

**CBS puts in a new team
Breakthrough in prospect for home VTR's**

Broadcasting Oct 24

The newsworthy of broadcasting and allied arts

Our 47th Year 1977

NEWSPAPER



EVERY DAY AT FIVE, THIS NEWSMAN'S FEATURES ARE ENTIRELY DIFFERENT.

Ron Stone anchors our ten o'clock news. It's the most complete in Houston. But his features are entirely different when he reports at five. Each weekday afternoon, he gets a chance to present the lighter side of the day's happenings. And to take a longer, more human look at people and places in the headlines. It's a refreshing perspective. Presented in a refreshingly different fashion. And Houston loves it.

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The Week in Brief

CBS-TV'S NEW TEAM □ The network gives birth to two new divisions—Sports and Entertainment—as Jankowski is installed as president of all broadcast operations. The most drastic reorganization in CBS's 50 years also includes mass of reassignments in the top echelon. **PAGE 19.**

MINORITY FORUM □ Van Deerlin listens to the problems of minorities in, or trying to get into, broadcasting. It's part of the rewrite preparation. **PAGE 22.**

ENGAGEMENT ANNOUNCED □ At SMPTE meeting, producers call for technical marriage of film and tape; it's the VTR potential, however, that gets the most attention. **PAGE 23.**

CAN'T HANDLE IT □ FTC Bureau of Consumer Protection Director Al Kramer tells law forum that commission's rules can't cope with TV's "sensory experience." **PAGE 24.**

WATCH IT WHEN YOU WANT IT □ Home video tape recorders may be just on the edge of becoming the hottest thing since color TV. A BROADCASTING Special Report takes a look at the history and prospects of the different formats of home cassette systems. **PAGE 28.**

PILLOW FIGHT IN BOSTON □ NAB's first public meeting doesn't draw as many people or as much of an outcry about sex and violence as expected. Krugerrand ads cause a stir though. **PAGE 34.**

WALK SOFTLY □ Waxman, speaking at the NAB's fall meeting in Boston, says Congress should be careful making changes in broadcasting in its Communications Act revision. One change he's in favor of is removing equal time and fairness doctrine restrictions for radio in at least the larger markets. **PAGE 38.**

WHAT'S IN STORE □ The three commercial TV network chiefs, along with the president of PBS, predict that television in 1984 will be going strong. Advertisers will still be eager to buy, pay cable won't hurt the medium and technological advances will make broadcast journalism more competitive with print. **PAGE 39.**

FOR AND AGAINST □ The battle lines are as expected in comments at the FCC on satellite-distributed "super stations." NAB supports the MPAA in its opposition, claiming the practice hurts local TV outlets. NCTA and

two of the stations involved support such widespread distribution, saying it provides diversity of programming to the public. **PAGE 40.**

NO, NO, NO □ NAB comes out against the FCC's proposed 45-day advance notice of station sales proposal in comments to the commission filed more than two weeks ahead of the deadline. **PAGE 42.**

EXPLANATION □ TVB says that there has been a slight drop in television viewing since March compared to last year, but that there is no reason to be alarmed. 1976, you see, was an unusual year at the Olympics, Bicentennial and presidential primaries. This year is still within "normal levels" of previous years, it reassures. **PAGE 47.**

FOOD ADS RAPPED □ The surgeon general, testifying on Capitol Hill, has misgivings about advertising of food products directed at children. He says the U.S. Public Health Service is developing a voluntary code to rectify the problem. **PAGE 48.**

BETTER MEDIA RESEARCH □ Formation of a council to deal with qualitative studies of advertising is announced at the annual ARF conference. **PAGE 48.**

EMPHATIC DISSENT □ The six who voted against the House Communications Subcommittee report on violence collectively denounce it as a "calculated distortion ... biased in favor of the networks." **PAGE 49.**

BROADCASTS FROM CONGRESS □ The House Rules Committee is about to vote on coverage of proceedings with sentiment apparently for some form of access to the chambers. **PAGE 51.**

CITIZEN BAND COMPLAINTS □ The boom in good-buddy radio has produced some 20 million transmitters, but they, in turn, are generating interference of impressive proportions. **PAGE 54.**

CARRYING THE BALL FOR CBS □ The man who suddenly moved to the top of the CBS/Broadcast Group, promises that a lot of things will be different under his direction. And those who know Gene Jankowski are unanimous in agreeing that he gets things done by initiative and hard work. **PAGE 73.**

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

A scrapbook day.

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

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

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

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

TAFT
Broadcasting Company

Informing and entertaining the American family.

All in the family

New FCC Chairman Charles Ferris is moving swiftly to establish new image at FCC. His choice for general counsel is Robert R. Bruce, attorney with Hogan & Hartson, Washington, specializing in cable television and broadcasting matters who is married to public-interest lawyer, Collet Guerard, of Media Access Project. She will resign to avoid conflict of interest. And Mr. Ferris's pick for administrative assistant on his personal staff is Frank Lloyd, former director of Citizens Communications Center, principal public-interest law firm in communications. Mr. Lloyd's experience also includes tour with Washington law firm of Wilmer, Cutler & Pickering and now-defunct National Public Affairs Center for Television.

Thus, where former Chairman Richard E. Wiley generally looked to private law firms and commission staff for his appointments, Mr. Ferris is turning to consumer and public-interest types, at least for advice. Among those who recommended Mr. Bruce were former FCC General Counsel Henry Geller, who is expected to be named to new post of assistant secretary of commerce for telecommunications, and Michael Pertschuk, chairman of Federal Trade Commission. Mr. Bruce has already done some work for Mr. Ferris; he helped prepare latter's answers to questions put to him by Senate Commerce Committee in connection with confirmation hearing.

Separate and unequal

It's now clear from actions of its chairman that House Communications Subcommittee will draft Communications Act revisions that will be much more charitable toward radio than TV. Radio can expect nearly total deregulation, says Lionel Van Deerlin (D-Calif.), but TV — "that's a different bag, of course." TV might get longer license term, in neighborhood of five years, but Mr. Van Deerlin speaks of nothing more. Considering TV's financial position, "if you had a TV license, I should think you would be ecstatic just about that," he says.

ABC gains more ground

It's fall meeting time again for TV networks and their respective affiliates' boards, starting this week with ABC's at Dorado Beach, P.R. (Oct. 24-28). NBC-TV and CBS-TV are up almost simultaneously next month: NBC Nov. 13-15 at Maui, Hawaii, and CBS Nov. 14-19 at Ocean Reef, Fla.

At this week's meeting ABC officials aren't likely to forget to remind affiliates that their network is way out front in prime

time, but ABC sources say they'll put more emphasis on progress made in other day parts. In second week of Nielsen's first October report, for example, they say ABC came within tenth of rating point of front-running CBS in daytime (6.1 to 6.2) and within half-point of first-place NBC in late night (6.8 to 7.3), while in early morning ABC's *Good Morning America* moved within half-point of NBC's *Today* (3.4 to 3.9). On Saturday mornings, ABC was already number one. (For another view of day-part standings, see page 21.)

Measuring money's worth

Ted Bates & Co., New York, which has reputation for cost-consciousness, has commissioned special study by A. C. Nielsen Co. to determine effect, if any, of heavy schedule of specials and early shifting of series on TV networks this season on viewing patterns in prime time. Bates is concerned that four-week cumulative reach and frequency tabulations may be adversely affected by "stunting," thereby weakening cost efficiency of buys.

Offer he couldn't refuse

David C. Adams, NBC vice chairman, has been persuaded to stay on job beyond normal retirement date next March 5 when he turns 65. Persuasion came from persuasive source, Edgar H. Griffiths, president of parent RCA. Mr. Adams will continue to participate in NBC policy-making and keep eye on Washington scene.

Mr. Adams was FCC lawyer before he joined NBC in 1947, rose to be NBC executive vice president in 1956, chairman of board in 1972. In 1974 he moved to vice chairman to begin slow-down process in anticipation of retirement.

Inch by inch

House is farther along, but action in Senate too is indication Capital may be closer than ever to installing bicameral cameras and microphones. Network news pool, currently headed by NBC, tested cameras and lighting in Senate chamber last week as part of research for resolution pending in Senate Rules Committee to permit unprecedented broadcast coverage of Senate debate on Panama Canal treaty next year. NBC has offered special new low-heat lights for second test, perhaps this week. No one's looking beyond Panama Canal debate, but permanence is on some minds.

In House, Rules Committee held hearings last week which seemed to reopen many issues many presumed to be settled—such as whether networks should

be permitted to operate equipment and distribute feed (see page 51)—but House leadership commitment to broadcasting floor proceedings is said to be strong enough to overcome second thoughts.

Another departure

Next FCC staff member to leave following changeover in chairmanship will be Karen Hartenberger, director of children's television task force. Dr. Hartenberger is wife of Werner Hartenberger, former FCC general counsel who last month joined Washington communications law firm of Dow, Lohnes & Albertson (BROADCASTING, Aug. 1). In announcing plans to Chairman Charles D. Ferris and other commissioners, Dr. Hartenberger expressed concern about charges of possible conflict of interest rising from her husband's new job. She'll leave on Nov. 19.

Pitch to public

President Carter, who has done no specials on radio or television lately, may do one on behalf of two pet projects, energy program and Panama Canal treaty. Present thinking leans to fireside chat format or another call-in show along lines of one he did on CBS Radio (BROADCASTING, March 14). If call-in format is choice, chances are it will be offered live to all networks.

Where the action is

Routine announcement that Alexander Buchan had been elected president of Radio Free Europe/Radio Liberty, succeeding Sig Mickelson (BROADCASTING, Oct. 17) means major shift in operational plan. Decision was made to place chief executive in Munich where radio operations and professional staff are headquartered. Mr. Mickelson wanted to remain in Washington until reaching retirement age of 65 next May. Solution was to name him vice chairman. (John S. Hayes, former president of Post-Newsweek Stations, is chairman of RFE/RL board.)

Three-member committee that made recommendation for transfer of executive headquarters to Munich was headed by Edward N. Ney, president of Young & Rubicam, New York.

Sound by the numbers

3M Co. and BBC are expected to show their hand in digital audio recording field at press conference in New York Nov. 3, in advance of Audio Engineering Society's conference there following weekend. Technical papers by two organizations relating to development of such systems are being prepared for AES meeting.

Business Briefly

TV only

Pabst Brewing □ Pabst beer sets 12-week TV campaign beginning this week. Kenyon & Eckhardt, Chicago, is placing spots in about 20 markets during fringe and prime time. Target: men, 18-49.

Electra Co. □ Bearcat police-radio scanner will get six-week TV campaign starting in early November. Grey-North, Chicago, will place spots in about 50 markets. Target: men, 18 and over.

Tastycake □ Frozen foods division places six-week TV buy starting this week for its Ole South Tasty Pies. Montgomery & Associates, Bala Cynwyd, Pa., is seeking spots in eight markets during day and fringe time. Target: total women.

Volkswagen of America □ Car manufacturer is featuring its Porsche Audi in six-week TV flight starting this week. Doyle Dane Bernbach, Los Angeles, is handling spots in 10 markets during fringe time. Target: men, 18-49.

Red Lobster Inns of America □ Division of General Mills slates two-month TV promotion starting in late November. D'Arcy, MacManus & Masius, St. Louis, is buying spots in over 100 markets during fringe and prime time. Target: men and women, 25-54.

Chief Pierre □ Fruit pies will be highlighted in eight-week TV drive beginning this week. Ketchum, MacLeod & Grove, Pittsburgh, is seeking spots in three markets during fringe time. Target: women, 25-49.

Proctor Silex □ Appliance manufacturer introduces Meal Maker, said to do the work of four appliances, in six-week TV campaign beginning in mid-November. Richard K. Manoff, New York, will schedule spots during day, fringe and prime time. Target: upscale adults.

K-Tel □ Manufacturer will feature its toys in five-week TV campaign starting in late November. Commonwealth Advertising, Minnetonka, Minn., is handling spots in approximately 100 markets during day,

fringe and prime time. Target: adults, 18-49, teen-agers, and children, 6-11.

Mazda □ Car company focuses on its GLC autos in four-week TV drive beginning in early November. Foote, Cone & Belding/Honig, Los Angeles, will buy spots in about 15 markets during prime, news and later-fringe time. Target: men, 18-49.

Crystal Cubes □ Company will feature its ice cubes in three-week TV push beginning in early November. Durel Advertising, Irvine, Calif., is arranging spots during all day parts. Target: total adults.

Stokely-Van Camp □ Frozen food division is scheduling four-week TV buy for its combination vegetables beginning this week. Montogomery & Associates, Bala Cynwyd, Pa., is selecting spots in six markets during day, fringe and prime time. Target: total women.

NAPA □ National Automotive Parts Association will spend approximately \$80,000 on three-week TV campaign beginning in late November for its toy truck. Matthews, Cremins, McLean, Charlotte, N.C., will place spots in seven markets during prime, prime access and early fringe time. Target: adults, 25-49, and children, 2-11.

Coca-Cola □ Food division focuses on its Milk Mates product in four-week TV flight beginning this week. Foote, Cone & Belding, New York, has placed spots in about 10 markets during day and early fringe time. Target: women, 18-49, and children, 6-11.

Old El Paso Foods □ Division of Pet plans four-week TV buy for its taco products starting in early November. Tracy Locke, Dallas, is buying in five markets during day and prime time. Target: women, 18-49.

Topps □ Chewing gum company plans four-week TV drive beginning in mid-November. Allscope Services, New York, will pick spots in four markets during early fringe and daytime. Target: total children.

California Raisin Advisory Board □ Group has scheduled four-week TV flight starting this week. Foote, Cone & Belding/Honig, San Francisco, has bought spots during fringe and prime time in 18 markets including New York and Chicago. Target: women, 18-34.

Red Cross Salt □ Table salt will get four-week TV drive beginning in mid-November. Weightman Advertising, Philadelphia, will schedule spots during

The Twilight Zone



Rod Serling's triple Emmy winner showcases Cliff Robertson, Peter Falk, Carol Burnett, Jack Klugman, Elizabeth Montgomery, Agnes Moorehead and more stars in ingenious dramas of suspense and fantasy. A masterful series for the young adults in your market.



WIIC-TV is Pittsburgh

People turn to television news for many reasons: visual coverage, live-from-the-scene reporting, special information, as well as sports and weather facts. People in Pitts-

burgh turn to 11Alive Instant News for these reasons and also for help when they have problems. For the second time this year, a criminal suspect contacted WIIC-TV for assistance in surrendering to authorities. In January, an armed robbery suspect turned himself in to reporter Wayne Van Dine. In September, 11Alive local government reporter Loran Mann assisted another suspect. Going beyond just the initial facts to find the total story and offering a helping hand to those in need are making 11Alive Instant News

more meaningful to more and more people in the greater Pittsburgh area. And we're proud to have earned this reputation.

11ALIVE

WIIC-TV Pittsburgh

Cox TV stations are represented by TeleRep.

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

Suspect surrenders to 11Alive Instant News



daytime. Target: women, 25-54.

Team Central □ Retail electronics stores will launch four-week TV push beginning in late November. Grey, Minneapolis, will schedule spots in 28 markets during early fringe, late fringe and prime access time. Target: adults, 18-49.

Speldel □ Company will feature its identification bracelets in four-week TV promotion beginning in late November. Creamer/FSR, New York, will buy spots in about 80 markets during early fringe time. Target: teen-agers and pre-teen-agers.

Flambeau Products □ Corporation is placing spotlight on its Commuter Thermos mug in three-to-four-week TV promotion starting this week. Nordic Advertising, Baraboo, Wis., is handling spots in three markets during fringe and prime time. Target: total adults.

International Gold Corp. □ Krugerrand-gold has arranged three-week TV push beginning this week. Doyle Dane Bernbach, New York, has selected spots in 18-20 markets during fringe time. Target: men, 25-54.

Stouffers □ Prepared foods are featured in three-week TV push beginning in late November. Creamer/Lois/FSR, Pittsburgh, is buying spots in 33 markets during fringe, day and prime time. Target: women, 25-54.

FMC Corp. □ Agricultural division is

arranging three-week TV push starting in mid-November for its Furadan corn. Marsteller, New York, is picking spots in about eight markets during prime and news time. Target: men, 25-54.

United Artists □ Production company launches one-week TV buy for its motion picture "Carrie" beginning this week. RDR, New York, has selected spots in at least 25 markets during fringe and prime time. Target: adults, 18-49.

Hearst Books □ Publisher features its *Motor Repair Guide* in one-week TV promotion starting this week. Marsteller, New York, will purchase spots in five markets during fringe, day and prime time. Target: total men.

Hanes □ Hosiery company will features its Underall pantyhose in one-week TV campaign in mid-November. Case & McGrath, New York, will arrange spots in three markets during prime time. Target: women, 18-34.

Hallmark □ Bath products are slated for one-week TV promotion beginning in late November. Foote, Cone & Belding, Chicago, is buying spots in about 40 markets during prime, news and prime access time. Target: women, 18-49.

Reader's Digest □ Magazine launches circulation drive in one-week TV flight beginning this week. J. Walter Thompson, Chicago, is placing spots in 27 idwest markets during day and fringe time. Target: men and women, 18-34.

Firestone □ Tire and rubber manufacturer plans two-week TV drive for its snow tires starting early next month. Sweeney & James, Cleveland, is selecting spots in 65 markets during fringe and prime time. Target: total men.

H. J. Heinz □ 57 Sauce will get one-week TV campaign beginning this week.

Ketchum, MacLeod & Grove, Pittsburgh, will select spots in 53 markets during day and early fringe time. Target: women, 18-49.

Mr. Steak Inc. □ Franchise slates two-week TV flight to start in late November. Winfield Advertising, St. Louis, is scheduling spots during day, fringe and prime time in five markets including Cleveland and St. Louis. Target: adults, 25-49.

Radio only

Andrew Jergens Co. □ Subsidiary of American Brands focuses on its Washtub Facewash in four-week radio flight beginning this week. Cunningham & Walsh, New York, has placed spots in about 60 markets including Boston, Detroit, New Orleans and Los Angeles. Target: Teen-agers.

Lindsay International □ Company is featuring its Lindsay olives in four-week radio drive beginning this week. Botsford Ketchum Inc., San Francisco, is buying spots in eight markets including New York, Chicago and Seattle. Target: women, 25-54.

Foodmakers Inc. □ Jack in the Box restaurants places six-to-eight-week radio promotion starting this week. Wells, Rich, Greene, New York, is buying spots in 30 markets, including Atlanta, Baltimore, Boston and New Orleans. Target: adults, 12-34.

Chevrolet □ Auto maker will feature its small cars in four-week radio drive beginning in early November. Campbell-Ewald, Detroit, will schedule spots in 13 markets including Boston, Dallas, Miami and New York. Target: men, 18-49.



NEW
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ELECTRONICS
Studio Equipment
Catalog

a handy guide to your studio equipment planning

This new 70 page catalog is a convenient reference manual of all models of *Spotmaster*® tape cartridge machines, audio consoles, processing amplifiers and other studio equipment available from Broadcast Electronics, Inc.

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BAR reports television-network sales as of Oct. 2

ABC \$842,134,800 (33.6%) □ CBS \$838,525,500 (33.5%) □ NBC \$824,386,500 (32.9%)

Day parts	Total minutes week ended Oct. 2	Total dollars week ended Oct. 2	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.	158	\$ 1,066,100	5,667	\$35,530,600	\$27,647,500	+28.5
Monday-Friday 10 a.m.-6 p.m.	1,017	13,658,400	39,153	560,886,800	455,192,800	+23.2
Saturday-Sunday Sign-on-6 p.m.	305	10,617,700	11,955	274,286,500	229,482,500	+19.5
Monday-Saturday 6 p.m.-7:30 p.m.	98	4,075,100	3,898	138,276,200	111,435,700	+24.1
Sunday 6 p.m.-7:30 p.m.	20	1,334,400	817	39,071,700	33,507,000	+16.6
Monday-Sunday 7:30 p.m.-11 p.m.	411	40,298,000	16,452	1,280,155,000	1,060,897,200	+20.7
Monday-Sunday 11 p.m.-Sign-off	222	5,348,600	8,138	176,840,000	154,100,500	+14.8
Total	2,231	\$76,398,300	86,080	\$2,505,046,800	\$2,072,263,200	+20.9

Source: Broadcast Advertisers Reports

These stations have ability, style,
timing, programming know-how, fore-
sight, initiative, money and success.
They also have **Welcome Back, Kotter.**

WNEW-TV New York
KTTV Los Angeles
KRON-TV San Francisco-Oakland
WNAC-TV Boston
WTTG Washington, D.C.
WEWS Cleveland
WTAE-TV Pittsburgh
KDOG-TV Houston
WTCN-TV Minneapolis-St. Paul
WXIA-TV Atlanta
WTTV Indianapolis
WBAL-TV Baltimore
WISN-TV Milwaukee
KBTX Denver
KTXL Sacramento-Stockton
KMBC-TV Kansas City
WXIX-TV Cincinnati
KTAR-TV Phoenix
WCMH Columbus, Ohio
WMC-TV Memphis
WDTN Dayton
WEYI-TV Flint-Saginaw
KSL-TV Salt Lake City
KTEW Tulsa
KARK-TV Little Rock
WMT-TV Cedar Rapids-Waterloo
KREM-TV Spokane
WKJG-TV Ft. Wayne

WARNER BROS. TELEVISION DISTRIBUTION



A WARNER COMMUNICATIONS COMPANY

Monday Memo[®]

A broadcast advertising commentary from Ron Bliwas, senior vice president, A. Eicoff & Co., Chicago.

This will curl your hair: spot television makes for a successful introduction

Two years have gone by since A. Eicoff & Co. introduced Linen Curlers to television. But it was not an easy assignment.

The hair-care market was already oversaturated with pins, clips, gels and hair-setting gadgets. However, we felt Linen Curlers had the potential for a successful television campaign. How right we were.

Before we were assigned the product, the manufacturer's program centered on department-store demonstrations, which reached a small number of potential buyers. It had been determined that the best avenue to test-market the product would be through key-outlet marketing. This method of merchandising puts a product into distribution through an exclusive arrangement with a leading retail chain in selected markets, thus taking advantage of lower-than-normal discounts and mass display at point-of-sale in these high-traffic outlets.

Key-outlet marketing is an expedient and profitable method of testing a new product without the need for expensive research. This is true because the cost of test marketing, including a television advertising campaign, is often far less than the cost of market research alone, which still must be followed by a live test. A successful key-outlet test is conclusive proof of the salability of a product.

Key-outlet marketing may be used for almost all kinds of products or services. However, because A. Eicoff & Co. relies on heavy TV advertising to make key-outlet marketing work, there are certain characteristics that assure maximum success. The most important product qualifications are universal appeal, uniqueness and demonstrability.

The more universal the appeal as to sex, age and ethnic groups, vocation and/or avocation, the greater the chance the product has for success. With Linen Curlers, the fact that millions of women set and sleep with rollers in their hair is reason enough to believe that Linen Curlers meet the universal-appeal criterion.

This product was totally different from any hair-setting roller. Linen Curlers are made from foam rubber and covered with a soft fabric. Because of their materials and construction, Linen Curlers offered a degree of comfort unsurpassed by typical hair-setting products. They were unique.

Our marketing approach hinged on our judgment that a complete-demonstration television commercial was needed if Linen Curlers were to make a significant market impact. We decided that the product could not be demonstrated adequately with a 30-



Ron Bliwas is senior vice president of A. Eicoff & Co., Chicago. Before joining the firm in 1970, he was vice president and director of marketing for Rhodes Pharmacal, and he spent three years with the Weiss agency (now Lee King & Partners).

second spot, but would require one 90 seconds long.

When we create a television commercial, our basic philosophy is to show a consumer problem and then demonstrate how our product solves this problem. Taking the torture out of setting and sleeping with big, stiff, bulky rollers was the problem that Linen Curlers could solve.

Using believable-looking models, we showed how easy Linen Curlers were to use, how comfortable they were to sleep in and the beautiful results a woman could expect when she used Linen Curlers.

Since Linen Curlers were more expensive than average hair-setting products, we not only had to provide incentive to purchase Linen Curlers but also to convince the viewer that Linen Curlers were worth the extra money.

Our creative approach attempted to incorporate the points I have just enumerated. A. Eicoff created a series of 60- and 90-second commercials that hammered home the message. The original 90-second commercial set the basic tone of others that followed:

"Oh, the torture we women endure for beautiful hair. Harsh permanents . . . messy gels and lotions . . . clumsy appliance clips, pins and those hard, prickly rollers that not only tear your hair out but also are impossible to sleep on. Well, now thanks to new Linen Curlers, there's an

easy, comfortable way to set your hair. Here's why: This especially-designed, handmade linen curler has a soft foam-curler body, covered with a durable, machine-washable fabric. And they are so simple to use. After you shampoo, just wind your hair around the curlers, squeeze firmly around the hair and twist the soft ends.

"But the best thing you'll get from linen curlers is a good night's sleep because they are so super-soft and light, you won't even know you're wearing them."

The initial advertising budget was approximately \$8,000. This covered both the cost of producing a 90-second television commercial and a three-week spot television schedule in the test market.

A. Eicoff has learned when conducting tests, only the markets with the best record for sale and consistency should be selected. If the product is not successful in the best markets, it will not be successful in any market. We feel testing should be conducted in medium-size markets with a very strong, high-volume key-outlet chain or chains covering the entire area.

B & G National Sales of Chicago, the marketing company for Linen Curlers, and A. Eicoff chose Kansas City, Mo., as the first test market. Linen Curlers enjoyed limited success in its first television venture. However, more important, Linen Curlers demonstrated the potential for tremendous growth. Based on this potential we decided to enter two more markets.

Three-week schedules were bought in Portland, Ore., and New Orleans. The response was far better than anticipated. So much so, that B & G National Sales immediately introduced Linen Curlers into major markets such as Los Angeles and Detroit.

Once Linen Curlers hit the major markets, sales took off rapidly. Some markets, such as Chicago, sold out within a week. We have now achieved almost complete national distribution for Linen Curlers.

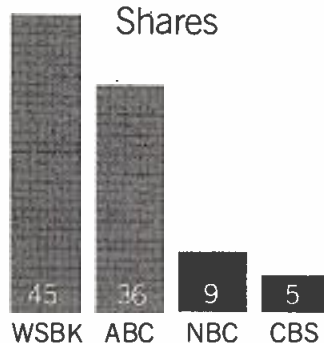
Consequently, the demand for Linen Curlers is so great that we find we have to interrupt the ad schedule for up to six weeks to allow the manufacturer time to resupply the market.

From its original advertising budget of \$8,000, Linen Curlers will spend approximately \$2 million this year—all for spot television.

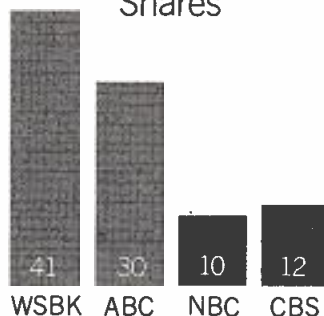
The combination of a highly motivating, believable, demonstrable television commercial and the key-outlet marketing method is an essential part of the Linen Curlers success story. One must not forget that the reach afforded by television as a marketing medium is equally responsible for the stature and acceptance of Linen Curlers.

Boston independent knocks networks out of the box.

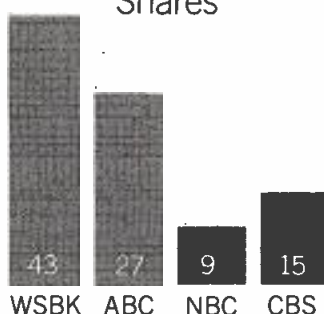
Tuesday, Sept. 13



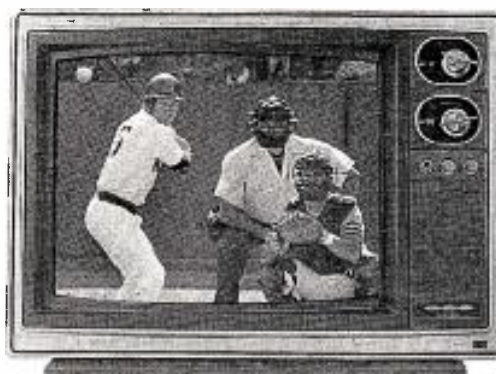
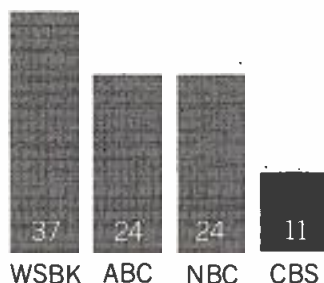
Wednesday, Sept. 14



Thursday, Sept. 15



Friday, Sept. 16



Boston is a sports town — some say the biggest sports town in the country. So when WSBK-TV says "Keep your Sox on," all of Boston tunes in.

From Tuesday, September 13, through Friday, September 16, WSBK's coverage of Red Sox baseball averaged a 26 rating and a 41.5 share in prime time. The closest competitor during the four day prime time sweep was the ABC affiliate, which averaged a 29% share, with premieres of Soap, Charlie's Angels, Happy Days and Family.

New England, including over 600,000 cable homes, knows what they like: Red Sox, Boston Bruins hockey, a first-rate lineup of early evening entertainment, and a fantastic feature film library, including Warner Brothers' Volume 20 and Fox's Century 8 and 9 packages.

Reach the people in the fifth market on WSBK-TV, New England's leading independent station.

Do yourself a good turn.



WSBK-TV, Boston



Data used is subject to the limitations on the accuracy of the survey and should be considered estimates. Coincidental surveys were done by the Arbitron Company from approximately 8:10-10:40 PM, Tuesday through Thursday, and approximately 7:45-10:00 PM on Friday. The Red Sox were playing the New York Yankees Tuesday, Wednesday and Thursday, and the Baltimore Orioles Friday. Coincidentials on request.

Datebook[®]

■ indicates new or revised listing

This week

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 new 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. 26**—Luncheon of the Advertising Club of Los Angeles. Speaker will be Archa Knowlton, director of media services, General Foods, on "Environment, Sex and TV Programming—One Advertiser's Viewpoint." Beverly Hilton hotel, Los Angeles.

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. 27-30**—ABC Radio's fifth annual network affiliates advisory board meeting. Hilton Head Island, S.C.

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—Mideast 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.

Also in October

Oct. 31—Seminar on communications law and anti-trust law, sponsored by the *Federal Bar Association*. John H. Shenefield, assistant attorney general in charge of the Justice Department's Antitrust Division, will keynote the program. National Lawyers Club, Washington.

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. 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**—Federal Communications Bar Association dinner meeting. Representative Lionel Van Deerlin (D-Calif.) will be speaker. Capital Hilton hotel, Washington.

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* columnist; Robert Maynard, *Washington Post* correspondent; George Sherman Union, Boston. Information: Conference coordinator, School of Public Communication, Boston University, 640 Commonwealth Avenue, Boston 02215; telephone (617) 353-3450.

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

Nov. 4-5—National Broadcast Editorial Association regional seminar. Former 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. 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—Ohio Association of Broadcasters-Ohio Retail Merchants joint meeting. Maurie Webster, Webster Group, will be principal speaker. Sheraton-Columbus, Columbus, Ohio.

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

Nov. 9-11—Western Cable Show, sponsored by the *Arizona Cable Television Association*, *California Community Television Association* and *Hawaii Cable Television Association*. Town and Country hotel, San Diego.

Nov. 10—Fall meeting of *National Association of Broadcasters radio code board*. Sheraton Harbor Island Inn 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 Canadian-American relations, "Accountability and Responsibility in North American Communications System: Future Perspectives," sponsored by *University of Windsor*. Among participants in panels and discussions: Henry Geller and Ronald S. Homet, Aspen Institute; Karen 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

Major meetings

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

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

Nov. 14-15—Television Bureau of Advertising annual meeting. Hyatt Regency hotel, San Francisco.

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

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

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

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

April 9-12, 1978—National Association of Broadcasters annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

April 21-26, 1978—MIP-TV 14th annual inter-

national 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**—National Radio Broadcasters Association annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

Sept. 17-20, 1978—Broadcast Financial Management Association's 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; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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- 1st place for BEST LOCAL DOCUMENTARY PROGRAM (TIE) "MARIJUANA: THE GRASS IS GETTING GREENER" Channel 7 Special Report
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- Special Mention for BEST LOCAL DOCUMENTARY PROGRAM "THE RAPE VICTIMS" Channel 7 Special Report
- Special Mention for BEST LOCAL DOCUMENTARY PROGRAM "BURN CENTERS: THE CATCH-UP GAME" People, Places and Things
- Special Mention for BEST SPOT NEWS COVERAGE, ROGER SHARP — "CROATIANS STORM THE YUGOSLAVIAN MISSION"

- Special Mention for BEST ENTERPRISE REPORTING, JOHN JOHNSON — "FALN REPORT"
- Special Mention for GENERAL EXCELLENCE OF INDIVIDUAL REPORTING, SAL MARCHIANO "TOM SEAVER DEPARTS NEW YORK CITY"
- Special Mention for GENERAL EXCELLENCE OF INDIVIDUAL REPORTING, STORM FIELD — "BREAST RECONSTRUCTION"
- Special Mention for GENERAL EXCELLENCE OF INDIVIDUAL REPORTING, JOEL SIEGEL — "ANNIVERSARY OF JFK'S DEATH"
- Special Mention for GENERAL EXCELLENCE IN NEWS PHOTOGRAPHY, ABRAHAM MOROCHNIK "BURN CENTERS: THE CATCH-UP GAME"

Frankly, the best award of all is the size and loyalty of our audience. But it is always gratifying to earn accolades from fellow professionals. We thank them and you, our audience, for helping to make us the most watched television station in the country.

WABC-TV 
New York

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-baron 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 programing. 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 will include TV productions as a category. St. Thomas, Virgin Islands.

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. 16-20—*National Commission on Cooperative Arrangements* conference on community and telecommunications by community college leadership. Washington Hilton, Washington. Contact: NCCA, 1875 Connecticut Avenue, N.W., Washington 20009; (202)462-0505.

■ **Nov. 17**—Awards presentation, *U.S. Television Commercials Festival*. Deadline for entries was Oct. 1. Playboy towers hotel, Chicago.

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. 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. 7-8**—Management conference of *Cable Television Administration and Marketing Society* to exchange information on CATV administration, management and operations, based largely on a conference topic questionnaire circulated to CTAM members. Ramada O'Hare Inn, Chicago. Contact: Rod Thole, Complete Channel TV Inc., 5273 Tokay Boulevard, Madison, Wis. 53711.

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

■ **Dec. 21**—FCC's new deadline for comments in its inquiry into AM stereo broadcasting (Docket 21312). Reply comments are now due Jan. 23, 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 Coast to Los Angeles. Contact: Russell Pierson, WKY(AM)-KTVY(TV) Oklahoma City.

Jan. 19-21—First U.S./Southeast Asian Telecommunications Conference and exhibition, sponsored by *Electronic Industries Association's Communication Division*. FCC Chief Engineer Raymond E. Spence Jr. will be keynote speaker. Singapore.

Jan. 21—*Florida Association of Broadcasters* mid-winter conference featuring license-renewal seminar. Errol Estate Inn and Country Club, north of Orlando, Fla.

Jan. 22-24—*South Carolina Broadcasters Association* winter convention. Sheraton Inn, I-95, Heaton Circle, Spartanburg, S.C.

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

Jan. 27-18—Annual meeting of *Northwest Broadcast News Association* in conjunction with *Radio and Television News Directors Association*. Sheraton Ritz, Minneapolis.

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

February 1978

Feb. 9—Ninth annual Abe Lincoln Awards presentation of the *Southern Baptist Radio-Television Commission*. Dr. Billy Graham will be keynote speaker and will accept the commission's Distinguished Communications Medal. Tarrant County Convention Center, Fort Worth.

Feb. 16-19—*Howard University's* seventh annual communications conference. Mayflower hotel, Washington. Information: Howard University School of Communications, Washington 20059; (202) 636-7690.

Feb. 17-18—*Nebraska Associated Press Broad-*

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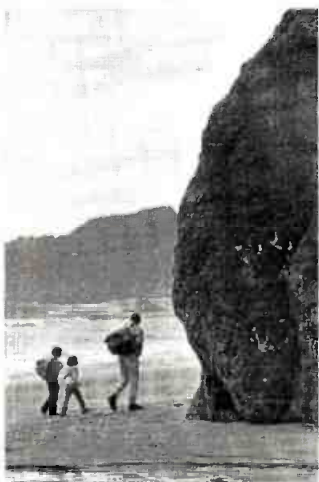
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casters Association annual convention, Omaha.

Feb. 24—Deadline for entries by FM stations in U.S. and Canada for 10th annual Armstrong Awards for excellence and originality in FM programming. Competition is administered by *Columbia University*, where late Edwin Howard Armstrong was professor of electrical engineering and researcher. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

March 1978

March 4-8—National Association of Television Program Executives conference. Bonaventure hotel, Chicago.

March 13-16—Annual spring conference of Electronics Industries Association. Washington.

March 17-19—National convention of Intercollegiate Broadcasting System. Biltmore hotel, New York.

April 1978

April 5-8—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York, (212) 682-0760.

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

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

April 24—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida College of Journalism and Communications*. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, Gainesville.

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

May 1978

May 5-6—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music, SESAC. Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

May 19-20—Public Radio in Mid America spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

May 21-24—Tenth annual Southern Educational Communications Association conference. WDCN-TV Nashville will be host. Opryland hotel, Nashville.

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

May 26-June 3—Eighth Prix Jeunesse International television competition for children's and youth programs under the auspices of the *European Broadcast Union* and *UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

June 1978

June 4-6—National Association of Broadcasters third children's TV programming conference. Hyatt-Regency hotel, Washington.

June 10-13—Summer Consumer Electronics Show of *Electronic Industries Association/Consumer Electronics Group*. McCormick Place and McCormick Inn, Chicago.

June 21-24—Florida Association of Broadcasters 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

July 1978

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

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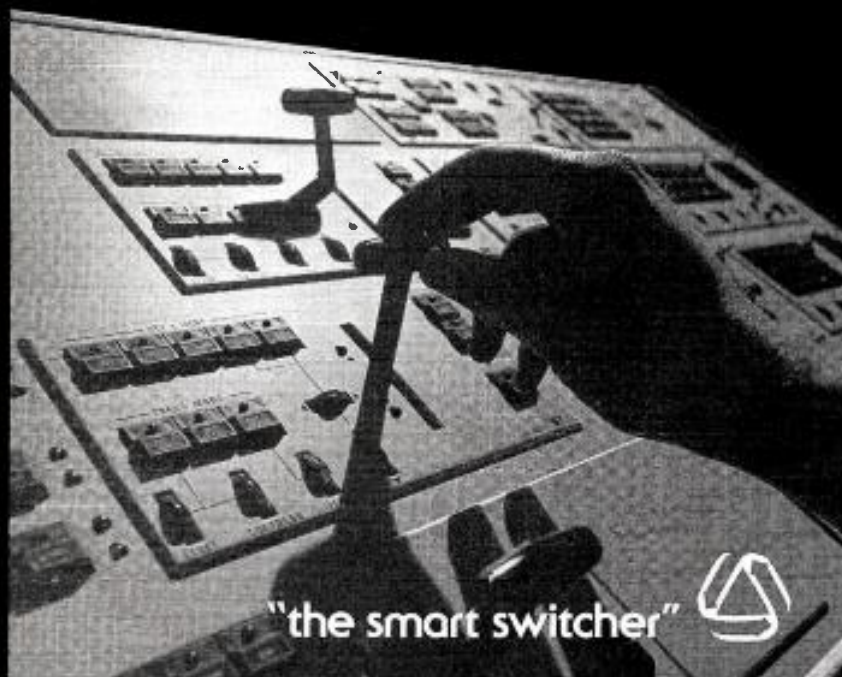
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October 1977

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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Top of the Week

CBS broadcast ranks recast; Jankowski, Daly take key posts

Network gives birth to two new divisions—Sports and Entertainment—while CBG gets new president and small army gets new titles

In one of the most drastic reorganizations in its 50-year history, CBS last week installed a new president of all its broadcast operations and split its TV-network division into three units: one to provide programming, one to run the network and handle sales, and one to concentrate on sports.

The moves were obviously designed to restore CBS-TV's waning ratings fortunes, but they also were attributed to a recognition that TV network operations have become too complex and, as CBS Inc. President John D. Backe said in a closed-circuit talk to affiliates, "too onerous" for one man to handle.

In this they followed the organization pattern set by ABC in 1972 and the philosophy that guided NBC-TV to a somewhat different division of responsibilities two months ago (BROADCASTING, Aug. 29).

In last week's changes, Gene F. Jankowski, a 43-year-old former broadcast salesman who had risen rapidly through corporate financial and administrative posts to become executive vice president of the CBS/Broadcast Group last July, was moved up the final notch to president of the group ("Closed Circuit," Oct. 17; also see "Profile," page 73). He succeeds John A. Schneider, 50, who has headed the group for eight of his 27 years with CBS and who now moves to the corporate staff as senior vice president and general executive with essentially the same broad responsibilities assigned him when Mr. Jankowski became executive vice president.

Robert J. Wussler, CBS-TV president since April 1976, returns to sports, his springboard to the top network post, as president of the newly formed CBS Sports division. CBS's announcement emphasized that Mr. Wussler requested the new assignment, and in the closed cir-



Taking over. CBS affiliates were introduced to the key figures in that company's television reorganization by closed circuit last Tuesday (Oct. 18). L to r: John D. Backe, CBS Inc. president and chief executive officer; Eugene F. Jankowski, new president of the CBS/Broadcast Group; James H. Rosenfield, new president of the CBS Television Network, and Robert A. Daly, new president of the CBS Entertainment Division.

cuit to affiliates he expressed gratitude for the "style and grace" with which the change was made and "all the care and handling" he'd received "in the past 48 hours."

Robert A. Daly, CBS-TV executive vice president, was named president of the new CBS Entertainment division, which will provide programming, handle scheduling on the CBS-TV network and also be responsible for promotion and for network business affairs.

James H. Rosenfield, CBS-TV vice president and national sales manager, was named president of the new CBS-TV Network division, which will be responsible for affiliate relations, network sales and network TV operations.

Frank M. Smith Jr., who has been CBS-TV's sales vice president for 11 of the 20-odd years that CBS has claimed to be the world's largest advertising medium, was moved to the staff of the CBS/Broadcast Group as vice president, operational resources. Reporting to him will be D. Thomas Miller, until a few weeks ago president of the CBS Television Stations division (BROADCASTING, Oct. 3), now broadcast group vice president, technical resources (formerly planning); Harvey J. Struthers, vice president, human

resources (formerly management development); Louis Dorfsman, senior vice president, advertising and design, and Jay Eliasberg, vice president, research.

Paul Isacson, CBS-TV vice president, sales planning, was promoted to succeed Mr. Smith as vice president, sales, in the newly created CBS-TV Network division.

Van Gordon Sauter, program practices vice president for the network, was transferred to the broadcast group with the same title and given additional responsibilities for coordinating the program practices and continuity acceptance activities of the CBS Television Stations and CBS Radio division as well as for TV.

Several other appointments were reported unofficially to be in preparation as the new divisions began to get themselves organized. In addition, several other key figures were reported definitely set to stay in place.

B. Donald Grant, vice president in charge of programs, was scheduled to retain that title, although under Mr. Daly in the Entertainment division rather than in the Network division. Barry Frank, who had succeeded Mr. Wussler as CBS-TV's sports vice president, was to continue with that title under Mr. Wussler in the new Sports division. John P. Cowden, vice



Robert Anthony Daly, 40, has had his hands in CBS-TV programming since 1962 when he broke into program accounting, more recently as CBS-TV executive vice president and now, more than ever, as president of the CBS Entertainment division.

He takes to his new position both short- and long-term goals. There's the immediate task to "improve ratings" and "to patch up our schedule," he says—meaning to close in on ABC, no doubt. Mr. Daly claims to have "more pilots than ever before" to draw upon and once all the competitive slanting subsidies, he expects good ratings news for CBS-TV. He's especially confident about the likes of *Lou Grant* and *Betty White*.

And while he says "it's not going to happen overnight," Mr. Daly is looking to make CBS more of a home for the "new and innovative." For the entertainment chief, that translates not only to new vehicles but to "key talent." He says he'll be "trying to get back to CBS some of the

creative people that have left" as well as cultivating "unknown" performers.

From the way Bob Daly talks, it's not surprising that he anticipates spending "75% of my time working with Bud Grant" (vice president, programs). Over-all Mr. Daly's job carries with it responsibility not only for the programs themselves but for business and financial matters—contract negotiations and the like (Mr. Daly's negotiating ability has won him the praise of his colleagues and competitors)—as well as promotion.

Bob Daly joined CBS shortly after his graduation from high school in Brooklyn, N.Y. From his beginnings as an office boy in the accounting department in 1955, he went on to handle accounting in spot sales, affiliate compensation and over-all budget analysis. Night courses in finance were also fitted into his schedule.

By 1962, he was "keeping track of what programs cost," as he has previously put it. When he took over as director of business affairs in 1970, Mr. Daly had held various executive positions in accounting.

The title and responsibilities of vice president, business affairs, came in 1974, and in February 1976, he was tapped as the number-two man, the executive vice president, behind former CBS-TV President Robert Wussler.

While their responsibilities are far from the same, Mr. Daly's new job makes him more of a rival to his former boss, Fred Silverman, currently ABC programming chief. Due to the proximity of the CBS and ABC buildings in midtown Manhattan, Mr. Daly admits he was able to give Mr. Silverman a hand signal when he heard of his new position. What type of sign he gave his "good friend and competitor," he'd rather not explain.

Mr. Daly's new position will keep him on the West Coast. He is married, with three children.



James Harold Rosenfield, who joined CBS as an account executive in the network sales department 12 years ago, took another step up the organization ladder last week—to the presidency of the CBS Television Network division. It was his second promotion this year. Last February, he had been named the division's vice president, national sales manager.

Mr. Rosenfield, 48, is now responsible for affiliate relations, sales and facilities. In assuming the position, Mr. Rosenfield claims to be facing no "single crisis." In fact, he characterizes all three areas as "in pretty good shape."

Despite the optimism, however, he does admit there's work ahead. Among his goals is to improve communications between affiliates and the network and to offer "more responsiveness to individual [affiliate] problems," especially in light of today's competition. He explains that in the past

president and assistant to the president of the network, was expected to play a similar role in the Entertainment division, and at the Broadcast Group level Mr. Jankowski said Gene P. Mater would continue as vice president and assistant to the president and that Timothy Reynolds would continue as vice president, finance.

Mr. Backe told affiliates in a closed-circuit appearance with key executives in the reorganization that the changes were not made "off the cuff" but had been thought out over the past six months. They stemmed, he said, from concern about "the size and complexity" of the TV network operation as historically constituted and were designed "to focus specialized management attention on the growing number of components of the very complex broadcasting business."

"They should position us well for the future and also address specific problems," Mr. Backe said. In his formal announcement he also noted that "the ultimate purpose, of course, is to accelerate the generation of more innovative programming, more popular programming and more quality programming" in "sports, news and public affairs as well as conventional entertainment forms."

He told the affiliates that CBS Chairman

"Bill Paley and I are extremely enthusiastic about what this portends," and predicted they would see "some dramatic changes" as a result.

Key man in the reorganization is Mr. Jankowski, who becomes the head of a group that does about half of CBS Inc.'s \$2 billion-plus annual sales and who now has six divisions under him: CBS Television Stations, CBS News and CBS Radio plus the three created last week.

Mr. Jankowski, who was brought into the planning of the changes about two months ago, said last week he had no timetable for achieving a turnaround in ratings except to do it in "the fastest possible way."

Mr. Schneider, whom he replaces, "will have responsibility for strategic planning in the entire field of broadcast communications, including satellites and other technological developments" and will also "represent CBS in government, industry and international communications matters," Mr. Backe said.

These are essentially the areas he was assigned last July, when Mr. Jankowski was put in to handle the group's day-to-day operations. In his new role, Mr. Schneider will report to Mr. Backe.

He has proved himself, other CBS

sources said, to be an especially effective witness before congressional committees and other government bodies and is expected to concentrate in that area in his Washington work—which, they said, is not expected to require his presence in Washington significantly more or less than in the past.

These sources emphasized that Mr. Schneider's assignments would in no way conflict with Bill Leonard, CBS Washington vice president and full-time Washington man. In the past Mr. Leonard has reported to James Scott Hill, CBS vice president for law and government affairs. However, Mr. Hill disclosed some weeks ago that he plans to resign, and Peter A. Derow, CBS senior vice president, said Mr. Leonard would report to him. (At the same time Mr. Derow said John D. Appel, deputy general counsel, who also has reported to Mr. Hill, will be in charge of the law department.)

Planning for the over-all reorganization apparently included study of several alternatives before the final one was settled on. That decision was said to have been reached on Thursday, Oct. 13, and Mr. Daly and programs Vice President Grant were summoned to New York from Hollywood—where they had and will continue

affiliates might have been able to plan a season in advance but "now they can plan for the day, maybe."

He also expects a considerable amount of his attention to be devoted to CBS-TV's "movement" toward electronic equipment. He is responsible for both the network's East and West Coast plants.

Mr. Rosenfield, a native of Boston and graduate of Dartmouth College, had been marketing director for Airequip Inc., a photographic equipment manufacturing firm; advertising manager for the Polaroid Corp. and an account executive with NBC-TV participating program sales, prior to his joining CBS.

After going over to CBS in 1965 as an account executive, he became director, daytime sales, in 1969; director, Eastern sales, in 1970; vice president, Eastern sales, in 1972, and vice president, sales administration, in 1975.

Married with two children, he resides in suburban New York.

Robert Joseph Wussler is back in sports. Under the CBS-TV reorganization, his former job as network president was "no longer available" to him, he explains. And, "of the opportunities that had been offered," president of the CBS Sports division he found most attractive.

In describing his move, Mr. Wussler talks in terms of relief, not bitterness. CBS has been "terrific with me and that shouldn't go unnoticed," he claims, adding the president's job was "bigger than any one person could handle." Mr. Wussler says his predecessor as CBS-TV president, Robert Wood, had come to the same conclusion and had urged a restructuring earlier.

(In an interview with BROADCASTING for the



Sept. 19 issue commemorating the 50th anniversary of CBS, Mr. Wussler indicated some of the hardships a network president faces—and some of the tenuousness of that life. He worked 15 to 17 hours a day, seven days a week, and, he said, "this is a five-year job. I hope to spend the next 24 years at CBS. But when I'm 45, I would hope to be doing something else."

Mr. Wussler's year-and-a-half experience at the top of the CBS-TV hierarchy should pay off. In fact he says his plans are to run the Sports division "as you would a network," with several vice presidents under him.

The new sports president confines his talk to that particular division, but industry speculation has it that all or part of CBS News may eventually become part of his domain. The precedent already has been set by ABC News and Sports President Rooney Arledge, and unless the CBS mandatory retirement age of 65 changes within the next year and a half,

CBS News President Richard Salant must vacate his post by then.

With his new position, Mr. Wussler has set the "number one priority" of creating, he hopes by next fall, a prime-time series to do for CBS Sports "what *60 Minutes* does for news." He does admit to a couple of ideas on the drawing board but is hesitant to discuss them, beyond saying that it won't necessarily be a magazine format but will be targeted for broad audience appeal. Through aggressiveness and innovation, he claims new sports personalities can be developed as well as advertising resources previously untapped by television.

Setting changes in motion at CBS Sports should be nothing new for Mr. Wussler. He introduced women's tennis to the network as well as tennis challenge matches, boxing and the *Challenge of the Sexes*. And among other things, it was his concept to set sports clips to music. Mr. Wussler was vice president, CBS-TV network sports, beginning in July 1974; he became network president in April 1976.

Aside from his first five weeks with CBS in the mail room, Mr. Wussler worked his way up through news. Starting as a production assistant in 1957, he was a producer from 1961 to 66 (and production director of the CBS News election unit from 1962 to 65), and executive producer from 1966 to 72.

While in news, Mr. Wussler covered all 27 manned space flights in the Mercury, Gemini and Apollo series and practically all trips abroad by Presidents from John F. Kennedy's 1961 travels to Europe to Richard M. Nixon's 1972 China visit—not to mention national conventions, primaries and other aspects of the political process. In 1972, Mr. Wussler took over as vice president and general manager of the CBS-owned WBBM-TV Chicago, until he assumed the sports post two years later.

A graduate of Seton Hall University, Mr. Wussler, 41, is married and has six children.

to have their headquarters—by President Backe on the following day to be told of the changes, according to CBS sources.

In the closed-circuit report to affiliates last Tuesday, Mr. Backe apologized for tar-

diness in getting word to them. CBS officials had hoped to meet personally with members of the affiliates advisory board in Chicago on Tuesday, fill them in, then have a closed-circuit to other affiliates and

announce the changes publicly. Instead, the story began to leak on Monday and officials felt compelled to make announcement of the reorganization late Monday afternoon.

How networks rank in ratings, revenues. The CBS-TV reorganization comes at a time when first place in the prime-time ratings seems more distant for that network than ever before.

Its first prime-time battle will have to be for second place—and uphill, at that. For the period from Sept. 5 through Oct. 16, ABC is far out front, with a 20.9 Nielsen rating average to NBC's 17.9 and CBS's third-place 17.0.

In most other day-parts, CBS is doing better. In fact, even at third place in the prime-time numbers its claim has been that it's the network people watch most, taking all day-parts into account.

For the period from Sept. 5 through Oct. 9, the latest for which figures were available last week, CBS-TV researchers calculated the day-part standings as follows:

- Daytime (Monday-Friday 10 a.m. to 4:30 p.m. NYT)—CBS first with a 6.4 rating, ABC second with a 6.1 and NBC third with a 5.3.

- Saturday morning (8 a.m. to 1 p.m.)—ABC first with a 7.7 rating, CBS second with a 6.4 and NBC third with 4.5.

- Late night (11:30-12:30)—NBC first with a 9.2, ABC second with 6.7 and CBS third with 6.1.

- Early morning (7:30-8:30 a.m. only, due to differences in commercial patterns)—NBC first with a 3.7, ABC second with 2.9 and

CBS third with 1.9.

- Evening news—CBS first with 13.3, NBC second with 11.2 and ABC third with 8.5.

- Weekend football (NFL on CBS and NBC on Sundays, NCAA on ABC on Saturdays)—CBS first with 15.4, NBC second with 12.7, ABC third with 12.1.

CBS-TV researchers say they haven't translated these figures into "total day" standings—a concept, incidentally, that the other networks scoff at but CBS claims is valid. But the CBS researchers say that at the end of August, on a year-to-date basis, CBS had a 34.84% share of the "total-day" audience, as against 32.86% for ABC and 32.30% for NBC. They also claim that "there hasn't been enough slip-page anywhere" to have knocked them out of first place since August.

On a total-day sales basis, year to date, Broadcast Advertisers Reports estimates have put CBS in and out of first place lately. For the year through Sept. 4 and again through Sept. 11, CBS was in first place ahead of ABC by a narrow margin. For the next two weeks, ABC was narrowly ahead. For the last of those, the week ended Sept. 25, the year-to-date standings were ABC \$816,491,600, CBS \$813,216,000 and NBC \$798,940,900.



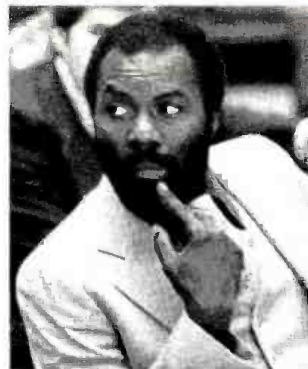
Rivera



White



Sitrick



Watson



Manuelito



Leivas



Gregory



Zeifang

Minorities have their day with Van Deerlin

Rewrite panel sessions air problems in ownership, EEO, programing and advertising

Minority witnesses appearing during day-long panel discussions before the House Communications Subcommittee said their problems in getting into broadcasting begin and end with money, and they called repeatedly for government help.

In the first of four panel discussions—one of the final public sessions before the subcommittee begins drafting legislation based on its review of the Communications Act—representatives of blacks, Indians, Latinos and women discussed what they say are major barriers blocking them from station ownership.

There were both supporters and opponents of the so-called 45-day proposal, now before the FCC, that would require station owners to post public notice of their intention to sell at least 45 days in advance of the sale. Benjamin Tucker of WSOK(AM) Savannah, Ga., and an officer of the National Association of Black-Owned Broadcast Stations, said the proposal "frightens" him because it would cause the station to lose advertisers and prestige before a sale. Broker Joseph Sitrick of Blackburn & Co. said not only would such a requirement disrupt station business it would also push bidding to prices higher than minorities could afford.

But Curtis White of the Washington law firm of Hayes & White said the plan would encourage brokers to seek out owners from all communities. He said he knows of many cases where stations were put up for sale publicly, then withdrawn from the market, and "I have not seen any adverse effect on the revenues of those stations."

There was, however, general approval from panel members of the National Association of Broadcasters-backed proposal for granting tax certificates as an incentive for station owners to sell to minorities. NAB was represented Thursday by its senior vice president for government relations, Donald Zeifang.

But the minority spokesmen made clear that they perceive financing as their single biggest problem. There is no shortage of money to lend, they said, just a disinclination among lenders to make loans to minorities who have no experience and little expertise in running broadcast stations. Said Phil Watson of the Booker T. Washington Foundation, "there's no mechanism of financing that allows minorities to sit at the table and cut a deal."

Minority group spokesmen, who also included Reinaldo Rivera Jr. of the National Latino Media Coalition; Larry Manuelito of the Remah Navaho School Board Inc., Pine Hill, N.M., and Gilbert Leivas of the BINA Broadcasting Co., Parker, Ariz., also said their problems do not end when they succeed in purchasing a station. They need funds, they said, for training.

Spokesmen at the second panel Thursday said minority stations that are in operation are severely hindered by ratings services and advertising agencies. Rene Anselmo of the Spanish International

Network said the advertising community is "totally biased, totally discriminatory, totally racist." He said advertisers pass on to consumers the costs of TV advertising, but should be forced instead to put the money back into the communities. He proposed that advertisers be forced by the government to spread their money among stations according to the percentages of racial and ethnic audiences in the community ("Closed Circuit," Oct. 17).

Mr. Anselmo and Tenecia Gregory also said the government discriminates against minority stations in placing paid military recruitment advertising, a situation the subcommittee chairman, Lionel Van Deerlin (D-Calif.), said he will investigate in another hearing this year.

Mr. Van Deerlin was prompted to call the additional hearing, which will deal generally with broadcast advertising and ratings, partly because no advertising representatives accepted the subcommittee's invitation to last week's meeting. He said, "I hope it is only happenstance" that the American Association of Advertising Agencies withdrew from the hearing at the last minute. "If they thought this was a softball game we were conducting here today, we'll schedule a hardball game later."

William Hesse, senior vice president for AAAA in Washington, said later that he had had a witness lined up to testify but had been unable to locate a substitute when that witness had to withdraw the day before the hearing. He said AAAA feels the subcommittee "is trying to castigate the advertising community" but said that the association will agree to meet with Mr. Van Deerlin in his office or in the hearing later.

Mr. Van Deerlin said he would also ask

other ratings services to appear next time and complimented Arbitron for sending a representative, Rupert Ridgeway, last week. Mr. Anselmo said during the hearing that Arbitron has done more than Nielsen to sharpen its methods to reflect minority audience strength. But even Arbitron "won't go too far," he said.

Members of the third panel, who felt uniformly that minorities are treated poorly in TV programming, would not concede to Mr. Van Deerlin that producer Norman Lear, a leading producer of minority-oriented programming, has done anything to "open the eyes" of white America. William Dilday of WLBT(TV) Jackson, Miss., said "Archie Bunker has made bigotry lovable . . . but it's still bigotry and it's still hurting minorities."

Mr. Dilday said programming will improve its treatment of minorities when minorities work their way into decision-making positions in broadcasting. He called on the FCC to enforce its equal employment opportunity rules more vigorously.

Jose Louis Ruiz, an independent producer from Alhambra, Calif., argued that the answer is to break up the three major commercial networks. If the networks were limited to 100 affiliates each, more networks would spring up, he suggested, making for a greater programming diversity and greater minority influence in programming.

In the fourth panel, on government's role, FCC Commissioner Joseph Fogarty predicted more will be done for minorities

at the commission: "We've got a new commission," he said, "and I think the new commission is going to take a different approach than the last one did."

Commissioner Margita White said she expects to see soon a notice of proposed rulemaking calling for revision of the form 395, the annual employment report. The old one, she said, has created confusion in trying to determine how many minorities are in positions of authority.

The two commissioners' assurance of better days to come for minorities was met with skepticism from the panelists, among them Pluria Marshall of the National Black Media Coalition. He said he thinks the FCC is "lobbied too hard" by the broadcast industry "to do nothing more than it has to do" for equal employment.

Marriage of film and tape brokered at SMPTE meeting

Producers want capability for interface between two modes; excitement at gathering, however, is directed at VTR potential

As one engineer put it at the Society of Motion Picture and Television Engineers conference in Los Angeles last week, the time may come when all the talk about the wonders of video tape will get boring. But it hasn't happened yet.

The theme of the society's week-long gathering was described by SMPTE Executive Vice President Robert M. Smith in his opening address as "interface"—meaning the complementary integration of both film and tape techniques into the program producer's bag of tricks.

He defined an interface as a device, or an attitude, which "enables two dissimilar pieces of equipment to perform to the mutual benefit of each." And, he added, if SMPTE is to "fulfill the promise of the 70's," such an integration will have to be achieved.

Many of the week's technical presentations and some of the new products in the conference's equipment exhibit also emphasized that theme. But there were a number of papers, particularly in the sessions on post-production and production, in which the enthusiasm over video tape's increasing maturity indicated that the medium's applications are just beginning to be explored.

The first technical presentation of the conference exemplified the "interface" view. Written by Sir Charles Curran, director of the BBC, and read by a colleague, C.B.B. Wood, the paper listed what Sir Charles views as some of tape's limitations (such as clutter of cables and camera equipment and imprecise and expensive editing techniques) and advantages (such as cost savings and speed). If tape is to become accepted universally as "an everyday workhorse," Sir Charles concluded, technical progress will have to continue. "Television must be able to switch from

one medium to the other at any time and at any stage of the [production] process," he wrote. "We [at the BBC] expect the two processes to merge imperceptibly until they lose their separate identities."

Other engineers made virtually identical predictions. Marty Erwin of EUE Screen Gems suggested that in the future the society's film and television sessions might be held together, instead of separately as they were last week. Dean Zwick of Eastman Kodak may have summed it up when he said he almost thought he'd found himself at a meeting of "the Society of Motion Vision and Telepicture Engineers."

In the exhibit halls, equipment aimed at realizing the film-tape interface was introduced. RCA, for example, displayed a new servolock resolver that connects both magnetic film and video tape for audio dubbing and recording. The system also comes with a digital display counter which registers both film feet and VTR time-code increments. In fact, at an SMPTE study group meeting on new technology, the need for a standard time code for film, preferably compatible with that for tape, was discussed and the establishment of a committee to draft such a code proposed. One group member, a producer, said the growing number of integrated television-film production houses requires the flexibility to work with either medium that a standard code would provide. "By not establishing a code," he said, "we are practically forcing them [producers] to go to video tape for editing, and I don't think we should do that."

But it was tape that the producers were talking about in the technical sessions. Joseph Flaherty, CBS vice president for engineering and development, described how his network tapes two of its sit-coms, *Betty White* and *We've Got Each Other*, on one-inch VTR's. Michel Oudin of the Societe Francaise de Production, Paris, described his company's similar use of tape for producing dramatic programs. Both

men emphasized that the tape recorders enabled their producers to use film-style techniques, eliminating the control rooms, production switchers and complicated lighting systems usually associated with "live" taping.

"The impact of these experiments," Mr. Flaherty said, "may be as fundamental to the film community as electronic tape was to newsgathering."

Several state-of-the-art tape productions were shown that brought signs of amazement from the audience (and these sessions were the most-attended of the television presentations). Arthur Schneider, a consultant and tape editor for ABC's *Redd Foxx Show*, screened a tape depicting actress Sally Struthers in a musical number in which she sang and danced the parts of all three Andrews sisters. "The general opinion of those in the industry," he said, "is that the transition to video tape is inevitable because of the economies involved."

Scott Gibbs of KPIX(TV) San Francisco described how his station tapes its prime-access *MTWTF* TV-magazine program on Sony three-quarter-inch BVU 100's. "I'm a film person who has been converted into a television person," he said. But it was a tape called *California*, sponsored by Unlimited Productions and produced at Vidtronics Inc., which brought the most admiration. Ray Piper of Unlimited said the tape was shot using Bosch-Fernseh one-inch VTR's, and its quality was such that KPIX's Mr. Gibbs, among others, said it caused him to consider using one-inch tape for the first time.

Interest in the tape demonstrations was avid enough to induce a spontaneous discussion following one of the sessions that didn't end until the manager of the movie theater where the session was held finally turned on his sound system to clear the hall for an upcoming film. Watching the discussion, Fred Remley of the University of Michigan, who had moderated the afternoon's session and who also has headed an SMPTE standardization committee for one-inch nonsegmented VTR's, could only comment, "It's a revolution. What else can you say?"

Kramer says FTC rules can't deal with today's McLuhanesque world of television advertising

Bureau of Consumer Protection director claims they can't handle 'multiple sensory experience'

The Federal Trade Commission is "woefully unequipped" to regulate modern advertising, according to Albert Kramer, director of the commission's Bureau of Consumer Protection. Advertising, he said, has become a "total sensory experience," and the regulatory tools of the FTC do not, as they are now employed, allow regulators to deal "in the same currency as the advertisers."

Mr. Kramer was not calling for new consumer laws when he spoke before the Advertising Law Conference of the American Advertising Federation and the Federal Bar Association in Washington last Thursday. Rather, he was describing "a very serious problem" that has arisen: the inability of regulators to "evaluate the possible falsity, deception or unfairness of an ad without considering it in the same sensory experience context that the ad sought to instill."

"The media have changed," Mr. Kramer said. "The media have left the written word behind in a cloud of dust and have created a new environment of multiple-sensory experience of which the written word is a minor part."

With the aid of a generous sprinkling of references to Marshall McLuhan, Mr. Kramer was describing the legal problems posed by advertisements that do not necessarily use deceptive or misleading language but do, by virtue of visuals, layout, suggestion and the like, create a "total sensory experience" of deception that cannot be reduced to the "double-spaced, typewritten page" of a legal brief.

He used as an example a recent FTC case involving the radio and television ads in Beneficial Finance Co.'s "Instant Tax Refund" campaign.

The FTC's administrative law judge, Mr. Kramer said, based his opinion on the finding that, taken as a whole, the ads were deceptive and misleading. A federal appeals court overturned the ALJ, but the court decision, Mr. Kramer said, was based only on the "ad's script" and not on the whole commercial.

Mr. Kramer's audience was not overly impressed with his point of view. One observer said Mr. Kramer's ideas would result in "subjective" evaluations of advertising claims by persons who were not advertising or marketing experts. Another pointed out that there was no reasonable alternative for dealing with advertising outside the present legal means of written briefs and oral arguments.

Mr. Kramer was the lead-off speaker at the conference, which was attended by upwards of 200 media and legal representatives. Other speakers included Robert A.

Skitol of the Washington law firm, Wald, Harkrader & Ross, speaking on defense strategy in false advertising cases; James M. Johnstone of Kirkland, Ellis & Rowe, Washington, who spoke on the role of the industry counsel in trade regulation proceedings; Jerry Thain of the University of Wisconsin and Nancy L. Buc of Weil, Gotschal & Manges, New York, on children's advertising; L.C. McKinney of Quaker Oats Co., Chicago, on comparative advertising; William W. Rogal of Sloan & Rogal, Washington, who briefly reviewed the *Los Angeles Times* media discount case now before the FTC (BROADCASTING, Aug. 22), and Gale Gotschall of the FTC on the emerging roles of local and state consumer authorities.

New Carnegie hears old refrain: Give us money

First meeting of commission investigating future of public media listens to pleas of poverty

Where has public broadcasting been and where is it going? Ten years after the first Carnegie Commission set up guidelines for the nation's public broadcasting system, the second Carnegie Commission sat in a Washington meeting room last week to ask those questions of the public broadcasting establishment.

What the commissioners heard was that public broadcasting "has survived its traumatic birth" but is headed for an uncertain future.

Leading off the list of Washington-based public broadcasting officials were Henry Loomis and Gloria Anderson of the Corporation for Public Broadcasting. Mr. Loomis described to the commissioners the "fundamental effect on all broadcasting" that the new satellite delivery system will bring. Liking it to the "invention of the telephone," Mr. Loomis said the new system, which is scheduled to become operational on a limited basis

early next year, will make many of the problems now facing the public broadcasting system seem "archaic."

One commissioner, Kathleen Nolan, questioned Mr. Loomis on what that would mean for the "unemployed artists and technicians" who have complained that public broadcasting has been slighting American-produced programs by relying too heavily on foreign shows.

And that's where Mr. Loomis got to the crux of it all: "Is there enough money," he asked, for American programs? Public broadcasting, he said, "needs a continuing increase" of funds, a "20% increase for a good many years."

Picking up on that theme, Larry Grossman, president of the Public Broadcasting Service and the second witness before the commission, said that funding is the number-one problem facing the system. But that, as he said, is "no news to anybody."

Mr. Grossman presented a list of broad programming categories and basic questions he said PBS expects to be dealing with in the future. Among them were the "real conflicts of priorities" of minority and specialized programming and the international programming role he expects PBS may assume with the satellite system.

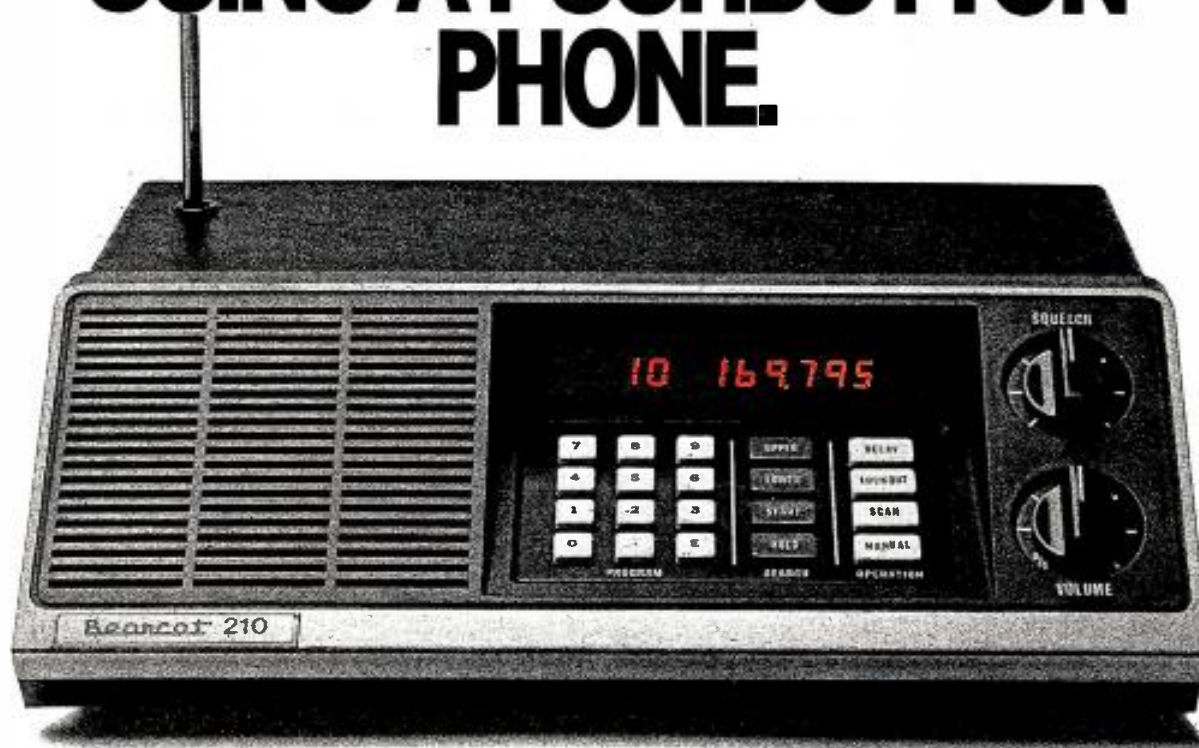
Commenting on President Carter's recent appeal that the restrictions on editorializing be lifted from most public broadcasters, Mr. Grossman said PBS was looking at what more it could do in the news and public affairs areas. He wondered aloud whether PBS "can ever" develop a new organization on par with those of the commercial networks.

"We have become the last hope of broadcasting," Mr. Grossman said, and a "standard by which others can be measured." The entire public broadcasting system, he said, functions on a budget "only five to six percent" of that spent by commercial broadcasters. He implored the commission to "look at the record" of what public broadcasting has accomplished in spite of its "poverty conditions." There is no public broadcasting station in the country, he said, that is "financially solvent."



What's next? William J. McGill (left), chairman of the Carnegie Commission on the Future of Public Broadcasting, presided over last week's Washington meeting. The first witnesses before the panel (right) were Henry Loomis, president of the Corporation for Public Broadcasting, and Gloria Anderson, vice chairman of the CPB board.

NOW, SCANNING OVER 6000 FREQUENCIES IS AS EASY AS USING A PUSHBUTTON PHONE.



Introducing the incredible, new Bearcat 210.

The exciting, new Scanner Radio with the space-age, computer control center that brings in every available public service frequency with pushbutton ease.

Bearcat's new 210 is as easy to program as a pushbutton phone. You can select any of the public service bands (all the available local frequencies) simply by pushing buttons.

Simply punch in the frequency numbers on the computer control center keyboard. Hit the Enter button. And you're programmed.

A large, flashing, digital readout panel shows you each frequency you've selected.

The Bearcat 210 patented search capacity lets you explore the endless world of every available public frequency out there, too.

Best of all, you're no longer limited to a given band or set of frequencies. The new Bearcat 210 is synthesized. Space-age circuitry lets you forget crystals forever.

Let's look at some Bearcat 210 features. And facts.

5 BAND COVERAGE—Includes Low, High, UHF and UHF "T" public service bands, the 2-meter amateur (Ham) band, plus other UHF frequencies.

SCANS 20 CHANNELS PER SECOND—In half a second, the Bearcat 210 scans all 10 channels.

CRYSTAL-LESS—Space-age circuitry with 5 custom designed chips. You never have to buy a crystal.

TRACK-TUNING—Patented track tuning provides full-band coverage on every band.

AUTOMATIC LOCK-OUT—Locks out channels and "skips" frequencies not of current interest.

AC/DC—Mobile mounting bracket included.

SELECTIVE SCAN DELAY—Adds a two-second delay to prevent missing transmissions when "calls" and "answers" are on the same frequency.

AUTOMATIC SEARCH—New, patented feature searches out any active local public service frequency automatically. For more police, fire, marine, emergency calls. And much more.

THE NEW BEARCAT 210

THE MOST EXCITING THING THAT'S HAPPENED
TO SCANNING SINCE SCANNERS.

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Copyright 1977 Masco Corporation of Indiana

In Brief

World Series helped ABC-TV to **biggest weekly win of new prime-time season**, with games two, one and three ranking one, two, three in Nielsen ratings for Oct. 10-16. ABC had **23.9** average rating and 39.4 share, NBC **17.6** and 28.9 and CBS **17.4** and 28.5. When Monday-night football replaced baseball on ABC Oct. 17, NBC swept to its biggest Monday-night rating of new season, 27.6, with part two of *79 Park Avenue* and *Little House on the Prairie*, while ABC followed with 20.2 rating and CBS with 14.6. Sixth and final series game Oct. 18 came in with 33.9/50, giving ABC 33.4/50 for night, but part three of *79 Park* helped give NBC its best Tuesday-night rating yet, 24.0, while CBS lagged at 14.7. ABC estimated average series game was seen in record 21,650,000 homes, up from previous record of 20,330,000 in 1973, and that 110 to 120 million persons saw part of one or more games.

□
Lindsey, Bradley & Johnston Advertising, Chattanooga, Tenn., has filed for reorganization under Chapter XI of Bankruptcy Act. Agency listed almost 800 broadcast stations as creditors, liabilities of \$2.4 million and assets of \$975,401. Accounts are said to include Sears, Roebuck & Co. and RCA in Southeast, and McKee Baking Co.

□
House of Representatives passed bill to **delay proposed ban on saccharin** products for 18 months last week, with no provision restricting advertising of controversial products. Action capped broadcasters' victory over interests that wanted to attach broadcast advertising restriction to 18-month delay. Similar bill passed Senate last month (BROADCASTING, Sept. 19).

□
FCC says U.S. Supreme Court **should review Pacifica Foundation case** as means of clarifying question of what constitutes "indecent" and therefore illegal broadcast. Commission's effort to establish standard in declaratory ruling regarding broadcast by Pacifica's WBAI(FM) New York of George Carlin comedy record met with failure in decision of U.S. Court of Appeals in Washington. Court, by 2-to-1 vote, held commission's ruling violated no-censorship provision of Communications Act. Commission, in seeking review, said that opinion and obscenity opinion of another court would establish that only "hard core pornography" could be barred from airwaves. Solicitor general's office, which would normally represent commission before Supreme Court, refused to take on Pacifica case, believes it is not good one for Supreme Court review.

□
House Communications Subcommittee has scheduled **hearings Nov. 2 and 3** on how networks "cover and control" sports events. They will focus on CBS's broadcast of "winner-take-all" tennis matches, ABC's coverage of U.S. boxing championships, networks' exclusive contracts with prize fighters, scoring of Ali-Shavers heavyweight bout last month and telecasting of college football. Also on subcommittee Chairman **Lionel Van Deerlin's** (D-Calif.) calendar is speech Nov. 2 to **dinner meeting of Federal Communications Bar Association** in Washington.

□
President Carter last week nominated **Irby Turner**, of Belzoni, Miss., former chairman of Mississippi Authority for Educational Television, to be member of board of Corporation for Public Broadcasting. Mr. Turner, 45, served as director of state public television authority from 1970 to 1976 and was chairman last four years. He served on board of governors of Public Broadcasting Service from 1973 until 1976. Mr. Turner would succeed Virginia Duncan for term ending March 26, 1982; Senate Commerce Committee will hold hearing on his nomination this Wednesday (Oct. 26). Meanwhile, Senate last week **confirmed two earlier CPB board nominees**—Sharon Percy Rockefeller and Gillian Sorensen.

□
President Carter's plan **reorganizing executive branch**—including transfer of Office of Telecommunications Policy's functions to Department of Commerce—**became law last week**, as deadline for either House or Senate to veto it passed on Oct. 19. Now Commerce officials are beginning to express hope that **Henry Geller**, Secretary Juanita Kreps's recommendation to White House to fill new slot of

assistant secretary for telecommunications (BROADCASTING, Oct. 10) can be confirmed by Senate before Congress recesses until January. Routine background check, which must be completed before President can make nomination, is already under way, and there is still no firm date for start of recess. However, if hopes for early confirmation cannot be realized, Mr. Geller, former FCC general counsel now with Aspen Institute Program on Communications and Society, would be retained by Commerce as consultant to help shape new unit. In meantime, OTP remains functioning organization; it is expected to remain in business for several months.

□
Senator **Ernest Hollings** (D-S.C.), chairman of Senate Communications Subcommittee, **renewed criticisms** of OTP reorganization. His principal concern is that administration has failed to give new mechanism sufficient stature or support. "I fear for this new assistant secretary of commerce," senator said in statement in *Congressional Record*, "for he will be given thankless task: charged with formulating a communications policy, but with questionable ability and breadth to develop policy."

□
WKIX(AM) and WYYD(FM) Raleigh, N.C., have been sold by Southern Broadcasting Co. for **\$3.2 million** to Mann Media (Bernard Mann), which also owns WGLD-AM-FM High Point, N.C., as well as Carolina Marketing Group agency there. Sale is subject to FCC approval. WKIX is top 40 on 850 khz with 10 kw-D, 5 kw-N. WYYD is beautiful music on 96.1 mhz with 98 kw. Thirteen-station Southern group had been announced as sold to Harte-Hanks Communications two months ago for \$57 million (BROADCASTING, Aug. 29). That deal will now be for 11 stations, but at same price.

□
Study by FCC's Cable Television Bureau last week indicates that, in general, **UHF stations benefit "slightly" from cable television carriage while VHF stations tend to lose small share of their audience**. Over-all, study says, cable's impact on audience shares "appears minimal." Study is one of five bureau has released on issues being examined in commission's inquiry into economic relationship between broadcasting and cable television. Another, on network compensation as percent of total revenue, indicates that, **as market gets smaller, network compensation accounts for larger percent of station's revenue**. Study on revenue structure of network affiliates shows that average of 30.1% of affiliates total revenues are attributable to syndicated programing, 43% to network programing and 26.9% to local programing. One other study compares revenue-to-audience ratio for VHF and UHF stations, and final one presents econometric model for net weekly circulation of UHF network affiliates.

□
FCC Administrative Law Judge Thomas B. Fitzpatrick **denied license renewal** of WJLE(AM) Cornwall-on-Hudson, N.Y., and **granted license** for WMMI(AM) Mechanicville, N.Y. Judge determined that two of WJLE's owners, Angelo R. Martinelli and Paul N. Lofaro, filed false ownership information by not listing John J. Farina as one-third owner. Mr. Farina, since fired by Messrs. Martinelli and Lofaro, and applicant for WMMI, was accused by them of filing false information. Judge said there was no attempt by Mr. Farina to conceal facts so he granted application for WMMI.

□
President Carter's plan for **reorganizing nation's machinery for disseminating information abroad** ran into congressional criticism at hearing before House Government Operations Committee. Representatives Frank Horton (R-N.Y.), Don Fuqua (D-Fla.) and Elliott H. Levitas (D-Ga.) were particularly tough in questioning administration witnesses, including Harrison Wellford of Office of Management and Budget. Congressmen seemed concerned that secretary of state would have undue influence on information policy of new agency—U.S. Agency for International Communications, which would incorporate functions of U.S. Information Agency and State Department's Bureau of Educational and Cultural Affairs.

□
FCC Chairman Charles D. Ferris's first appointment is that of **Donna L. Schade** to serve as his confidential assistant. She worked with Mr. Ferris on staff of Senate Policy Committee, more recently was with Senate sergeant at arms office.

Improve Your Image...

With Harris TV Cameras

Harris' engineering accomplishments have led to such innovations as the first U.S. manufactured full Triax capability...first with electronic picture rotation... first to use field selectable Anti-Comet Tail tubes... increased reliability...and great economy through optimum performance at low light levels and reduced setup time.

Years of broadcast experience and advanced technology have gone into the design of the Harris line of television cameras. And, Harris cameras are user proven...over 200 in use in stations throughout the world where Harris equipment is building better images... creating better pictures...saving time and money!

For complete information write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.



HARRIS

**COMMUNICATIONS AND
INFORMATION HANDLING**

VTR's: breaking and entering the home market

If all goes according to the optimists' plans, consumer video recorders are going to change America's television-viewing patterns

The Super Bowl on Monday morning. *The Young and the Restless* immediately following Walter Cronkite. *Friday Night at the Movies* on Saturday afternoon. Johnny Carson after breakfast.

The home video-tape recording industry is convinced that it is on the brink of a breakthrough in the consumer electronic market, and is putting a lot of mouth and an equal amount of money behind the proposition that the average American television viewer is hungry enough for programming to pay upwards of \$1,000 for the privilege of being able to watch *any* TV show *when* he wants to watch it.

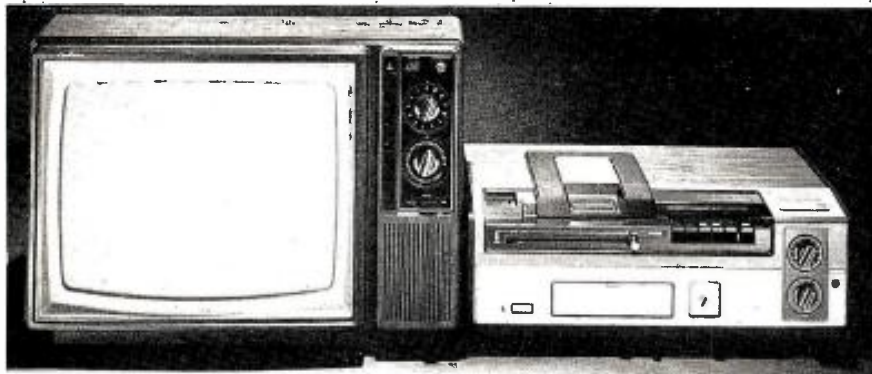
The anticipation that this marketing theory will prove out has created more excitement in the home entertainment industry than has been seen in many years. The industry itself most often uses the introduction of color television as a point of comparison.

RCA, which has had experience with color TV and high hopes for a video-record market, officially announced its SelectaVision® home recorder at a lavish press conference in New York's World Trade Center last August. One of many press releases accompanying the presentation read, "RCA believes that the video cassette industry will reach the billion-dollar sales level in three years; whereas it took color television 10 years to achieve the same level."

Roy Pollack, vice president and general manager of RCA Consumer Electronics, followed up on that theme. The growth of color television, he said, was tied to the growth of color programming. Not so with video recorders. Network, local and cable programming in color is already there for the taping. "We are," he said, "on the threshold of another era of explosive growth, where the viewing is controlled by the viewer, not by a fixed schedule."

Two weeks later, Akio Morita, chairman of the board of Sony Corp., made virtually the same claim at another press conference. He reminded his audience that Sony had been promising since the 1950's that video recorders would be, after color television, the next important video pro-

*The name is the same, but the device is quite different from the one RCA had in mind when it first coined "SelectaVision." At the time the company's efforts were aimed at developing a video disk and player, not a video-tape player. Although that development process has not been abandoned, it is on a back burner while marketing in video tape proceeds.



Three for the money. These are the three principal home VTR's (or VCR's—video cassette recorders—as some call them) now contending for the consumer market. From the top: Sony's Betamax, JVC's Vidstar and Matsushita's Quasar. Actually, Matsushita has a hand in two of the formats: the JVC (Japan Victor Co.) system utilizes the JVC/Matsushita co-developed VHS (dual head, full field) format, while the Quasar utilizes the Matsushita VX (single head, skip field) format. All three are incompatible; that is, tapes made on one machine cannot be played back on either of the others. All, however, are capable of recording one channel while the viewer watches another, due to the fact that the video cassette recording decks contain an independent VHF-UHF tuner that can divert any signal out of the "slave" television set from which they draw audio and video information. Each of the systems is capable of recording (and playing back) off-the-air TV signals, or recording original signals with optional cameras, or playing back compatible cassettes the owner might acquire from an outside source. The essential differences among the three formats have to do (1) with whether they have one record-playback head (Matsushita VX) or two (Betamax and VHS), and (2) with how the tape wraps around those heads in operation. Betamax uses an "Omega" wrap—going almost fully around the head assembly—while the Matsushita formats use an "M-cassette" system that involves a shorter travel.

"'The Fitzpatricks' deserves a chance on television."

JOHN O'CONNOR, NEW YORK TIMES



"... it's a program from which some degree of human feeling now and then escapes. . . one that shows traces of honest relationships and simple affections . . . 'The Fitzpatricks' is a nice show with interesting possibilities. I hope it gets a chance to survive. . ."

MICHAEL J. ARLEN, THE NEW YORKER

"... nice, wholesome, family-type entertainment. . . a well constructed story. . . There's excellent interplay among the family members and the series boasts a solid cast. . ."

KAY GARDELLA, N.Y. DAILY NEWS

"... the characters are developed with an encouraging dollop of perception. . . the details of 'The Fitzpatricks' are gently appealing."

JOHN J. O'CONNOR, NEW YORK TIMES.

"... the family portrait is a realistic one . . . free of cloying cliches. . . a fine addition to the family genre. . ."

BARBARA HOLSOPPLE, PITTSBURGH PRESS

"... most of all, the characters are attractive and warm and the actors convey a sense of purpose."

TONE, DAILY VARIETY

"... well-written, finely acted and gently prepared. . . with an assortment of regular characters who will grow on you if given the chance."

RON MILLER, SAN JOSE MERCURY NEWS

"... it could very well be the best of the new shows of this genre this season—if CBS will go to the bother of promoting it and the fine cast. . . The show is well worth the effort."

RAY GLENN, KENTUCKY NEW ERA

THE FITZPATRICKS

Executive Producer PHILIP MANDELUK Producer JOHN CUTTS Executive Consultant JOHN SACRET YOUNG Music Composed by JOHN RUBINSTEIN



WARNER BROS.
TELEVISION

duct for the home. "Now," he said, "the home video age has come."

But why now—when a half a dozen major companies, including Sony and RCA themselves, have failed at introducing home video recorders in the last decade? Indeed, at RCA's World Trade Center press conference, one reporter asked the executives on the dais: "Some of us have been to four of these meetings [during which other RCA home recorders and/or players were announced]. Why is there any reason to believe that this one means any more than the others?"

The question got a laugh, but at the same time there seemed to be few in the room who did not believe that, this time, there really was something more convincing in the air. If nothing else, the crowd of 300 or so reporters from the consumer as well as from the trade press indicated that.

Clearly, there is evidence to support the contention that home video recording is an idea whose time has come. The consensus in the industry is that previous attempts to launch VTR's on the consumer market failed for two basic reasons: Neither the technology nor the consumer was ready. Cartridge Television introduced Cartrivision in the early 1970's and sold a few thousand units before losing as much as \$60 million; CBS (with its Electronic Video Recording [EVR]), Motorola and others also made start-up attempts at about the same time, but none ever made it to market. As Wall Street analyst Robert Czepiel of Cyrus J. Lawrence put it: Even if the early recorders had had a reputation for reliability—which they didn't—"People were still buying their first color televisions. They weren't interested in a piece of equipment that would make it that much more interesting."

It was left, then, to time and the Japanese—principally Sony—to develop the home video recording market.

It is known that Sony in many respects has viewed the broadcast and industrial video markets as proving grounds for its consumer recorders. (The company has always considered consumer products to be its most important market.) The three-quarter-inch U-matic, technological parent to the half-inch Betamax, was itself originally conceived as a consumer recorder. And Masahiko Morizono, general manager of Sony's video product division, told BROADCASTING last summer, during a discussion of the company's one-inch broadcast recorders, "Our philosophy is to replace the film application in broadcasting with video-tape recorders. Once this is done, it will have an influence on the consumer . . . This is our goal."

Sony introduced its one-hour Betamax in Japan in April 1975, first in a console unit with a Trinitron television receiver, then, a few months later, as a deck by itself. The strategy for introducing the console unit first—besides the fact that Sony wanted the new product to debut on what it considered to be a high quality TV set—was to establish the perception of Betamax as an accessory for the TV, subsequently lending a "component" image, similar to

that of stereo components, to the deck alone. Sony used the same marketing strategy in the U.S., introducing the console unit here in November 1975 (for \$2,300) and the deck alone in March 1976 (for \$1,300).

The Japanese received the Betamax with enthusiasm. Sony's principal rival there, Matsushita Electric, had been test marketing its own home recorder, and in June of 1976 announced a unit based on a single-head design, as opposed to Sony's helical scan Betamax. But Matsushita's VX-2,000 had something Sony's Betamax did not: a maximum recording capacity of two hours. Competition had entered the home video recording field, and a race that would soon lead to a burgeoning American VTR market was under way.

Two months after Matsushita brought out its VX-format machine, the company announced it had developed another two-hour model—this one on the helical scan principle—in conjunction with the Japan Victor Co. (JVC), in which Matsushita owns about a 50% interest. Five months later, Sony introduced a two-hour version, compatible with its one-hour Betamax machines. Matsushita/JVC then announced a four-hour unit. Sony countered first with a cassette changer, which gave the Betamax a four-hour capability, and then with a three-hour cassette, which, when it becomes available next spring, will give the Betamax a total recording time of six hours. But there are few television programs that run continuously for four or six hours, and it seems that the recording-time war may have reached its limit.

How high the price line

But another battlefield is pricing. Sony has steadfastly held to its \$1,300 list price in the U.S., consistent with the company's historical inclination to sell its products at premium. Matsushita introduced its original VX-format machine here in January through its American subsidiary, Quasar, for \$1,000, and its VHS machines are just coming on the market here for the same price.

Although "list price" is somewhat of a smokescreen, since the cost to dealers need not be the same even if the "list" is, the discounts at which the machines actually sell to consumers seem to reflect a real-price spread roughly comparable to that of the lists. Quasar's Great Time Machine, for example, can be had for \$800, while the Betamax frequently sells for \$1,000.

By themselves, the competitive maneuvers of those two companies and the sales they have accrued would seem small justification for comparing video tape to color television. To date, Sony has sold about 300,000 Betamax units in Japan, the U.S. and Canada combined, about 27% of them (80,000) in the U.S. Quasar won't reveal its sales figures, but it's unlikely that its sales could be close to Sony's, since it entered the market later, has a smaller dealer structure here and is supplied by a company, Matsushita, that has shown more interest recently in its

newer video system, VHS. VHS is estimated by market watchers to have sold about 35,000 units.

So it isn't real sales that are creating all the excitement, but potential sales. Estimates of those potential sales have increased dramatically since the first of this year, when Sony and Matsushita rapidly began signing licensing agreements with other companies to insure that neither would be blown out of the market by the other. There now is lined up behind either the VHS or Betamax format almost every major consumer electronics distributor in America and Japan. Their combined sales power is unprecedented in electronics marketing history.

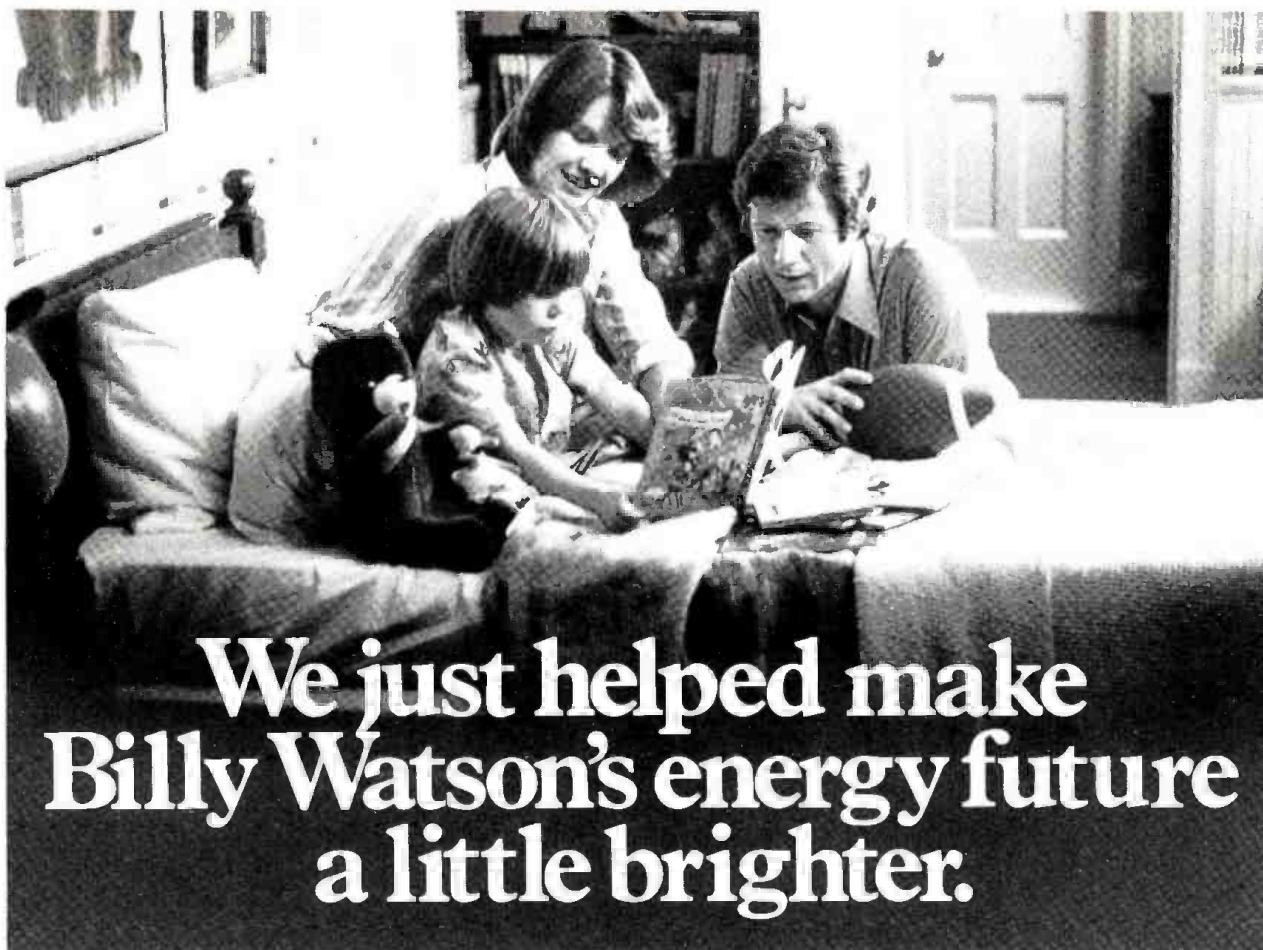
Here's how they've paired off in the U.S.: RCA is on JVC/Matsushita's VHS format, together with Sylvania, Magnavox, Curtis Mathis, Panasonic, JVC and Sharp. Sony has Zenith, Sears, Sanyo, Toshiba and Pioneer, and is said to be negotiating with Admiral. All but a few plan to be out by Christmas with machines made by either Sony or JVC/Matsushita.

RCA alone plans to promote its recorder with "the most ambitious and comprehensive marketing effort that has been seen in this industry." It involves a \$4 million advertising campaign that includes both network and spot television, direct mail, in-store displays for "at least" 5,000 retail outlets, utilizing a demo tape featuring the impressionist, Frank Gorshin, and ads in 227 newspapers in 112 markets—"the greatest newspaper expenditure on a single product in RCA's history." The company estimates that its TV ads alone will reach 88% of the country's homes an average of six times before Christmas. It's estimated that Sony will spend between \$3 and \$5 million advertising Betamax this year; the company claims 6,000 American dealers.

With that kind of push, the American public will soon become far more aware of video-tape recorders than it has been. That's when the burden of proof will shift to the marketplace.

Despite the luxury implications of such a high-priced item, Sony and Quasar both are taking a decidedly utilitarian stance in their ads, emphasizing that with a home recorder, a program can be taped while the owner is out of the house or asleep (all the recorders come with automatic timers), and that a program can be taped off one channel while the viewer watches another.

One reason for this approach is that market studies have shown that a large percentage of buyers are people with odd-hour jobs, such as nurses, janitors and airline pilots. But probably another reason is that to just about anyone, especially in this American age of individualism, the ability to "take control of your television set" is an attractive proposition. Market studies by RCA show that typical purchasers of VTR's are "more average than you'd expect." According to RCA, the research shows that 80% of the good sales prospects have less than a college education and that 60% have annual incomes of \$20,000 or less. A Quasar execu-



We just helped make Billy Watson's energy future a little brighter.

Billy Watson's house is nice and comfortable these days. It's lighted at night, heated in the winter, even air-conditioned in the summer. Because there is enough energy available to do all these things.

But there are those who say that unless new sources of energy are found, all that could change. Some people even suggest that we could run short on energy before Billy graduates from high school.

Right now the people of Phillips Petroleum are doing everything we can to make sure that unlikely event never happens.

In New Mexico we've recently discovered important new deposits of uranium ore.

We're also adding geothermal energy, produced by natural heat found deep within the earth's crust, to our nation's list of known energy reserves,



Core samples prove lignite coal deposits are buried beneath the surface.

The people of Phillips Petroleum are searching for new deposits of lignite coal, too. And we've been finding them. In the past three years, we've discovered enough new lignite coal to provide electricity to a city of 2 million people for more than 100 years.

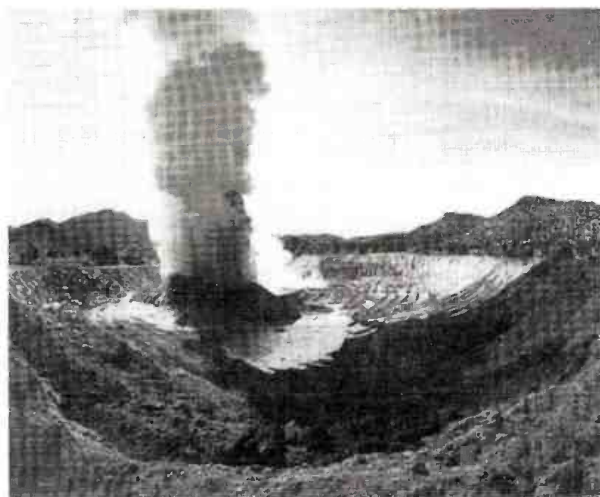
So even though this country's petroleum reserves are dwindling, that doesn't mean our energy future is dark.

By conserving our remaining petroleum resources, using them wisely, and continuing to search for new sources of energy, the future can still be bright. Not just for our children. But for their children. And their grandchildren, as well.

Discovering new energy resources for the future. That's performance. From Phillips Petroleum.



The Performance Company



Geothermal energy (earth heat) provides steam that could power electric plants.



Also running. These five versions of home VTR's—three utilizing Sony's Betamax format (Zenith, Sanyo and Toshiba), two-utilizing the JVC/Mat-

sushita VHS format (RCA and Magnavox)—are prominent in the consumer competition. Sanyo also plans a "V-Card" format model.

tive described them another way: "They're people who enjoy television and who found a way they could enjoy television more."

For those reasons, RCA is projecting industrywide sales of 250,000 units in 1977, 750,000 in 1978 and more than a million units in 1979, with the billion-dollar sales level being reached within three years. Although those figures are thought to be somewhat idealistic on Wall Street, it is difficult to find an analyst who is not bullish on the home VTR market. Otis Bradley of Hornblower-Weeks suggests that by 1980 U.S. sales could be as high as two million units a year. Ty Govatos of Bache Halsey Stuart thinks sales should double annually—starting at a base of between 125,000 and 150,000 this year—until about five million units are sold. Sales will then level off, he believes, but continue until market penetration reaches 75% of American households.

These projections, the analysts point out, are based in part on several assumptions. One is that prices will fall as volume increases. According to Cyrus J. Lawrence, Sony's average unit cost declined about 30% in fiscal 1977 relative to the previous year and could drop another 20% next year. Bache Halsey Stuart predicts

that retail prices will drop at the rate of \$100 per year. It is generally agreed that the bottom price for the VTR's should settle in the area of \$500, an amount analysts say Americans typically have been willing to shell out for many nonessentials, color TV among them.

Another assumption is that there will be an adequate number of machines to sell. Sony is producing the Betamax machines in four plants at the rate of 25,000 units a month, with a third of them earmarked for the U.S., and it plans to have a 60,000-unit-per-month capability in 1978. Matsushita now has one plant producing fewer than 10,000 machines a month, according to Robert Czepiel, about 2,000 of which are committed to RCA. Matsushita, however, says it has two plants and that by the end of this year its production will be up to 50,000 units a month. The fact that the American licensees of both the Betamax and VHS formats are—for the moment at least—dependent for their products on Matsushita and Sony may cause them some problems if the market really booms.

Perhaps the biggest problem the infant industry faces, and one that in a way is a backhand compliment to the potential of home video recording, is the copyright in-

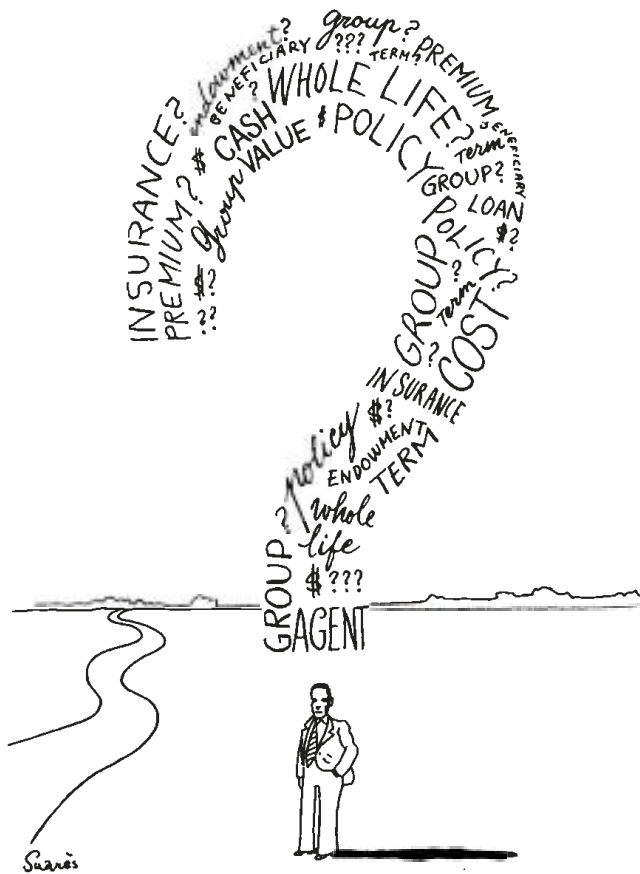
fringement suit filed by MCA's Universal City Studios and Walt Disney Productions against Sony, several retailers and an individual Betamax owner.

The suit alleges that the Betamax sellers are guilty of duplicating copyrighted films and TV programs themselves, and of encouraging consumers to do so as well. Some companies are getting around the first-mentioned charge by recording only brief segments of the air for demonstrations, and the other by including in promotional material the disclaimer that "unauthorized recording of television programs and other materials may infringe the rights of others."

Sony has denied Universal's and Disney's charges, saying that taping off "the public airwaves" is not a violation of copyright, especially since recording off the radio has long been "common and unrestrained." Sony also said that the suit is a ploy by Universal to reduce competition to MCA's upcoming video-disk.

Members of the home video recording industry generally discount the suit on grounds that as long as taped programs are not used for commercial gain, they are within legal bounds. Members of the motion picture industry feel differently. As Jim Bouras, vice president of the Motion

What have people told us they want to know about life insurance?



We have a free booklet on it.

Odds are, you don't feel you understand as much about life insurance as you'd like to. Or maybe you simply have one or two personal questions you need answered. Or would like to be able to talk more knowledgeably with your agent.

We believe that the more you understand about our business, the greater the benefits. For both of us.

THE ANSWER BOOK

That's why we've put together a booklet called The Life Insurance Answer Book.

Over the years, we've discovered that there

are some questions about life insurance that seem to get asked more often than others. There are only a few of them, a little over three dozen. But we feel that if people understood the answers to these few basic questions, they'd have taken a large step towards understanding any personal questions that might come up.

So in our booklet, we answer those questions in clear, non-technical language. Questions like "What is the difference between whole life insurance and term life?" Or "Just what exactly is the cash value of a policy?"

THE PEOPLE WITH ANSWERS

We think our booklet will probably answer many of your basic questions. But you shouldn't forget that there are other ways to get the answers you need.

Your agent, after all, knows you personally and can give you individual attention. And then there's your own life insurance company which wants to keep you as a satisfied customer.

And then there's us.

If you like, you can address any questions you have to us personally. And we'll answer. Personally.

But in the meantime, you'll probably want our booklet. Just send in the coupon, and we'll send you one, free.

And then we'll both be beneficiaries.

American Council of Life Insurance

Dept. AB
1850 K Street, N.W.
Washington, D.C. 20006

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Picture Association of America, put it, "The potential from the industry's standpoint is rather frightening. These machines create a market for pirated motion pictures."

The suit is scheduled to come to trial next January, but many people believe that Universal's and Disney's failure to win a restraining order prohibiting sales of the machines augurs well for Sony and home video recording.

Assuming that the recorders will be available, what is their impact on the conventional television medium likely to be? The advertising industry and the networks are unconcerned as yet, simply because recorder penetration in numbers high enough to put a dent in ratings is a long way off by any account. However, network planners say they are watching the industry with interest, and if sales are significant this year, they intend to begin researching the potential repercussions more thoroughly.

It appears certain, however, that if 75% of Americans homes take control of their television sets, viewing patterns will change.

A spokesman for A.C. Nielsen said that if a VTR is recording one program while another is being watched, the meter will credit both in the ratings. In that event, the consumer would in effect have two tuners and one monitor, and set usage totals would simply increase. But the meter cannot determine what program is being fed to the set from a tape which has been pre-recorded, and it is at that point that the VTR becomes an alternative source of programming.

A number of companies are hoping to increase those alternatives by offering pre-recorded video cassettes. A nucleus of suppliers already exists in the industrial and educational markets, and many of them are now searching out consumer possibilities. Magnetic Video Corp. of Farmington Hills, Mich., for example, recently leased the rights to 100 feature films from 20th Century-Fox, and is just beginning to market 50 of them on Betamax and VHS cassettes at \$50 each. Time-Life Films offered a "Great Programs Collection" on Betamax last summer that featured eight Time-Life programs such as *The Ascent of Man* and *Ten Who Dared*. According to Bruce Paisner, president of Time-Life Films, the company sold 500 of the \$340 sets, basically to upscale customers, in the one-month period in which they were offered. But, he added, the company has no plans at present to expand its involvement in the field.

Sony research indicates that 80% of Betamax owners expressed interest in pre-recorded programming, and the firm is going all out to encourage development of the software market. Sony has joined Paramount Films in a research project which is to enter the test-marketing stage this year, and Sony plans to make a catalogue listing some 200 software dealers available to its Betamax retailers.

Sony also would like to broaden the market for tape; it is the only VTR manufacturer in both fields. 3M, Fuji,

TDX and other companies also are watching that area. "We're kind of like gasoline," said a 3M executive. "We want to have the fuel for the machine." As the machine population grows, tape sales will become an increasingly profitable side of the business. Sony has a higher profit margin on its tape than on any of its other products, according to analysts, so it's easy to understand why the company is investing \$50 million in a new tape manufacturing facility in Alabama.

Sony, of course, would like to see the availability of software stimulate sales of hardware, but the consensus among observers of the industry is that it will probably happen the other way around. Rights fees are said to be prohibitive until true mass marketing is available. Robert Vandegrift, general manager of entertainment products for Magnetic Video, refused to say what the company was paying 20th Century-Fox in royalties, but he did say, "It hurts." Another problem is that programs must be recorded in real time, a severe production restraint. But new recording methods are in the works, and alternate distribution methods such as lending libraries or cassette clubs are conceivable. And it is known that some of the movie studios and at least two of the TV networks, ABC and CBS, are keeping their eyes on the market as a new programming outlet.

Another possible enhancement of consumer VTR's is home-made television. Many of the companies are offering black-and-white cameras in the \$300 range, and JVC has, at \$1,500, what it claims is the least expensive home color-TV camera. At those prices the market may be limited for the time being, but some members of the industry believe the ease of making programs on the VTR's, in comparison to making movies, may be a favorable factor in developing that market.

The bottom line to it all seems to be whether sales of the machines can reach anything approaching the rosy numbers the industry is predicting. Sony says its research shows that Betamax owners buy in the area of 20 cassettes a year (which at current prices of \$12.50 for a one-hour cassette or \$17 for two hours represents an investment of either \$250 or \$340), which gives them a maximum recording time of 40 hours. But, of course, tapes can also be recorded, erased and re-recorded many times, and tapes will accumulate over the years. Even so, financial planners at the television networks said they, at least, don't feel any more threatened than usual. As Alfred Ordovery, vice president of corporate planning at NBC, put it, if the hot new technology is video-tape recorders today, tomorrow it may be video disks or satellites.

"All these things will tend to fractionalize broadcasting to a degree," he said. "They'll all be chipping away, but our position is that this fractionalization will be minimal."

Another network executive put it somewhat more philosophically. "In order to tape it," he said, "you'll either watch it then, or you'll watch it later."

Media

A pillow fight in Boston between NAB and the public

Turnout is way under expectations; the barrage on sex and violence fails to materialize while one on Krugerrand advertising does, it's on to San Diego next month

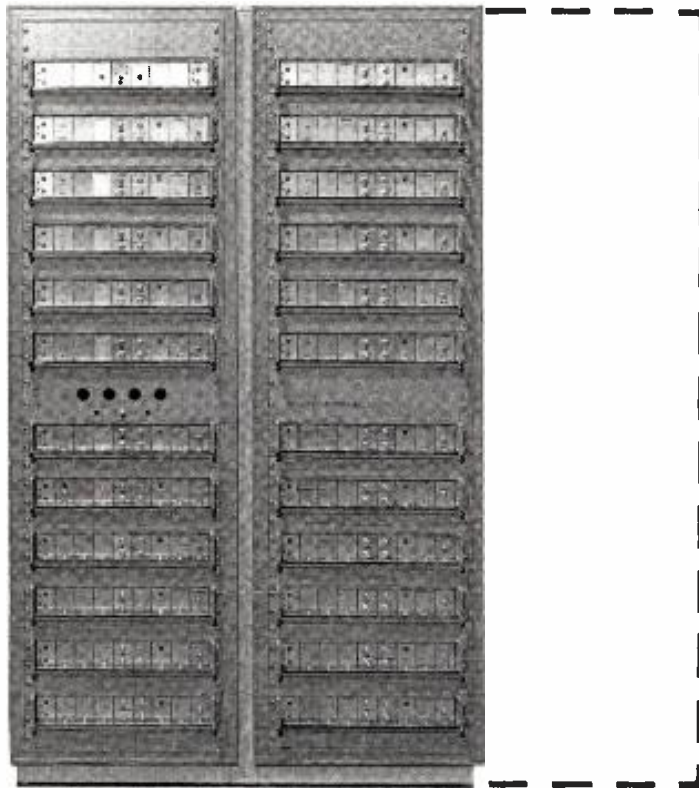
The National Association of Broadcasters' first public meeting in Boston last Tuesday drew so-so reviews from participants. The four-and-a-half-hour question-and-answer program with representatives of the networks and the NAB code drew about 200 Boston citizens, well below NAB's projection of 650-plus, with questions and speeches that ran a topical gamut from sex and violence and the portrayal of women and minorities on TV to commercials for South African gold coins.

"I thought it was very worthwhile," said Van Gordon Sauter, CBS vice president for program standards, after the program ended at 12:30 a.m. Said his counterpart at NBC, Herminio Traviesas, "None of it was new to us, but the fact that we showed we were willing to talk was certainly very important." Both were members of the panel that included Alfred Schneider, ABC vice president for broadcast standards; Jerome Lansner, NAB vice president and Code Authority general manager; Michael Kievman, Cox Broadcasting Corp., Atlanta; Jack Stuppler, director of program practices, CBS Radio division, and Robert Rich, KBJR-TV Duluth, Minn., chairman, NAB TV code board.

NAB Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., who watched two hours of the program from the audience, pronounced it "very good" in some parts, "but I was disappointed at some of the questions—the news questions and foreign policy protests. They detracted from the industry's opportunity to explain how it works." Despite those "misdirected" questions, he said he "would rather have them do it with us than some government agency."

NAB President Vincent Wasilewski, who presided over the gathering, found some comfort in the poor turnout. "I think it indicates that there's not as much public feeling about TV as some may have thought," he said. Both Messrs. Wasilewski and Thurston said pre-meeting promotion in the local media could not have been more extensive. Besides spot commercials run on Boston radio and TV stations, the two NAB officials were also into the act. Mr. Wasilewski was interviewed Tuesday on a morning talk show telecast on WCVB-TV Boston, Mr. Thurston took questions Monday on an hour-long call-in program on WBZ(AM). In addition, Mr. Rich was interviewed live on the evening news Tuesday on WBZ-TV, and NAB's executive vice president and

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On the Boston firing line. L to r: NAB President Vincent Wasilewski; Jerome Lansner, vice president and general manager of the NAB Code Authority; Herminio Traviesas, vice president for program practices, NBC; Alfred R. Schneider, vice president for program practices, ABC; Van Gordon Sauter, vice president for program practices, CBS-TV; Michael Kievman, Cox Broadcasting; Jack Stuppler, CBS Radio; Robert J. Rich, president and general manager, KBJR-TV Duluth, Minn.-Superior,

Wis. (and chairman of the NAB TV code board). **From the floor.** (below). L to r: Danny Schechter, of WBCN-TV Boston, who joined in a discussion about South African gold coins; NAB Executive Vice President John Summers, responding to a question about access, and Gail Slater, chairperson of the Massachusetts Teachers Association Committee on Television, who questioned why so many children's programs are scheduled in prime time (after 8 p.m.) rather than at 6:30 or 7.



general manager, John Summers, participated in a two-hour call-in program Tuesday on WMEX(AM).

Many of the NAB representatives complained after the meeting about long-windedness and redundancy on the part of questioners. Rather than asking questions, many came with prepared statements directed for the most part at network TV. The one radio representative on the panel, Mr. Stuppler, volunteered one answer all evening, only to be told by the questioner, a woman with a complaint about too few women in broadcast management, that she wasn't concerned about radio.

The NAB officials, who came prepared to face a barrage of questions about TV



violence and sex, found only a smattering of those, and were surprised at the broad range of issues raised. Among questions and comments:

■ "What can be done about the maddening, endless line-up of commercials on TV?"

■ "Why can't the 'Wizard of Oz' be on before 8 p.m.? It ruins the next day of school because of the children who stayed up late to watch it."

■ "There has been a brown-out of news on the abortion issue."

■ Blacks, Arabs, women, elderly and Latinos are too often shown on TV as "nincompoops" and buffoons."

■ Women are underrepresented in broadcasting.



■ Feminist women are overrepresented in broadcasting.

■ Why does President Carter always get simultaneous live coverage on the networks?

Exchanges were at times emotional on both sides. ABC's Mr. Schneider at one point declared a question about network profits "out of order" in the context of a discussion of industry self-regulation. He was greeted with a chorus of boos and hisses, and later commented, "I get hostile when people tell me how much money I make."

When the subject turned to TV's impact on children, the tone of comments increased in shrillness. A woman identifying herself as a doctor from Australia said she

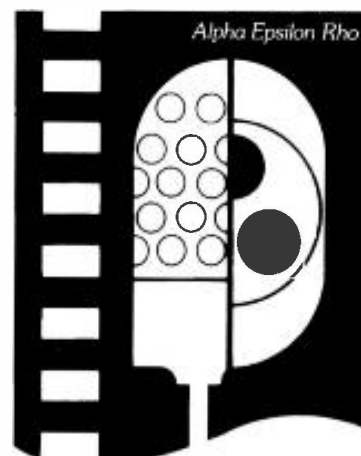
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got a "pleasant surprise" when she came to the United States and found that, contrary to the impression she had received from American TV shows, there was not a "man with a gun behind every lamp post." She complained that "every time I come home, I find my children watching something bland, inane, sexual or violent. What the hell are we doing to our kids? I would rather that there were blank spaces than this crap being shown."

Another man, who said he is "disgusted with the perverted relationships we see on TV," argued that "we as people do not want to hear about the realities of life that degrade the human spirit. We want to see the more positive side of life."

Still another protester shouted from the audience that "every time premarital sex is discussed on TV it's an attack on monogamous marriage."

The network representatives responded by reciting arguments on the other side—that TV is too heavily censored now. "I cannot be all one way," Mr. Traviesas said. Added Mr. Schneider, "What you're really saying is 'How do I get in . . . How do I get what I want on that show?'"

The network representatives, who were the focus of the discussions throughout the evening, defended their operations against a variety of charges, including allegations that they mistreat minorities and women in programming and hiring.

Said one black, "When are you going to let us be doctors and bankers and TV general managers" in TV programs? Answered Mr. Traviesas, "There's no answer that's going to satisfy you. We've got to do a lot better . . . It's not a question of ignoring it, it's a question of doing more about it."

The charges and defenses led eventually to a frank discussion of the view from the network side. "How is your conscience about the decisions you make?" was the question. Fine, was the uniform response—with a few embellishments:

Mr. Schneider: "I have a terrible cold tonight and I should be home in bed, rather than here, so I guess I have a conscience."

"Nobody ever seems to feel we do anything right . . . I don't know what the role

of TV is [in society] or what you expect it to be . . . We keep saying [we are trying to program in] the public interest and nobody believes us."

Mr. Sauter: "Norman Lear beats us up because he thinks we're curtailing his creative opportunities, and the Southern Baptist Convention beats us up because they think we put too much on the air . . ."

"I'm very impressed by the concerns brought to television, by the caliber of people in the industry . . . but it's fraught with failures . . ."

"It's like a wife, a girl friend or whatever. You're going to have grief with it."

Mr. Traviesas: Compared with programs in the old days of TV, "we have come a long way in terms of presenting honest stories . . . We're giving a much greater variety of shows in the miniseries . . . What is disappointing at times is that the public just tunes in and does not seem to want to look for that program."

Many of the questions from the audience were politically motivated. An issue that surfaced repeatedly concerned television advertisements that have run on three TV stations in Boston for "Krugerrands," gold coins reportedly being marketed in the United States by South Africa. At least six among the 46 questioners demanded either removal of these commercials from the air or fairness doctrine time for opponents of the sale of Krugerrands. They argued the commercials amounted to a political statement in support of South Africa's apartheid policy.

The issue was new to most of the panelists, who nevertheless indicated they are reluctant to censor commercials because of political content. Mr. Schneider said, "we cannot prohibit acceptance of products that relate to political problems." Added Mr. Sauter, "My company doesn't have a foreign policy."

Among questions directed at the broadcasting system was a suggestion that "maybe one hour a day of mandatory access might not be a bad idea." NAB's Mr. Summers responded that there is plenty of access now, and that broadcasters oppose mandatory access because they would lose control of that segment of the medium. "Someone has to control this

thing," he said, "It's not the government. We don't want the government."

That the point of the meeting—to illuminate the industry's code mechanism to broadcast consumers—had eluded many of the questioners was apparent when at 12:15 a.m. Mr. Lansner was at last called on to explain to one questioner how the NAB TV code works. There were some, however, who made plain they understood. One questioner asked, "Is the code merely a public relations device or does it really make a difference as far as the viewer or listener is concerned?"

Among the complaints and criticism were occasional compliments for the broadcasters from several members of the Boston audience who said they appreciated the chance to talk. "You don't find the magazine or newspaper trades doing this sort of self-examination," said one.

Despite the length of the Boston session, the panelists expressed willingness to push on to the next stop, San Diego, Nov. 11. Mr. Traviesas said he was curious to see the differences in questions on the West Coast, and Mr. Rich said he wants "to try another one and see how it goes."

NAB Senior Vice President for Public affairs Tom Swafford said he thinks the public meeting idea good enough to take to the top-50 markets. But, he says, the current consensus is that the future of the NAB public meetings depends on what happens in San Diego.

Waxman says Hill should tread warily in any revamping of broadcasting

Communications Subcommittee member pleases Boston audiences with references to areas of radio-TV that should not be disturbed

Representative Henry Waxman (D-Calif.), a member of the House Communications Subcommittee, indicated in speeches to the National Association of Broadcasters fall meeting in Boston last week that he thinks the subcommittee should be very careful about making changes in the broadcasting structure.

In remarks to TV managers, he said Congress should not change the current licensing system, which he called the "bedrock of the entire structure." In separate remarks to radio managers, he said he thinks the subcommittee should consider ending all program restrictions for radio, except perhaps for stations in small markets where, he said, there is not as much diversity of programming.

As the subcommittee reviews the Communications Act of 1934, he said, "I see the most profound reform in other areas [besides broadcasting]: FCC reform, public broadcasting and cable." He said he wants the subcommittee to consider split-



ting the commission into a broadcast half and a common carrier half. He would also have the commission move "from formal to informal rulemaking," and establish strict rules limiting ex parte contacts.

Regarding public broadcasting, he said he thinks long-term funding "must be guaranteed" and the Corporation for Public Broadcasting-Public Broadcasting Service dual bureaucracy eliminated. And on cable, he thinks the time is ripe to consider deregulation in major markets.

The mildness of Mr. Waxman's comments was something of a surprise to NAB officials, who recalled his strong attacks on the networks in the course of the subcommittee's inquiry into TV violence. He made brief reference to a "legitimate concern over the amount of national versus local programming" on television. But mostly he told the broadcasters, both television and radio, things they liked to hear.

"America's broadcasters have provided the finest television service in the world," he said. Lest the Communications Subcommittee create more problems than it solves, it should move slowly on the rewrite and should take into account broadcasters' arguments, he said. "I am very concerned that the NAB has felt so alienated by the proposed rewrite," he added. "I believe the subcommittee must in some measure take account of, and be responsive to, your feelings."

He told the TV managers that he does not perceive a consensus yet among subcommittee members on some major rewrite issues, such as whether Section 315 of the act should be repealed or whether the concept of localism should be modified—nor does he feel comfortable himself to take positions in those areas.

But there is good reason to approach TV and radio differently in the rewrite, he told the radio broadcasters. "The need for federal regulation to insure the provision of a broad range of services is less compelling in a medium where there is competition between a dozen programming sources as opposed to three or four," he said.

He suggested lifting the fairness doctrine and equal-time restrictions for radio in order to test "your oft-expressed determination to serve your communities as well as or better than with government interference."

But Mr. Waxman said he was reserving judgment on whether deregulatory moves should extend to the smallest radio markets. "I am concerned that in the absence of regulation, some communities might be deprived of a unique service, such as when the only classical music station considers changing its format to rock."

According to Mr. Waxman, Subcommittee Chairman Lionel Van Deerlin (D-Calif.) plans to have the subcommittee staff begin drafting legislation in late November, leading to the introduction of a bill in January, hearings in February and subcommittee action by Easter recess, 1978—"an ambitious schedule," Mr.

Waxman said. "Maybe overly ambitious."

He assured the broadcasters that the subcommittee members, not just staff, will participate in the legislation, beginning in meetings with the staff before the drafting begins and in hearings and markup following. House members rely less on their staff members than do senators, he said, and "I assure you that when a legislative draft is before the subcommittee, the members will be sitting right there thinking about it."

Mr. Waxman told the broadcasters he welcomed feedback to his speeches, and he got some. One radio manager urged, "Free us up . . . and we'll serve you a lot better, and we'll serve our communities a lot better. Common sense will dictate. Broadcasters are for the most part responsible."

Jerry Lee, of WCVR(FM) Philadelphia, an NAB radio board member appearing opposite Mr. Waxman at the radio session, said that if the current system of broadcasting were destroyed in the rewrite, there would be "a terrific economic slump in this country." He said radio broadcasters should not agree to enforced access as a quid pro quo for deregulation. "If we give up one minute, I say we're slitting our own throats." And further, he said, he doesn't believe the broadcast options proposed by the subcommittee staff are simply options. He is convinced that "where there's smoke, there's fire."

Network TV chiefs see brighter tomorrow despite today's problems

Speaking in Boston on outlook for 1984, all agree that rising costs will not disenchant sponsors, that violence charges are unfair, that pay cable won't make appreciable dent in television

In the years ahead, advertisers will continue to pay the ballooning costs of television because they won't be able to find a better deal anywhere else, according to top executives of the commercial TV networks.

They, along with Lawrence K. Grossman, president of the Public Broadcasting Service, appeared last week in Boston at a newsmaker luncheon of the Boston/New England chapter of the National Academy of Television Arts and Sciences. Their topic: "Television in the Year 1984."

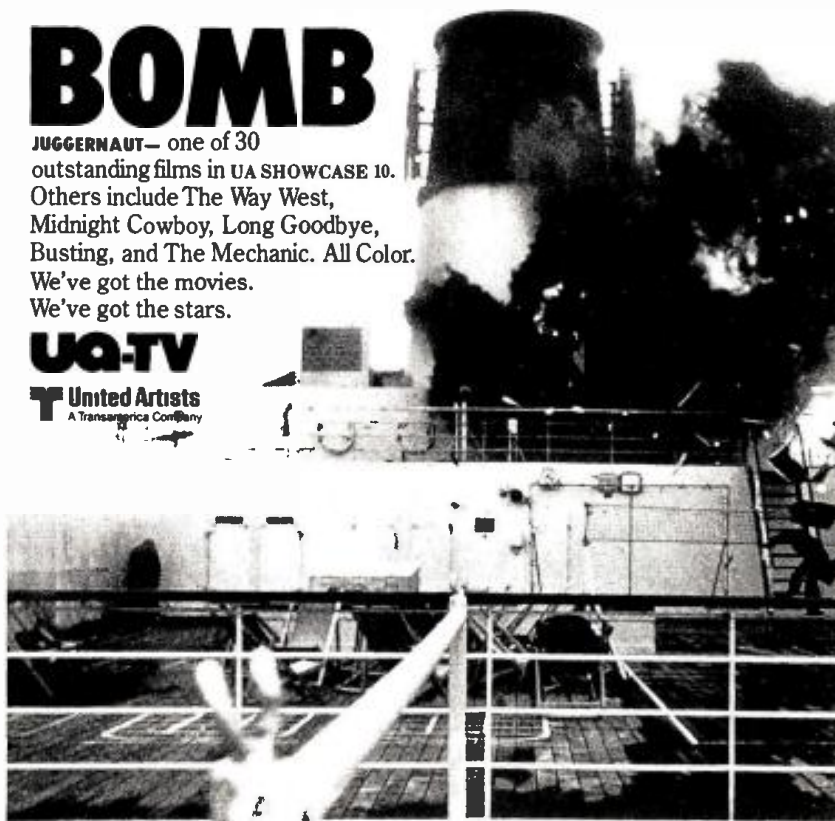
In a pre-luncheon news conference that was carried live on WCVB-TV Boston, violence and sex on television were discussed. NBC TV Network President Robert Mulholland and ABC TV Network President James E. Duffy questioned why groups should boycott so-

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called violent programs and their sponsors.

"There's no proof that TV causes someone to be violent," Mr. Mulholland declared. "And there's no sex on TV, if you know what sex is." As for combining sex and violence into one word, that is a "very dangerous" thing, he observed.

Mr. Duffy told the news conference that his network is much better because of criticism from such groups as the National Parent Teachers Association, but feels no deadline to cut violence. He added that boycotts to effect that end would create a "very, very dangerous precedent."

Expanding further on the sex issue, Mr. Mulholland called TV "the most conservative of any medium. It will and should remain that way even though it will change as the public taste does." Mr. Duffy called ABC "tremendously responsible." He said the main objections to *Soap* are coming from an "organized" mail campaign. He conceded "perhaps there might have been an overabundance of violence on TV a few years ago, but that has 'diminished tremendously.'" He saw a danger that networks could "sanitize to stop reality, and give fantasy programming."

At the newsmaker luncheon, CBS's East Coast vice president for programming, Harvey Shephard, filled in for former CBS-TV President Robert Wussler. He said his network's sweeping restructuring of broadcast operations last week (see page 19) was dictated by "our erosion over time" from leadership into a situation where "we're fighting to see who's in second place."

Mr. Shephard said the "very competitive nature of the television business" made the TV network presidency "just too much of a burden" for one man. He said CBS will place a "great emphasis" on programming and scheduling, with pilots to be commissioned in the next few weeks ranging from animation to serials.

By the 1980's Mr. Shephard predicted

improved equipment to the extent that "a four-thousand-pound monster will be reduced to a ten-pound jewel that will fit in the palm of your hand." This flexibility will let television reporters compete more intensely with their print counterparts, he declared.

"The explosion of the long-form show," Mr. Shephard said, will let television "pick and choose" from top acting, directing and writing talent. No longer, he contended, will television be a "second-class citizen."

Though he noted that production costs have doubled in the last five years, the CBS executive said advertisers will invest \$14 billion with the networks in 1984, more than twice the \$6.5 billion he said they spent with network TV last year, because "advertisers will continue to decide that they cannot afford not to be on TV."

This was in line with Mr. Duffy's declaration that TV is the "most cost-efficient advertising medium ever invented" and Mr. Mulholland's contention that TV will continue as a "unique national communicator."

In his luncheon speech, Mr. Mulholland predicted tighter competition among the networks and no long-term dominance by a single network.

Mr. Duffy saw no radical changes in TV for the next few years, saying pay cable will have only incremental growth. He doesn't think the public will "allow" super events to be siphoned to pay TV, even though he sees pay cable being able to compete for such events with 15-million pay-TV users and \$2.5 billion in pay-TV ad revenues by 1987.

On expanded evening news, the ABC and NBC presidents predicted that local coverage would compensate for the networks' failure to expand national coverage. Mr. Mulholland noted that his network couldn't get affiliates' approval for more national news last year. Mr. Shephard said CBS plans a new prime-time version of the

unsuccessful *Who's Who*— "timely, perhaps a little gossipy." In the future, Mr. Shephard said, the most successful network will, over 22 hours of weekly prime-time programming, run 14 hours of series, four hours of Hollywood or made-for-TV films, three hours of specials and "at least" one hour of public-service programming.

Both he and Mr. Mulholland believe that series will still be the backbone of programming, Mr. Shephard saying that viewers prefer "old friends in familiar scenes."

PBS President Grossman said that the "politics of poverty" caused the bickering between his organization and the Corporation for Public Broadcasting, and that he hopes satellite distribution will help public TV to sharpen its current focus on live coverage (like that day's "Koreagate" hearings).

Battle lines form as expected on petition against super stations

NAB, broadcasters support MPA A petition for inquiry into effect of local TV programming that is widely disseminated by satellite and cable; NCTA and two outlets involved in such distribution voice opposition

Are satellite-distributed television stations such as WTCG(TV) Atlanta and WYAH-TV Portsmouth, Va., hindering the development of local broadcast outlets? Broadcasters, generally, answered affirmatively in comments that have been filed at the FCC. Cablecasters and the two stations with the greatest interest in satellite distribution said no.

The comments were filed on a petition by the Motion Picture Association of America for a commission inquiry into the impact of the so-called "super stations" (BROADCASTING, Aug. 29).

The National Association of Broadcasters, supporting the MPA A petition, said that the development of the super stations "will adversely affect locally oriented broadcast service." The impact, the NAB said, "will be felt first" in the small television markets.

Other broadcasters joined the NAB. One, Western Broadcasting Corp., said the super stations have become "competitors" with independent stations. Their presence in the smaller markets, Western said, will "discourage entry of new independent stations."

A joint filing by Kelly Broadcasting, McGraw-Hill Broadcasting, Taft Broadcasting, 220 Television Inc. and NEP Communications said an inquiry would be a "prompt and appropriate" commission action "to prevent the injury to local broadcast service in television markets of all sizes and locations threatened by the



Broadcasting busy in Boston. Besides the NAB's meetings there last week (see page 34), these representatives of the three commercial networks and their noncommercial counterpart met with the press (l-r): James Duffy, president of the ABC-TV Network; Harvey Shephard, East Coast vice president for programming of CBS; Robert Mulholland, president of NBC-TV, and Lawrence Grossman, president of PBS. Moderator of the session, at far right, was media critic and MIT lecturer Edwin Diamond.

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development of 'super stations.' "

Another broadcaster, Southeastern Ohio Television System, called the trend toward super stations "threatening." Southern told the commission that "every grant of an earth station to import a distant signal is unconstitutional" because it violates the FCC's "mandatory public interest dictates."

On the other side, the National Cable Television Association called the MPAA proposal an attempt to have the commission "return to the days when regulations were adopted to protect one communications entity against another."

And the two stations immediately involved in the imbroglio sided with the cable interests. Turner Communications, the licensee of WTCG, said the petition was an attempt "to restrict satellite distribution" of "stations that will ultimately be available." MPAA, said Turner, is seeking to get the commission "to tell viewers in certain parts of the country what they cannot view."

Christian Broadcasting Network, licensee of WYAH-TV, said MPAA's policy is "designed to give local stations a decided advantage, if not a monopoly, in expressing their views to cable television subscribers."

"To deny the public the availability of such signals," said CBN, "is to thwart the supreme public interest goal of programming diversity."

An anxious NAB goes on record against 45-day delay in trading

Association finds several reasons to oppose, none to support, quarantine period in sales

The National Association of Broadcasters couldn't wait to get on the record with its opposition to the FCC's proposal that a licensee be required to give 45 days advance notice of intent to sell a station (BROADCASTING, Aug. 1). Last week more than two weeks ahead of the comments deadline (Nov. 3) in the inquiry, NAB called the proposal "a classic example of regulatory overkill."

The proposal, which grew out of a suggestion by former Commissioner Benjamin L. Hooks, is designed to facilitate minority entry into station ownership. Mr. Hooks said that minority group members are excluded from what he said was a "good-old-boy network" of station owners, brokers and lawyers that privately arranges the sale of desirable properties.

But NAB said that assumption is groundless, that "minorities stand equal with everyone else in learning which stations are for sale." Accordingly, it said, the

commission's proposal "is unnecessary and unwise."

NAB said potential buyers do not lack help in finding properties. And, it added, minority group members are not unsophisticated in that regard. It said a check of 20 of the largest station brokerage houses showed that about 5% to 10% of the inquiries received are from minorities interested in purchasing a broadcast station. Blackburn & Co. and Chapman Associates each is said to have reported receiving about 100 such inquiries in the past 12 months. NAB also said sophisticated minority entrepreneurs scan the trade press for advertisements of stations for sale.

The proposal, NAB said, would do more harm than good. It would "encourage a bidding contest "in which many non-minority buyers would participate (thus making it more difficult for minorities to compete), adversely affect station morale, disrupt station operations, discourage advertisers and encourage the filing of petitions to deny. NAB also said that "a firmly negotiated transaction could dissolve during the running of the 45-day period."

NAB also recalled that the commission had attempted such a procedure once before. In October 1945 it adopted the so-called "Avco rule" which was designed to provide local notice to the public of the filing of assignment and transfer applications and to invite the filing of competing applications so that the commission might choose among them. That was abandoned, NAB noted, after "four years of confusion, economic hardship and administrative delay," and the Congress adopted legislation barring the commission from considering whether the public interest would be served in a sale by the assignment or transfer of the property to someone other than the proposed buyer.

The NAB said, in effect, that it has a better idea—two of them, in fact. One is its proposal, contained in a petition for declaratory ruling, that tax certificates be issued to sellers transferring stations to minority-owned or minority-controlled buyers (BROADCASTING, Sept. 5).

The second was to create an NAB task force on minority ownership, which the association has already set up and which is attempting to find various funding methods to assist minorities. "Virtually everyone agrees," NAB said, "that the main impediment to minority broadcast ownership today is lack of financing, not the inability to learn of potential station sales."



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Changing Hands

Announced

The following station sale was announced last week, subject to FCC approval:

■ WYNF(FM) Tampa-St. Petersburg, Fla. (formerly WLCY-FM): Sold by Harte-Hanks Communications to Taft Broadcasting Corp. for \$2 million. Sale is spin-off from Harte-Hanks's acquisition of Rahall Communication's WLCY(AM)-WYNF for \$6.5

million (BROADCASTING, Aug. 29). That acquisition was associated with Harte-Hanks's \$57-million purchase of Southern Broadcasting Co., which owns WRBQ(FM) Tampa. Sale of WYNF, according to Rahall official, is "conditioned" on completion of Rahall merger with Gulf United Corp. (BROADCASTING, Feb. 14). Harte-Hanks, based in San Antonio, Tex., is publicly traded owner of WTLV(TV) Jacksonville, Fla.; WFTM-TV Greensboro, N.C., and KENS-TV San Antonio as well as 26 daily papers and 54 other publications in 33 markets. Robert G. Marbutt is president and chief executive officer. Taft is publicly held group owner of WBRC-TV Birmingham, Ala.; WDAF-AM-TV-KYYS(FM) Kansas City, Mo.; WGR-AM-TV-WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV-WKRQ(FM) Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WTAF-TV Philadelphia, and KQV(AM)-WDVE(FM) Pittsburgh. WYNF is on 94.9 mhz with 100 kw and antenna 390 feet above average terrain.

Protest filed against WTTV sale

An academic complains that buyers intend to leave city of license in lurch

An assistant professor in Indiana University's department of telecommunications is attempting to block the \$26-million sale of WTTV(TV) Bloomington (Ind.)-Indianapolis. The primary reason given for the petition to deny the transfer application: concern over localism.

Herbert A. Terry said in the petition he filed last week that the proposed purchaser, Teleco Inc., of Detroit, filed an application that "subordinates the interests of WTTV's community of license, Bloomington, to the interests of Indianapolis and contravenes the well established principle that a licensee must devote primary attention to its community of license." The university is located in Bloomington.

Mr. Terry said Teleco has established "an artificial and gerrymandered area—the 'Greater Bloomington-Indianapolis Area'—as its primary service area, a designation that ignores the separateness of Bloomington from Indianapolis and the primary responsibility to the community of license." Furthermore, he said, the price—believed to be the largest ever paid for an independent television station—and the debt structure being assumed by the buyer "predetermine that the station will be primarily oriented to Indianapolis rather than Bloomington."

Localism is not the only issue raised. Others include questions as to whether Teleco's ascertainment of community news is deficient, whether an unauthorized transfer of control of the station has already occurred and whether the present owner moved the station's main studios from Bloomington to Indianapolis without commission authorization.

Retirement brings promotions at Taft

McClay steps down next June and Grignon will become executive VP of broadcast group; Wagner to be executive VP in charge of radio

John L. McClay, Taft Broadcasting Co. executive vice president in charge of the broadcast group, will retire next June and his responsibilities will be divided between Ro Grignon, who will be named executive vice president, television group, and Carl J. Wagner, who will become executive vice president, radio.

Mr. Grignon is now vice president and

general manager of Taft's WDAF-TV Kansas City, Mo. Mr. Wagner is now Taft vice president, radio. In their new posts, Mr. Grignon and Mr. Wagner will report to Dudley S. Taft, president. Plans for the changes were announced last week by Taft Chairman Charles S. Mechem Jr.

Mr. McClay joined Taft as vice president of operations in 1963 after managerial posts with a number of stations. He was program director of WPEN(AM) and WCAU-TV, both Philadelphia, operating manager of WPIX(TV) New York, and served for six years with Westinghouse Broadcasting in a variety of capacities including general



Grignon



Wagner



McClay

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manager of KYW-TV (now WKYC(TV)) Cleveland and of WJZ-TV Baltimore. He was vice president and manager of the broadcast division of the Gannett Co. in Rochester, N.Y., immediately before he joined Taft.

Mr. Grignon joined WDAF-TV in 1958 as assistant to the general sales manager and became general sales manager shortly

after Taft purchased the station in 1964. He moved to Taft's WTAF-TV Philadelphia as general sales manager in 1969, returned to WDAF-TV as general manager in 1970, then served from 1972 to 1974 as general manager of the company's WKRC-TV Cincinnati before moving back to WDAF-TV as vice president and general manager.

Mr. Wagner has been with Taft for 18

years and has been vice president, radio, since 1974. Earlier he was general manager of the company's WTVN(AM)-WLWQ(FM) Columbus, Ohio.

Other Taft stations are WKRC(AM)-WKRQ(FM) Cincinnati, WDAF(AM)-KYYS(FM) Kansas City, WGR(AM)-WGRQ(FM) Buffalo, N.Y., and KQV(AM)-WDVE(FM) Pittsburgh.



The new man. Charles D. Ferris was sworn in as FCC chairman on Monday in the august surroundings of the White House's East Room, in a ceremony attended by about 200 friends and associates. No member of the FCC was present because, Mr. Ferris said later, "this was a going-away party, not a coming aboard." The guests included senators, congressmen and reporters he has known in his 13 years as a top aide to former Senate Majority Leader Mike Mansfield (D-Mont.) and in his job, since January, as general counsel to House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.), as well as friends from his boyhood in Boston. The principals in the ceremony were Vice President Walter Mondale (he went to Washington as a senator in 1964, the same year that Mr. Ferris went to work in the Senate), who swore Mr. Ferris in; Speaker O'Neill, Mr. Ferris's wife, Pat, and their two children, Sabrina, 14 (to the left of the Vice President in the top photo) and Caroline, 16.

One of Mr. Ferris's old friends from the Hill who is headed for service with him at the FCC was among those present—Tyrone Brown, the Washington attorney whose nomination to the commission the White House sent to the Senate last week. The Senate Commerce Committee will hold hearings on the nomination on Wednesday (Oct. 26). Mr. Brown was an aide to Senator Edmund Muskie (D-Me.) in the early 1970's. The audience included a number of individuals with whom Mr. Ferris will continue to deal in his new job—Michael Pertschuk, chairman of the Federal Trade Commission; Henry Geller, who is expected to be nominated to the new post of assistant secretary of commerce for telecommunications, and White House aides Barry Jagoda, Richard Neustadt and Frank Lloyd.

Carter design for public broadcasting faces rough road in the House

Lloyd tries to sell package to Van Deenlin subcommittee; they're not buying several elements of proposed bill

In its first official airing before Congress last week, H. R. 9620, the Carter administration's public broadcasting bill (BROADCASTING, Oct. 3, 10) had something of a mixed reception. Democratic members of the House Communications Subcommittee seemed to go out of their way to praise the administration's goals and the effort that went into the bill's creation and the bill itself. Subcommittee Chairman Lionel Van Deenlin (D-Calif.) called the President's message "superb."

But the basis of many of the questions put to administration spokesmen was a subcommittee staff report sharply critical of the legislation. And Representative Van Deenlin said that the legislation "went only part way in addressing the strong points in the message."

One impression gained from the airing was that the five-year authorization provision—centerpiece of the bill—may be in jeopardy, and with it the present system of funding public broadcasting from the general treasury.

The occasion last week was an administration briefing of the subcommittee on the bill, which would authorize \$1 billion in matching federal funds over the five-year period beginning in fiscal year 1981. The measure is designed, President Carter said in his message to Congress, to provide greater insulation for public broadcasting from government interference, reduce overlap among components of the public broadcasting system, strengthen the quality of domestic public radio and television programming and encourage journalistic enterprise and independence on the part of public broadcasters.

For some two hours, Frank Lloyd, who as a consultant to the Office of Telecommunications Policy played a key role in drafting the legislation, provided background on the bill and the presidential message, and answered questions. And he was accompanied, in the early stages of his testimony, by Under Secretary of Commerce Sidney Harman, who was there, he said, to demonstrate Commerce's interest in such matters. The department is taking

over OTP's functions under the President's plan to reorganize the executive branch.

The questioning was friendly, but it was not clear how far the administration had advanced the cause of the bill. Mr. Lloyd made a strong plea, for instance, for five-year authorization. A two-year authorization, as Harry M. (Chip) Shooshan III, general counsel to the subcommittee, suggested, "would create a crisis atmosphere, with the funds running out," Mr. Lloyd said. "Public broadcasting needs assurance 'it is not going to disappear,'" he said.

But the subcommittee staff report concluded, "Unless the weaknesses of the proposed legislation can be overcome, the subcommittee should carefully consider whether to approve the five-year funding authorization."

The report criticized the bill, for instance, for failing to remove the Corporation for Public Broadcasting from the programming area completely (it would continue to fund "entities" and thus, the report said, retain a programming function that could "become as burdensome as the present system"), for not eliminating all overlap between CPB and the Public Broadcasting Service in such areas as research, public information and government relations, and for neglecting to specify the kind of mechanism that would be employed to enforce laws against discrimination in employment on the basis of race or sex.

Mr. Lloyd defended the CPB programming role as one akin to that of a model public broadcasting foundation; it would not make individual programming decisions. He said it was appropriate for both CPB and PBS to carry out some of the same functions, if from different perspectives. He also said that although the bill does not require a reduction in administrative costs, the administration believes the statutory mandate and the President's message make clear to CPB the need to cut costs. And he said the administration had withheld a recommendation of EEO enforcement at the request of Representative Van Deerlin to permit an interagency task force to complete its study on the subject and make a recommendation. (However, Mr. Shooshan said no such request was made; the chairman, he said, had merely expressed concern that a White House proposal might inhibit the freedom of task force members, who are drawn from executive agencies. "I am not suggesting . . . that the White House . . . refrain from proposing legislation in this area," Representative Van Deerlin had written in a letter to the Office of Management and Budget.)

Mr. Lloyd said the administration plans to submit an amendment in January providing for an EEO enforcement mechanism. He also said the administration is prepared to modify the bill "to clarify [its] intent or improve its operation."

But the fundamental issue on which the question of a five-year or less authoriza-

tion may be decided appears to be whether some alternative to federal funding should be found to help support public broadcasting. The committee, in its present project of drafting a rewrite of the Communications Act, will include a section on public broadcasting. And Mr. Shooshan said the subcommittee will consider something other than the present "authorization and appropriation" process. (One alternative source that has been mentioned is a tax on commercial broadcasters.)

Mr. Shooshan said the present method of funding forces public broadcasting to compete for funds with other programs dear to the hearts of members of Congress. And the staff report said that method subjects public broadcasting to pressure from Congress. ("Because public broadcasting funds are appropriated each year by Congress from the general funds," the report said, "public broadcasters may be understandably wary of offending their benefactors at the national level.")

The administration wants to postpone discussion of alternate sources of funding until the recently created Carnegie Commission on the Future of Public Broadcasting addresses it in its report, expected to be issued in January 1979. But Mr. Shooshan said the subcommittee may not want to wait. "We could come up with our own proposal in the rewrite," he said.

If the subcommittee were to incorporate an alternative source of funding in the draft, which is expected to be completed

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Except for Representative Van Deerlin's comment regarding what he con-

sidered the shortcomings of the legislation, the statements of Democratic members created a warm and friendly atmosphere for the briefing. But the questioning indicated some members were also thinking of the alternative-source of funding issue. Representative Henry Waxman (D-Calif.) said he was "very pleased with the bill." Representative Albert A. Gore Jr. (D-Tenn.) said, "It's really good to get this kind of plan from the White House. Whether we agree or not, the President has followed through on a [campaign] pledge." And Representative Timothy Wirth (D-Colo.), apparently referring to one press account of Hill reaction to the administration bill (BROADCASTING, Oct.

The briefing was only the beginning of the legislative process on which the administration bill has begun. Full-dress hearings will be held by the House Subcommittee and by the Senate Communications Subcommittee early next year. The Senate panel is also reported to have found fault with the bill (BROADCASTING, Oct. 10). And there too questions have been raised about a five-year bill.

Correction. Stuart White, husband of FCC Commissioner Margita White, was incorrectly identified in BROADCASTING's Oct. 17 issue as attorney with law firm of Hamel, Park, McCabe & Saunders. Mr. White left that firm in March to join Washington real estate law firm of Wilkes & Artis (BROADCASTING, March 14).



TVB deflates case of the missing viewers

Yes, there has been a drop in viewing hours as compared to last year but, no, there's no reason to panic, says Rice

There's been a slight slippage in television viewing since March, compared to the same months of 1976. But 1976 was an exceptional year anyway, and even with the slippage the daily average is "within the normal levels of previous years," Roger D. Rice, president of the Television Bureau of Advertising, said last week.

He said average viewing time from January through August was six hours and four minutes per TV home per day, as compared with six hours and 10 minutes for those eight months of 1976. In 1975, Mr. Rice noted, the average through August was exactly what it was this year: six hours and four minutes.

"Advertisers," Mr. Rice said, "Must keep in mind that 1976 was an exceptional year [in that] events such as the summer Olympics, the Bicentennial and the presidential primaries contributed to higher viewing in the normally lower summer

months and resulted in the all-time high viewership during May-August 1976."

Mr. Rice also noted that before the lull started in March, January set a record for any month—seven hours and 16 minutes viewing per home per day—and February came in with six hours and 55 minutes to tie February 1975 for that month's all-time high.

The TVB head cited research by R.H. Bruskin Associates showing that TV

reaches 85% of all adults and that adults average 179 minutes of TV viewing per day. "When compared with radio's daily listening share of 109 minutes, newspapers' daily readership of 32 minutes and magazines' daily readership of 21 minutes," Mr. Rice asserted, "it remains apparent that television still offers the advertiser greater daily time-spent than that of all other major media combined."

Although home-viewing-hours calcula-

Hours of TV usage per TV home per day

	1972	1973	1974	1975	1976	1977
January	7:01	6:58	6:56	7:04	6:59	7:16
February	6:52	6:52	6:49	6:55	6:49	6:55
March	6:31	6:30	6:37	6:31	6:35	6:32
April	6:12	6:13	6:16	6:20	6:11	6:05
May	5:35	5:50	5:49	5:39	5:52	5:32
June	5:28	5:29	5:32	5:31	5:36	5:24
July	5:14	5:29	5:19	5:12	5:33	5:13
August	5:26	5:35	5:31	5:16	5:44	5:35
September	6:02	6:08	6:08	5:55	6:03	—
October	6:28	6:31	6:24	6:04	6:28	—
November	6:50	6:46	6:39	6:26	6:49	—
December	6:48	6:38	6:46	6:36	6:52	—
Yearly						
Average	6:12	6:15	6:14	6:07*	6:18	—
Year to Date	6:02	6:07	6:06	6:04	6:10	6:04

Boldface indicates all-time highs; source—A.C. Nielsen.

*A temporary absence of a computer edit check accounted for part or all of the decline in viewing during 1975.

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tions were available only through August, A.C. Nielsen figures on homes using television for the four weeks started Aug. 29 show gains of 2% in one week and 5% in another, but offsetting losses of 2% and 5% in the other weeks. For the two weeks ended Oct. 9 there was an average decline of 2%.

Television issues high on agenda at ANA this week

Programing, regulation, use of alternative media to be discussed at Homestead

Television, its prices, its public image—and what these mean to advertisers—will be among the issues explored this week at the annual meeting of the Association of National Advertisers.

The dollars-and-cents nitty-gritty of the national advertising business will share time on the two-and-a-half-day program with loftier questions dealing with the economy, society and creativity.

Some 550 ANA members and guests are expected to be on hand for the sessions, being held from this morning (Oct. 24) through Wednesday noon (Oct. 26) at The Homestead, Hot Springs, Va.

Lee Loevinger, Washington attorney and former member of the FCC, will take a look at "Free Speech and the New Vigilantes" in the opening session, to be devoted to an examination of "The Economic, Social and Political Climate for Advertising and Marketing."

Other speakers at that session are Irving Kristol, economist, author and teacher, on "Coping with an Adversary World," William E. LaMothe, president of Kellogg Co., on "Coping with Success" and William K. Pedersen, assistant vice president and director of advertising and promotion for Eastman Kodak, on "Should Advertising Be Preserved?"

A business meeting is scheduled Monday afternoon for election of officers and a review of major operations, including talent-union negotiations, self-regulation and relations with the Federal Trade Commission and other governmental bodies.

The convention will get down to "The Day-to-Day Advertising Job" on Tuesday morning, examining "New Ideas and Better Ways" in five concurrent discussion clinics.

One, scheduled with rising media costs in mind, will focus on "Weighing Media Alternatives." Participants will include Alvin Achenbaum of Canter, Achenbaum, Heekin; Jules Fine of Ogilvy & Mather, and A. B. Priemer of S. C. Johnson & Son.

Another, examining the pros and cons of house agencies and the use of outside service firms, will deal with "Advertising Agency Services: Make or Buy?" Among the participants will be Robert E. Pulver of General Electric, H. A. Ericson of Monsanto, Charles Fredericks of Wells Rich

Greene, Robert E. McGhee of Lever Brothers and J. Robert McMenamin of Uniroyal.

A third clinic will center on "Uses and Misuses of Advocacy Advertising," featuring John M. Irwin of Exxon and Howard W. Judson of Shell Oil among the participants. Other clinics will concentrate on consumer promotions and business/industrial marketing communications planning.

The annual meeting will go into closed sessions Tuesday afternoon to discuss public and regulatory issues, including "Public Attitudes on TV Programing and the Implications for Advertisers"; "Advertising Addressed to Children"; FTC's nutritional trade regulation rule and related issues, "Corrective Advertising" and "Advertising under the First Amendment."

The wind-up session Wednesday morning will be devoted to creativity: "Creativity—A Terminal Case of Fear," by Helen Van Slyke, author and former advertising executive; "Schizophrenia: When the Pebble of Creativity Hits the Pond of Business," by David B. McCall of McCaffrey & McCall, and "It's Never Been Done Before—and Other Obstacles to Creativity," by Alvin Hampel of Benton & Bowles.

Surgeon general criticizes food ads aimed at children

He says health service will write 'voluntary' code for television

The Federal Trade Commission is not the only federal agency concerned about advertising aimed at children (BROADCASTING, Oct. 17). The U.S. Public Health Service is, too—specifically, radio and television advertising of food products.

Dr. Julius Richmond, the U.S. surgeon general, told the Senate Select Committee on Nutrition and Human Needs last week that the U.S. Public Health Service is "developing a voluntary code for broadcast advertising" of food products directed at children.

Dr. Richmond, who is also the Department of Health, Education and Welfare's secretary for health, said schools and parents cannot compete with television advertising in teaching children about food. There is, he said, a need to change such advertising.

The proposed code would not "eliminate all undesirable food advertising directed toward children." But, he said, it could "substantially affect the climate for such advertising, thereby prompting parents to take action to reduce their children's consumption of less nutritious food and snacks."

PHS staff members indicated later that the code is not far beyond the idea stage. "Nothing is on paper yet," said one spokesperson. Indeed, she said Dr. Richmond's remarks were taken from a memorandum which spoke of the

development of a "concept" of a voluntary code.

In any case, Dr. Richmond in his testimony commended "the current efforts of the Federal Trade Commission to bring a reasonable degree of regulatory control to bear on nutrition-related advertising, particularly on television."

ARF wants better media studies

Media Communications Council formation is announced at annual meeting; It will deal in qualitative studies of advertising

The need for improved media research was underscored at last week's 23d annual conference of the Advertising Research Foundation by the announcement of the formation of the Media Communications Council.

The development was reported to an audience of about 1,100 research executives by Archa O. Knowlton, director of media services for General Foods Corp., White Plains, N.Y. Mr. Knowlton, who six months ago suggested establishment of a Media Communications Institute, now proposed that the council, with 16 to 18 members, be formed as part of the ARF.

Mr. Knowlton said the council would address itself to such qualitative media questions as: What are the effects of advertising frequency? How much is enough?

Dr. Seymour Banks, Leo Burnett vice president for media research, contended that research is needed to illuminate inter-media comparisons. He reviewed some of the studies made in the past in this area and concluded that TV tends to be more intrusive and attention-getting than other media but that the audience pays more serious attention to advertising messages in the printed media.

Robert J. Coen, vice president of McCann-Erickson, New York, spoke on trends in media expenditures and noted that from 1970 to 1975, the growth of advertising fell behind the rest of the economy. He said growth in expenditures then were related largely to inflation. Starting in late 1975 and continuing through this year, advertising spending stepped up and he prophesied that advertising budgets are going to continue to outpace the general economy.

Shirley Young, executive vice president and director of research services and marketing of Grey Advertising Inc., reported on an American Association of Advertising Agencies' survey that showed that more than half of a sampling of advertiser and agency research and creative directors were dissatisfied with copy research and felt such research was being used incorrectly. Theodore F. Dunn, senior vice president and director of research services for Benton & Bowles, suggested the establishment by ARF of a Copy Research Clearing House.

Offering his opinion to the ARF on the

regulatory front was Robert Pitofsky, professor of law at Georgetown University and with the Washington law firm of Arnold & Porter.

Case-by-case enforcement of Federal Trade Commission regulations and mandated disclosure are here to stay, he told a luncheon audience. Mr. Pitofsky, former director of the FTC's Bureau of Consumer Protection (1970-73), also said that consumer survey evidence will be playing a more decisive role in FTC proceedings. He explained that rulings now are being made not only on the claims themselves but also on the way the claims are perceived by the public.

"There is going to be enormous emphasis in the near-term on children's advertising," he added. But he implied that outright bans on certain products probably would not be in store, claiming the government generally has shied away from that move in the past and that the courts have applied the First Amendment to commercial speech.

TVB's message to NAB regionals: All signs are up—including those of network inroads

Shapiro, Schwartz made it clear in Chicago: Medium can expect 10% growth rate through 1985, but stations will have increasing competition for their own shares

A 10% annual average growth rate for television through 1985 is now projected by the Television Bureau of Advertising. Marvin L. Shapiro of Westinghouse Broadcasting, a member of the TVB board, told the National Association of Broadcasters regional meeting in Chicago (BROADCASTING, Oct. 17).

The projection, he said, anticipates that both network and spot TV revenues will grow at a 9% annual rate over that period, and that local will increase by about 12% annually. These estimates compare with TVB's projection of an 8.5% annual growth for all advertising and a 9% growth rate for gross national product.

Mr. Shapiro, who heads Westinghouse's station group, said the economy was one significant influence on TV business but that there were two others more clearly under broadcasters' control: "the standard of excellence that management places upon itself and its people" and "how well we individually understand some of the strong winds that blow both within our industry and from outside."

Some of the "strong winds" he identified: network encroachment on stations' programming and commercial time, the "threat" that advertisers may split 30-second commercials into shorter units and potential regulatory restrictions such as the proposed bans on broadcast advertising

for saccharin and for proprietary medicines and limitations on broadcast advertising by lawyers and other professional people.

The Chicago meeting was also warned by Walter A. Schwartz of Blair Television that "ominous uncharted hazards" must be overcome if broadcasters are to reach their spot TV growth objectives.

The three TV networks' "insatiable appetite for rate increases," he said, "is sapping revenues that normally would have been earmarked for spot TV," and "network incursion into the regional sector also is detouring spot dollars at an increasing rate.

"In 1973, advertiser investments in regional networks were about \$30 million. Last year, those investments climbed to over \$44 million and at the rate they're going this year, they conceivably could hit the \$80 million mark.

"The number of brands involved in regional networks was just 66 in 1973. It was up to 103 brands last year, and in only the first six months of this year 114 brands had spent money on regional networks."

Many major agencies have increased their spending in magazines because they considered last year's TV rate hikes too high, Mr. Schwartz said. "I think they've strayed off course," he added. "Because the only effective alternative to television is television—network or spot."

Advertising Briefs

Leisure time advertising. Kelly, Nason Advertising Inc., New York, has bought stock of Davis Communications Inc., New York, which had been Kelly, Nason subsidiary for four years, and has renamed it LTD. It will function as division of agency with Marvin Davis as president and will handle accounts including ABC Leisure Attractions, WNEW(AM) New York and others in leisure, travel, entertainment and discretionary spending products.

Ad review actions. Ten challenges to national advertising, including six television commercials, were resolved during September by National Advertising Division of Council of Better Business Bureaus. Discontinued by advertisers were commercials for Borden Inc. (Cracker Jack) and Tuff-Kote Dinol (automotive rustproofing service). Reviewed and found acceptable by NAD were TV commercials for Drackett Co. (Rave Detergent Booster); General Foods Corp. (Kool-Aid); Getty Oil Co. (Getty unleaded regular); Western Airlines ("Sunbreak" vacation promotion), and Ralston Purina (Chicken of the Sea tuna).

Y&R gets the bird. Young & Rubicam International, New York, has won \$16-million advertising account of Kentucky Fried Chicken Corp., Louisville, Ky., after review of 13 agencies by members of advertiser's committee. Y&R edged out Ted Bates & Co., New York, in final round and replaces Leo Burnett Co., Chicago, which has handled account for eight years. Burnett declined to retain account.

Programming

What the report on TV violence almost said

Six dissenters to mild-mannered version that was voted out by Van Deerlin subcommittee say there is causal link between TV and real life; they put the blame squarely on the networks

The House Communications Subcommittee report on television violence (BROADCASTING, Oct. 3) is a "calculated distort... biased in favor of the networks," say the subcommittee members who voted against it in a collective dissenting view submitted last week.

They say it is "too hesitant" in spelling out the allegedly adverse effects of viewing violence and it is wrong to spread blame away from the networks. Furthermore, they say the report ignores the "crucial link" between the three networks' domination of TV programming and the level of violence. They recommend that the FCC, in its network inquiry, study whether the broadcast industry structure should be changed to foster increased program choice.

The dissent, to be added to the back of the violence report, is signed by six of the seven subcommittee members who voted against what was a substitute for a stronger report that had originally incorporated their views. The six are Henry Waxman (D-Calif.), Timothy Wirth (D-Colo.), Barbara Mikulski (D-Md.), John Murphy (D-N.Y.), Edward Markey (D-Mass.) and Albert Gore Jr. (D-Tenn.). The seventh to vote against the adopted report was Commerce Committee Chairman Harley Staggers (D-W.Va.).

In contrast to the report, which softens the point, the dissent says there is a "likely causal relationship" between TV violence and real-life violence. "It is not enough to state that violence on television 'poses a problem that cannot be ignored,'" the dissent says. "Violence on television poses a problem of national significance that must be confronted."

The dissent also faults the report for ignoring the suggestion of creating programming percentages as an answer to the violence problem—to establish minimum levels of children's and public affairs programs, for examples. It urges the FCC to undertake a formal rulemaking proceeding on the matter.

It also says that industry self-regulation, especially the family-viewing rule, has failed to help, and disagrees that parents must assume more responsibility.

In addition to those dissenting views, another set was submitted over the signatures of Representatives Murphy, Mikulski and Wirth. These are harshest of all, charging that the majority report is "simply wrong" about the relationship of

TV violence to aggressive behavior. "We had thought the evidence was clear: that excessive viewing of violence has serious deleterious effects."

It says the majority report is also wrong about the networks. "The networks have concentrated within themselves control over American programing; and because violence means higher ratings and higher profits for themselves, they have used (or more properly, abused) their control to provide the viewing public with a steady stream of violence programing. The networks properly deserve the blame."

Drafted originally for just Representative Murphy, the report endorses his bill to require stations to take at least half of their programing, including programing in prime time, from sources other than the networks. It would also require the networks to divest themselves of all but one of their TV stations.

In support of the majority view, additional remarks were submitted by Thomas Luken (D-Ohio), who said he "inadvertently" neglected to have his vote recorded on the report last month. He said Congress has grounds for concern about the effects of violence, but added, "any resolution of this issue should not ... place Congress in the position of government censor of broadcast program content."

Finally, Representative Waxman resubmitted as additional views a chapter he had written for an early version of the report deploring the industry's forcing of family viewing on program producers. "The way family viewing evolved," it concluded, "made real to many in the program production industry the specter of government-inspired censorship."

A two-way gain for public television: There's more going out, more being received

More people are watching more public television than ever. Separate reports released last week by the Corporation for Public Broadcasting and the Public Broadcasting Service found that since 1974 public television stations have increased their total programing air time by 17% and the number of programs broadcast by 16%. On the viewing end, a four-week survey by A.C. Nielsen Co. for PBS revealed that roughly three out of every five television households tune in public TV regularly.

Other findings announced by CPB included a note that programing distributed by PBS in 1976 increased 29% over the 1974 level. Locally produced programing represented 10.1% of all air time in 1976, and 69.3% of all program hours came from PBS. The remaining programing was supplied by regional, state and other sources.

PBS reported that in March 1977, 60.1% (42.8 million) of the television households of the country tuned to public

television, an 11.4% increase over the same period in 1976. In an average week of the survey period, 27.5 million homes—38.7% of the U.S. total—watched public television an average of two hours, 55 minutes.

PBS experienced a 13.5% increase in prime-time viewers, to 28.05 million (39.4% of total television households).

PBS President Larry Grossman called the system's ratings encouraging and noted that many PBS-distributed series are not televised in a number of markets and "two-thirds of our stations broadcast on UHF channels."

"If allowances could be made for these variations," said Mr. Grossman, "it would be shown that public television's actual share of the audience is even greater."

Program Briefs

Extra special. As Liberty Mutual Insurance Co. goes into 10th season next January buying TV time for its *Outdoors with Liberty Mutual* half-hour series, it also is planning prime-time hour special for next spring. Time has been bought on same stations that air series. Distributor, Hughes Television Network, says it has signed 78 stations for both 1978 and 1979 seasons.

For Bing from Bob. Special tribute by Bob Hope to his friend of 45 years, Bing Crosby, will be carried on NBC-TV on Friday (Oct. 28) from 8-10 p.m. NYT. It will replace previously announced special *Bob Hope's Road to Hollywood*, which will be rescheduled. Footage in memorial program (Mr. Crosby died in Spain on Oct. 14) will depict appearances by two star performers in "Road" feature films and on various television programs.

From country to rock. WCPI(FM) Wheeling, W.Va., previously licensed as WWVA-FM, began operating album-oriented rock format on Oct. 14. Owned by Columbia Pictures Radio Broadcasting, station (under its former call letters) was simulcast with WWVA(AM) Wheeling, using country music format.

Musical for '78. Premore Productions, Chicago and New York, has cleared 42 markets for *Rose on Broadway*, musical drama starring Donald O'Connor, Scatman Crothers, Frank Sinatra Jr. and Dora Hall. It's bartered, with producer-distributor retaining four minutes and local stations getting up to six minutes. Telecast date is first quarter of 1978.

No sex obsession. Commercial TV "is the most conservative of the mass media on matters of sex," William S. Rubens, NBC vice president, research and corporate planning, said in talk prepared for "sex on television" panel at Association for Consumer Research meeting in Chicago. "Television is not and does not want to be a trendsetter of the sexual revolution," he declared. Debate over sex on TV, he said, reflects "society's own debates over the changing moral standards concerning



Striking it rich. Fred Silverman (l), president, ABC Entertainment, turns over a check for \$10,000 to George Rubino, New York school teacher, as winner of ABC Television's first ABC Theater Award for his television play, "The Last Tenant." Mr. Rubino will receive an additional \$20,000 when the play is produced next spring as part of *The ABC Theater* presentations. The play was developed at this year's New Drama for Television Project at the National Playwrights Conference of the Eugene O'Neill Memorial Theater Center, Waterford, Conn., to which ABC Inc. has contributed a total of \$80,000 over two years.

sex" and TV is caught "in the crossfire between opposing viewpoints." Network TV "will change with the times," Mr. Rubens said, "but on matters of sex will still remain the most conservative of media."

New scale. American Federation of Television and Radio Artists has reached tentative agreement with record manufacturers on new three-year contract covering AFTRA members for phonograph recordings and tapes. Minimum rates for basic session fees have been increased 18% for group singers, and for actors, narrators and announcers have been raised by 10% in first year, 6% in second and 5 1/2% in third.

Music chart makes mark behind the Iron Curtain

Now there's a "top 10" in Moscow, too. The Associated Press reported last week that such a music chart now appears monthly in *Moskovsky Komsomolets*, the newspaper of the Young Communist League.

But not all popular tunes are reflected on the chart; only records sold in the Soviet Union or played on Soviet radio are eligible to appear on "Musical Parade." Songs beamed into the Soviet Union by foreign radio stations, which have a large listening audience, are not eligible. Such artists as Elton John; the Swedish group, Abba, and the British rock group, Uriah Heep, are included in the first chart, which is topped by *My Homeland* by Sofia Rotaru.

Key vote due on future of TV in Congress

Rules Committee puts off action on installation of video system

The House Rules Committee is expected to vote tomorrow (Oct. 25) on whether daily chamber proceedings of the House should be made available to television and radio. Parliamentary maneuvers and the lack of a sufficient number of committee members kept the issue from being decided at a hearing last Wednesday. The majority of those present, however, appeared to favor some form of broadcast coverage.

The proposal calls for a feed of daily floor activities to be made available live or in recorded form to broadcast networks and stations. As the proposal stands now, control of the system and the cameras would be left in the hands of the House (BROADCASTING, Oct. 3).

Chairman James J. Delaney (D-N.Y.) was ready to vote on the resolution (H.R. 821) last week, but Trent Lott (R-Miss.) asked for a delay so that he could prepare some amendments. According to Mr. Lott, the chairman had not given the committee members sufficient notice that there was to have been a vote at the Wednesday session.

Chairman Delaney, however, insisted that "they [the House leadership] want this resolution out," and he was prepared to go ahead with a committee vote. When the time came for the vote, only eight congressmen were in the room. Nine members constitute a quorum.

That anticlimax came at the end of a nearly day-long session that saw a succession of nine witnesses. Those in appearance included representatives from the news operations of the three major networks and the president of public broadcasting's WETA-TV Washington.

Donald Meaney, vice president of NBC News; Sandy Socolow, vice president of CBS News; George Watson, Washington bureau chief for ABC News, and Ward Chamberlain of WETA-TV appeared before the committee. Don Farmer of the Radio and Television Correspondents' Galleries and Len Allen of the Radio Television News Directors Association, also made brief appearances.

One of the concerns of the committee members was the influence of unions on the network presentations of the House-produced coverage. Mr. Watson, whose network's union contract is with the National Association of Broadcast Employees and Technicians, said that the House's nonunion production would pose "serious problems" for ABC. Its NABET contract, he said, would not allow ABC to use "more than three minutes" of the coverage on its news programs. Mr.

While up north. Deliberations of the Canadian parliament went far more public last week when CBC-TV, the television network of the government-owned Canadian Broadcasting Corp., began regular live coverage of the House of Commons. Last Monday (Oct. 17) the network broadcast the 60-minute question period that traditionally opens the house's proceedings.

Prime Minister Pierre Elliott Trudeau was reported to have replied to his critics while on air "with less animation" than he normally displays. "There has been a tremendous improvement in the house since we came to the conclusion that what we're doing is being listened to," joked the former Conservative party prime minister, John George Diefenbaker, to the house.

The inaugural telecast and an address by Britain's Queen Elizabeth II the following day were broadcast across the country. Future daily coverage of the house's proceedings will appear only on cable systems in the Ottawa area, but full national distribution is expected to begin in about two years, after completion of a satellite distribution system.

Meaney said NBC had the same problem. CBS and the Public Broadcasting Service have no similar restrictions.

Mr. Lott picked up on that three-minute limit and carried it into a general discussion of what news organizations would be doing with the House feeds. "You cannot give a fair representation of what happens on the floor of the House in a three-minute segment," he said.

Shirley Chisolm (D-N.Y.) said she found herself in rare agreement with Mr. Lott on that point. In an obvious reference to former Congresswoman Bella Abzug (D-N.Y.), Ms. Chisolm said television tends to gravitate to "floppy hats" and does not deal sufficiently with substantive matters. "Media can make or break people," she said, "and they've done it."

Mr. Lott said one of the amendments he may be introducing would be to allow the networks to handle the coverage rather than the House. A similar proposal died in the Rules Committee in the last Congress. Mr. Lott said his primary concern was with money, and that a network-controlled setup "will save a million dollars."

He also said he was considering an amendment "to define what is meant by political." (The resolution prohibits the use of recordings for "political purposes.")

Journalism Briefs

Freedom voice. The Reporters Committee for Freedom of the Press has started new magazine devoted to informing print and broadcast journalists of significant developments in areas of First Amendment and freedom of information. Magazine—*The News & The Law*—is to be published eight times annually, and is to

contain articles on government actions involving confidential sources, prior restraint on publication, libel and privacy, gag orders sealing court records, and freedom of information and sunshine laws. First issue also contains article on FCC's now-stalled network inquiry and antitrust suit Justice Department has filed against networks. Magazine, successor to committee's *Press Censorship Newsletter*, and other publications will be sent to those making tax-deductible contribution of \$15 or more to Reporters Committee, 1750 Pennsylvania Avenue N.W., Room 1112, Washington 20006.

Radio memoirs. CBS News Commentator Eric Sevareid, who retires at end of November, will reflect on his 38-year career as network newsmen in five-part CBS Radio series to run for nine minutes on each of five consecutive evenings beginning Monday, Nov. 14. Series, *A Reporter Summing Up; Debriefing: Eric Sevareid with Walter Cronkite*, will air at 7:30 p.m., pre-empting *Mike Wallace At Large*.

Growing tally. Six months after its start, Christian Science Monitor Radio News Service claims 120 station clients for its weekly tape with 20 *Monitor* news stories ranging in length from 45 seconds to two minutes, 15 seconds. Majority of clients receive service (exclusive to one AM and one FM in market) by providing promotional time for newspapers.

User, used agree: That man in the White House does try to have his way

News correspondents assigned to the White House agree that the person occupying the President's chair "uses" the media to his advantage. They also agree that he shouldn't be expected not to.

Focusing particularly on President Carter, Judy Woodruff of NBC, Hal Walker of CBS and James L. Wooten of the *New York Times* told a forum of the New York City chapter of the American Women in Radio and Television that Mr. Carter rates high in image and style but lags behind in actual accomplishment.

Barry Jagoda, special assistant to President Carter, acknowledged that the White House must make use of the communications media in order to disseminate information to the public. Mr. Walker indicated that the balance of power rested with the White House, which has "all the troops ready to make the President available when they want to."

Miss Woodruff said President Carter has "a sense of what comes across on TV and in other media," but no matter how successful he may be with symbols, he's got to do things.

Added Mr. Wooten: "I've been manipulated all over the country. But I don't think the White House has to be defensive about it."

How long can news be delayed before it's no longer news?

NAB, RTNDA, PBS rally to defense of state public broadcast licensee that had been hauled on carpet at FCC after delayed rebroadcast of gubernatorial candidates' debate

The National Association of Broadcasters has joined the Radio Television News Directors Association, the Public Broadcasting Service and the New Jersey Public Broadcasting Authority in appeals to the FCC that could result in a further widening of the commission's so-called Aspen ruling involving on-the-spot coverage of political debates.

At issue is whether the four stations of the New Jersey system—WNJT(TV) Trenton, WNJS(TV) Camden, WNJM(TV) Montclair and WNCB(TV) New Brunswick—incurred equal-time obligations when they rebroadcast a political debate between two gubernatorial candidates, out of 20, more than 24 hours after it occurred. The commission's Broadcast Bureau, in ruling on a complaint by one of the candidates who was not included, said they did. NAB, RTNDA and PBS, in one application for review, and NJPBA, in another, maintain they did not.

In its ruling on an Aspen Institute petition two years ago, the commission held that live, on-the-spot coverage of political debates sponsored by third parties was exempt from the equal-time law. In a subsequent ruling, the commission held that delayed broadcasts of the debates could also be considered exempt, but said that, "absent unusual circumstances, a delay of more than one day" would raise questions as to whether the broadcast was on-the-spot coverage of a bona fide news event. The ruling permitting delayed broadcasts has been taken to the U.S. Court of Appeals in Washington by the United Church of Christ.

NJPBA taped a debate between the two leading gubernatorial candidates—Democratic Governor Brendan T. Byrne and Republican State Senator Raymond H. Bateman—on July 1, broadcast it that night at 8 p.m. and then rebroadcast it two days later, at 6 p.m. As a result, Dr. John F. Donato, a minor party candidate, demanded equal time and was denied.

NJPBA contended both broadcasts were exempt because the people and events involved were "in virtually the same posture as when the event occurred"; there had been no developments over the weekend that "compromised the news value of the debate," and no other stations had broadcast the debate in its entirety.

The Broadcast Bureau agreed the tape-delayed broadcast was exempt, but not the rebroadcast two days later. It found the reasons advanced by NJPBA unper-

suasive, and said that although the commission has held there are circumstances in which a delayed broadcast of a bona fide news event could be considered exempt, "We cannot ... envision any circumstances in which the rebroadcast, two days later, of a bona fide news event could still be considered 'on-the-spot coverage.'"

NAB, RTNDA and PBS, in their application for review, contend that the staff ruling "will significantly limit the exercise of editorial discretion by journalists and broadcasters, especially public broadcasters which regularly rebroadcast programs, and will restrict the ability of the broadcast journalist and media to cover political campaigns and elections." They also said the bureau, in rejecting NJPBA's arguments, substituted its judgment for the licensee's instead of affording the broadcaster "the discretion required in this sensitive area."

NJPBA made a direct attack on the commission's presumption that delaying a broadcast of on-the-spot coverage of a debate more than 24 hours automatically "raises questions." Such a warning, coupled with the Broadcast Bureau's ruling in the case, NJPBA said, "clearly will have an undesired and harmful chilling effect on the exercise of licensee discretion. The commission should abandon any 24-hour presumption."

NABET technicians strike at National Black Network

The National Association of Broadcast Employees and Technicians called a strike at the National Black Network on Oct. 14, but NBN maintained service to its 83 affiliated stations through use of management personnel.

NBN said there were no major differences on money matters between the union and management. It claimed the strike arose because NBN insisted on a termination clause in a contract to cover its on-air newsmen who belong to NABET. A spokesman said this clause is standard in the broadcast industry, giving management the right to discharge talent it does not consider satisfactory.

NABET, on the other hand, insisted that the differences included both wages and the termination clause. It said technicians earn from \$190 to \$260 per week, and called this "well below" the industry standard. The union asked for an 8% increase in each of three years in this category. For newsmen, the union asked for the elimination of the termination clause and that all discharges be subject to arbitration. A union official said NBN rejected this proposal. He added that NBN also had turned down the union's demand that audio tape operators who earn \$180 to \$210 per week be given a \$25 weekly boost in each year of a projected three-year pact.

NABET represents 18 employees at NBN, of whom nine are on-air newsmen and the remainder technicians and audio tape operators.

First Amendment covers free lance, too, court holds

Student filmmaker succeeds in fight to protect sources

A documentary film producer engaged in a work of investigative journalism has persuaded a U.S. Court of Appeals that he is entitled to First Amendment protections, even though he is not regularly engaged in writing or editing news. In the process, he won a court ruling that he need not reveal confidential information unless those seeking the information can meet court-prescribed criteria.

Arthur Buzz Hirsch, who had been a free lance reporter, decided, after enrolling as a student in the film department of the University of California at Los Angeles, to make a documentary film on Karen Silkwood. Miss Silkwood died in what police said was an automobile accident after charging her employer, Kerr-McGee Corp., with violating her constitutional rights by conspiring to prevent her from organizing a labor union, by conspiring to prevent her from filing complaints against the company and by contaminating her with toxic plutonium radiation.

The First Amendment issue arose when Kerr-McGee sought to obtain information from Mr. Hirsch that he had acquired in his investigation. He invoked his First Amendment rights, but the trial court denied his request for a protective order. The court held that the motion was not filed on time but that even if it had been it would have been denied for lack of merit. It said he was not entitled to be considered a newsman because he did not regularly engage in obtaining, writing, reviewing, editing or otherwise preparing news.

But the appeals court said that, under the facts of the case, Mr. Hirsch was entitled to newsman's status, although he was a filmmaker rather than a newspaperman. And, it added, he had been a freelance writer for "his mission in this case was to carry out investigative reporting for use in the preparation of a documentary film."

Accordingly, the court said, "We are not prepared to say that the fact that Hirsch is not a salaried newspaper reporter of itself acts to deprive him of the right to seek protective relief."

That conclusion, however, did not lead the court to the view that Mr. Hirsch has an unqualified right to maintain the confidentiality of his information. It noted only that the Supreme Court has held that any infringement of the First Amendment must be held to a minimum—that it be no more extensive than necessary.

The court said that requires a balancing of conflicting factors the lower court did not attempt. Therefore, it sent the case back to the district court and empowered it to compel the parties to provide the information to be weighed.

The Broadcasting PlaylistTM Oct 24

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
2 2	<i>Theme from "Star Wars"</i> □ Meco	Millennium
4 3	<i>Nobody Does It Better</i> □ Carly Simon	Elektra/Asylum
3 4	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
5 5	<i>Boogie Nights</i> □ Heatwave	Epic
7 6	<i>I Feel Love</i> □ Donna Summer	Casablanca
6 7	<i>That's Rock 'n' Roll</i> □ Shaun Cassidy	Warner Bros.
8 8	<i>On and On</i> □ Stephen Bishop	ABC
9 9	<i>Cold as Ice</i> □ Foreigner	Atlantic
15 10	<i>It's Ecstasy</i> ... □ Barry White	20th Century
11 11	<i>Brick House</i> □ Commodores	Motown
25 12	<i>Heaven on the Seventh Floor</i> □ Paul Nicholas	RSO
10 13	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
14 14	<i>Baby, What a Big Surprise</i> □ Chicago	Columbia
21 15	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
12 16	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
16 17	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
17 18	<i>Just Remember I Love You</i> □ Firefall	Atlantic
24 19	<i>We're All Alone</i> □ Rita Coolidge	A&M
20 20	<i>You Make Lovin' Fun</i> □ Fleetwood Mac	Warner Bros.
22 21	<i>She Did It</i> □ Eric Carmen	Arista
18 22	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
28 23	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
19 24	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
29 25	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
26 26	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
35 27	<i>We Just Disagree</i> □ Dave Mason	Columbia
31 28	<i>Isn't It Time</i> □ The Babys	Chrysalis
42 29	<i>Send in the Clowns</i> □ Judy Collins	Elektra
13 30	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
39 31	<i>Daybreak</i> □ Barry Manilow	Arista
34 32	<i>It Was Almost Like a Song</i> □ Ronnie Millsap	RCA
38 33	<i>Do You Wanna Get Funky with Me</i> □ Peter Brown	Drive/TK
32 34	<i>Higher and Higher</i> □ Rita Coolidge	A&M
43 35	<i>Help Is on Its Way</i> □ Little River Band	Capitol
27 36	<i>Best of My Love</i> □ Emotions	Columbia
37 37	<i>Swingtown</i> □ Steve Miller Band	Capitol
47 38	<i>We're the Champions</i> □ Queen	Elektra
33 39	<i>Handy Man</i> □ James Taylor	Columbia
40 40	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
41 41	<i>The Greatest Love of All</i> □ George Benson	Arista
37 42	<i>Jungle Love</i> □ Steve Miller Band	Capitol
36 43	<i>Cat Scratch Fever</i> □ Ted Nugent	Epic
44 44	<i>I Just Want to Make Love to You</i> □ Foghat	Bearsville
45 45	<i>Baby Come Back</i> □ Player	RSO
46 46	<i>Back in Love Again</i> □ LTD	A&M
47 47	<i>Gone too Far</i> □ England Dan & John Ford Coley	Big Tree
30 48	<i>Float On</i> □ Floaters	ABC
45 49	<i>You're Moving out Today</i> □ Carole Bayer Sager	Elektra
44 50	<i>Slip Sliding Away</i> □ Paul Simon	Columbia

Playback

Delayed reaction. The Little River Band is on its way with *Help Is On Its Way* (Capitol), the Australian group's first major top-40 success. This rocker is from *Diamantina Cocktail*, the band's second album. But *Help* has not been an immediate success. Some music directors report the tune was slow in getting off the ground. It was released more than three months ago but only appeared on "Playlist" two weeks ago (it bolts to 35 this week). The tune is on at WEEQ(AM) Waynesboro, Pa., where music director Bob Kennedy says "I really didn't think that record was going to do anything but it's moving." Terry Nelson of KROY(AM) Sacramento calls it "a nice little song. It's an uptempo, boogie song. People will like it." **Incognito.** The Bay City Rollers have departed from their usual teen appeal style with the group's latest single, *The Way I Feel Tonight* (Arista). Although this tune has not alienated the Rollers' teen following, John Berry of KYNO(AM) Fresno, Calif., compares it to "an MOR record. It's a slower tune with strings. It's very atypical of the Bay City Rollers." Stanley Stewart of WFLB(AM) Fayetteville, N.C., agrees: "They've slowed down. This sounds real good. We're getting tremendous female phone requests on it." **Surge for Santana.** *She's Not There* (Columbia), the single from Santana's latest LP, *Moon Flower* (a live album), is sparking a renewed interest in this nine-member band. Although the group has been absent from top-40 charts for the last four years, AOR stations have featured Santana all along. Terry Nelson describes the new single as "a little more hip than their old stuff. It sounds pretty good to me."

Country

Last This week week	Title □ Artist	Label
1 1	<i>Heaven Is Just a Sin Away</i> □ Kendalls	Ovation
8 2	<i>We Can't Go on Living Like This</i> □ Eddie Rabbitt	Elektra
3 3	<i>Y'all Come Back Saloon</i> □ Oak Ridge Boys	ABC/Dot
5 4	<i>I'm Just a Country Boy</i> □ Don Williams	ABC/Dot
2 5	<i>Daytime Friends</i> □ Kenny Rogers	United Artists
17 6	<i>More to Me</i> □ Charley Pride	RCA
6 7	<i>Eastbound and Down</i> □ Jerry Reed	RCA
8 8	<i>Shame on Me</i> □ Donna Fargo	Warner Bros.
4 9	<i>Once in a Lifetime Thing</i> □ John Wesley Ryles	ABC/Dot
22 10	<i>The Wurlitzer Prize</i> □ Waylon Jennings	RCA
11 11	<i>Hold Me</i> □ Barbara Mandrell	ABC/Dot
25 12	<i>Blue Bayou</i> □ Linda Ronstadt	Elektra
13 13	<i>I Got the Hoss</i> □ Mel Tillis	MCA
7 14	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
15 15	<i>Love Is Just a Game</i> □ Larry Gatlin	Monument
18 16	<i>If It Ain't Love</i> □ Jim Ed Brown & Helen Cornelius	RCA
17 17	<i>A Working Man Can't Get Nowhere</i> □ Merle Haggard	Capitol
12 18	<i>Too Much Is Not Enough</i> □ Billie Jo Spears	United Artists
10 19	<i>What a Way to Go</i> □ Bobby Borchers	Playboy
9 20	<i>The Old Man and His Horn</i> □ Gene Watson	Capitol
21 21	<i>I've Already Loved You in My Mind</i> □ Conway Twitty	MCA
23 22	<i>I Love You a Thousand Ways</i> □ Willie Nelson	Columbia
19 23	<i>Eres Tu</i> □ Johnny Rodriguez	Mercury
24 24	<i>Let Me Down Easy</i> □ Christy Lane	GRT
14 25	<i>It's All in the Game</i> □ Tom T. Hall	Mercury

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

Citizen band: The complaints are beginning to catch up with the sets

Boom in good-buddy radio has produced some 20 million transmitters; they, in turn, are generating interference of impressive proportions

In the eyes of the FCC, whose mission is to promote the widespread and efficient use of the radio spectrum, citizen band radio is measuring up to only half its promise. The widespread use of the spectrum is certainly being promoted; the 12 million licenses that have been issued in the service translate into an estimated 20 million transmitters. But the torrent of complaints the FCC field offices receive about CB-related interference to television sets and other home entertainment equipment, such as stereos and electric organs, has created some doubt as to how efficiently that equipment is being used.

The commission's Field Operations Bureau, which is responsible for running down such complaints, estimated that its field offices this year will receive 80,000 that can be traced to citizen band operations. And most of the complaints—a projected 65,000 to 70,000—will involve television sets. The comparable figures for 1976 were 62,000 and 45,000.

The estimates for 1977, although still substantial, are lower than earlier ones. One reason may be a leveling off of the growth of the CB phenomenon; CB licenses are now being issued at a 300,000-per-month clip, down from the one-million-per-month peak in January. In addition, complaints are now more difficult to register. Since January in some field offices and since April in all others, persons telephoning field offices reach a recording that asks them to file complaints in writing, a procedure made necessary by the heavy volume of calls but one that has probably held down the number of complaints received. What's more, officials noted not everyone disturbed by interference bothers to make a complaint.

Whatever the total, the condition triggering complaints is not always the fault of the good buddies of the world. FCC Chief Engineer Raymond Spence said that some TV sets and other pieces of home entertainment equipment simply lack the devices that could filter out interference to the audio reception. Bills have been introduced in Congress by Senator Barry Goldwater (R-Ariz.) and Representative Charles A. Vanik (D-Ohio) to empower the FCC to require the installation of such devices. However, hearings have yet to be

held on the legislation.

Interference to video reception poses a further problem. Again, some of the fault lies in the set—more precisely, in the tuner. Mr. Spence said his office may recommend to the commission that it initiate a rulemaking proceeding aimed at requiring the installation of tuners that could reject legal emissions from CB transmitters ("Closed Circuit," Oct. 17). However, commission engineers will first evaluate the project being completed by Texas Instruments to build a far more efficient television receiver than any now on the market, and will conduct studies of their own. But Mr. Spence indicated impatience with set manufacturers' failure to build in screening devices on their own. "So far we're not satisfied with the steps they've taken," he said.

Thus far, however, the commission's effort to reduce interference to home entertainment equipment has focused on tightening standards for the design of CB transmitters. Last year, at the same time that it increased the number of CB channels available from 23 to 40, the FCC required manufacturers to build transmitters that could limit harmonic interference levels to 60 db below the four watts radiated at the fundamental (or desired) frequency. The general level had been 49 db below the fundamental. Now the commission is considering, in a rulemaking, a tougher standard—100 db below the fundamental. Comments were filed in the proceeding last week (see box below).

What's more, two rulemakings aimed at tightening controls on citizen band operators' access to linear amplifiers—which can be used to boost the power of their receivers far above the legal four-watt limit—are pending. These are now illegal for CB use but legal for use by amateurs, and suppliers, commission officials said, are selling them to CB operators.

The kind of linear amplifier that is said to be causing most of the interference

problems operates in the 24-35 mhz band, which covers the frequencies in which CB is located and can boost CB transmitter power about 25 times. Ham operators seldom use the type; they operate at higher levels of power. (Such amateurs are the cause of far fewer complaints than CB operators. There are fewer of them—something over 300,000—and, unlike CB operators, they are not licensed until they can demonstrate some technical competence.)

Accordingly, one proposed rulemaking would ban the sale of the type of linear amplifier used by CB even to amateurs. The other would bring amateur equipment under the commission's type-acceptance program and, at the same time, require design features in linear amplifiers that would not only offer assurance they would not cause interference to television but would make them unsuitable for CB use. (Commission officials conceded that determined CB operators could make the modifications necessary to use amplifiers designed in accordance with the proposed standards. But at least, one said, "the interference to television would be less, if the modifications were done properly.")

Beyond simply adopting rules, the commission attempts to cope with the interference problem through an enforcement program that, commission officials hope, is more effective than its size would indicate. To deal with the 12 million licensees, the commission has a policing force of 30 Field Operations Bureau staff members divided into five teams scattered across the country from Laurel, Md., to Long Beach, Calif. They travel to areas where large numbers of complaints are being received.

The FOB can either impose a forfeiture of up to \$500 for violation of the commission rules, or turn the matter over to the Safety and Special Radio Services Bureau, which licenses CB operators and which can revoke licenses for cause. If a violation is regarded as particularly serious, or if, as

Radiating concern. Among the solutions considered for cutting down on citizen band interference with television sets is a proposal by the FCC about which comments were filed last week.

The commission has suggested requiring that citizen band transmitters provide at least 100 db suppression of harmonic frequencies. The current requirement is 60 db. Comments received by the commission fell into two categories—broadcasters and CB equipment manufacturers—with broadcasters coming out for the tougher rules and the equipment makers claiming that the 100 db requirement is unnecessarily strict.

The Association of Maximum Service Telecasters and ABC agreed with CBS's assertion that the commission's 100 db proposal will result in decreased interference, saying it would "afford adequate protection." ABC, which earlier had called for a minimum standard of 85 db, urged the commission to adopt the new figure as soon as possible since "literally hundreds of thousands of television viewers have experienced [CB interference] and the problem will continue to increase." ABC also said that "steps must be taken to reduce interference from CB transmitters already in the hands of the public" and suggested that the FCC reconsider ABC's earlier proposal that "existing CB licensees be required to add low pass filters between their transmitters and antennas." Equipment makers said the 100 db figure is high. The citizens radio section of the Electronic Industries Association said: "Adequate protection to television reception will be provided by suppression of harmonics" to 75 db. And an ad hoc group, the Electronic Industries Association of Japan, proposed 70 or 73 db's as the limit for producing a receiver while taking into consideration "measurement set-up, reasonable pricing and mass productivity."

The equipment interests added this postscript: The effects of lower harmonic output limits will not be evident as long as large numbers of illegal linear amplifiers continue to be used.

it happens, the operator has no license, the Justice Department may prosecute. For the most part, the maximum sanctions available to the government are one year in prison or a \$10,000 fine, or both, and forfeiture of equipment.

And successful prosecutions, studies indicate, are the most potent means of impressing on CB operators the wisdom of obeying rules. The court action and the expense of paying a lawyer, said Ralph Haller of the FOB, "makes a community aware" of the difficulties violating rules creates for an operator. Since the beginning of fiscal year 1976 (July 1, 1975) more than 100 cases have been filed against citizen band operators, and the government has prevailed in most.

Whatever the effectiveness of that program or others, commission officials know they are dealing with what may be a sleeping giant. "There are 12 million CB licensees," Mr. Spence said. "Can you imagine what kind of lobby they would have if they organized? They'd be bigger than anything else."

AMST asserts no need for erosion of UHF frequencies

Association supplies FCC with data it says supports its claim that land-mobile channels don't get sufficient use to warrant additional spectrum space

The Association of Maximum Service Telecasters last week took advantage of another opportunity to press its contention that land-mobile radio operators do not find the frequencies assigned to them so heavily congested that they need additional space. Usually, the spectrum space mentioned is that assigned to UHF television. The occasion AMST seized last week was in connection with an FCC inquiry into ways of assuring greater efficiency in the use of land-mobile frequencies.

In the course of its comments, AMST presented a table, constructed from spectrum monitoring data contained in the notice of inquiry, which indicates that even during peak hours the use of their channels by licensees of 10 land-mobile services is not great.

The table shows that, on the average, 55% of the 237 channels in the 10 services monitored were carrying signals up to 15% of the time, which is considered low usage. It also shows that 33.3% of the channels were found to have medium use (signals on the air 16%-40% of the time), and 11.4% of the channels, medium high use (signals on the air 41%-60% of the time). None of the channels was found to have very high use—anything above 60%.

What's more, the average waiting time to gain access to a channel in peak hours was said to be 8.01 seconds. The longest wait was found in the business radio service—31.58 seconds; the shortest, in the

forestry service—less than half a second. And AMST said in its comments that the wait-time figure "is the key to understanding the quality of service on a channel or in a particular service."

Elsewhere in its comments, AMST supported four objectives of the commission's proposed program for land-mobile spectrum management: developing accurate data on land-mobile spectrum use, improving the frequency coordination program, undertaking effective land-mobile spectrum monitoring and exploring methods to improve land-mobile spectrum efficiency through increased sharing between land-mobile services.

Technical Briefs

Date stayed. FCC Broadcast Bureau has stayed Nov. 1 effective date of new order National Association of Broadcasters said may force AM stations to reduce signal strength (BROADCASTING, Oct. 10). NAB said new rule would restrict stations to use of only monitors approved for measuring their positive modulation peaks. FCC delayed effective date until March 1, 1978.

VTR update. Ampex Corp. plans to convert its existing VPR-1 one-inch nonsegmented helical scan video tape recorders to standard format beginning next summer. New standard is near adoption by Society of Motion Picture and Television Engineers working committee. Ampex will install "update kits" for owners of machines at Ampex service centers for \$3,500. Company said that new machines on standard format will also be available next summer. Sony, other nonsegmented VTR manufacturer, has indicated similar plans for introduction of standard-format BVH-1,000s.

Best to come. Sales of RCA color television sets to dealers thus far this year have topped record year of 1973 by 5%, according to Jack K. Sauter, division vice president, marketing, RCA Consumer Electronics. RCA does not reveal number of sales for its receivers, but Mr. Sauter predicted that color TV industry as whole will reach second highest level of sales in its history in 1977. He estimated that industry sales this year will be about 8.8 million units, compared with 9.3 million in record year of 1973 and 8.4 million units in 1972, previous second best year.

\$3.3 million to boot. RCA Broadcast Systems, Camden, N.J., reports order valued at approximately \$3.3 million for RCA video tape and film systems to be used initially in covering 1978 world championship soccer matches in Argentina. Order was placed by Argentina 78 Televisors, organization responsible for TV coverage and transmission of matches.

Putting it together. RCA Photophone Systems has introduced ServoLock synchronizer for composing and recording composite video-tape from two RCA film projectors. Company said applications in-

clude animation, special effects, film titling and other post-production techniques. Unit sells for \$3,000 and is available now.

More time. FCC, at request of Consumer Electronics Group of Electric Industries Association, extended deadline for filing comments in commission's inquiry into AM stereophonic broadcasting (Docket 21313) from Oct. 15 until Dec. 21. Reply comments are now due Jan. 23, 1978.

Keys's company. Lyle O. Keys, founder and former president of Telemation Inc., has formed new firm, Utah Scientific Inc., which will design and manufacture television products for sale to broadcast, industrial, government and production users. Company is located at 2276 South 2700 West, Salt Lake City 84119; (801) 973-6840.

Retriever. Adda Corp., based in Campbell, Calif., is offering new line of digital, computer-controlled, NTSC frame storage-retrieval systems. On-line storage can vary from 200 to 3,000 frames and systems have full editing capabilities.

That's a switch. Solid state, remote controlled audio switching components have been added to Dynair Electronics's audio distribution equipment. Basic switch module provides FET switching of five sources to one balanced output and includes on-board control latching and tally drive. For information contact Dynair at 5275 Market Street, San Diego 92114.

Towering disaster

KSLA-TV antenna structure collapses, station back on air, but coverage is cut by half until new one is built

The 1,800-foot transmitting tower of KSLA-TV Shreveport, La., fell victim to a "galloping guy wire" and collapsed, knocking the station off the air for 14 hours, but not injuring anyone.

According to KSLA-TV President and General Manager Winston B. Linam, the problem was in a supporting cable anchored at the 800-foot level that began to "gallop" or ripple back and forth in the wind but, he added, the wind that day, 30-35 knots, was not unusual. The rippling action built up and became so great that the wire finally snapped. Then the tower broke at the 400-foot level and fell on the transmitter building below. The building, made of reinforced concrete, was undamaged.

The crash occurred at 2:30 a.m. Oct. 8. By 4:30 p.m. the station was back on the air using a 400-foot stand-by tower. While it is operating at full power, the shorter tower has reduced the VHF station's coverage radius from about 90 miles to 45 miles, according to Mr. Linam.

Mr. Linam is hopeful that a new tower will be in place by February. A new tower, identical to the old one, will cost \$1.2 million, with most of that coming from a \$915,000 insurance policy. That's compared to the \$450,000 price 12 years ago when the old one was erected.

Three attribute lags to national spot drop

Storer, Scripps-Howard, Wometco say nine-month profits are under those for same period last year

Although group station owners Storer Broadcasting, Wometco Enterprises and Scripps-Howard Broadcasting have been increasing their earnings from quarter to quarter, their net incomes for the first nine months of this year are less than they were at this time last year. Storer and Wometco have consistently earned less in each quarter this year compared with the same quarters last year. Scripps-Howard has earned less in the last two three-month periods.

Scripps-Howard attributes its earnings decline to "softness in national spot

revenue" and "inflationary increases in operating costs." Net income for the nine months ended June 30 was down 2.2% to \$7,447,000 from \$7,609,000. Earnings for the third quarter were down \$19,000 to \$2,868,000.

Storer, whose net income for this year to date dropped 56% to \$7,513,000 from \$17,037,000, has attributed its unfavorable earnings results to "reduced demands for television time from national advertisers" and increased operating costs for programs and news production. Its net income for the third quarter was \$1,724,000, \$8,233,000 less than last year's third-quarter total.

Wometco points to its station on the Canadian border, KVOS-TV Bellingham, Wash., as the major cause of its earnings fatigue, and says it also has been adversely affected by weakness in national spot. According to Wometco, KVOS-TV "has been negatively impacted" by the Canadian law disallowing income tax deductions for

Canadian companies that advertise on American stations. Wometco's net income was down 4.9% to \$9,557,000 from last year's \$10,093,000. Earnings for the third quarter, however, were up \$137,000 to \$3,470,000.

Financial Briefs

Spinoff. CBS Inc. has sold Fawcett Printing Corp., Rockville, Md., for cash price of \$7.5 million to Holladay-Tyler Corp., Washington.

Going Dutch. Outlet Co., group broadcaster and retailing firm, Providence, R.I., has announced plans to sell \$11 million in convertible preferred stock to Vroom & Dreesmann BV, retail firm in the The Netherlands. Issue authorized by Outlet board will pay 5 3/4 percent dividend and be convertible into 400,000 common shares equivalent to \$27.50 per share, 53% premium over current market value.

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

Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Year Earlier		
							Revenues	Net Income	Per Share
CBS.....	9 mo. 9/30	1,943,700,000	+23.7%	131,700,000	+ 13.4%	4.68	1,570,400	116,100,000	4.07
Eastman Kodak.....	36 wk. 9/4	4,086,288,000	+ 8.9%	417,302,000	- 2.8%	2.59	3,751,020,000	428,964,000	2.66
General Tire & Rubber.....	9 mo. 8/31	1,569,372,000	+ 5.8%	88,888,000	+ 15.1%	3.98	1,482,868,000	77,216,000	3.45
Gray Communications.....	Year 6/30	14,806,462	+14.2%	1,115,031	+ 9.1%	2.35	12,785,883	1,021,399	2.15
Harte-Hanks Communications.....	9 mo. 9/30	104,917,000	+25.5%	8,716,000	+ 21.6	1.95	83,585,000	7,165,000	1.63
Metromedia.....	39 wk. 10/3	212,110,200	+13.7%	21,244,060	+8.7	3.17	186,441,745	19,533,884	2.90
Scripps-Howard.....	9 mo. 9/30	34,474,000	+ 2.7%	7,447,000	- 2.2%	2.88	33,541,000	7,609,000	2.94
J. Walter Thompson.....	9 mo. 9/30	128,500,000	+22.4%	5,253,000	+144.4%	1.82	104,900,000	2,149,000	.78
Time Inc.....	9 mo. 9/30	882,331,000	+17.7%	59,546,000	+ 37.6%	2.93	749,010,000	43,258,000	2.15
Wometco.....	36 wk. 9/10	154,068,000	+ 9.9%	9,557,000	- 4.9%	1.04	140,177,000	10,098,000	1.09

Fates & Fortunes[®]

Media

Arthur L. Martin, VP-general manager, Marion Broadcasting Co., operator of WMRN-AM-FM Marion, Ohio, elected president, succeeding **Worth Kramer**, who becomes board chairman.

Kelly Atherton, VP-general manager, WMT-AM-FM Cedar Rapids, Iowa, appointed executive VP of licensee, WMT INC., and general manager-chief executive of WMT-AM-FM-TV.

Mark (Evans) Austad, American ambassador to Finland, returns to Metromedia, based in Scottsdale, Ariz., as VP-public affairs, position he left in 1975 to become ambassador ("Closed Circuit," Apr. 25).

Don Long, program director, KRDO-TV Colorado Springs, appointed TV manager.

Christine M. Warshaw, associate director of contracts, ABC Television, West Coast, promoted to associate director of business affairs.

Michael J. DeLier, general sales manager, KWTU-TV Oklahoma City, appointed assistant general manager. He is son of KWTU president and general manager, Jacques DeLier.

Corinne L. Baldassano, music director, ABC-owned WPLJ(FM) New York, joins ABC's KALM(FM) Houston as operations manager.

Stanton C. Smart, general manager, WALM(AM)-WELL(FM) Marshall, Mich., joins WCJZ(AM)-WMLW(FM) Grand Rapids, Mich., as operations manager.



Dudman

Helen Dudman, VP for public information, noncommercial WETA-FM-TV Washington, has been named director of public information for Public Broadcasting Service, Washington. She was with Post-Newsweek Stations before joining WETA-FM-TV last year. Mrs. Dudman will assume her new post Nov. 1.

Donald R. Quayle, former senior VP and director of broadcasting for Corporation for Public Broadcasting has joined WETA-FM-TV as consultant for long-range planning.

Nancy Arent, researcher and assignment editor, KNXT(TV) Los Angeles, named director of planning.

Irvn H. Karl, assistant controller, Kaye-Smith Enterprises, station group, Bellevue, Washington, appointed controller.

Suzy Dutton, community affairs director and weather reporter, WSPA-TV Spartanburg, S.C., named manager of personnel and community relations for licensee, Spartan Radiocasting Co.

Pamela C. Legge, secretary to program director, WBEN-AM-FM Buffalo, N.Y., appointed community affairs director.

Richard Collins, production manager, WTMJ-TV Milwaukee, appointed director of advertising, promotion and publicity.

Hugh B. O'Neill, promotion manager, WTAJ-TV Altoona, Pa., joins WJZ-TV Baltimore as audience promotion manager.

Robert K. Doerr, former director of trade press information, NBC, New York (most recently director of publications for family-owned busi-

ness), joins WCPO-TV Cincinnati as director of information and community affairs.

Lynn Allor, supervisor of traffic/continuity department, KCMO(AM) Kansas City, Mo., appointed sales and programing promotion supervisor.

Connie Merrell Kusiak, administrative assistant to director of new product services, Needham, Harper & Steers, Chicago, joins WEAU(AM)-WOJO(FM) Evanston, Ill., as administrative coordinator, handling operations procedures and managing commercial production and music coordination. **Maura Donohue**, graduate, Notre Dame University, South Bend, Ind., joins WEAU as traffic manager with additional responsibilities for formulating broadcast policy and conducting public affairs program.

Mary Sue Christian, publicity director, Doty, Phillips & Laing advertising, Battle Creek, Mich., joins WGTU(TV) Traverse City, Mich., and co-owned satellite, WGTQ(TV) Sault Ste. Marie, Mich., as promotion manager.

Cathie Heafley, sales secretary, KCMO(AM)-KCEZ(FM) Kansas City, Mo., promoted to traffic and continuity supervisor.

Newly elected officers, Nebraska Broadcasters Association: **John Howard**, John Mitchell Stations, Kearney, president; **Richard Chapin**, Stuart stations, Lincoln, president-elect, and **Ken Elkins**, KETV(TV) Omaha, VP.

Bruce L. Smith, program director noncommercial WGGL-FM Houghton, Mich., named general manager, noncommercial WKMS-FM Murray, Ky.

Newly elected officers, Public Radio in Mid America (PRIMA): **Patricia Deal Cahill**, KMLW(FM) Wichita, Kan., president; **Doug Vernier**, KUNI(FM)-KHKE(FM) Cedar Falls, Iowa, VP; **Ted Eldredge**, KBIA(FM) Columbia, Mo., secretary, and **Joel Hartman**, KCBU(FM) Peoria, Ill., treasurer.

Broadcast Advertising

Louis M. Schultz, VP-media planning director on Chevrolet account, Campbell-Ewald, Detroit, elected senior VP-associate media director.

Donald E. Pearson, VP-associate media director, Campbell-Mithun, Minneapolis, named president of Cash Plus Inc., spot television buying and syndication service there.

George Nuccio, VP-media director, Norton Simon Communications, New York, named president and operating head, L. Schulze Flanagan & Co., media buying service there.

Charles R. Kinney, senior VP-Western division manager, Peters, Griffin, Woodward, Los Angeles, and **Lawrence P. Loiello**, senior VP-treasurer, named executive VP's in rep firm's

New York office ("Closed Circuit," Oct. 10). Replacing Mr. Kinney in Los Angeles will be **Robert A. Gale**, VP and former sales manager of PGW's New York mid-American sales team.

Beverly B. O'Malley, account executive, Dancer-Fitzgerald-Sample, New York, and **Hugh L. Craigen**, account supervisor, named VP's.

Nathaniel B. Allan, VP-management supervisor, Scali, McCabe, Sloves, New York, joins Cunningham & Walsh there in same post.

John H. Crawford, creative supervisor, Hofer, Dieterich & Brown, San Francisco, named VP-creative director. **Robert L. Porter**, VP, appointed director of creative services.

Staff appointments, D'Arcy-MacManus & Masius: **Fred S. Buchanan**, project director-marketing and research, Bloomfield Hills, Mich. office, named VP' **Dannelle K. Collier**, copywriter there, promoted to account executive: **J. Dolan Walsh**, VP-associate media director, St. Louis office, appointed broadcast services manager; **Beth Delb**, media supervisor there, named associate media director; **Deborah Outland**, media buyer, Campbell-Ewald, Detroit, joins St. Louis office in same capacity; **Alexander Berger**, account supervisor, Waring & LaRosa, joins New York office in same capacity; **Patricia Hennebray**, advertising manager, Cotton Inc., joins New York office as account executive, and **Alden Twachtman**, VP-account supervisor, Gaynor & Ducas, joins as account executive.

Art Becker Jr. and **Marvin Haas**, account supervisors, Albert Jay Rosenthal advertising, New York, named VP's.

Larry Lassek, brand manager, Clorox Co., joins J. Walter Thompson, San Francisco, as account representative.

Nancy Barone, copywriter, and **Gail A. Davis**, copy supervisor, Tatham-Laird & Kudner, Chicago, promoted to associate creative directors. **James P. Allman** and **Larry Simon**, assistant account executives, promoted to account executives.

Andrew H. Feinstein, account executive, ABC Television Spot Sales, New York, named Eastern sales manager.

John DeSimone, salesman for Katz American Television in Los Angeles, named New York team manager of Katz American's white sales team.

Slade Walter, salesman, Peters, Griffin, Woodward, West team, New York, joins Blair Television there as account executive, ABC blue sales team.

Bob Fish, general sales manager, WRKO(AM) Boston, named Eastern sales manager for co-owned RKO Representatives there.

Jouette Travis, assistant producer, Englander Films of Dallas, joins Cranford/Johnson/Hunt & Associates, advertising, marketing and public relations firm, Little Rock, Ark., as media analyst.

Marsha R. Dew, from Elkman Advertising, Bala Cynwyd, Pa., joins Smith, Smith, Baldwin & Carlberg, Houston, as planner/buyer.

Debbie Jansen, media group supervisor, and **Laura Rizzuto**, administrative assistant, Air Time, media and marketing services firm, New York, promoted to assistant account executives. **Jean Burban** and **Diane McNeely**, senior

media estimators, named media group supervisors.

Jeffrey Messerman, sales manager, WFTN(AM) Franklin, N.H., named to same post, co-owned WSPR(AM) Springfield, Mass., and sales VP for licensee, Northeast Communications Corp.

Rob Ruckman, sales consultant, WGAR(AM) Cleveland, named local sales manager.

Tom Matheson, graduate, Southern Illinois University, Carbondale, joins KAUM(FM) Houston as marketing-research director.

Andrew Bergstein, administrator of press and publicity, WRC-TV Washington, named account executive.

Margaret Wagner, account executive, WLAV(AM) Grand Rapids, Mich., and **Michael J. Corso**, from Palumbo Distributing Co., Logansport, Ind., join WGTU(TV) Traverse City, Mich., and co-owned satellite, WGTQ(TV) Sault Ste. Marie, Mich., as account executives.

Mike Bock, from Hansen & Langmack Advertising, Cedar Rapids, Iowa, joins sales staff at WMT-TV there.

Rick Gross, from Music Fair Enterprises, New York, joins WIFM(FM) Philadelphia as account executive.

Mary Lou Smiley, research and print media director, Carlson Advertising, Indianapolis, joins WXTZ(FM) there as account executive.

Claudia G. Smith Jr., from WTNH-TV New Haven, Conn., joins WQQW(AM) Waterbury, Conn., as account executive.

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Programing

Diana S. Drelman, program executive, ABC Entertainment, West Coast, named director, comedy and variety program development. **Amy Dorn Kopelan**, video-tape editor-broadcast operations and engineering, ABC Entertainment, New York, promoted to program administrator. **Stu Samuels**, director of program development for Warner Brothers Television, Hollywood, joins ABC Entertainment on West Coast as program executive assigned to motion pictures for television.

Brandon Tartikoff, program executive, current dramatic programing, NBC-TV, Burbank, Calif., appointed director, comedy programs.

Lois Bonfiglio, **Diana Kerew** and **Freyda Rothstein**, from Talent Associates, New York, join Time-Life Television there as director of literary acquisitions, director of creative affairs and director of network program development, respectively.

Paul Savage, formerly executive story editor of *Gunsmoke*, named story consultant of Ed Friendly Productions, Los Angeles, and **Zita Campisi**, with Friendly in developmental posts, appointed director of research and development.

Carol Strauss Klenfner, founder and president of C.J. Strauss & Co., public relations firm, New York, joins DIR Broadcasting there as VP of public relations, supervising press and media functions for DIR programs including *King Biscuit Flower Hour*, *Rock Radio Awards* and *Direct News*.

Jim Jeffrey, air personality, WAVE(AM) Louisville, Ky., named program director.

Joe Placido, air personality, WSOY(AM) Decatur, Ill., joins WBNR(AM) Beacon, N.Y., as program director.

Joe Brown, farm director, KDAV(AM) Lubbock, Tex., joins Texas State Network, Fort Worth, as farm-ranch director of its Texas State Agricultural Network.

George Baum, account executive, Aaron D. Cushman and Associates public relations, Chicago, joins WBBM-TV there as producer, *Lee Phillip-Mort Crim Noonbreak*. **Sue Wilson**, associated with program since 1971, appointed associate producer.

Albert J. Marrara, production manager, KTVH(TV) Hutchinson, Kan., named executive producer, WCPO-TV Cincinnati. **Hasker Nelson**, manager-public service and minority affairs and executive program producer, WCPO-TV, ap-

pointed assistant production manager and executive program producer. **Maxine Hardwick**, reporter-announcer, WLW(AM) Cincinnati, joins WCPO-TV as co-producer.

Daniel Mann, production specialist at WXEX-TV Petersburg, Va., promoted to producer-director.

Peggy Alexander, with WHIO-AM-FM Dayton, Ohio, promoted to associate producer.

Rick Moore, news director, WLCY-TV Largo, Fla., assumes additional duties as acting program director. **Nancy Perk**, traffic manager, WXTA-TV Atlanta, joins WLCY-TV in same post.

Fran Zankowski, music clerk, WKYS(FM) Washington, promoted to music coordinator.

Randy Bronson, graduate of masters degree program in television at Syracuse (N.Y.) University, joins South Carolina ETV Network, Columbia, as producer-director.

Rachel C. Oas, classical music coordinator, noncommercial WKMS-FM Murray, Ky., appointed program director.

Broadcast Journalism

Mary A. Fifield, assistant/director of public affairs, Department of Transportation, Washington, appointed director, ABC News information there.

Sandy Webb, assignment director, WATE-TV Knoxville, Tenn., named news director, replacing **Hal Wanzer**, resigned.

Buck Buchanan, news director, WFBG(AM) Altoona, Pa., joins WCHA(AM)-WIKZ(FM) Chambersburg, Pa., in same post.

Manuel Fishman, news director, WRNN(AM) Clare, Mich., joins WMPX(AM) Midland, Mich., in same post.

Patricia North Bennett, news editor, KVIC(AM)-KCWM(FM) Victoria, Tex., named acting news director, succeeding **Bill Stevens**, director of news and public affairs, who has been named chief aide to Texas State Representative Joe Wyatt Jr., candidate for Democratic nomination for Texas's 14th congressional district.

Gene Lively, anchorman and former news director, KMOL-TV San Antonio, Tex., named co-anchor, WISH-TV Indianapolis.

Bob Cashen, anchorman, WPTA(TV) Roanoke, Ind., joins WAND(TV) Decatur, Ill., in same capacity. **John Wingate**, reporter, WJBC(AM)-WBNQ(FM) Bloomington, Ill., named to same post, WAND. **Jane Bigelow**, legislative correspondent, named news producer.

John Mussoni, producer for WCAU(AM) Philadelphia, named managing editor, WEEI(AM) Boston. Both are CBS-owned stations. **Pam McMurray**, WEEI news assistant, appointed executive editor.

William Baker, film and television producer, Boeing Aerospace Co., Seattle, joins KIRO-TV there as assignment editor.

Cindy Wright, general assignment reporter, Houston News Service, joins KEYH(AM) there as news editor/reporter. **Jeff Lawson**, news director-achorman, WLCS(AM) Baton Rouge, joins KEYH as anchor.

David Ropelk, reporter, WFSB-TV Hartford, Conn., named to same post, WCVB-TV Boston.

Joe Moskowitz, reporter, WNDU-TV South



Going and coming. Jack Farmer (l) of WHIR(AM)-WMGE(FM) Danville, Ky., congratulates his successor as president of the Kentucky Broadcasters Association, Fred Paxton (second left) of WPSD-TV Paducah on latter's election at the KBA annual fall meeting in Lexington Oct. 13. William Summers III of WIOU(AM) Louisville and WSTM(FM) St. Matthews, said to be the first black so honored at a state broadcasters association, was named president-elect. At the podium is KAB's executive director, J.T. Whitlock, of WLBH(AM) Lebanon.

Bend, Ind., joins WDSU-TV New Orleans in same capacity.

Ronald Fleming, from WESH-TV Daytona Beach, Fla., joins WFTV(TV) Orlando, Fla., as reporter.

Cindy Allison, co-anchor, WRAU-TV Peoria, Ill., joins news staff at KSD-TV St. Louis.

Betsy M. Ross, newspaper reporter, South Bend, Ind., joins WSJV(TV) there as reporter.

Dan Ezell, reporter, WAPE(AM) Jacksonville, Fla., joins news team at WTLV(TV) there. **Bob Green**, from WJKS-TV there, joins WTLV as news film editor.

Red McCreary, sports director, WPRI-TV Providence, R.I., joins WDBO-TV Orlando, Fla., in same capacity.

George Beahon, sportscaster, WOKR(TV) Rochester, N.Y., joins sports staff at WROC-TV there.

Students from Southwest Texas State University, San Marcos, Tex., who worked on San Marcos CATV's weekday newscast, *Insight E10*, have joined following Texas stations: **Paul Alexander**, KTBC-TV Austin; **Downing Bolls**, KRBC(AM) Abilene; **Larry Carlson**, KVET(AM)-KASE(FM) Austin; **Gloria Campos**, KGBT-TV Harlingen; **Liz Gaston**, KMOL-TV San Antonio; **Bill Macatee**, KMBT(TV) Beaumont; **Donna McCollum**, KTRE-TV Lufkin; **David Noriega**, KLBJ-AM-FM Austin; **Mary Swandollar**, KMBT(TV) Beaumont, and **Mike Wagner**, KCSW-FM San Marcos.

J. Neil Lowe, former cameraman for KIRO-TV Seattle (most recently involved in real estate sales), joins KOMO-TV there as news cameraman.

Equipment & Engineering

Livio C. Dalto, licensing director for Canada and Latin America, RCA Corp., New York, named staff VP and senior counsel, international.

Senior executives, National Semiconductor Corp., Santa Clara, Calif., elected VP's: **John Finch**, VP-general manager of semiconductor components; **David Martin**, VP-general manager of computer products, and **F. Joseph Van Poppelen**, VP-semiconductor marketing.

Wendell Woody, Midwest regional manager for distributor sales division of Jerrold Electronics, Hatboro, Pa., named sales manager, West, distributor sales.

Richard E. Fearn, with KABC(AM)-KLOS(FM) Los Angeles, appointed assistant chief engineer.

Eugene Ladin, VP, treasurer and controller, Puerto Rico Telephone Co., joins Comtech Laboratories, Smithstown, N.Y., as finance VP.

Larry E. Miller, lab manager, Scientific-Atlanta, joins Leasametric, division of Metric Resources, Lawrenceville, Ga., as manager, Atlanta Rental Inventory Center, responsible for servicing customers in Georgia, Alabama and South Carolina. Metric Resources rents, leases and sells test instruments and communications equipment.

Patricia Satter chapter coordinator, Society of Broadcast Engineers, Indianapolis, appointed assistant secretary-treasurer.

Allied Fields

Gary Davis, freelance promotion-marketing manager, San Francisco, joins ABC Records as VP-sales and promotion.

Chester Higgins, one-time assistant to former Commissioner Benjamin L. Hooks and currently assigned to FCC's public information office, is moving to Pentagon on Nov. 7. He will join staff of Secretary of Army Clifford Alexander as public information officer.

Dorothy Basso, who was Richard E. Wiley's secretary when he was FCC general counsel and his confidential assistant during his days as commissioner and chairman, will join him as secretary at Kirkland & Ellis law firm, Washington. She leaves commission on Oct. 28.

Bill Drummond, press aide to President Carter,

leaves White House to rejoin *Los Angeles Times* as reporter in Washington bureau.

George Schwartz, dean of communications, Graham Junior College, Boston, appointed chairman, department of telecommunications, Mercer County Community College, Trenton, N.J.

Robert E. Shrader, news director, KNOW(AM) Austin, Tex., named lecturer in broadcast journalism at Southwest Texas State University, San Marcos.

Julian Goodman, NBC chairman, named to receive fourth annual Richard Rodgers award of Professional Children's School, New York, for distinguished service to performing arts in America. Presentation will be at dinner Dec. 12 at Pierre hotel, New York.

Deaths



Tourtellot

Arthur Bernon Tourtellot, 64, VP and general executive of CBS Inc. and president of CBS Foundations Inc., died Oct. 18 in Columbia-Presbyterian hospital in New York from complications arising out of amoebic dysentery. He joins CBS in 1968 from Earl Newsome & Co. Inc., New York, management firm, where he was board chairman. Earlier Mr. Tourtellot had been executive with Time Inc. for 11 years and while there produced both *Crusade in Europe* and *Crusade in Pacific* television series. He wrote eight books dealing with American history. He is survived by his wife, Elizabeth, and two sons, Jonathan B., formerly with editorial staff of BROADCASTING, and Christopher T.

Joseph K. Martin, 70, president-general manager, WDSC-AM-FM Dillon, S.C., died Oct. 17 at Duke University medical center, Durham, N.C., after massive heart attack suffered on Oct. 15 at Duke-Clemson football game. Survivors include his wife, Lenore, and daughters JoAnn and Rosemary.

Sidney W. Slappey, 58, broadcaster for African division of Voice of America under name of Tom Barry, died of cancer Oct. 14 at Alexandria (Va.) hospital. Mr. Slappey, who went to Washington following World War II, worked for number of radio stations there including, WAVA-AM-FM, WOL(AM), WTOP(AM), and WEAM(AM). Between 1970 and 1973 he was commentator for Mutual Broadcasting System. He is survived by his wife, Marcia, four children and one stepson.

Lee Elliott Adler, 54, retired CBS News syndication manager for Washington, died of respiratory ailment at Holy Cross hospital, Silver Spring, Md., Oct. 14. He retired in 1976 after more than 20 years with network as film editor, news writer and syndication manager. He is survived by his wife, Selma, two sons and one daughter.

Maurice Leigh Robinson, 61, producer for CBS News, died of cancer on Oct. 12 at his home in West Redding, Conn. Mr. Robinson, who joined CBS News as writer in 1961, had been in broadcast field for 40 years. He served as producer of *Spectrum*, carried on CBS Radio since 1971. He is survived by his wife, Carol, and son, Jeremy.

Leonard Meyers, 61, NBC publicist for 35 years, died Oct. 13 at his home in New York, apparently of heart attack. For many years he specialized in publicizing music broadcasts on NBC radio and TV networks. He was press representative for Arturo Toscanini and NBC Symphony Orchestra for 10 years and for NBC Opera Company from its beginnings in 1950 to its final performance in 1966.

For the Record[®]

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 10 through Oct. 14.

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 license

■ Broadcast Bureau granted following license covering new station: KBOX, Bozeman, Mt. (BL-14,071).

AM starts

Following stations were authorized pro-

gram operating authority for changed facilities on dates shown:

■ KBGN Caldwell, Id. (BP-20286) Sept. 26, 1977; WHYT Noblesville, Ind. (BP-20059) Sept. 23, 1977; KEEL Shreveport, La. (BP-20720) Sept. 22, 1977.

FM starts

Following stations were authorized program operating authority for changed facilities on dates shown:

■ KTCL Fort Collins, Co. (BPH-9864) Sept. 21, 1977; WOKF Clearwater, Fl. (BPH-9968) Sept. 22, 1977; KFMN Abilene, Tx. (BPH-10587) Sept. 23, 1977.

Facilities changes

TV action

■ WVII-TV, Ch. 7, Bangor, Me.—Broadcast Bureau granted CP to change ERP to Vis. 100 kw, Aur. 10 kw; change type of ant.; make changes in ant. structure (increase height) (BPCT-4969). Action Sept. 27.

AM actions

■ KHCS Phoenix—seeks CP to increase power to 1

kw, change station location to Tolleson, Ariz., add night power with 250w, change hours of operation to U change trans. & studio location (BP-20,744). Ann. Oct. 14.

■ WWBA, St. Petersburg, Fl.—Broadcast Bureau granted CP to change trans. location to 94th Ave. N. at St. Martin, St. Petersburg; licensed on 680 khz, 1 kw D; conditions (BP-20,860). Action Sept. 23.

■ WLEJ Ellijay, Ga.—Broadcast Bureau granted mod. of permit to change ant. trans. location (BMP-14,453). Action Sept. 21.

■ WLUV Loves Park, Ill.—Broadcast Bureau granted CP to make changes in ant. system; increased tower height to utilize FM ant.; conditions (BP-20,874). Action Sept. 28.

■ WHYT Noblesville, Ind.—Broadcast Bureau granted mod. of permit to make changes in radiation pattern (BMP-14,448). Action Sept. 22.

■ KLUC, Las Vegas—Broadcast Bureau granted CP to change station location to North Las Vegas, Nev.; add nighttime power with 2.5 kw DA-N; change hours of operation to U.; trans. location 10 km (6.2 mi.) NE of N. Las Vegas and 2.1 km N. of Nellis AFB along Interstate 15, N. Las Vegas; change type of trans.; condition (BP-20,253). Action Sept. 20.

■ WWL New Orleans—seeks mod. of to make changes in MEOV's (BP-20,390). Ann. Oct. 14.

■ WAOP Otsego, Mi.—Broadcast Bureau granted CP

to make changes in ant. system (BP-20,854). Action Sept. 22.

■ Minneapolis, Mn.—Broadcast Bureau granted mod. of CP to change studio and remote control locations to 3104 16th Ave., South, Minneapolis; make changes in ant. system (increase height); remote control permitted (BMPED-1519). Action Sept. 21.

■ WCLW Mansfield, Oh.—seeks CP to make changes in MEOV's. Ann. Oct. 14.

■ WENA Penuelas, PR.—seeks MP to change ant. trans. location (BP-19,839). Action Oct. 14.

■ KYKR Port Arthur, Tx.—seeks CP to increase power to 5kw, install DA, change ant. trans. (CP-20,363). Ann. Oct. 14.

FM applications

■ KBAS Lake Havasu City, Ar.—seeks CP to install new ant.; change TPO & ERP: 3 kw. Ann. Oct. 11.

■ WQHQ Andalusia, Al.—seeks CP to install new aux. trans. and aux. ant. at main TL; ERP 360 (H&V) and HAAT 523 feet (H&V) for aux. only. Ann. Oct. 11.

■ WBLX Mobile, Al.—seeks MP to change TL to: First Nat'l Bank Bldg., Mobile, Al; change ant.; make changes in ant. system (increase height); change ERP 63.04 kw (H&V) and HAAT: 460 feet (H&V). Ann. Oct. 11.

■ KIOQ-FM Bishop, Ca.—seeks MP to change TPO & transmission line. Ann. Oct. 11.

■ KKOS Carlsbad, Ca.—seeks CP to install new ant. Ann. Oct. 11.

■ KECG El Cerrito, Ca.—seeks MP to change ant.; make changes in ant. system (increase height). Ann. Oct. 11.

■ KJOI Los Angeles—seeks CP to replace transmission line. Ann. Oct. 11.

■ *KMSA Grand Junction, Co.—seeks CP to install new ant. Ann. Oct. 11.

■ *WREK Atlanta—seeks CP to change TL to: intersection of Turner & Sixth Sts., Ga. Tech Univ. Campus, Atlanta; install new trans. and ant.; make changes

in ant. system (increase height); change TPO & HAAT: 336 feet. Ann. Oct. 11.

■ KSKI-FM Sun Valley, Id.—seeks MP to change ant.; make changes in ant. system (decrease height); change HAAT: 2130 feet (H&V). Ann. Oct. 11.

■ WXAX Elkhart, In.—Broadcast Bureau granted CP for changes; ERP: 50 kw, antenna ht. 460 ft.; condition (BPH-10,027). Action Oct. 5.

■ KANY Ankeny, Ia.—seeks MP to redescribe TL/SL as: 1551-1563 NE 66th Ave. South of Ankeny, Ia.; delete RC; change trans.; ant. Ann. Oct. 11.

■ KARD Wichita, Ks.—seeks CP to install new ant. Ann. Oct. 11.

■ WGRK-FM Greensburg, Ky.—seeks MP to change trans. ant.; change TPO & ERP: 3kw (H&V). Ann. Oct. 11.

■ WMOR-FM Morehead, Ky.—Seeks CP to change TL to: on State Rd. 32, 0.2 mile West of city limits of Morehead, Ky; install new trans.; ant.; make changes in ant. system (increase height); chg TPO: ERP 3kw (H&V) and HAAT 300 feet (H&V). Ann. Oct. 11.

■ KXRA-FM Alexandria, La.—seeks CP to install new trans.; ant.; change TPO: ERP 3kw (H&V) and HAAT 162 feet (H&V). Ann. Oct. 11.

■ WMJC Birmingham, Mi.—seeks CP to install new aux. trans. at main TL; ERP 10kw (H&V) and HAAT 950 feet (H&V) for aux. purposes only. Ann. Oct. 11.

■ WLAV-FM Grand Rapids, Mi.—seeks MP to change TL to: Pettis Ave., 4 and 5 Mile Rds., Grand Rapids, Mi.; trans.; ant.; make changes in ant. system (decrease height). Ann. Oct. 11.

■ *KCLO-FM St. Cloud, Mn.—seeks MP to change trans.; ant.; change TPO: ERP: 100kw (H&V) and HAAT 456 feet (H&V). Ann. Oct. 11.

■ WLNK Columbus, Mi.—seeks CP to install new ant.; make changes in ant. system (increase height) and transmission line. Ann. Oct. 11.

■ KCBW Sedalia, Mi.—seeks CP to delete RC; install new trans.; ant.; change TPO and ERP 3kw (H&V). Ann. Oct. 11.

■ KRWS Hardin, Mt.—seeks CP to change TL to: 0.4 mile NW of Sarpy Rd., 2 miles NE of Hwy 1-90, Hardin, Mt.; make changes in ant. system (increase height); change HAAT 222 feet (H&V). Ann. Oct. 11.

■ KYBS Livingston, Mt.—seeks MP to change SL/RC loc to: 201 South Main St., Livingston, Mt.; trans.; ant.; make changes in ant. system (increase height); change TPO. Ann. Oct. 11.

■ WMGQ New Brunswick, N.J.—seeks MP to change ant. Ann. Oct. 11.

■ WPHD Buffalo, N.Y.—seeks CP to install new aux. trans.; at main TL; ERP 2.75kw (H&V) and HAAT 340 feet (H&V) for aux. purposes only.

■ WGCL Cleveland—seeks CP to install new ant. Ann. Oct. 11.

■ WPTW-FM, Piqua, Oh.—Broadcast Bureau granted license covering changes; ERP: 50kw (H&V); ant. height 175 ft. (H&V) (BLH-7480). Action Oct. 5.

■ WBLV-FM Springfield, Oh.—seeks CP to redescribe TL as: 2302 West First St., Springfield, Oh.; replace transmission line. Ann. Oct. 11.

■ WBLV-FM Springfield, Oh.—seeks CP to install new aux. trans. at main TL; ERP 29.094kw (H&V) and HAAT 158 feet (H&V). For aux. purposes only. Ann. Oct. 11.

■ *WITF-FM Hershey, Pa.—seeks CP to make changes in ant. system (increase height); change TPO, ERP 5.9kw (H&V) and HAAT 1360 feet (H&V). Ann. Oct. 11.

■ *WRTI Philadelphia—seeks CP to change ERP 890 w (H&V) aux. trans. Ann. Oct. 11.

■ WBRQ Cidra, PR.—seeks MP to change trans. and HAAT 867 feet (H&V). Ann. Oct. 11.

■ WKIR Jackson, Tn.—seeks CP to change TPO; ERP 100kw (H); 82.8kw (V); and trans. line. Ann. Oct. 11.

■ *WEVL Memphis, Tn.—seeks CP to change TL to: 1369 Court St., Memphis; make changes in ant. system (decrease height). Ann. Oct. 11.

■ KOOV Copperas Cove, Tx.—seeks MP change TL (same site); specify SL/RC loc as: 408 South Main, Copperas Cove, Tx.; trans. ant.; make changes in ant. system; (decrease height); change TPO; ERP 2.5kw (H&V) and HAAT 332 feet (H&V). Ann. Oct. 11.

■ KOHM Lubbock, Tx.—seeks CP to install new trans.; change TPO & ERP: 4.08 kw. Ann. Oct. 11.

■ KTYL Tyler, Tx.—seeks MP to change TL to: 3.3 miles North, 60 degrees East of Center of Tyler, Tx.; make changes in ant. system (decrease height); change HAAT 459.625 feet (H&V). Ann. Oct. 11.

■ WTTX-FM Appomattox, Va.—seeks CP to install new trans.; ant. and change TPO. Ann. Oct. 11.

FM actions

■ KIMN-FM, Denver.—Broadcast Bureau granted CP to install new trans.; remote control permitted; condition (BPH-10701). Action Sept. 21.

■ *WFTU-FM Orlando, Fl.—Broadcast Bureau granted mod. of CP to operate trans. by remote control from FTU Campus, Village Center Bldg., Rm. 27, Orlando; change trans.; make changes in ant. system (decrease height); condition (BMPED-1518). Action Sept. 21.

■ WKLS Atlanta—Broadcast Bureau granted CP to install new ant.; remote control permitted; ant. height 930 ft (BPH-20706). Action Sept. 21.

■ *WRFG Atlanta—Broadcast Bureau granted CP to install new trans.; remote control permitted; condition (BPED-2547). Action Sept. 21.

■ WDEA-FM Ellsworth, Me.—commission granted application of Grindstone Broadcasting Corp. to change ant. and trans. site from Ellsworth to Bald Mt., 1.2 miles north of Ellsworth City limits although opposed as de facto re allocation. Action. Oct. 13.

■ WAQY Springfield, Ma.—Broadcast Bureau granted CP to change trans. location; install new trans.; make changes in ant. system (increase height); ERP: 1.7kw (H&V); ant. height 780 ft. (H&V); remote control permitted (BPH-10700). Action Sept. 21.

■ KSCF Florissant, Mo.—Broadcast Bureau granted mod. of CP to change trans. location; studio location and remote control location to 427 Dunn Rd, Florissant, Mo.; remote control permitted (BMPH-15240). Action Sept. 21.

■ KJEZ Poplar Bluff, Mo.—Broadcast Bureau granted mod. of CP to change trans.; ant; make changes in ant. system; (decrease height); change ht.: 410 ft. (H&V); remote control permitted (BMPH-15241). Action Sept. 21.

■ WBNC-FM Conway, N.H.—Broadcast Bureau granted CP to change trans. location to Oak Hill, 1.3 miles South int. SR. 113 and SR.16, Conway, N.H.; install new ant.; make changes in ant. system (decrease height); ERP: 1.45 kw (H&V); ant. ht. 410 ft. (H&V); remote control permitted; condition (BPH-10467). Action Oct. 5.

■ KRST Albuquerque, N.M.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location; ERP: 0.88 w; ant. 4050 ft. for aux. purposes only (BPH-10708). Ann. Sept. 21.

■ KWYK-FM Aztec, N.M.—Broadcast Bureau granted mod. of CP to change trans. location; change studio to 1515 W. Main, Farmington, N.M.; change remote control to studio location (BMPH-15232). Action Sept. 21.

■ WCTO Smithtown, N.Y.—Broadcast Bureau granted CP to install new aux. ant. for use with main trans.; ERP: 3kw (H&V); 1.75kw (H&V)(aux.); remote control permitted (BPH-10689). Action Sept. 21.

■ WCTO, Smithtown, N.Y.—Broadcast Bureau granted CP to install new ant. (BPH-10690). Action Sept. 21.

■ WRAL Raleigh, N.C.—Broadcast Bureau granted CP to redescribe trans. location on U.S. Hwy 70 East, 1.6 mi. SE of Auburn, N.C.; install new ant.; make changes in ant. system, (increase height); ERP 97kw, ant. height 1890 feet (BPH-10679). Action Sept. 21.

■ KKNQ Oklahoma City, Ok.—Broadcast Bureau granted license covering changes; ERP: 98 kw (H&V); ant. Height 900 ft. (H&V); condition (BLH-7509). Action Sept. 27.

■ WRJS Oil City, Pa.—Broadcast Bureau granted CP to change TPO, change ant. height. (BPH-10695). Action Sept. 21.

■ WRAC-FM, Williamsport, Pa.—Broadcast Bureau granted license covering changes; ERP: 53 kw; ant. height 1270 ft (BLH-7491). Action Sept. 27.

■ WELP-FM Easley, S.C.—Broadcast Bureau granted CP to operate trans. by remote control from studio

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location; install new trans.; ERP: 2.5kw (H&V); ant. ht. 330 ft. (H&V); remote control permitted; condition (BPH-10698). Action Sept. 21.

■ **KTEP El Paso, Tx.**—Broadcast Bureau granted CP to install new aux. trans.; ERP: 5.22 kw and ant. ht. 730 ft.; remote control permitted (BPED-2459). Action Sept. 22.

■ **KEZX Seattle**—Broadcast Bureau granted mod. of CP to make changes in ant. system (increase height); ERP 96 kw (H&V); ant. ht. 1110 ft. (H&V); remote control permitted (BMPH-15243). Action Sept. 21.

■ **WVHF-FM Clarksburg, W.Va.**—Broadcast Bureau granted CP to change TPO and ERP; ERP: 0.62 kw (H&V); ant. height 670 ft. (H&V); remote control permitted (BPH-10699). Action Sept. 21.

■ **WJVL Janesville, Wi.**—Broadcast Bureau granted license covering changes; ERP: 20 kw(H), 18 kw(V); ant. height 200 ft. (H); 135 ft. (V) (BLH-7439). Action Sept. 27.

In contest

Designated for hearing

■ **Tupelo, Mi., AM proceeding:** North Mississippi Coalition for Better Broadcasting and Jack Benny individually and as officer of Pollution and Consumers Protection Foundation oppose renewal Lee Broadcasting's license for WTUP (Doc. 21430)—designated by commission for hearing. Action Oct. 13.

Case assignment

Acting Chief Administrative Law Judge Chester F. Naumowicz Jr. made following assignment on date shown:

■ **Springfield, Ill.**—Springfield Advertising Co., Group 76 Incorporated, Midwest Broadcasting Co. and Lincoln-Douglas Communications, **FM proceeding:** (Docs. 21338-41)—designated ALJ Thomas B. Fitzpatrick to serve as presiding judge; scheduled prehearing conference for Nov. 30 and hearing for Jan. 16. Action Oct. 7.

Procedural rulings

■ **San Jose, Ca., FM proceeding:** Public Communications (PCI) and United Broadcasting competing for ch. 262 (Docs. 20611-2)—commission granted PCI petition to extent of providing official transcript of United Broadcasting's KBAY (ch. 262) for reference purposes. Action Oct. 13.

■ **Washington, AM proceeding:** Consumer Electronics Group of Electronic Industries Association (Doc. 21313)—Chief, Broadcast Bureau extended from Oct. 15 to Dec. 21 time for filing comments and from Nov. 15 to Jan. 23 time for filing replies in matter of AM stereophonic broadcasting. Action Oct. 7.

■ **High Springs and Alachua, Fla., Country Broadcasting Co. and Alachua Broadcasting, FM proceeding:** (Docs. 21235-6)—ALJ Frederick W. Denniston modified certain procedural dates and rescheduled hearing from Oct. 25 to Nov. 28. Action Oct. 6.

■ **Alexandria, La., Cenla Broadcasting Co., FM proceeding:** set certain procedural dates. (Doc. 21151)—ALJ Walter C. Miller. Action Oct. 11.

■ **Hattiesburg, Mi., Deep South Radio, Et Al, FM**

proceeding: (Docs. 19889-91) ALJ John H. Conlin continued without date conference scheduled for Oct. 12 and directed parties to file memoranda of law by Oct. 21 and replies by Nov. 1. Action Oct. 11.

■ **St. Louis, Midwest St. Louis, and New Life Evangelistic Center, TV proceeding:** (Docs. 20820-1)—ALJ Joseph Stirmer on request of New Life scheduled further prehearing conference for Oct. 11. Action Oct. 11.

■ **Rochester, N.H., Strafford Broadcasting Corp., FM proceeding:** (Doc. 20619)—ALJ Byron E. Harrison continued hearing from Oct. 12 to Oct. 20. Action Oct. 11.

■ **Altoona, Pa.**—commission clarified proposal to drop in VHF ch. 12 at Altoona to specify that any ch. assigned there would operate with offset designation 12+. Action Oct. 13.

■ **Portsmouth and Norfolk, Va., Tidewater Radio Show (WPCE), and Willis Broadcasting (WOWI-FM) renewal proceeding:** (Docs. 21278-9)—chief ALJ Chester F. Naumowicz Jr. granted request by Broadcast Bureau and extended to October 11 time to respond to petition to intervene filed by Tidewater Coalition for Media Rights Action Oct. 5.

■ **Salem, Va., Blue Ribbon Broadcasting (WBLU-AM) revocation proceeding:** (Doc. 21280)—Chief ALJ Chester F. Naumowicz Jr. granted motion by Blue Ribbon and extended to Oct. 7 time to respond to Broadcast Bureau's interrogatories and to Oct. 14 time to respond to Bureau's request for documents. Action Oct. 5.

Dismissed

■ Commission denied petition by Public Media Center to institute notice of inquiry and proposed rulemaking on airing of public service announcements (PSA's) by broadcast licensees. Petitioners asked for more PSA's, aired during more desirable time periods and more groups be given more PSA time. Commission denied request on grounds that petitioners failed to substantiate their contention of inadequate PSA time, statistics did not indicate abuse of discretion and adoption would be "inappropriate intrusion into the sensitive area of programing." Action Oct. 11.

Allocations

Petitions

FCC received following petitions to amend **TV table of assignments** (ann. Oct. 11):

■ **Cocoa, Fla.**—Astro Enterprises requests ch. 52 in lieu of ch. 18 at Cocoa be reserved for noncommercial use and pending application be so amended (RM-29-75).

■ **New York**—MDV Television Co. requests ch. 38 to Salisbury, Md. and substitute ch. 64 for ch. 38 at Seaford, De. (RM-29-76).

■ **Woodrich, Pa.**—Jeffrey O. Schlesinger requests ch. 249 to Jersey Shore, Pa. (RM-2973).

■ **Forks, Wa.**—KVAC requests ch. 280A to Forks (RM-29-74).

Actions

FCC took following actions on FM allocations:

■ **Denair, Ca.**—Broadcast Bureau proposed either substituting FM ch. 284 for ch. 240 at Los Banos Ca., and assigning ch. 240 to Denair, or assigning ch. 285 to Denair with no change in Los Banos in response to proposal of KLBS-FM Los Banos and later counter proposal of Denair Broadcasting (Doc. 21411). Comments due Nov. 18, replies Dec. 8. Action Oct. 4.

■ **Alexandria, Ind.**—Broadcast Bureau proposed assignment of ch. 244A to Alexandria as that community's first FM in response to petition by Triplett Broadcasting. Comments due Nov. 18, replies Dec. 8 (Doc. 21410) Action Oct. 7.

■ **Elizabeth City, N.C.**—Broadcast Bureau proposed assignment of ch. 244A as second FM in response to petition by Campbell Broadcasting licensee of WAGI Elizabeth City (Doc. 21412). Comments due Nov. 18, replies Dec. 8. Action Oct. 4.

■ **Lincoln, Neb.**—commission denied Chronicle Broadcasting reconsideration of new FM ch. 208 grant to Sunrise Communications which Chronicle, licensee of WOWT(TV) Omaha, contended would interfere with WOWT's reception, on grounds that FM grant was conditioned on Sunrise's showing interference detected during equipment tests would be corrected before program testing would be authorized. Action Oct. 5.

■ **Ogallala, Neb.**—commission denied Industrial Business Corp. (IBC) licensee of KIBC(FM) Ogalla review of commission's June 7, 1976 assignment of ch. 224A to Ogallala as second FM as requested by Ogallala Broadcasting on grounds that public interest not competitive position should determine allocation. Action Oct. 13.

Rulemaking

Petition

■ **Utilities Telecommunications Council** requests amendment of part 89 and 91 of rules to make available four 173 mhz splinter frequencies to local government and manufacturers radio services for telemetry and remote control operations. (RM-20149). Opposition due Oct. 16, replies Nov. 1. Ann. Oct. 11.

Actions

■ Commission has liberalized procedures to permit filing of motion for summary decision at any time, with permission or invitation of presiding officer. Section 1.251 of rules currently requires such motion be filed not later than 20 days prior to beginning of hearing. Action Oct. 13.

Translators

Applications

■ **Anchor Point, Homer, Sterling Highway, Kaslof, Al Alaska**—Alaska Public Television seeks chs. 51, 42, 7, 45 all with 10 w, all rebroadcasting KAKM Anchorage. Ann. Oct. 12.

■ **Monitor, Cashmere** both Washington—Apple Valley TV Association seeks ch. 51, 53, both with 20 w rebroadcasting KXLY-TV KHQ-TV respectively, both Spokane, Wa. Ann. Oct. 12.

Actions

■ Commission amended its rules to permit unattended operation of FM translator stations in response to petition by National Translator Association on grounds there was no reason to distinguish between unattended operation of TV and FM translators (Doc. 21020). Action Oct. 13, effective Nov. 28.

Translator actions

■ **KO2IW, Klawock, Ak.**—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast signal of KENI (Ch. 2), KAKM (Ch. 7), KTVA (Ch. 11) and KIMO (Ch. 13), Anchorage; condition (BPT-TV-5782). Action Sept. 27.

■ **K07PA, Manitou Springs, Co.**—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast signal of KTSC, (ch. 8), Pueblo, Co.; condition (BPTTV-5825). Action Sept. 27.

■ **K09GW Broken Bow, Nb.**—Broadcast Bureau

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granted assignment of license of VHF TV translator station to Broken Bow Junior Chamber of Commerce (BALTTV-156). Action Sept. 30.

■ W06AM, Montreat, N.C.—Broadcast Bureau granted CP for VHF TV translator station to rebroadcast signal of WLOS-TV, (ch. 13) Asheville, N.C. (BPTTV-5824). Action Sept. 20.

Cable

Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Oct. 12 (stations listed are TV signals proposed for carriage):

■ Bridgeport Cable Television Associates, for Bridgeport, Stratford, Orange, Woodbridge, Milford, all Connecticut (CAC-09284-8): to delete: WBTB.

■ Telerama, for Warrensville Heights, Oh. (CAC-10671): interim authorization for existing operation.

■ Tele-Media of Lake Erie, for Geneva, Oh. (CAC-10672): interim authorization for existing operation.

■ Telerama, for Euclid, Warrensville, both Ohio (CAC-10673-4): interim authorization for existing operation.

■ American Cablevision, for Cascade, Marion, Rochester, Haverhill, Oronoco, all Minnesota (CAC-10675-80): interim authorization for existing operation.

■ Maine Cable Television, for Bradley, Me. (CAC-10651): interim authorization for existing operation.

■ Warner Cable Transmission, for Louisville, Ms. (CAC-10682): WHTV Meridian, Ms.

■ Midwest Video, for Bryan, College Station, both Texas (CAC-10683-4): WYAH-TV Portsmouth, Va.

■ Pittsburg Cable TV, for Pittsburg, Crawford, both Kansas (CAC-10685-6): WTCG Atlanta.

■ Vumore Co. of Laredo, for Laredo, Webb, both Texas (CAC-10687-8): WTCG Atlanta.

■ Chief Cablevision, for Cherokee, Ia. (CAC-10689): WTCG Atlanta, KUSD-TV Vermillion, SD.

■ Greater Humboldt-Dakota City Cable TV, for Dakota City, Humboldt, both Iowa (CAC-10690-91): WTCG Atlanta, Ga.

■ Cablecom-General, for Brookfield, Md. (CAC-10692): KHQA-TV Hannibal, Mo., KCPT Kansas City, WGEM-TV Quincy, Ill.

■ Delta Cablevision, for Dermott, Ar. (CAC-10693): interim authorization for existing operation.

■ Putman TV Cable, for Ottawa, Oh. (CAC-10694): interim authorization for existing operation.

■ Smith Two Way Radio, for West Fork, Prairie Grove, both Arizona (CAC-10695-6): interim authorization for existing operation.

■ Millersburg TV, for Millersburg, Upper Paxton, Dalmatia, Halifax, all Pennsylvania (CAC-10697-701): interim authorization for existing operation.

■ Hinton Television, for Hinton, WV (CAC-10702): interim authorization for existing operation.

■ Falcon Cable TV of N.Cal., for Santa Clara, Ca. (CAC-10703): interim authorization for existing operation.

■ Torrington Community Television System, for Torrington, Lingle, both Wyoming (CAC-10704-5): certificate of compliance for existing operation.

■ Troy Cablevision, for Troy, Al. (CAC-10706): WYAH-TV Portsmouth, Va.

■ Multivision Northeast, for Cornelia, Demorest, Clarksville, Habersham, all Georgia (CAC-10707-10): WATL-TV Atlanta, to delete: WAIM-TV Anderson, SC.

■ Montana Cablevision, for Glasgow, Mt. (CAC-10711): KMUV-TV Sacramento, Ca.

■ Better TV of Zanesville, for Zanesville, Falls, Newton, all Ohio (CAC-10712-14): WTCG Atlanta, Ga., to delete: WUAB Lorain, Oh.

■ Dinosaur Cable Television, for Glen Rose, Tx. (CAC-10729): KDFW-TV Dallas, KXAS-TV Fort

Worth, KERA-TV, KXTX-TV both Dallas, KCEN-TV Temple, WFAA-TV Dallas, KTVT Fort Worth, KWTX-TV Waco, all Texas.

■ Public Cable for Cape Elizabeth, Me. (CAC-10730): WMTW-TV Poland Spring, Me. WCHS-TV, WGAN-TV both Portland, WSBK-TV Boston, WCBB Augusta, Me., WENH-TV Durham, NH, CHLT-TV, CKSH-TV both Sherbrooke, Qu., WLVI-TV Cambridge, Ma., WMEG-TV Biddeford, Me.

■ Raystay Co., for Mount Holly Springs, Carlisle, South Middleton, North Middleton, Washington, Waynesboro, all Pennsylvania (CAC-10731-6): interim authorization for existing operation.

■ Multi-Pix of Idaho, for Burley, Heyburn, Rupert, Paul, Minidoka, all Idaho (CAC-10737-41): WTCG Atlanta, WYAH-TV Portsmouth, Va., to delete: KWGN-TV Denver.

■ Community TCI of Kansas, for Leavenworth, Ks. (CAC-10742): WTCG Atlanta, WYAH-TV Portsmouth, Va., to delete: KWGN-TV Denver.

■ Corsicana Cable TV, for Corsicana, Tx. (CAC-10743): WTCG Atlanta.

■ Community TCI of Ohio, for Martins Ferry, Yorkville, Tiltonville, Rayland, Glen Robins, all Ohio (CAC-10744-8): WYAH-TV Portsmouth, Va., WTCG Atlanta, to delete: WUAB Lorain, Oh.

■ Fairfield Cablevision Associates, for Lancaster, Oh. (CAC-10749): certify operation.

■ Teleprompter of Reno, for Reno Nv. (CAC-10750): certificate of compliance for existing operation.

■ Community Cablevision, for Newport Beach, Irvine, Tustin, all California (CAC-10751-3): interim authorization for existing operation.

■ Community TCI of Ohio, for Steubenville, Oh. (CAC-10754): WYAH-TV Portsmouth, Va., WTCG Atlanta.

■ Bakersfield Cable TV, for Porterville, East Porterville, Bakersfield, all California (CAC-10755-7): interim authorization for existing operation.

■ Wheatland Community TV System, for Wheatland, Wyo. (CAC-10758): certificate of compliance for existing operation.

■ Pioneer Valley Cablevision, for Ware, Hardwick, both Massachusetts (CAC-10759-60): interim authorization for existing operation.

■ Washington Cable, for White, NJ (CAC-10761): WCBS-TV New York, KYW-TV Philadelphia, WNBC-TV, WNEU-TV both New York, WPVI-TV Philadelphia, WABC-TV New York, WCAU-TV Philadelphia, WPIX New York, WPHL-TV, WTAJ-TV both Philadelphia, WNJT Trenton, NJ., WOR-TV New York.

■ Springhill Cable, for Springhill, Cullen, both Louisiana (CAC-10762-3): KSLA-TV, KTBS-TV both Shreveport, La., KATL-TV Texarkana, Tx., KNOE-TV Monroe, La., KETG Arkadelphia, Ar., KTVT Fort Worth, Tx., KERA-TV, KXTX-TV both Dallas, KTVE El Dorado, Ar., KLTS Shreveport, La.

■ Frederick Cablevision, for Fort Detrick, Frederick

both Maryland (CAC-10764-6): interim authorization for existing operation.

■ Warner Cable of Marietta, for Mountville, Pa. (CAC-10767): certificate of compliance for existing operation.

■ Newchannels Corp., for Union, NY (CAC-10768): certificate of compliance for existing operation.

■ See TV, for Mexico, Mo. (CAC-10769): interim authorization for existing operation.

■ Pioneer Cablevision, for Union, NY (CAC-10770): certificate of compliance for existing operation.

■ Indiana Cablevision Corp., for Mishawaka, South Bend, Roseland, St. Joseph, Elkhart, Goshen, South Bend, Plymouth, Marshall, Rochester, Fulton, all Indiana (CAC-10771-81): WCFC Chicago, IL.

■ Tele-Vue Systems, for Pittsburg, Antioch, Livermore, Pleasanton, Dublin, West Pittsburg, Sunol, Anderson, Redding, Red Bluff, Shasta, all California (CAC-10782-94): interim authorization for existing operation.

■ Clear View Cable Systems, for Marin, Tiburon, Mill Valley, all California (CAC-10795-7): interim authorization for existing operation.

■ Fulton Community Antenna Television System, for Canton, Il. (CAC-10798): WICS Springfield, IL.

■ Hobbs Cablevision, for Hobbs, NM (CAC-10799): WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Century Huntington, for Huntington, Barboursville, East Pearidge, Lesage, West Pearidge, Guyan Estates, all West Virginia (CAC-10800-05): WTCG Atlanta, WYAH-TV Portsmouth, Va., to delete: WOR-TV New York.

Other action

■ Former Commissioner Benjamin L. Hooks issued statement on cable report and order adopted by full commission last July 21 streamlining its cable certification and franchise standards. Hooks's statement concurred in part, dissented in part, released Oct. 12.

In contest

■ Palm Springs, Ca.—commission denied requests by KMIR-TV and KPLM-TV for single channel carriage on five cable television systems serving Palm Springs on grounds proposal appeared little more than plan to capture viewers who believed they were watching Los Angeles stations. Action Oct. 13.

■ Santa Clara, Ca.—commission denied motion by nonprofit Santa Clara County citizen's group for order to show cause against Gill Cable for charging for public access channel facilities in violation of rules on grounds that Gill has stopped charging since violation resulted as misinterpretation of rules and recurrence did not seem likely. Action Oct. 5.

Rulemaking

■ Commission adopted new rules to specify that oppositions to petitions for orders to show cause involving cable TV systems be filed within 30 days of public notice of petition, replies filed 20 days after that. Action Oct. 13.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,485	6	17	4,508	47	4,555
Commercial FM	2,901	1	71	2,973	128	3,101
Educational FM	893	0	20	913	87	1,000
Total Radio	8,279	7	108	8,394	262	8,656
Commercial TV	721	1	3	725	49	774
VHF	513	1	0	514	8	522
UHF	208	0	3	211	41	252
Educational TV	242	3	14	259	6	265
VHF	93	1	7	101	3	104
UHF	149	2	7	158	3	161
Total TV	963	4	17	984	55	1,039
FM Translators	198	0	0	198	69	267
TV Translators	3,448	0	0	3,448	369	3,817
UHF	1,066	0	0	1,066	204	1,270
VHF	2,382	0	0	2,382	165	2,547

*special temporary authorization

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Sales Manager WCFR AM/FM Scannix group station in Springfield, Vermont needs creative experienced working Sales Manager, salary 15K plus commission. Call Frank Zezza 802-885-4555.

Missouri: Experienced salesperson wanted. AM/FM operation. Salary plus commission. Send resume to KSIS/KCBW, Sedalia, MO 65301.

Sales Manager—Midwest medium market. 24 hour AM easy country with major college sports. Must be outstanding local sales person and motivator. Call Charlie Powers, 415-376-0397 or write Box 68, Moraga, CA 94556. EOE/MF.

KCEY—2 sales people for new Contemporary FM. 2 sales people for AM Modern Country expansion. Good working conditions in complete new plant and facilities. Resume to Gen. Mgr., Box 979, Modesto, CA 95354.

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Announcer, experienced, 3rd ticket, with solid commercial background for MOR 5 KW fulltimer. Established operation offering good salary and benefits. Applications encouraged from minorities. WCOJ, Coatesville, PA. 215-384-2100.

Immediate opening for super Production Director and air personality combined. Modern Country in Medium mkt. South. Contact Rick Warren, PD, WBHP, PO. Box 547, Huntsville, AL 35804. 205-534-3521.

Midwest medium market group station will accept confidential resumes for possible future openings from air personalities. Decent dollars and excellent company benefits with a darn good bunch of broadcasters, in a neat place to live. Resumes to Box N-47.

Big Talker Wanted for South Florida Station opening person. MOR format. Must be strong on news and production plus good personality. 13-15,000 year. Equal Opportunity Employer. Send resume, starting salary to Box N-50.

Large Midwest chain looking for a professional one to one communicator. Good money. Send tape and resume to Leighton Enterprises, Box 1458, St. Cloud, MN 56301. Send in care of Jack Hansen or JJ Justin.

South Florida Coast—Personality Morning D J for Country Music station. Personality air show and production ability of first importance. At least 2 years fulltime experience in country music required. 3rd class license with Broadcast endorsement necessary. Salary open but equivalent to large metro market. Send complete resume and audition tape to PO. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

Florida MOR soft format with standard pop fills, seeks personality morning person to open 6AM, also second announcer for day shift, strong on production. Minimum two years experience with Third. No floaters. Opportunity for advancement with small public company. Excellent medical program. Delightful living by ocean. Send resume, tape and salary requirements. Randolph Miller, WIRA, Fort Pierce 33450. Equal Opportunity Employer.

Operations Manager for Schafer equipped KalaMusic Greater Media station in Huntington, West Virginia. EOE M/F. Will consider announcer ready for advancement. WHEZ. 25701.

Immediate Opening. Talented and dependable adult air personality for Adult Contemporary Country station. Please send air check, resume and salary requirements to WPOC, 711 W. 40th St., Baltimore, MD 21211. An equal opportunity employer under group ownership of Nationwide Communications.

Air personality with P.D. potential. Experience a must. Voice quality and delivery of primary importance. Send resume, salary requirements and tape to Tom Casey, WRTA, Box 272, Altoona, PA, an equal opportunity employer.

Announcer Personality—At least 3-5 years experience. FCC 3rd class license with broadcast endorsement. Experienced in radio production. Entertain on music show from 7:00 PM to Midnite. Monday-Friday, and 4-hour weekend program. Some production work will be necessary during the week. Applicant should be committed to involvement in the community. An equal opportunity employer. Send resumes and tapes to Sandy Beach, Program Manager, WKBW-Radio, 1430 Main St., Buffalo, NY 14209.

Experienced person local news or play by play ability. Opportunity growing group. West Texas. M/F EOE. CSRG, Inc. 12118 Landlock, Dallas, TX 75218.

Coastal and Mountain Vacationland. 5000 watt fulltime Top 40 WLAM needs strong nighttime personality. Good production. 100,000 listeners waiting to hear you. Tape, resume. Don Zihlman, Box 929, Lewiston, ME 04240. Male-Female EOE.

Immediate opening for afternoon drive-time personality. Experience and third class endorsed needed. Send resume & tape: Duncan Dewar, WHEB, Portsmouth, NH 03801.

News/Production Announcer for Automated station. Will train bright college grad. WATS/WAVR PO. Box 188, Waverly, NY 14892.

HELP WANTED TECHNICAL

Wanted—Chief Engineer. Chief Engineer for FM Station. Must be experienced in audio maintenance and FM transmitter. Light board shift (tapes). Huntington West Virginia area. Contact: David S. Johnson, Mortenson Broadcasting Company, 619 Peoples Merchants Trust Building, Canton, OH 44702.

Wanted—Chief Engineer. Chief Engineer for FM Station. First Class license. Experience in transmitter and audio system maintenance. Limited board shift. Contact: Dale McMillen, Radio Station WHKK, 100 Commonwealth Avenue, Erlanger, KY 41018.

Chief Engineer, 5 kw AM, heavy directional and solid state experience necessary, group station, excellent benefits. salary open Richmond, Virginia. Box N-45.

Come To Cape Cod. We have one of New England's most modern and attractive facilities, and we're located in New England's favorite vacation area. We need an engineer with some previous experience to serve as our Chief. A fine opportunity. Ray Brown, Operations Manager, WCOD-FM, Hyannis, MA 02601. 617-775-6800.

Northwestern College Radio Network Station needs professional engineer who can also do some announcing. This could be your chance to plan new facilities from the ground up, in about 2 years. Equal Opportunity Employer. Send tape, resume and salary requirements to: WNWC (Northwestern College Radio), 3250 Gammon Rd., Route No. 2, Madison, WI 53711.

Chief Engineer. Suburban Washington, DC Box 244, Burke, VA 22015.

Chief Engineer, 5 KW AM, 10 KW automated Stereo FM. Western Colorado. Must have experience with directional antenna, remote control, STL, and automation. Salary open. Contact Robert Hale, Woodland Broadcasting Company 303-249-4546. An Equal Employment Opportunity employer.

HELP WANTED NEWS

Wanted-News Director with administrative ability for three person 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. WDFI, P.O. Box 524, Marion, OH 43302.

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, KFQR, Box 80209, Lincoln, NE 68501. Equal opportunity employer.

We don't want an ordinary news person! If you see news in the unusual, are fascinated by features, excited by actualities, then you might be the person to run a new and unusual news department. It's an experiment so tell us all in confidence and see if it turns us on. Box N-14.

News Director. West-central AM. Start \$8400. Good digger, creative, aware. Authoritative delivery. EOE. Write Box N-33.

We Think We're Maine's best news team. We need a talented beginner for an evening slot. We're WLAM Radio News. Box 929, Lewiston, ME 04240. Send tape & resume or call Jacob Lewin, News Director at 207-784-5401.

The States Leading News Department in the states leading News Market is looking for a veteran Broadcast Journalist, who can anchor morning drive, and leave the competition breathless on the street. No place for a beginner. We talked to many, but have hired none. Award winning, stable, good salary, good area. Send tape and resume to Scott White, WKIX Radio, Box 12526, Raleigh, NC 27605. An Equal Opportunity Employer.

Medium Market AM/FM College Community needs experienced newperson. Contact Manager, KRUS/KXXZ, Box 430, Ruston, LA 71270. EOE.

Public Affairs Reporter. National Public Radio is seeking an experienced journalist for a new staff position in Los Angeles. The individual we're seeking has at least four years journalism experience with demonstrated ability to develop contacts and produce enterprise stories and investigative reporting. Broadcasting experience is required, but we are looking for an individual whose journalism experience goes beyond newscasting or 45-second news spots. Minimum starting salary is \$19,250. Resumes, cover letter and samples of work (including tapes if available) must accompany first submission. Deadline for applications is November 21st. All materials should be sent to DeNise Johnson, National Public Radio, 2025 M St., NW, Washington, DC 20036. After resumes are screened, interviews will be scheduled with finalists. NPR is an equal opportunity/affirmative Action employer.

Journalism: Full-time faculty position beginning Jan., 1978. Should have expertise in news reporting, in both broadcast and print. Also teach journalism history, economics, and public affairs. MA minimum, but professional experience taken into account. Salary Negotiable. Apply by Nov. 7, 1977, to: Ralph A. Swain, Asst. Prof., Public Communications, Room 2181, Wheeling College, Wheeling, WV 26003. E.O.E.

News Person to join WGIR Manchester New Hampshire newsteam. Positive attitude essential. Prior outstanding writing and airwork mandatory. Contact: Moe Quinn, News Director, 603-625-6915 or send resume and tape to PO Box 487, Manchester, NH 03105. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Air personality with PD. potential. Experience a must. Voice quality and delivery of primary importance. Send resume, salary requirements and tape to Tom Casey, WRTA, Box 272, Altoona, PA. an equal opportunity employer.

Programmer-Producer for Texas Public Station. Duties will include hosting morning music program which features interviews, both in-studio and telephone. Person will also assist in development of news and public affairs programming and in the development of student broadcasters. Production ability a must. Degree and experience required. Send tape, resume and salary requirements to: Station Manager, KETR, Box BB, E.T. Station, Commerce, TX 75428. EOE/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

General Manager—Experienced, all phases, 45. Strong on sales. Steady, sober, reliable. Phone 412-530-6943.

General Manager—in early 30's ready to accept a new management challenge. Turned current operation into the billing and ratings leader in a top 20 market. Eight years as G.M. experienced in sales, sales management and labor negotiations. Thorough working knowledge of all station operations. Strong on community involvement and FCC. Rules & Regulations. Prefer Mid-Atlantic states. For resume write Box N-4.

Public Affairs Director: Bright, creative, innovative Public Affairs Director with proven ability to produce "tune-in" programming. Excellent working knowledge of FCC ascertainment, rules & regulations. Impeccable references upon request. Box N-11.

Assistant Sales Manager Long Island top rated station wants management opportunity. Excellent leadership qualities. Relocate. Box N-22.

Attention: Multi-Media Owners, Editor-Publisher sold Mid-west Bi-Weekly. Also, 20 years experience AM Broadcasting, 15 years sales, sales Mgr and Mgr also part ownership. Most in competitive medium markets. Available Immediately. Box N-48.

General Manager. Operated highly profitable, leading station in Orlando, Florida for inactive owner during past 11 years. Thorough knowledge of, and ability to perform every job in radio except chief engineer. Strong in sales and sales management, excellent administrator, organizer and motivator. Hard working, stable and reliable. Age 43. Finest broadcast references. Bruce Webb, 305-841-1600.

Operations Manager of most successful small market station in Mid-America. Seeking GM or Operations Mgr. Experience in sales, programming, engineering, 12 yrs. John Carlie, PO Box 182, Walloon Lake, MI 49796. 616-547-4653.

SITUATIONS WANTED SALES

Street fighting salesman with proven track record. My programs sell and will increase your audience. Unafraid of competition. This family man desires a Northwest, Northcentral, or Northeastern small or medium market position. Box M-89.

SITUATIONS WANTED ANNOUNCERS

Third Phone DJ, good production, news, commercials, will relocate—some experience, hard worker. Box M-124.

Broadcast School Grad wants first job. 3rd endorsed ticket. Money secondary to training opportunity. Box M-113.

Newscaster-DJ light experience—trained performer, small market OK. Phone Preston 914-238-8815. Box M-115.

Lady DJ, 1st Phone, BA, 1-1/4 years Top 40 experience, good voice, news, production. Prefer SF to Monterey Area. PO Box 535, Daly City, CA 94017.

DJ, 26, 3rd Endorsed, married, stable, 3 years commercial experience, college degree seeks Adult Contemporary, AOR, T40, etc. Will relocate. Resume, tape, Frank Cavaliere, 40 Benedict Ave., Tarrytown, NY 10591. 914-332-0323.

Country experience at top rated station. First phone. Left last job March 1977 to get out of radio—I've changed my mind. I want to work for you. No nonsense, just hard work. Excellent references. Box N-1.

Soul is my specialty. Rock, Top 40, experience. Raise your ratings with this personality. 3rd endorsed. Check out my tape. Box N-3.

4-1/2 years experience—Music Director, production, news, MOR, EZ. Married. BS. Pennsylvania area or Maine. Box N-10.

Announcer, 22, seeks MOR, AOR, or Beautiful Music format. Good resonant voice, news, commercials. Prefer California, Arizona, Upstate New York, New Jersey, Connecticut, Pennsylvania. Box N-29.

Female Announcer looking for stability in the East. Experienced in live, automation, production, and news. Box N-37.

Wanted Live DJ Shift at professional small market contemporary. I'm 21, reliable, and professional, 1-1/2 years experience, some news. Appreciate good community and friendly staff. Prefer Ohio, Indiana or South, but will consider all offers. Box N-42.

Bright, Articulate, loyal AOR—Progressive personality, currently employed but available. Experienced, college grad, 3rd endorsed. Good interpretative reader, strong background in Rock, Folk, News, Telephone Talk, and Sports. Provide a challenging opportunity and I'll provide a true asset to your station & locale. Box N-49.

Jock 3rd Endorsed, tight board. 4 yrs Top 40 experience. Contact Lloyd Mitchell 212-735-5133 after 6:30 PM.

Exiled WNBC Personality craves major market air shift, stability. 32. First Phone. Box 1011, Englewood, FL 33533.

Stupidly Left nine year love affair with Radio five years ago and now want to return anywhere. MOR, Talk, Interview, News. Current 3rd. Dave Saxon, Box 430040, Miami, FL 33143.

Help! Love Radio/Communicating! 9 yrs., 3rd endorsed, M.A., Single. Prefer small T40/MOR anywhere, now, inexpensive. PD? "Jim" 517-787-1860. 653 Sparks, Jackson, MI 49202.

Experienced Top 40, Disco and Contemporary. 3rd Phone. Worked with the best in New York. Living in Maryland, will relocate anywhere. Call Paul at 301-942-2614, collect.

Ohio: First phone, male, married, six years jock experience. Seeks jock or news position in central Ohio, will take some sales. 420 Brown Street. Circleville, 43113.

Experienced Announcer/DJ, Third Phone, currently free-lancing, wants full-time shift at MOR/Modern Country/Beautiful Music station in California/Northwest. Good communicator, tight board, good news & production. Have PD background, available now! Will relocate..Call Frank Cordell 714-658-1094.

Top 40 DJ-22, 4 yrs in Discos looking for 1st on air break. MOR, C&W, Sports Color. Enthusiastic, eager learner. Will relocate. Larry Sullivan 703-960-9286.

Money Maker—heavy on ambition. 1 year experience, 3rd ticket, will travel anywhere. Box M-145.

SITUATIONS WANTED TECHNICAL

Experienced, Capable First Phone seeks permanent job with good, active radio station. Box N-7.

250 per mo due ss limitation gets you retiree first class Combo experienced all white male no dependents no disabilities se only. Box N-51.

Engineer, 2nd Class, college. Will work any shift: stable or fluctuating. Will relocate. Available immediately. Contact: Felix Smith, Colonial Park Station, P.O. Box 38, NYC 10039. 212-926-0358.

SITUATIONS WANTED NEWS

Sportscaster, seven years, excellent pbp for team, station. Excellent rapport with coaches; know college sports. Responsible, professional. News, dj, production. Box N-13.

1977 college grad seeks start in Broadcast news. BA Mass Communication-Radio TV U of Wisconsin. Knows PR, development, community relations, marketing. Willing to start in any position with management ultimate goal. Prefer Upper Midwest. Available Now. Box N-18.

SITUATIONS WANTED NEWS CONTINUED

Phyllis George lookout! Experienced all phases of station operation. AM/CATV-D.J., news, play-by-play sports, copy, production, traffic, TV show hostess. Available immediately. Mary Muldoon 415-328-2886.

Small market News/Sports Director desires full or part-time position on News Team. Excellent interviewer/writer. Charles Tatter, Box 95, Fort Dodge, IA 50501, 515-573-5143.

Are You Looking for a Major Market News Director, experienced, dedicated, successful I have an excellent man who heads our news radio operation, I'd like to help him relocate before our station changes ownership and format. Ross Reagen, Operations Manager, 913-888-9589.

Newsman-Announcer: Experienced all phases of radio news. Some TV work. Write Jack J. Quirk, P.O. Box 564, Columbus, GA, or call 404-563-2872.

Well experienced newsman available. Currently employed. Desires to move up. References from present and past employers. No small markets. 318-255-9778. Greg.

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.

Hard work—I love it. 4 years experience in broadcast news-PR. Heavy college experience. B.S. Speech-Telecommunications. Third endorsed. Looking for Northeast/Midwest. If you want quality and dedication, you want Jay, 607-785-8128.

Actualities? Love 'em. Newscaster 4 years experience, some announcing. Mid-Atlantic, Northeast medium-major preferred. Paul Bunting. 215-355-6079.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

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.

Losing money? Successful major group profit programmer. Low salary + bonus. Large markets. Box N-5.

Consultant Country Radio: 20 yrs-major, medium, small market experience, programming: that you can sell. Write Box N-12.

Program Operations Director with 6 years experience in every phase of radio. First phone looking to program for Adults. Good Production and "Bottom Line" oriented. Box N-15.

Experienced PD/OM looking for large market challenge. Extensive knowledge promotion, music, news, research, & total image development. Top ratings medium & large markets. Business degree, settled. Confidentiality assured. Box N-16.

My copy is hot. Two years medium market copy/production experience, seeking move up. Southwest or anywhere. Box N-43.

First Phone-B.S. Radio-Television Production. Eager to learn and to contribute to your operation. Location open, Carl Kaufmann, 2126 Endovalley Dr., Cincinnati, OH 45244.

Tired of Dumb PD's?? I know radio. Hard worker. See "Help!" under "Situations Wanted Announcers."

Communications Graduate. Experienced non commercial Radio and Television. Seeks assistant level position any location U.S. or Canada. Production, announcing, or any combination of duties. Eliot J. Greenberg, Severn The Loch, Roslyn Estates, NY, 11576 or call collect 516-621-7683.

TELEVISION

HELP WANTED MANAGEMENT

Sales Manager—Aggressive medium market ABC affiliate. Must be achiever and possible future GM. Box N-26.

General Manager—Major Southwest affiliate. Proven applicants only. Box N-28.

Development Director Immediate position available for person with broad background in PTV fund raising, including auctions, membership, underwriting, direct mail and volunteer groups. Salary to \$20k, plus benefits. Call or send resume to Stephen Steck, Executive VP & General Manager, WMFE-TV, 2908 W. Oak Ridge Road, Orlando, FL 32809. 1-305-855-3691. 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 Harrower, WTAJ-TV, Altoona, PA. 814-944-2031.

HELP WANTED SALES

Our company will need one or two experienced television sales representatives in Central or Northern Maine, approximately December 1. They will be with the leading station in Central Maine and a single station market in Northern Maine. Direct retail sales experience in small/medium TV markets is essential. The positions have developed account lists, pay straight commission, expenses, and full company benefits, with an income currently of \$12,000 to \$15,000 per year. If you're interested in a higher income, it's there for anyone who wants to work full time in a state with many life style benefits. We're a growing, diversified communication company and your future can be rewarding, based upon your results. Equal opportunity employer. Send resume to: George F. Spring, Vice President, Sales & Development, Broadcasting Division, Diversified Communications, Inc., 35 Hildreth Street, Bangor, ME 04401.

Experienced Salesperson. For CBS Affiliate of major broadcast group. Send resume to Joe Tonsing, Local Sales Manager, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808. 219-424-1515. An Equal Opportunity Employer.

Great Opening for newcomer to Television Sales in beautiful Washington State or rural Northern California. Seeking ambitious salesperson for fast growing Television Advertising Company. Send resumes to CTC-TV, P.O. Box 342, Ukiah, CA.

National Sales Manager Dayton OH. Experienced in National Sales. New ownership. Send confidential, detailed resume to John Stoddard, Personnel Manager, WDTN/NBC/VHF, 4595 South Dixie Ave., PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F.

HELP WANTED ANNOUNCERS

Staff announcer with excellent commercial production voice, plus on-air experience. Potential for news position. Equal Opportunity Employer. Contact Jeffrey Hark, WTAJ-TV Altoona, PA. 814-944-2031.

HELP WANTED TECHNICAL

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.

Immediate Opening, experienced television broadcast technician—write or call Chief Engineer, KPVI-TV, Pocatello, ID 208-232-0654.

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.

Television Transmitter Engineer. Must have First class license. Transmitter experience required. Central South Dakota location. Contact, Chief Engineer, KSFY-TV, 6th at Dakota, Sioux Falls, SD 57102. 605-336-1300.

Chief Engineer. Heavy Maintenance PC-70, VTR-1200, TCR-100, Sony ENG, Grass Valley Switcher—Excellent Shop Facilities. Minimum 5 years studio experience. Location in the Beautiful Black Hills of South Dakota. Excellent fringe benefits with a progressive company. Director of Engineering, P.O. Box 1760, Rapid City, SD 57709 ... EOE.

Opening due to promotion. Operations Engineer. \$7,700. On-air switching. Operate AVR-2 VTR's, film chain. Light maintenance. 1st ticket necessary. EOE/M-F/AA. Send resume to WSKG Public TV, Box 97, Endwell, NY 13760 or call Lin Solyak at 607-754-4777.

Maintenance Engineer. Expanding South Texas television station seeks experienced broadcast maintenance engineer. Experience in all areas of television engineering is preferred, including small format and portable VTR equipment. First Class FCC license also required. Great climate and benefits. An Equal Opportunity Employer. Send resume, including list of references, and salary requirements, to Box N-24.

Executive Engineer. Expanding major Radio-Television Group seeks Senior Engineer for projects involving new construction, transmitters and supervision in multi-station engineering operations. Provide resume of experience, education, technical qualifications and salary requirements. An equal opportunity employer. Box N-39.

Maintenance Engineer—First Class FCC license required—for number one market independent UHF Television—Wometco group owner. All phases video and audio. Minimum five years experience. Call WTVG, 201-731-9024 or write: Box 296-W. Orange, NJ 07052. E.O.E.

Chief Engineer or Chief Technician needed immediately. Network affiliated VHF TV and clear channel 10 kw Radio. Looking for Chief or hotdog tech who wants to make more money but can't stand the paperwork headache that goes along with being Chief. If this describes you, we can work something out. Salary to \$29,000. Call or write Henry H. Hove, V.P. & General Manager, KTVF-KFRB, P.O. Box 950, Fairbanks, AK 99707. 907-452-5121.

Engineer, experienced all areas of TV technical operations, audio, VTR maintenance and video. Minimum two years technical training and two years experience. Contact Employee Services, WMVS/WMTV, Milwaukee Area Technical College, 1015 North Sixth Street, Milwaukee, WI.

Broadcast Engineer wanted by public station KUID-TV and FM. Position requires FCC First Class license and includes responsibilities for assigning and reviewing work of others engaged in maintenance. Desired qualifications include experience in installation, repair, and operation of broadcast studio and transmitter equipment. \$12,780-\$13,416. Closing date is 11-15-77. For vacancy announcement and application procedure contact Arthur R. Hook, GM at KUID-TV, Radio TV Center, Moscow, ID 83843. EEO/AA Employer and educational institution.

Television Maintenance Engineer for Miami Market. Minimum three (3) years experience in maintaining 2" VTR's or UHF transmitters. Apply directly to Director of Engineering, WLRN-TV, 1410 N.E. 2 Avenue, Miami, FL 33132. 305-350-3163.

TV Broadcast Maintenance Engineer—Must be completely familiar with computer technology as used in TV broadcast automation system. Top pay, top working conditions. Send resume to P.O. Box 6236, Washington, DC 20015. EEO M/F.

HELP WANTED NEWS

Topnotch, experienced producer-anchor wanted for weekend responsibilities at No. 1 new operation in mid-forties market, S.E. An equal opportunity employer. Send resumes to Box M-163.

Feature reporter: Need someone with experience in consumer type reporting. You'll be helping people every day. Send resume. Salary depends on qualifications. Box N-25.

Experienced TV News General Assignments Reporter. Minimum of one year recent experience as a TV Field Reporter at a Commercial Station. Greatest consideration will be given to the most experienced. Must also know ENG and allied equipment, 16 mm filming procedures, editing and be a solid news writer. We are not looking for an anchor, sports or weather person, but a bona-fide qualified experienced TV News Field Reporter. Rush your vtr cassette, complete resume, and any supplemental information to Bill Close, VP-News, KOOL-TV, Phoenix, AZ. No telephone calls, please. An Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Farm Director for upper Midwest television network. Must have solid agriculture background and television production experience. Reply Box N-31.

Combo anchor/field reporter. Strong on air/journalism oriented background required. Minimum two years experience. Prior applicants need not apply. Equal opportunity employer. Send resume/tape to WCKT-TV News, Miami, FL 33138.

Reporter—Capital News Bureau. Must have experience in journalism and television news production and at least 1 yr. in television news reporting. Experience in a state capital or major metropolitan area and Bachelor's degree in journalism or communications preferred. Send resume and verifiable references by 10/30/77 to: Capital News Bureau, Box 6, Sacramento, CA 95801. No phone calls please. An equal opportunity employer.

Two positions.... reporter and reporter/photographer combination. Must be experienced. Southeast. Equal Opportunity/Affirmative Action Employer. Call News Director 1-804-397-3441.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Television Studio Supervisor—Imaginative person with knowledge of and experience in all TV operations. Studio M-164.

Creative Service Mgr.—must have knowledge of all production. Emphasis on continuity, promotion. Major Southwest affiliate. Box N-27.

Creative services director—opening for a working and involved Creative Services Director that is both creative and well organized. Must be thoroughly experienced with television production and must work well with clients. Medium size Southeast affiliate. Salary open. E.O.E. Reply to P.O. Box N-32.

Producer/Director. Experienced person needed to direct news and commercials for small Eastern market. Experience necessary. Equal Opportunity Employer M/F. Box N-41.

Producer/Talent for PTV station. Produces and host series about local Black community and other duties. Bachelor's degree from 4-year college or university. One successful year's professional broadcast production experience. e.g. Producer, Director, Talent, Asst. P/D. Send resume and request for application form and other minimum qualifications to H. S. Hendricks, Classified Personnel, 232 Pryor St., SW, Atlanta, GA 30303, so as to be received no later than 4:30 p.m. Friday, November 11, 1977. Equal Opportunity Employer.

Information Specialist, Broadcast Operations—To coordinate broadcast operations of University news service in radio and television. Requires baccalaureate degree; experience in on-the-air broadcasting; ability to gather, edit and report news; ability to operate and maintain electronic recording and editing equipment; knowledge of 16 mm. film making. Applications close in early November. Send resume to N.E. Disque, Information Service, 109 Morrill Hall, Iowa State University, Ames, IA 50011. Equal opportunity, affirmative action employer.

Public TV Network needs creative lighting designer/director. Minimum 3 years TV experience. Contact Ken Horseman, Production Manager, Connecticut Public Television, 24 Summit Street, Hartford, CT 06106. 203-278-5310. An Equal Opportunity Employer.

Another Copywriter Extraordinaire—for creative copy and production know-how in well established ad agency expanding TV emphasis. Must be good with clients, better with creative staff, best with words and ideas. Salary open. Send resume and samples, or call: Waters Advertising, Box 188, Newport News, VA 23607, 804-380-8880.

SITUATIONS WANTED MANAGEMENT

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.

Executive vice president/General Manager. Outstanding credentials! Thoroughly experienced all phases. Top producer of ratings, sales, profits and prestige! Box N-34.

Want to learn General operations. As Admin. Asst. to Pres. or Manager. Degrees & experience in business, media & education. Prefer Southwest. Write Box N-52.

SITUATIONS WANTED ANNOUNCERS

Experienced, Professional Radio Announcer seeking first TV position. Box N-6.

Sports director—5 yrs. experience in minor league baseball play-by-play with front office sales responsibilities. Considerable basketball and football play-by-play experience in both college and high school. B.S. Degree in Broadcasting. Looking for radio/TV combo with radio play-by-play available. Call Ray Alloway, Omaha, NE. 402-734-0998.

First Phone. Broad radio experience, television productions training (college course). Seek weekend work near California, Arizona, Nevada State Colleges. Bernie Bacon 716-343-6604.

SITUATIONS WANTED TECHNICAL

Engineering/Operations management position in station or group. VHF and UHF construction and management experience. Four years with major manufacturer. "Can do" attitude and performance. References. Box N-36.

SITUATIONS WANTED NEWS

Award winning anchor/producer with reporting, writing and ENG experience seeks right move. Box N-9.

Sportscaster, 6½ years medium market television experience. B. A. 26. Know film, ENG. Seeking a new challenge in larger market. Reply Box N-40.

Young experienced news anchor/talk host, medium market, seeks bigger challenge. Prefer Northeast. Box N-46.

Young, bright, enthusiastic female seeks entry level position in news. Five years broadcast experience (Radio News) plus degree in Broadcasting. Contact Beth Harlan at 513-281-8020.

Experienced Reporter, with anchor and producer experience. Available almost immediately anywhere. Steve Kremer 301-797-0126.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Savvy TV Producer. Major market experience as producer of advertising and promotion, producer and director of top rated morning show and as associate producer of nationally syndicated talk and variety program; Fresh ideas, solid managerial abilities and sound journalistic judgement. Top references, degree in broadcasting and journalism; Seeks challenging opportunity. Salary negotiable. Reply Box K-52.

Director, asst. Director, stage Mgr, Engineer, 1st phone, 17 years experience major/minor mkt., seeks to join small group for creative television. Resume avail. Box N-21.

Producer director—Excellent credits, news, sports, documentaries, "Emmys", relocate to Top 30, pay own move, need challenge. Box N-23.

Hot director looking for cool climate in the Top 50. 5 years experience in commercial-news directing. Ex-production manager. Will accept offers for either position. Box N-35.

Need strong production creative services manager? I'm No. 2 man in top 40 market looking for advancement. Young, aggressive, strong producing, directing, administrative background. Box N-38.

Sex, I'm Male and a Pennsylvania radio announcer who enjoys doing production. Would like to learn television production, cinematography and directing. Really eager to learn. Write to Rob at Box N-44.

Creative writer—Producer-Director. If news, documentary, magazine, Public affairs, is your station's strong suit, I may be your ace in the hole. 4 years O&OTV. 8 years documentary and commercial experience both on line and management. Seeking greater challenges. Award. Top references. Will relocate for right opportunity. Call I. Miskin, 312-787-8545. Write: 211 W. St. Paul Ave. Chicago, IL 60614.

Knock, Knock, Who's there? A Media Specialist, B.A., M.S., seeking an entry level production position. ETV, cable, medical TV, production, direction, editing, scripting, teaching, on-air experience. Immediate. Paul Fronczek 612-835-2955.

WANTED TO BUY EQUIPMENT

Non-Profit tax exempt organization seek contribution of film/TV equipment. PIMDC Box 66, Cheshire, MA 01225.

RCA Models 44 and 77 Microphones in excellent condition. Bill Brennen, 3217 Stuart Lane, Dearborn, MI 48120.

10 or 20 KW FM transmitter, with or without exciter, less than 12 years old, call Robert Reymont 216-526-6700 or write WGAR, Cleveland, OH 44147.

FOR SALE EQUIPMENT

Color Studio Camera: Three G.E. 350 best offer: Telemation Film Multiplexer Model tmm-203 best offer: 35mm slide proj. Selectoslide Model 332c best offer: 704-536-3636.

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.

Norelco PC-70 Color Camera with 10 to 1 Servo Zoom Lens—Excellent Condition, 2, IVC-500A Color Cameras, Norelco LDH-20 Color Camera with 25 to 1 Zoom Lens, Plus Camera Pedestals. Call R. Hippler—General Television Network, 313-548-2500.

(1) Schafer 902; (1) I.G.M. 750. Immediate delivery. Call or write: Eastern Broadcast Supply; 419 Boylston St., Boston 02116, 617-534-8987.

Spotmaster 505ARM monaural cartridge playback, \$100. Gary Knaack, R-D-P Investments, 714-640-5110.

Stereo Generator Harris 994 6533 001 TE-3 New \$900. TBM-2200A monitor, new \$600. WFAR Farrell, PA.

For Sale: Collins 820 E/F1 5 KW. New in 1969, excellent condition. Ken Bailey 601-544-8800.

Crown SS702 monaural reel to reel recorder, \$350. Gary Knaack, R-D-P Investments, 714-640-5110.

Audio Console Gatesway-80 Mono. 2 years old. Mint condition. Lyle Richardson KUDE, Oceanside, CA 92054. 714-757-1320.

2-Marconi Mark 7 Color Cameras with Power Zooms, COHV Encoders, Field Tripods Dolly's & Heads, Plus 1 spare camera & lens for parts \$5000. Mike Lincoln, 415-956-5101.

FOR SALE EQUIPMENT CONTINUED

Rapid-Q RQ212 monaural cartridge record/play-back, \$500. Gary Knaack, R-D-P Investments, 714-640-5110.

340 Feet 3-1/8" Transmission line RCA type MI-27791-D1B T/L complete with connectors, clamps and spring hangers and 6 Type MI-27791-D2A elbows. Never uncrated. Price \$3,000. Townsend Associates Tel: 413-562-5055.

Used, 18 in. Face, 220 ft. Stainless Tower. Complete with Base Insulator Lighting, and Guide Lines. Will install on your property for the sum of \$4,750. W. Burckhalter, P.O. Box 114, Ladson, SC 29456, Phone 803-761-2518.

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.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds Renewed Again! Guaranteed funnier! Current issue \$4.00. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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.

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.

Weekend radio commentary program for sale. Two programs weekly. (Saturdays/Sundays) Available starting January 1, 1978. Write for cassette audio presentation, brochure for sales presentation, and order form. Easily sells! Banzer Productions, Box 3143, Wichita, KS 67201.

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 apv'd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance, 1st Class FCC, license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

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., LA 90028. 213-462-3281.

1st phone test preparation. Free information. VA. 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.

Minneapolis Location FCC 1st Class License. Eight weeks—top instructors. \$475. THE SCHOOL OF COMMUNICATION ARTS. Division Communication Arts, Inc. 2526 27th Avenue South, Minneapolis, MN 55406. 612-721-5357.

RADIO Help Wanted Sales

MONEY TRAINING ADVANCEMENT

If you're ready to move up to the 28th market, that's what we have to offer. We have just one opening. Tell us why it's yours. Sales experience required, minorities encouraged to apply. Write to David Gerard, General Sales Manager.

WBNY
2500 Rand Building
Buffalo, New York 14203

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

Help Wanted Sales Continued

MEDIA SALESPERSON

Must have desire and ability to sell concept of Radio advertising to major national advertisers through across the desk and large group presentation activity. Send resume Box N-30.

DRAKE-CHENAULT

Needs Programming/Sales Consultants. We're expanding the Marketing Department of the Nations No. 1 Programming Team. Regional positions now available to present syndicated formats and Special Features to station owners and management. Need 3 to 5 years programming background and sales knowledge or desire to learn. Travel a must ... expenses paid. E.O.E. Send resume to

Buddy Scott
VP-General Sales Manager
Drake-Chenault
8399 Topanga Canyon Blvd.
Canoga Park, Calif. 91304

Help Wanted Programing, Production, Others

Broadcast Journalist

Ohio University's School of Journalism needs a teacher of broadcast journalism and/or advertising. If you like to work with young minds, have an advanced degree and media experience, you're qualified. Send letter and resume by November 4 to Ralph Izard, OU School of Journalism, Athens, Ohio 45701.

Help Wanted Technical

SANTA BARBARA

Cetec Broadcast Group, including Schafer, Sparta, Jampro, is a leading manufacturer of broadcast equipment. We have openings for highly motivated project engineers with experience in RF products, audio electronics, and microprocessor systems design.

Experienced engineers will have the opportunity to get involved at the ground floor level with your success being rewarded by excellent opportunity, good salary, and a fine benefit package. Please send resume with salary history to:

Cetec Broadcast Group

75 Castilian Drive (Santa Barbara Research Park)
Goleta, CA 93017
ATTN: Engineering Manager

Help Wanted Announcers

Growing Contemporary Station

looking for jox to fill future openings: all shifts. Must be able to work within format. Tapes and resumes to Program Director, WZIX, 2 West Market Street, York, PA 17401. No calls. Male/Female. EOE.

Help Wanted Announcers Continued

MAGICsm TALENT FOR MAGIC MUSIC

We're building a file of good on-air talent for placement at our Magic Music stations in several major and medium markets. We need pleasant, natural voices; intelligent approach, basic announcing skills; and experience. Of course, we're EQE M/F. If you think you fit what we're after, I'd like to read your resume and listen to your tape.

Julian H. Breen
General Manager/Radio Programming
Greater Media, Inc., 197 Highway 18
East Brunswick, NJ 08816



SM—"Magic" is an exclusive service
mark of Greater Media, Inc.

Situations Wanted Management

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 News

ATTENTION

all Phila. area radio stations, including South Jersey and Delaware. Experienced sports reporter covering all Phila. Flyers and 76ers games at the Spectrum will feed your station complete coverage including interviews and actualities all designed to fit your station's format. For further info, write PC, Box 25062, Phila., PA 19147.

TELEVISION

Help Wanted Technical

ISI is a leading manufacturer of radio and TV broadcasting and other electronic equipment. We are recognized for encouraging and supporting creativity and are looking for a person who values this type of independent, innovative atmosphere to work in our Research and Development department. This position requires a minimum of 5 years general design experience or 2 years of switching system associated experience. Must be familiar with analog and digital visual circuitry with experience in micro processors an asset. We are a M/F Equal Opportunity Employer. Reply in complete confidence to P.O. Box 1495, Gainesville, FL 32602.

TELEVISION ENGINEERING SUPERVISOR

At least 5 years experience in TV/Radio technical field (including transmitter, digital and management).

Send resume to: Libby Stevens
W.MAR-TV/FM
6400 York Road
Baltimore, Maryland 21212
ECE-M/F

Help Wanted Technical Continued

SUPERVISOR Micro-Wave System

Immediate position with state wide misc. common carrier headquartered in Columbus, Ohio. Opportunity to grow with expanding video micro-wave system. Responsible for daily supervision of system maintenance and operation. Will assist in organizing an equipment repair shop. Must be self starter and work with minimum daily supervision. Good salary, company benefits and company car. 1st Class FCC License required. Minimum 3 years RF and video transmission experience desired. Send resume and salary requirement to: T.W. Hingson, 3330 Morse Road, Columbus, Ohio 43229.

Help Wanted News

TOP 15 MARKET

Weekend Weather
Feature Reporting/Personality

We're looking for an experienced weatherperson who is ready for a Major Market challenge that can include feature reporting, hosting and interviewing. A top station... an exciting opportunity...

Send resumes and inquiries to:
P.O. Box 9638
Friendship Station
Washington, D.C. 20016
EQUAL OPPORTUNITY EMPLOYER

Situations Wanted Programming, Production, Others

RESUME

AGE: 26
EXPERIENCE: 25 1/2 years. Including broadcasting, educational media, successful business management, organizational coordination and leadership.
EDUCATION: B.F.A. Communication Arts M.S. Educational Media
OBJECTIVE: An entry level position coordinating television or radio production, or sales promotions.
CONTACT: Box N-20.

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 3 weeks ☐\$15 for 12 weeks

Name _____
Street _____
City _____ State _____ Zip _____
JOB LEADS: Suite 1113-CW
1680 Vine Street, Hollywood, CA 90028

Radio Programming

If a cow makes news, your listeners will hear about it! **HUMAN INTEREST** broadcast feature material - for those who inform and entertain.

Samples: Box 680781, Miami, FL 33168

Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions
and/or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

For Sale Stations

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.

- 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 Jackson, Miss. \$435,000. Liberal 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 in Northcentral Calif. A good buy. Terms.
- Fulltimer. Major metro area of Tenn. Good billing. A bargain at \$580,000. Extremely liberal 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



**MEN OF ACTION.
MEN OF EXPERIENCE.
MEN OF THEIR WORD.**

THE KEITH W. HORTON CO., INC.
Post Office Box 948
Elmira, NY 14902
(607) 733-7138

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.



Kenneth R. Chapin
1100 Malden Road
Syracuse, New York 13211
(315) 454-4144



William S. Cook
Box 425
Newark, Delaware 19711
(302) 737-4772



Keith W. Horton
Elmira Office



Robert L. Kime
Box 270
St. Albans, Vermont 05478
(802) 524-5963



Richard L. Kazacko
Elmira Office



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

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

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. SHAHEEN
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



H.B. La Rue, Media Broker
RADIO - TV - CATV - APPRAISALS

WEST COAST: 1204 RUSS BUILDING, SAN FRANCISCO, CALIFORNIA 94104
415/672-4474
EAST COAST: 210 EAST 52ND ST., NO. 80, New York 10022
212/288-0727

**COLORADO
RADIO STATION**
FOR SALE: High power (Class C)
FM radio station in growing market
of 100,000 plus population. Write:
Box M-182.

M/V.	Small	AM/FM	\$260k	Cash
E	Small	FM	\$375k	29%
CA	Medium	Fulltime	\$200k	Nego
CA	Medium	FM	\$235k	\$68k
S	Micro	Profitable	\$525k	Term's

Atlanta, Boston, Chicago
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

**PARTNER-MANAGER
WANTED**

to operate small market Mid-Atlantic FM station. General Manager or Sales Manager or sales pro background necessary. Investment required to obtain partial or 100% station ownership. Box N-19.

**william
Kepper &
associates**

Midwest

- Regional clear, days, 2 1/4 gross on terms
- Major market days, ideal for specialty format/offers
- Single AM/FM under 7x-s CF with property

IL 1615 Orrington, Evanston 60201 (312) 869-3468
N.Y. 667 Madison Ave., NYC 10021 (212) 838-6880
CA. Box 2671 San Rafael 94901 (415) 457-5688

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$1.00)

When placing an ad, indicate the EXACT category desired: Television or Radio. Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W. Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing Wed. Oct. 19	Closing Wed. Oct. 12	Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N	37 7/8	39 3/4	- 1 7/8	- 4.71	46 3/4	37	7	18,107
CAPITAL CITIES	CCB	N	50 1/2	48 1/2	+ 2	+ 4.12	57	44 3/4	10	7,481
CBS	CBS	N	47 1/8	50 7/8	- 3 3/4	- 7.37	62	47 1/8	8	28,395
CCX	COX	N	27	27 7/8	- 7/8	- 3.13	33 5/8	25 1/2	8	5,878
GRCS TELECASTING	GGG	A	14 3/4	15 1/4	- 1/2	- 3.27	15 1/2	13 5/8	7	800
KINGSTIP COMMUN.	KTVV	O	5 3/4	5 1/2	+ 1/4	+ 4.54	5 3/4	3 7/8	10	461
LIN	LIN	O	18 3/8	18 1/8	+ 1/4	+ 1.37	20 3/8	16 1/2	7	2,739
MCCAEY	MCCN	O	2 5/8	2 5/8	-	-	2 5/8	1 7/8	9	425
RAHALT	RAHL	O	18 3/4	19	- 1/4	- 1.31	19	8 5/8	22	1,281
SCRIPPS-HOWARD	SCRIP	O	35 1/2	36 1/2	- 1	- 2.73	37	31 1/2	8	2,589
STARR**	SBG	M	6 1/4	6	+ 1/4	+ 4.16	7	3 1/2	8	1,418
STERER	SBK	N	20	21 1/4	- 1 1/4	- 5.88	26 7/8	19 3/4	5	4,876
TAFT	TFF	N	26 1/2	26 3/4	- 1/4	- .93	33 7/8	24 5/8	7	4,070
TOTAL									78,520	2,956,470

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	6	5 3/4	+ 1/4	+ 4.34	6	3 3/4	8	1,232
AVCC	AV	N	14 3/4	14 3/4	-	-	17 7/8	13 3/8	3	11,656
JOHN BLAIR	BJ	N	17 3/8	17 3/4	- 3/8	- 2.11	19	11 1/8	5	2,419
CHRIS-CRAFT	CCN	N	7 1/4	7 1/2	- 1/4	- 3.33	9 3/8	4 1/2	5	5,810
COMBINED COMM.	CCA	N	23 3/4	24 1/4	- 1/2	- 2.06	24 1/4	19	8	6,692
COWLES	CWL	N	15 1/2	15 7/8	- 3/8	- 2.36	15 7/8	12 1/2	18	3,969
GUN & BRADSTREET	GNB	N	28 3/4	28 3/4	-	-	30 7/8	26 1/4	15	26,447
FAIRCHILD INC.	FEN	N	12 7/8	12 1/8	+ 3/4	+ 6.18	15 5/8	9 1/2	10	5,708
FUQUA	FOA	N	8 1/8	8 5/8	- 1/2	- 5.79	13	8 1/8	5	9,293
GANNETT CO.	GCI	N	36 1/8	35 7/8	+ 1/4	+ .69	40 3/4	32 3/4	15	22,430
GENERAL TIRE	GY	N	22 1/2	22 5/8	- 1/8	- .55	29 1/4	22 1/2	4	22,239
GLOBE BROADCASTING**	GLBTA	O	4 1/8	4 1/4	- 1/8	- 2.94	4 3/8	2 1/8	5	2,783
GRAY COMMUN.	C	11 1/2	11 1/2	-	-	-	12 3/4	8	5	475
HART-HANKS	HHN	N	30 1/2	32	- 1 1/2	- 4.68	32 7/8	26	12	4,474
JEFFERSON-PILOT	JP	N	30	30	-	-	32 3/8	26 5/8	10	24,056
MARVIN JOSEPHSON	MRVN	C	11 3/4	11 3/4	-	-	17 1/4	10 1/4	6	1,992
KANSAS STATE NET.	KSN	C	7 3/4	8 1/2	- 3/4	- 8.82	9 1/2	4 3/4	9	1,716
LEE ENTERPRISES	LNT	A	23 5/8	24	- 3/8	- 1.56	28 1/8	22 1/4	11	5,010
LIBERTY	LC	N	22 1/8	22 3/4	- 5/8	- 2.74	23 1/8	18	7	6,762
MCGRAW-HILL	MHP	N	18 3/4	18 1/2	+ 1/4	+ 1.35	19 5/8	15 5/8	10	24,664
MEDIA GENERAL	MEG	A	13 5/8	13 5/8	-	-	20	13 5/8	6	7,463
PEREGRINE	MOP	N	21 7/8	22	- 1/8	- .56	22 1/8	17 3/8	6	3,067
METROMEDIA	MET	N	28	27 3/4	+ 1/4	+ .90	31 1/8	25 1/4	6	6,700
MULTIMEDIA	MMED	O	24 1/2	24 1/2	-	-	25 1/2	21 1/2	10	4,392
NEW YORK TIMES CO.	NYKA	A	17 3/4	17 7/8	- 1/8	- .69	19 1/2	15 3/4	8	11,207
OUTLET CO.	CTU	N	18	18	-	-	24 1/4	16 5/8	7	2,140
POST CORP.	POST	O	22	22 1/2	- 1/2	- 2.22	22 1/2	16 1/4	8	869
REEVES TELECOM	RBT	A	2 1/2	2 1/2	-	-	3	1 3/4	25	2,380
ROLLINS	ROL	N	18 1/8	18 3/8	- 1/4	- 1.36	24 1/4	17 1/8	10	33,000
RUST CRAFT	RUS	A	21 1/2	22 7/8	- 1 3/8	- 6.01	23 1/2	8 1/2	14	2,291
SAN JUAN RACING	SJR	N	9 1/4	9 1/8	+ 1/8	+ 1.36	11 3/4	7 5/8	9	2,509
SCHERING-PLOUGH	SGP	N	29 1/8	29	+ 1/8	+ .43	44 3/4	28 5/8	10	54,084
SONDERLING	SDB	A	9 3/4	10 1/4	- 1/2	- 4.87	12 7/8	8 3/8	4	1,103
TECH OPERATIONS**	TO	A	3 7/8	3 7/8	-	-	4 3/4	2 3/8	9	1,344
TIMES MIRROR CO.	TMC	N	22 1/2	22 7/8	- 3/8	- 1.63	25 3/8	20 3/4	9	33,919
WASHINGTON POST CO.	WPO	A	29	29 7/8	- 7/8	- 2.92	30 1/8	21 3/4	9	8,659
WOMETCO	WOM	N	11 1/8	11 1/8	-	-	12 3/4	10 7/8	7	8,563
TOTAL									373,517	8,443,920

Cablecasting

ACTON CORP.	ATN	A	7	7 1/4	- 1/4	- 3.44	7 3/8	3 1/8	8	2,757
AMECC**	ACO	O	1/8	1/8	-	-	1/2	1/8	1	1,200
AMERICAN TV & COMM.	AMTV	C	29 1/4	32	- 2 3/4	- 8.59	32	19 3/4	18	3,465
ATHENA COMM.**	O	3/8	3/8	-	-	-	3/8	1/8	2	2,125
BURNUP & SIMS	BSIM	C	3 7/8	3 7/8	-	-	4 3/4	3 1/8	19	8,309
CABLE INFC.	C	3/4	3/4	-	-	-	7/8	1/2	4	663
CCPCAST	C	4 3/8	4 3/8	-	-	-	5 1/4	3 3/4	8	1,662
COMMUN. PROPERTIES	CGMU	O	7	7 1/4	- 1/4	- 3.44	7 3/4	3 5/8	17	4,761
ENTRON*	ENT	O	1 3/8	1 3/8	-	-	2	7/8	1	979
GENERAL INSTRUMENT	GRL	N	17 5/8	17 3/4	- 1/8	- .70	23	17 5/8	8	7,332
GENEVE CORP.	GENV	O	9 1/4	8 1/4	+ 1	+ 12.12	9 1/4	7 1/2	62	1,121
TELE-COMMUNICATION	TCOM	O	6 1/2	6 1/2	-	-	7 3/8	2 7/8	41	5,281
TELEPROGPTER	TP	N	7 5/8	7 1/2	+ 1/8	+ 1.66	9 3/8	6 3/4	22	16,793
TEXSCAN	TEXS	C	1 3/4	1 3/4	-	-	2	1 1/4	10	786
TIME INC.	TL	N	33 1/4	33 1/8	+ 1/8	+ .37	38 1/4	31 3/4	9	20,324
TOCOM	TOCM	O	3 1/2	3 1/2	-	-	4 5/8	2 1/4	13	617
UA-COLUMBIA CABLE	UACC	O	21 1/2	23 1/4	- 1 3/4	- 7.52	23 1/2	15 1/2	15	1,679
UNITED CABLE TV	UCTV	O	4 5/8	5 1/8	- 1/2	- 9.75	5 7/8	3 7/8	116	1,879
VIACOM	VIA	N	15 1/8	15 1/8	-	-	17 7/8	9 1/2	13	3,750
TOTAL									85,483	1,279,014

	Stock symbol	Exch.	Closing Wed. Oct. 19	Closing Wed. Oct. 12	Net change in week	% change in week	1977 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming											
COLUMBIA PICTURES	CPS	N	17	18	- 1	- 5.55	18	7 3/8	13	6,748	114,716
DISNEY	DIS	N	34 3/4	36 1/8	- 1 3/8	- 3.80	47 5/8	32 1/2	14	31,895	1,108,351
FILMWAYS	FWY	A	7 1/2	7 3/8	+ 1/8	+ 1.69	9 7/8	6 7/8	7	2,275	17,062
FOUR STAR			1	1			1 1/8	3/4	10	667	667
GULF + WESTERN	GW	N	11 3/8	11 1/2	- 1/8	- 1.08	18 3/8	11 1/4	3	48,239	548,718
MCA	MCA	N	33 1/8	33 1/8			42 3/4	32 1/2	7	18,024	597,045
MGM	MGM	N	22	22 1/2	- 1/2	- 2.22	24 1/8	16	9	13,102	288,244
TELETRONICS INTL.		C	3 1/2	3 1/2			6 1/2	3 1/2	5	1,018	3,563
TRANSAMERICA	TA	N	14 1/8	14 7/8	- 3/4	- 5.04	16 1/2	13 5/8	7	67,238	949,736
20TH CENTURY-FOX	TF	N	23 1/8	23 1/2	- 3/8	- 1.59	25	10	8	7,631	176,466
WARNER	WCI	N	26 1/4	25 7/8	+ 3/8	+ 1.44	32 1/2	25 3/4	6	14,411	378,288
WRATHER	WCO	A	7 3/4	7 5/8	+ 1/8	+ 1.63	8 3/8	4 1/2	10	2,243	17,383
TOTAL										213,491	4,200,239

Service

BBCO INC.	BBOO	C	24	27 1/4	- 3 1/4	- 11.92	29 3/4	22 1/2	7	2,513	60,312
COMSAT	CQ	N	28 3/4	31 7/8	- 3 1/8	- 9.80	36 3/4	28 3/4	8	10,000	287,500
DOYLE DANE BERNBACH	DOYL	O	21 1/2	21 3/8	+ 1/8	+ .58	22	16 3/4	7	1,866	40,119
FOOTE CONE & BELCING	FCB	N	17 1/4	17 1/2	- 1/4	- 1.42	18	14 3/4	7	2,304	39,744
GREY ADVERTISING	GREY	O	22 1/2	22 1/2			28	16 1/2	5	821	18,472
INTERPUBLIC GROUP	IPG	N	37 5/8	39	- 1 3/8	- 3.52	39 1/4	28 1/8	7	2,397	89,810
MCI COMMUNICATIONS	MCIC	O	3 1/8	2 3/4	+ 3/8	+ 13.63	3 1/8	7/8	45	20,137	62,978
MOVIELAB	MOV	A	1 1/8	1 1/4	- 1/8	- 10.00	2	1 1/8	6	1,410	1,586
MPG VIDEOTRONICS	MPO	A	4 7/8	5 1/8	- 1/4	- 4.87	9	4	7	520	2,535
A. C. NIELSEN	NIELB	O	20 1/2	20 7/8	- 3/8	- 1.79	22 1/4	18 7/8	12	10,762	220,621
CGILVY & MATHER	CGIL	C	35	35 1/2	- 1/2	- 1.40	38 1/4	31	7	1,805	63,175
J. WALTER THOMPSON	JWT	N	19 1/2	19	+ 1/2	+ 2.63	19 1/2	15 1/8	7	2,649	51,655
TOTAL										57,174	938,457

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	C	3 7/8	4 1/8	- 1/4	- 6.06	6	2 3/8	7	1,672	6,479
AMPEX	APX	N	9 5/8	9 1/2	+ 1/8	+ 1.31	11	7 3/8	11	10,885	104,768
ARVIN INDUSTRIES	AKV	N	19	17 3/4	+ 1 1/4	+ 7.04	19 1/4	14 1/2	4	5,959	113,221
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	3	3			3 1/4	1 3/4	11	1,654	4,962
COHU	COH	A	3 1/8	3 1/4	- 1/8	- 3.84	3 1/2	2 1/8	11	1,779	5,559
CONRAC	CAX	N	21 1/4	20 1/4	+ 1	+ 4.93	27 1/4	20 1/4	7	1,793	38,101
EASTMAN KODAK	EASKO	N	55 5/8	59 3/4	- 4 1/8	- 6.90	86 3/4	55 5/8	14	161,371	8,976,261
FARINON ELECTRIC	FARN	O	9 1/4	8 1/4	+ 1	+ 12.12	12	8	10	4,616	42,698
GENERAL ELECTRIC	GE	N	50 1/2	50	+ 1/2	+ 1.00	56 5/8	49 1/4	11	184,581	9,321,340
HARRIS CORP.	HRS	N	37 7/8	38 1/2	- 5/8	- 1.62	39	28	12	12,275	464,915
HARVEL INDUSTRIES*	HARV	O	5	5			5 1/2	3 1/8	13	480	2,400
INTL. VIDEO CORP.**	IVCP	O	1	3/4	+ 1/4	+ 33.33	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	23 7/8	26	- 2 1/8	- 8.17	26	20 1/4	10	1,320	31,515
3M	MMM	N	48	49 3/4	- 1 3/4	- 3.51	57	48	15	115,265	5,532,720
MOTOROLA	MOT	N	38 7/8	42 7/8	- 4	- 9.32	56 7/8	37 3/4	12	28,544	1,109,648
N. AMERICAN PHILIPS	NPH	N	29	29			36	29	6	12,033	348,957
OAK INDUSTRIES	DAK	N	11 5/8	12 1/4	- 5/8	- 5.10	17 7/8	9 5/8	10	1,639	19,053
RCA	RCA	N	26 1/8	27 1/8	- 1	- 3.68	31 3/4	25 3/8	10	77,807	2,032,707
ROCKWELL INTL.	ROK	N	30	30 1/4	- 1/4	- .82	36 3/4	30	7	32,400	972,000
RSC INDUSTRIES	RSC	A	2	2			2 3/8	1 5/8	9	2,690	5,380
SCIENTIFIC-ATLANTA	SFA	A	23 1/2	20 5/8	+ 2 7/8	+ 13.93	23 1/2	16 3/4	15	1,668	39,198
SONY CORP.	SNE	N	8 3/8	8	+ 3/8	+ 4.68	10 3/8	8	14	172,500	1,444,687
TEKTRONIX	TEK	N	35 1/2	37 1/4	- 1 3/4	- 4.69	68 1/2	28 1/4	14	17,342	615,641
TELEMATICON	TIMT	O	1	7/8	+ 1/8	+ 14.28	1	1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAR	N	15 7/8	16 1/4	- 3/8	- 2.30	21	14 3/4	10	6,838	108,553
WESTINGHOUSE	WX	N	17 5/8	17 1/4	+ 3/8	+ 2.17	22	16 1/4	6	87,492	1,542,046
ZENITH	ZE	N	13 5/8	13 7/8	- 1/4	- 1.80	28	13 5/8	7	18,818	256,395
TOTAL										968,069	33,143,515
GRAND TOTAL										1,776,254	50,961,615

Standard & Poor's Industrial Average 101.8 103.4 -1.6

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Hornblower & Weeks, Hemphill-Noyes Inc.,
Washington.
Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

Gene Jankowski: suddenly the man on top of CBS/Broadcast Group

Gene Jankowski, elevated last week to president of the CBS/Broadcast Group, told questioners that "a lot of things" will be different under his direction.

A lot of things already were different, given the wholesale overhauling that accompanied his installation as top man of a division encompassing some 7,000 people and more than \$1 billion in sales, but he was talking about the future. And although he said he wasn't ready to identify future changes, people who knew him were betting that a lot of things, different or not, would be happening. He has a reputation for energy and movement, which no doubt helps to explain his rise to CBS's broadcasting pinnacle from relative obscurity a few years ago.

A lot of people were also betting last week that he would get deeper and deeper into programing, not alone because that's where CBS-TV most obviously needs help, but also because it's where a lot of his own interests lie.

He is responsible for CBS's new TV troika—CBS Entertainment, TV Network and Sports—and also for the CBS Television Stations, CBS Radio and CBS News divisions, and obviously will divide his time among these constituencies on an "as needed" basis. But he leaves little doubt that if there is one area he enjoys more than others, it is programing. He has the conventional three TV sets going in his office and another three at home, plus a less conventional single set installed in the back seat of the company limousine assigned to him.

Colleagues past and present agree that he is a man who gets things done, though they phrase it in different ways. "I would say," says one, "that one of his most important ingredients is that he's a very effective manager." Another says "he has more get-up-and-go than almost anybody else I've ever seen." Another calls him "very hard-working, very, very thorough—when he gets into a new area he digs in, wants to learn everything about it, starting at square one. He's very intense about what he does."

Personally, they agree that, as one put it, "he's easy to work with, easy to work for, easy to get along with—but he can be tough when he needs to be." One longtime friend calls him "almost a square, in the sense that he has the highest integrity, goes to church every morning—that sort of thing. But he's also a lot of fun to be with."

Gene Jankowski was born 43 years ago in Buffalo, N.Y., and got his BS degree in



Eugene Francis Jankowski—president, CBS/Broadcast Group, New York; b. May 21, 1934, Buffalo, N.Y.; BS in special sciences, Canisius College, Buffalo, 1955; lieutenant (JG), U.S. Navy, 1955-58; master of communication arts degree, Michigan State University, 1959; account executive, Rising & Taylor advertising agency, Buffalo, 1960; salesman WBNY(AM) Buffalo, 1961; account executive, CBS Radio network, 1961-66, and Eastern sales manager, 1966-69; account executive, CBS-TV network, 1969-70; sales director, WCBS-TV New York, 1970-73; sales VP, CBS Television Stations division, 1973-74; VP, finance and planning, stations division, 1974-75; VP and controller, CBS Inc., 1976; VP, administration, CBS Inc., January-July 1977; executive VP, CBS/BG, July-October 1977; present post since Oct. 17; m., four children.

social sciences at Canisius College there in 1955. He then entered the Navy, got his stripes as a lieutenant junior grade in officer candidate school at Newport, R.I., and spent three years as an airborne radar officer flying with an early-warning squadron in the U.S. and the Pacific.

Out of the Navy in 1958, he went back to school, this time to Michigan State University, to study television and radio and get his master's in communication arts.

His master's in hand, however, he returned home to Buffalo and found a job as account executive with a small agency, Rising & Taylor Inc. It was one of those do-it-all jobs: "I'd go out and solicit business, then go back and write the copy, then call the station and place the time." A little later, one of the stations he did business with called him—with the offer of a job as a salesman. So he joined WBNY(AM) Buffalo.

That didn't last as long as it might have, however, because the station was sold and employees were given a choice of staying or looking for something else. He decided to look, sent out letters to "a number of companies I thought I'd like to work for in

cities I'd like to work in." Among the recipients: CBS. In due time he got a letter back suggesting that if he were ever in the neighborhood he should drop in for a talk. He arranged to be in the neighborhood, dropped in, talked—and signed on as an account executive for the CBS Radio network.

That was in 1961, and his course since has been rising all the way. He was made Eastern sales manager for the radio network in 1966 and is still remembered around there as "one of the best salesmen we ever had—so good that we lost him." The loss was to the CBS-TV network, where he became an account executive in 1969. A year later he was moved into CBS-owned WCBS-TV New York as director of sales, and in 1973 was moved into the TV stations division as sales vice president.

In 1974 the division needed a vice president for finance and planning, and made him it. In 1974 he was moved to the corporate staff as vice president and controller of CBS Inc., and early this year he was named vice president for administration. Six months later, with creation of the broadcast group's executive vice presidency, he moved again.

Gene Jankowski is obviously enjoying his job, putting in 12-to-14-hour days at it. When he isn't traveling, which he is a good deal of the time, he gets to the office at 8 or 8:30 a.m., gets home again at 8 or 9 p.m. or later.

He is reserving judgment on the progress of the new prime-time TV season, figuring it's too early to tell. He has no reservations at all, however, in upholding the CBS position that regular series are and will remain the basic strength of the network schedule. Series, he says, "are what television is all about."

Nor does he expect television prices to peak out: "It's a supply-and-demand business," he says. "But over the long range I don't see much change from what we've had in the past in terms of rates and spending. There'll be increases—sometimes greater than at other times, but the movement will be upward."

Mr. Jankowski's own problem with supply and demand concerns the workload of a job that encompasses divisions doing more than a billion dollars in sales annually. His only complaint is that "there is not enough time."

Aside from meetings, meetings, meetings, he has a lot of reading to cope with—technical material, newspapers, trade publications, internal correspondence, legal documents, budgets, capital plans, schedules. Much of this he accomplishes in the car en route to and from his office—when he isn't watching that little Sony he's had installed in the back seat.

Impossible dream

In his billion-dollar, five-year plan for public broadcasting (BROADCASTING, Oct. 10, 3), President Carter has envisioned an ideal that cannot be achieved. He wants a federally supported system to become a vigorous journalistic force, complete with the authority to editorialize.

It all sounds commendable enough. The President would straighten out the kinks in the system's administration, assure a dependable commitment of federal funds and then turn the system loose on "active news reporting and public affairs programming." Except for noncommercial stations licensed to governmental bodies, he would repeal the law that now prevents all non-commercial stations from editorializing.

Perhaps Mr. Carter can persuade the Congress to repeal the law against editorializing. Neither he nor Congress can repeal political realities. Is it possible that Mr. Carter really believes that an editorialist on public broadcasting could take a strong stand either for or against an issue as controversial as, say, Mr. Carter's energy program? Whichever way the editorial went, it would create a legacy of opposition at the next congressional vote on appropriations for the system on which the hated editorial had been heard.

There are useful journalistic services that the noncommercial system can perform. For example, WETA(TV) Washington has been providing extensive live coverage of Washington news events, available for pickup by the Public Broadcasting Service. Last week, the station fed the network the House Ethics Committee hearings on the Korean scandal. WETA, with a kitty of \$2 million its president, Ward Chamberlin, raised, is providing a kind of news programming that is largely outside the function of commercial broadcasters.

It is unrealistic, however, to suppose that the noncommercial system can go deeply into venturesome journalism or the expression of opinion on political issues or events, without encountering persistent political reprisal that can strike at the source of its funds. As long as the system's money comes from government, journalistic independence is impossible.

Diversionsary tactic?

The Canadian parliament opened its doors to television coverage last week, proving that things are more up to date in Ottawa than in Washington. The U.S. House of Representatives, which until a week or two ago had shown signs of accepting modern technology, suddenly began having second thoughts.

An old dispute arose in the House Rules Committee last week over the choice between a television system operated by the House itself, as advocated by the Speaker and the House Select Committee on Congressional Operations (BROADCASTING, Oct. 3), and one operated by a pool of the three commercial television networks and noncommercial TV. The latter is preferred by broadcast journalists who want to cover congressional proceedings with an eye toward news and who fear that any system operated by the House would sanitize the proceedings.

There are economy-minded congressmen who also see virtues in a network-operated pool, which is projected to cost the Congress less than the installation and operation of its own system. Those same congressmen, however, are loath to admit the networks' cameras without attaching strings to the cameramen. Whenever there is talk of a network operation, there is also talk of rules governing what may be shown, at what length and after whose editing.

The guess here is that a House-operated system would be as

useful journalistically as one operated by the networks. The latter, if only because of the presence of the outside crews, would be subject to incessant pressures from all congressmen who felt slighted or abused. A House system would soon become just another fixture in the chamber, to be tapped as journalists saw fit to suit the day's news requirements.

There is a cynical temptation to wonder whether the revival of the network pool proposal is a device to delay or defeat the acceptance of either system. The answer may become known when the Rules Committee votes on the issue this week.

When the bucks stop

It remains to be seen whether the district court ruling in the CBS/Stokely-Van Camp case is a landmark decision in the murky area of agency-advertiser liability or is to be construed narrowly, applicable only to this case and others of like circumstances.

The court held that CBS could not collect from Stokely \$390,382 the network was owed for carrying Stokely advertising. CBS could not collect, the court held, because although CBS had maintained that advertisers must ultimately be liable for payment, it never told Stokely that its agency, Lennen & Newell, was in financial trouble or that L&N wasn't passing along money that Stokely had paid it for time on CBS. In fact, the court found, CBS didn't approach Stokely until L&N had gone broke (BROADCASTING, Oct. 17).

It isn't clear whether CBS will appeal or what the outcome will be if it does. Meanwhile, however, many observers seem to be reading the court's decision as affirmation of major agencies' long-held contention that agencies do have, and should have, sole liability for payment to media. We would not recommend so general a reading.

We incline more toward those who wonder what the court's ruling would have been if, say, CBS had gone to Stokely early on and insisted that Stokely would be held accountable if the agency didn't pay up. The decision itself notes that in a situation akin to that, when CBS told the Florida Citrus Commission it would look to the commission for payment, the commission started paying directly to CBS rather than to L&N.

If there is a lesson for broadcasters here, it may lie more in the Florida Citrus experience than in the Stokely case. An agency's slow pay ought not to be the agency's and medium's secret.



Drawn for BROADCASTING by Jack Schmidt

"I dunno. What do you want to watch?"

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5	KPTV	PORTLAND	17
5	KTVT	DALLAS	17
8	KPLR	ST. LOUIS	16
9	KTXL	SACRAMENTO	14
10	WTTV	INDIANAPOLIS	13
10	WNEW	NEW YORK	13
10	WTCG	ATLANTA	13
10	KMPH	FRESNO	13
10	KTVU	SAN FRANCISCO	13
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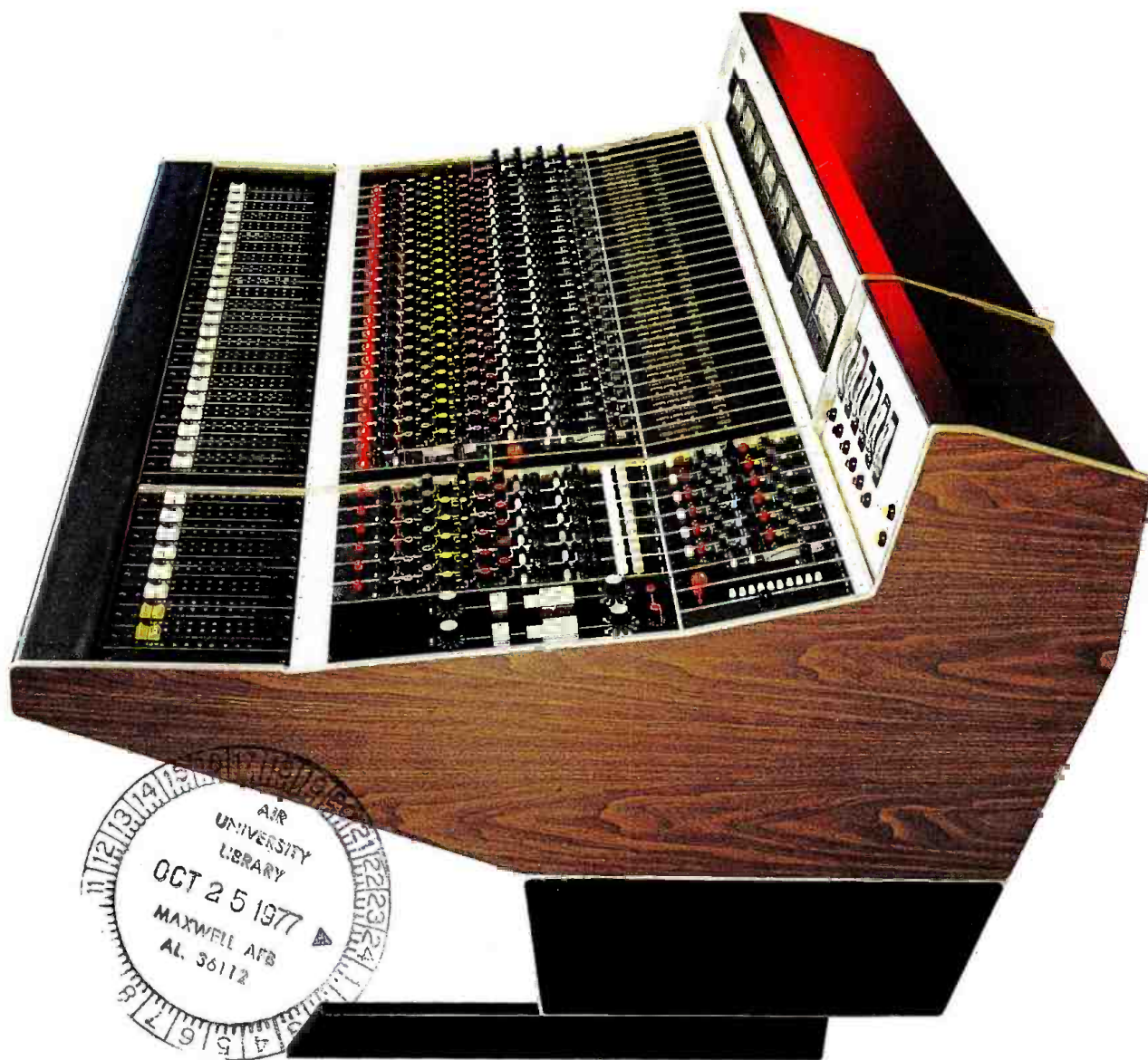
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