't win an award."*



UP-TO-THE-MINUTE HEADLINE NEWS

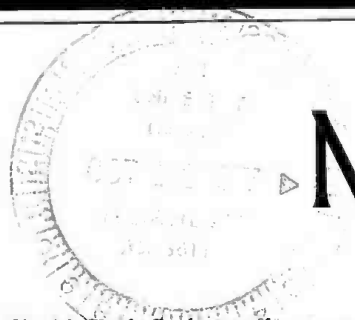
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