Those home VTR's: more friend than foe?
Close-Up: the congressional ownership connection

Broadcasting Nov 14

The newsweekly of broadcasting and allied arts

Our 47th Year 1977

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BARBARA ATLAS — CREATOR AND EXECUTIVE PRODUCER

The Week in Brief

SUNNY SKIES IN SAN DIEGO □ Upbeat was the word for the mood at the Western cable show. Contributing to the over-all optimism was the announcement of new programing features (Showtime's satellite transmission and UPI's 24-hour news service among them), the trend toward government deregulation and the growing number of institutions willing to lend money to cable. The only bad news was the likely shelving of the Senate's pole-attachment bill for the rest of the year. **PAGE 19.**

HELPING HAND □ The Small Business Administration takes its first official step toward relaxing its loan policy for station and cable buyers. **PAGE 21.**

WHOLE NEW BALLGAME □ Home video tape recorders will reshape the television audience, predicts Hugh M. Beville Jr., and the ratings services will have to revise their reporting methods accordingly. **PAGE 22.**

CONGRESSMEN IN BROADCASTING □ Ten representatives and six senators have direct or family interests in commercial radio or television stations. That's just one finding in BROADCASTING's comprehensive survey of the broadcast holdings in the 95th Congress. **PAGE 26.**

NIELSEN PANNED □ A consultant's report, commissioned by KBMA-TV Kansas City and forwarded to Capitol Hill, charges that the ratings firm short-counts the young viewers by not affording them enough representation in sweep figures. **PAGE 32.**

THOSE LOST VIEWERS □ The TV networks put their CONTAM committee to work on a double-check of Nielsen figures that show a drop in homes-in-use levels since last March. **PAGE 36.**

DRASTIC REMEDY □ FTC's Pertschuk believes there is ample legal authority to ban commercials aimed at children. His thoughts are expressed at a Cambridge, Mass., workshop sponsored by Action for Children's Television. **PAGE 40.**

SUGARED FOODS □ The controversy over TV commercials for presweetened products gains additional national exposure in a CBS-TV *60 Minutes* segment in which TV takes a critical look at its role in the issue. **PAGE 42.**

IT'S OVER, BUT □ Van Deerlin doesn't swallow everything the network executives told his Communications Subcommittee during its sports hearings, but won't press the matter any further. **PAGE 48.**

ROYALTY PAYMENTS RAISED □ An economic study for the Copyright Office says broadcast stations would not go out of business if forced to pay performance royalties. **PAGE 49.**

PRIME TIME PROBLEM □ A group of independent TV producers and distributors complains to the FCC about *Donny and Marie* special on ABC which, the group says, violated the rule that allows only three hours of network programing during prime time. **PAGE 50.**

PEOPLE ARE THE ANSWER □ Murphy of General Motors believes the solution to sex and violence in the media is in the hands of the viewers. If they don't watch it or read it companies will stop supplying it. **PAGE 50.**

A WEEK FOR FIRST AMENDMENT ISSUES □ An appeals court in New York upholds CBS and rules that journalists cannot be forced to reveal editorial decisions even when being sued for libel. **PAGE 56.** In Washington, the Supreme Court listens to arguments by broadcasters and a representative of former President Nixon on releasing the Watergate tapes. **PAGE 57.** And the attorney for broadcasters in both of these cases is Floyd Abrams, a First Amendment specialist. **PAGE 56.**

EXHORTATION □ Broadcast journalists are told at a Boston conference that they should use their own consciences in selecting stories and need to find interesting ways to present meaningful topics such as the energy crisis and hear pros and cons of fairness doctrine. **PAGE 59.**

GRIFFITHS GOAL □ RCA's head announces a record fourth quarter for NBC, but won't be satisfied until the network hits profitability comparable to that of CBS. **PAGE 63.**

WHITE HOUSE EXPERT □ Barry Jagoda, as special assistant to the President for media and public affairs, is a man with mobility. That plus some hard experience in network news and with his own production firm account for his success in coming up with the right answers for Jimmy Carter. **PAGE 83.**

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Broadcasting *is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington. Single issue $1 except special issues $2.50. Subscriptions, U.S. and possessions: one year $30, two years $55, three years $75. Canada add $8 per year, all other countries add $8 per year. U.S. and possessions add $104 yearly for special delivery, $65 for first class. Subscriber's occupation required. Annually:* Broadcasting Yearbook *$30.* Cable Sourcebook *$20.*

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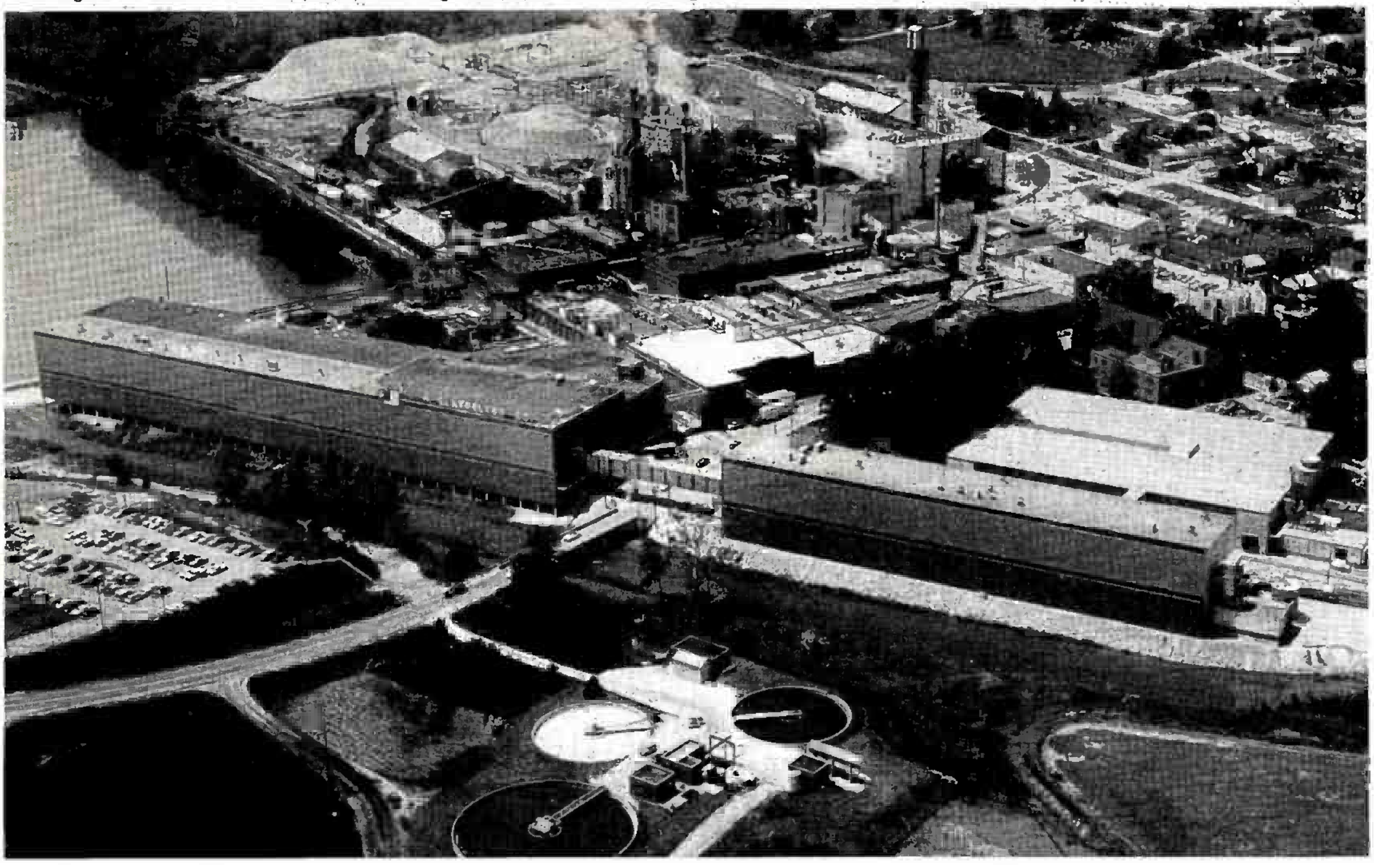

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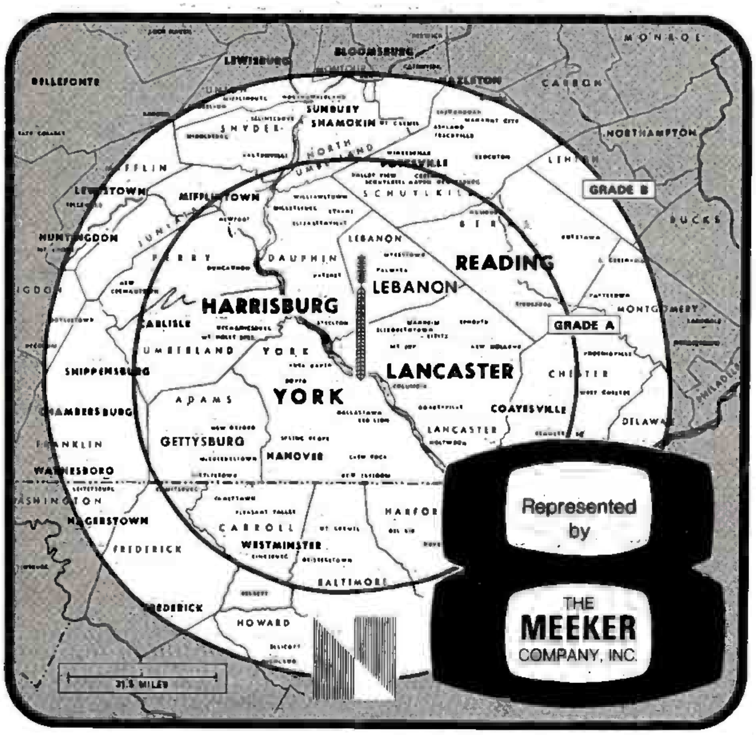

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It ain't pigskin

Competent, inside sources now estimate price TV networks will pay for National Football League rights under new contract at $646.8 million over next four years. That's up slightly from initial estimate of $644 million (BROADCASTING, Oct. 17) and about 170% more than estimated $240 million they paid over past four years. Yet most if not all expect to make money on deal.

NBC officials put their rights part at $192 million—$180 million for AFC regular-season games, playoffs and championships, $6 million for each of two Super Bowls (see page 63). That compares with estimated $72.4 million under old contract. CBS, whose last four-year total was estimated at $95 million, is up to $216 million in new deal: $204 million for NFC regular-season games, playoffs and championships, $12 million for two Super Bowls. ABC, which paid $72 million over past four years (not $52 million as persistently reported), is said to be at about $238.8 million for next four: $184 million in renewal of Monday-night package; at least $48 million for new package of other night games (at least four per year at about $3 million each), plus $6 million for four Pro Bowl games, $800,000 for four Hall of Fame games.

People problems

FCC Chairman Charles D. Ferris, who says personnel matters are taking more time than he anticipated, does not expect to be ready with recommendations on staff to handle network inquiry until early next month. At his Senate confirmation hearing, Mr. Ferris said he would have such recommendations ready "within 30 days" of being sworn in (BROADCASTING, Oct. 3). He took oath on Oct. 17. Last week, Chairman Ferris, with large smile, said he had been talking of "30 working days," which would "take us into the first week of December—hopefully."

He expects unit to be headed by director, and he is looking for people who can complement one another to fill out staff. Inquiry had been started under former Chairman Richard E. Wiley, but was stalled when necessary funds were blocked by Senator Ernest Hollings (D-S.C.), who wanted inquiry shaped by new (Democratic) chairman.

TV magazines

Eyeing runaway success of CBS-TV's *60 Minutes*, NBC-TV is expected soon to announce news magazine series of its own. Show is said to be adaptation of NBC-TV's *Weekend*, broadcast first Saturday of each month at 11:30 p.m.-1 a.m. At ABC-TV prospects are that Roone Arledge will miss deadline he forecast for introduction of that network's magazine show. When he took over as president of ABC News, as well as ABC Sports, he said show would be introduced in early 1978 (BROADCASTING, Aug. 15). Target now is said to be next spring.

Borderline

Broadcast lawyers are expressing concern over what they say is practice of some advertising agencies, when releasing barter-syndication series, to offer "sweetener": If station clears show, it's guaranteed additional spot orders. Practice reportedly applies to shows of relatively low appeal. Lawyers worry that tie-ins may constitute restraints of trade or unfair competition.

Fair to poor

Report by Robertson Associates, Florida-based consulting firm, to be released today (Nov. 14) at National Association of Educational Broadcasters convention in Washington indicates local public television stations feel Public Broadcasting Service is only "doing OK" and that there's "room for improvement" in PBS system. Forty percent of stations polled gave PBS "rather unsatisfactory" rating; 55% said public network was doing "rather satisfactory" job. Among complaints: lack of fresh new product, "bland" public affairs offerings and lack of confidence that PBS staff and administration appreciate problems of local outlets. Study was commissioned by NAEB management council.

Swearing off

FCC Chairman Charles D. Ferris and commission's new general counsel, Robert Bruce, are something new in FCC annals in at least one respect: They are committed to steer clear of communications law practice once they leave commission. Chairman Ferris said he had made commitment to President Carter not to practice communications law for two years after leaving office. This is in line with Carter administration's anti-revolving-door policy. But Mr. Ferris said he has no thoughts of ever going into such practice; he hopes to continue in government. Mr. Bruce, who had practiced communications law with Hogan & Hartson, Washington, was not asked for commitment, but volunteered it to Chairman Ferris—and put no time limit on it.

There has been no FCC chairman in last generation who has not gone from commission to some form of communications law practice. Same is true of most who have served as general counsel. One exception to latter is Henry Geller, who did think-tank work (Rand Corp., Aspen Institute) before Commerce Department settled on him for new job of assistant secretary for telecommunications.

Pieces of action

Regional public television networks are said to be planning move to take over two of four satellite channels that will be available under new satellite distribution system beginning operations next year. Regional groups reportedly will make suggestion at meeting of Public Satellite Advisory Group in Washington Thursday (Nov. 17). It is said that groups fear Public Broadcasting Service will dominate distribution system, and they are pushing for access management council to oversee distribution of all non-PBS programs.

Moyers back to PBS?

There are those within CBS News who predict that Bill D. Moyers will leave network to return to Public Broadcasting Service within year. Mr. Moyers, protege of Lyndon B. Johnson and press secretary during LBJ's Presidency (1965-67), reportedly has never been content with CBS. Question is whether PBS can afford him.

Earth and sky

Hughes Aircraft, Torrance, Calif., and California Microwave Inc., Sunnyvale, Calif., are said to be in running to build earth stations for Mutual Broadcasting System's proposed satellite distribution system (BROADCASTING, Nov. 7). Mutual plans approximately 500 receive-only stations in continental U.S., Hawaii, Alaska, Puerto Rico and Virgin Islands. Mutual has said total cost of system will be about $10 million—including seven-year lease of Western Union's Westar satellite that is reported to be costing something in excess of $5 million. Contract for earth stations is expected to be signed Wednesday (Nov. 16).

WARC search

Former FCC Commissioner Glen O. Robinson is understood to be among candidates State Department is considering to head U.S. delegation to World Administrative Radio Conference in 1979. However, administration officials say interviews with possible choices are under way and that decision is several weeks off.

Business Briefly

TV only

Lever Bros. ☐ Company plans four-month TV campaign for its Fresh deodorant beginning in early December. BBDO, New York, is purchasing spots in 61 markets during day and prime time. Target: women, 18-34.

Ciba Geigy Corp. ☐ Chemical company is planning four-month TV campaign beginning in early January. Keenan & McLaughlin, New York, is placing spots in about 65 markets during prime time. Target: men, 25-34.

Pearle Visioncenters ☐ Opticks division of Will Ross will be subject of six-week TV flight beginning in early January. Chollick Associates, New York, will buy spots in 40 markets during day, fringe and prime time. Target: total women.

Ore-Ida Foods ☐ Division of Heinz maps four-week TV drive to begin in early December for its La Pizzaria pizza. Foote, Cone & Belding/Honig, Los Angeles, is seeking spots in about 25 markets during day, fringe and prime time. Target: women, 18-49.

Super X ☐ Drug division of Kroger plans four-week TV push for its Super X drugs starting late this month. Campbell-Mithun, Chicago, is buying spots in about eight markets during all day parts. Target: total men and women.

Jack's Food Systems ☐ Fast-food chain is placing four-week TV flight for its hamburgers beginning in late November. Pringle Dixon Pringle, Atlanta, is buying spots in five markets during fringe and prime time. Target: women, 18-49.

Waring ☐ Household products division of Dynamics Corp. of America highlights its Waring Ice Cream Parlor machine in four-week TV campaign starting in mid-November. Wells, Rich, Greene, New York, will purchase spots in about five markets during early fringe and prime time. Target: adults, 25-54.

Hudson Pharmaceutical Corp. ☐ Spiderman vitamins will be subject of four-week TV push starting in mid-November. Wunderman, Ricotta & Kline, New York, will buy spots during early fringe, day and prime time. Target: total adults and children.

Chesebrough-Pond's ☐ Company plans three-week TV buy for its Ragu spaghetti sauce beginning in late November. Waring & LaRosa, New York, will schedule spots in approximately 33 markets during day and prime time. Target: total women.

Mespo Umbrellas Ltd. ☐ Distributor of Knirps umbrellas will spend $450,000 for two-week TV push beginning in early December. Anderson & Wellington, Chicago, is seeking TV spots in 30 markets during day and fringe time. Target: adults, 25 and over.

Polaroid ☐ Corporation will spotlight its Polavision system camera, cassette and player in two-week TV flight starting in early December. Doyle Dane Bernbach, New York, will place spots in at least five markets during prime time. Target: adults, 18-49.

United Artists ☐ Film production firm is arranging one-week promotion for its film, *Three Warriors*, starting in late November. RDR, New York, will place TV spots during day, fringe and prime time in at least eight markets. Target: total children.

Donar ☐ General stores group arranges two-week TV promotion starting in early December. Buntin Advertising, Nashville, is scheduling spots in approximately 35 markets during day, fringe and prime time. Target: women, 25-49.

Avido ☐ Hair products manufacturer launches two-week TV flight starting in early December. Direct Response, Philadelphia, is placing spots during day and fringe time. Target: women, 18-49.

Farmland Foods ☐ Various food products will be spotlighted in two-week

Rep appointments

- ☐ KMCC(TV) Lubbock, Tex.: The Katz Agency, New York.
- ☐ WAVA-FM Arlington, Va.: CBS/FM National Sales, New York.
- ☐ WELM(AM)-WLVY(FM) Elmira, N.Y., and WACK(AM) Newark, N.Y.: Pembrook Pines Mass Media, Hammondsport, N.Y.
- ☐ WJCM(AM) Sebring, Fla., and WSTH(AM) Taylorsville, N.C.: Jack Bolton Associates, Atlanta.

TV drive beginning in early December. Barickman Advertising, Kansas City, Mo., will select spots in five markets including Denver and Milwaukee, during day, fringe and news time. Target: women, 25-49.

Radio only

Carter Wallace □ Carter's pills gets 12-week radio promotion starting in early January. Ted Bates, New York, is buying spots in three markets. Target: adults, 50 and over.

Ralston Purina □ Company features its Ry-Krisp rye cracker in five-week radio campaign beginning this week. D'Arcy-MacManus & Masius, St. Louis, is placing spots in about 35 markets including Milwaukee, Los Angeles and San Francisco. Target: women, 25-49.

Alladin Industries □ Company will focus on its heating products in two-week radio push beginning in mid-November. William Hart Adler, Chicago, will arrange spots in 51 markets including Charlotte, N.C. Target: adults, 18 and over.

Ambassador Greeting Cards □ Company plans two-week radio buy to start in late November. Grey-North, Chicago, is handling spots in 16 markets including Kansas City. Target: women and men, 18-49.

Worth Parfums □ Je Reviens perfume will be featured in five-week radio flight starting in late November. Firestone & Associates, New York, will place spots in about six markets including, Chicago, Los Angeles and Miami.

The Gap □ Jeans and clothing store chain schedules four-week radio buy beginning in early December. The Gap, San Francisco in-house agency, is placing spots in 25 markets including New York and St. Louis. Target: 12-34 age group.

Pirelli Tire Corp. □ Tire and rubber products company slates three-week radio campaign beginning late this month. Meyers & Muldoon, San Francisco, is buying spots in 13 markets including San Diego, Denver and Seattle. Target: men, 18-49.

Norbest □ Turkey processor and distributor is arranging one-week radio promotion for its turkeys starting in mid-November. David W. Evans, Salt Lake City, is buying spots in 16 markets including Los Angeles, Phoenix and Denver. Target: women, 25-49.

Cunningham Drug Stores □ Chain plans one-week radio push beginning in mid-December. A. Eicoff & Co., Chicago, is picking spots in Detroit and Cleveland. Target: adults, 18 and over.

Radio-TV

Menley & James □ Cosmetics company will feature its Love cosmetics in four-week TV and radio buy beginning late this month. SFM Media, New York, will select TV and radio spots in 25 markets including Atlanta, Chicago, Milwaukee and San Francisco. Target: teen-agers.

Tinder Box □ Smoke shops take three-week TV and radio flight beginning in late November. RNF Media, Los Angeles, is handling radio and TV spots in 67 markets. Target: adults, 25-49.

Michigan Travel Commission □ State agency for national promotion of tourism in Michigan plans two- and three-week radio flights starting in early December and January. Ross Roy, Detroit, is selecting spots in six markets. Target: adults, 25-49.

BAR reports television-network sales as of Oct. 23

ABC $948,479,000 (34.1%) □ CBS $926,775,900 (33.3%) □ $906,715,800 (32.6%)

Day parts	Total minutes week ended Oct. 23	Total dollars week ended Oct. 23	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.	167	$ 1,270,900	6,150	$ 39,226,900	$ 30,379,100	+29.1
Monday-Friday 10 a.m.-6 p.m.	1,002	17,769,700	42,172	615,127,600	499,800,500	+23.1
Saturday-Sunday Sign-on-6 p.m.	292	10,610,900	12,887	312,469,900	258,526,000	+20.9
Monday-Saturday 6 p.m.-7:30 p.m.	101	5,095,500	4,197	154,442,200	123,314,200	+25.2
Sunday 6 p.m.-7:30 p.m.	18	1,464,900	888	44,682,200	37,188,400	+20.2
Monday-Sunday 7:30 p.m.-11 p.m.	418	47,113,700	17,722	1,420,602,500	1,173,971,400	+21.0
Monday-Sunday 11 p.m.-Sign-off	213	5,392,800	8,786	195,419,400	169,931,600	+15.0
Total	2,211	$88,718,400	92,802	$2,781,970,700	$2,293,111,200	+21.3

Source: Broadcast Advertisers Reports

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Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Bill Merritt, *Western sales manager.*
Sandra Klausner, *editorial-advertising assistant.*

Founded in 1931 as *Broadcasting**—*The News Magazine of the Fifth Estate.* □ *Broadcast Advertising** was acquired in 1932, *Broadcast Reporter** in 1933, *Telecast** in 1953 and *Television** in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □

A broadcast advertising commentary from O. Milton Gossett, president and chief executive officer, Compton Advertising, New York

The new look in media —by 1990, that is

1990. It's really not far away. But will the media world really change fundamentally in just 13 years?

I think the answer to that question is an explosive yes for all our major media—magazines, newspapers, radio and television. Let's look at them and analyze the past and present so that we can project where each medium is trending. In most of history, the past and present do predict the future.

First, two generalizations. You'll see a changing environment which in turn changes the way we should plan, purchase and even create the advertising of 1990. And I can safely predict that specialization and fractionalization are keynotes to future media trends. As for particular media:

What's happening with magazines? Well, in terms of per capita consumption, the total is already upwards of 6.5 billion copies annually. In 1976, 334 new magazines were launched. The age of specialization is upon us in a big way. And here's the key. Two million circulation is today's mass book, and one million may be tomorrow's.

In 1990, the market for the kinds of ideas and information in magazines will have grown in almost direct proportion to higher levels of education, greater leisure time, the proliferation of leisure interests and the growing affluence that our country will enjoy. The greatest of these factors is education, because it breeds curiosity, and curiosity breeds reading. Education creates affluence which provides the wherewithal to support individual wants. And education creates the technology that oduces leisure time and leisure interests.

The way we purchase advertising will be changing. Here again, specialization is the key. *Time* can be purchased right now as 145 different magazines for audiences ranging from college students to people in Seattle.

What about the "newspaper of the nineties?"

It's already technologically possible to produce a different edition of the same daily newspaper for every family on the same block. Editions can be edited to satisfy the differing interests and lifestyles of different people—with the differences determined by audience and readership research.

These new systems mean goodbye to ease of advertising purchase. Complexity will increase the agency's workload in huge gulps if we do not systematically beforehand organize the whys and wherefores. The publishers, representatives, the agencies and the Newspaper Advertising Bureau must pull together or this vastly complicated medium will serve only the local businessman because it will be too complicated for the national advertiser to handle.

Milt Gossett has advanced to his present position through the creative side of the agency business. He joined Compton Advertising in 1949 and moved into copy work in 1951. Since 1963, when he became a vice president and associate creative director, he has been a key member of the agency's creative operation. He was elected a senior vice president in January 1966 and co-creative director of the agency the following year. He was elected president in October 1968 and in December 1975 assumed the additional responsibilities of chief executive officer.

Let's look ahead to radio in the nineteen nineties.

Radio in 1990 will be incredibly variable in its available sounds. There will be something for each of us to turn on and tune to—whether we're an advertiser looking for a specific market, or a born-again teen-ager seeking the sounds of our youth.

As far as the content of radio programing is concerned, it will be different from today. And although today's music will still have its fans, you'll hear more different sounds than you've ever heard before.

The reason is partly because of the continuing technological evolution we are in the midst of.

The proliferation of cable could dramatically alter the present competitive balance in radio markets—by equalizing the coverage of stations cable carries, by importing distant stations, by enabling daytimers to extend their hours of operation, by improving nighttime coverage of evening directional stations, and by cable systems originating their own "radio" programing.

And where will television be in 1990?

Technologically, the race for improvements will be on a faster track than ever. We will have satellite program distribution and camera microminiaturization. The beneficiaries of these innovations will not only be the news programs, but also entertainment shows which will gain flexibility and economies. Local advertisers will benefit through "instant" commercials offered by stations.

In network programing, we expect that about half of the entertainment schedule will consist of long-form programs—specials, events, major sports, blockbuster movies, made-for-television films and miniseries.

Until recently, good quality fiction was optioned by the motion picture industry. But Hollywood is producing fewer movies these days and buys fewer books. Now television has equal access to creative works—all it takes is money. Currently, Hollywood makes 50 features a year suitable for television, not even enough for one night a week on one network.

Long-form treatments make television attractive to top writers and directors, who no longer see their work being telescoped into two hours of running time. Miniseries can devote as many episodes as required to tell the full story.

But customary methods of audience measurement will no longer be adequate. For miniseries, longer measurement periods will be necessary. There will also be a need for stepped-up promotion. A series can build its audience, but with events, miniseries, etc., programs must be promoted in advance with as much forcefulness as Hollywood traditionally devotes to movie promotion.

These changes in the character of programing mean substantially higher program costs. And supporting new and changing programs with promotion and research involves higher costs, too.

As I have said, enrichment of news programing will be made possible by improved techniques of electronic news gathering. They will enable networks and stations to bring the viewers more picture, faster and at an affordable cost. Additional news centers will be established in America's fastest growing region, the Sunbelt. And in the area of furnishing supplemental news material to local stations, networks are likely to expand their own news program services, with longer feeds than today.

Complex, flexible and, above all, different—that's the television world of 1990.

More than ever before, increased specialization is playing a part in each of these media to add to their future complexity.

Here's why "Honest Al's A-OK Used Car and Trailer Rental Tigers" will be a prime access success.

Built into successful prime access programs are certain production elements which ensure high ratings.

"Honest Al..." was created in just this manner. It's a new half-hour, all-family situation comedy, designed for prime access. "Honest Al..." is all about an unlikely bunch of kids (a little league football team) sponsored by Honest Al, the car dealer.

Here's what will make it a success:

The producer is Emmy award winner Danny Wilson. He's won 6 Emmys and 35 other major awards. Unlike many prime access deals available on barter-only basis, "Honest Al..." can be bought for cash or traded for a time bank. The pilot will be available for mid-January 1978 airing with an option for a fall 1978 series.

Read the "Honest Al..." synopsis and you'll know why your station should test this program. For more details call Bob Rierson at PSS.

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This week

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

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

Nov. 13-15—*NBC-TV affiliates* board meeting. Maui, Hawaii.

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

Nov. 13-17—*Public Relations Society of America's* 30th national conference. FCC Commissioner Margita White will be among speakers at Tuesday afternoon session on government regulation. Town & Country hotel, San Diego.

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

Nov. 14-15—Consumer affairs forum of the *Council of Better Business Bureaus* on "Consumerism Today: Alternatives to Confrontation." Royal Orleans hotel, New Orleans.

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. 15**—*International Radio and Television Society* newsmaker luncheon. John D. Backe, president of CBS Inc., will speak. Plaza hotel, New York.

Nov. 14-19—*CBS-TV affiliates* board meeting. Ocean Reef, Fla.

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*. 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—*Radio Club of America's* 68th annual meeting. All-day program will include address by George Jacobs, director of engineering, Board for International Broadcasting, on "The Future of AM Broadcasting." Sheraton hotel, New York.

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

Nov. 18-20—Women's video festival sponsored by *Women's Communication Coalition*, which evolved from broadcast communications arts department of San Francisco State University, and the *San Francisco Women's Centers*. Showcased will be videotapes offering perspectives on women's lives. Studio One, San Francisco State University, San Francisco.

Nov. 18-20—Seminar of *Canadian Broadcasting Corp.*, open to people in various segments of Canadian life to examine effectiveness of electronic journalism in meeting the needs of the community. Trent University, Petersborough, Ont.

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

Also in November

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.

Nov. 30-Dec. 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).

December

Dec. 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 Jan 6. (Docket 20418). FCC, Washington.

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—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Hilton hotel, New Orleans.

Dec. 1-4—*Speech Communication Association* annual convention. Speakers include Benjamin Hooks, former FCC commissioner and now executive director, National Association for the Advancement of Colored People, and Erwin Krasnow, general counsel, National Association of Broadcasters. Sheraton Park hotel, Washington.

Dec. 2—Meeting on "Television in New Jersey," sponsored by *New Jersey Coalition for Fair Broadcasting*. FCC Commissioner Joseph Fogarty will speak at opening morning session; Representative Andrew Maguire (D-N.J.) will be luncheon speaker. Other workshops and panels will explore broadcasters' responsibility and commitments to New Jersey public. Gateway-Hilton, Newark, N.J.

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 CTAMS 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 quadraphonic broadcasting (Docket 21310). Replies are due Jan. 16, 1978. FCC, Washington.

Dec. 21—*FCCs* 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. 8-10—*California Broadcasters Association* midwinter meeting. Palm Springs Spa, Palm Springs, Calif.

Jan. 9-10—*National Radio Broadcasters Association* board meeting. Doral Beach hotel, Miami.

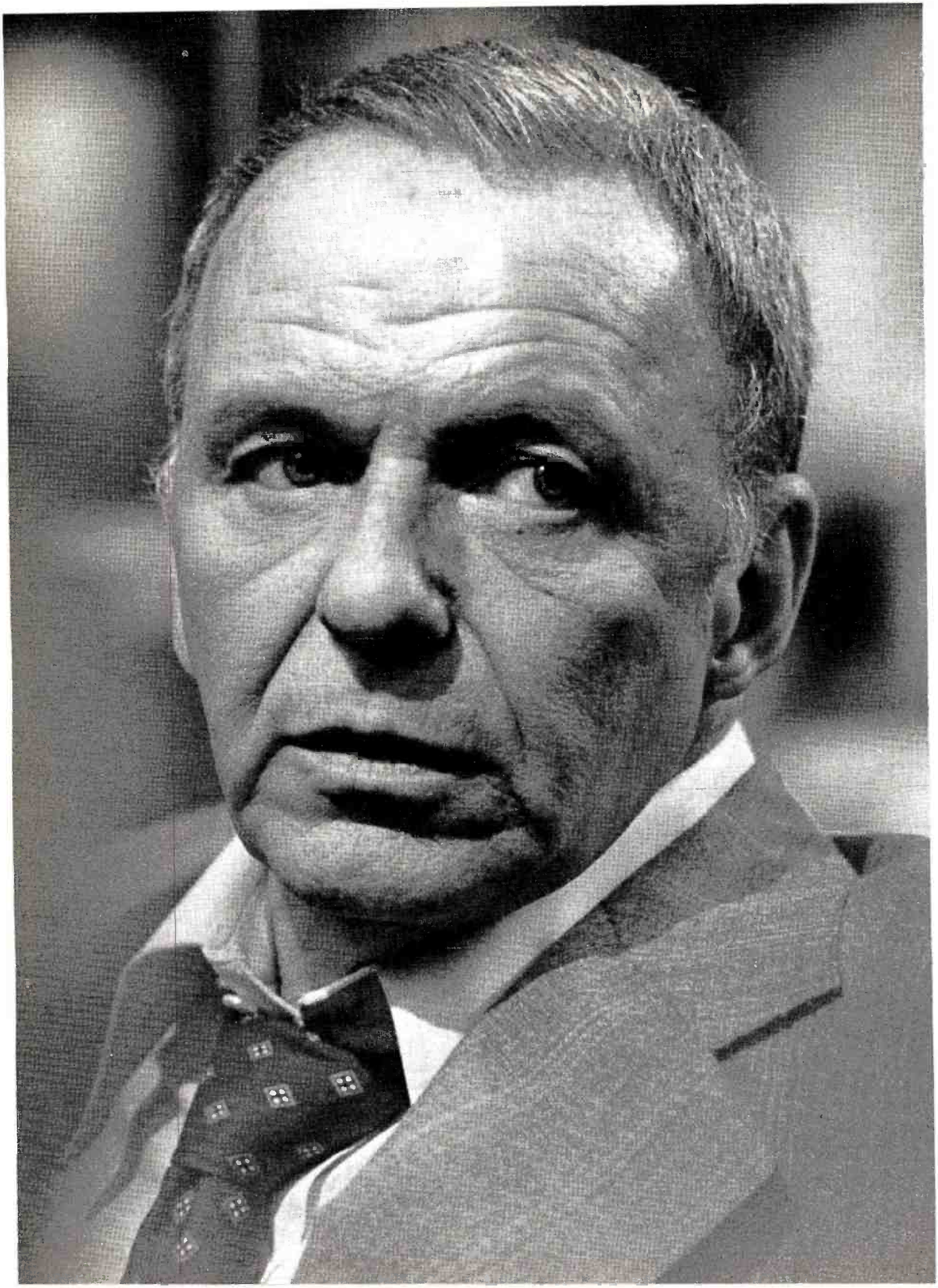
Jan. 10—*Tennessee Association of Broadcasters* annual legislative reception. Nashville.

Jan. 11—*Winter meeting of New England Cable Television Association*. Holiday Inn, Newton, Mass.

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. 18—*New Jersey Broadcasters Association* midwinter managers' meeting. American hotel and Na-



WE'VE GOT SINATRA.

He's at it again. And we've got him. In "Contract on Cherry Street," his first television movie, Sinatra plays a New York City cop who goes underground to break up the syndicates.

Starring with him are Martin Balsam, Jay Black, Verna Bloom, Joe De Santis, Martin Gabel, Harry Guardino, James Luisi, Michael Nouri, Marco St. John, Henry Silva and Richard Ward.

In three hours of high-pitched drama written by two-time Oscar winner Edward Anhalt, from the Phillip Rosenberg novel.

Directed by William A. Graham. Produced by Hugh Benson. Executive Producer, Renée Valente. Music by Jerry Goldsmith. Filmed entirely on location in New York City.

Sinatra. He's on the air November 19 on NBC. Watch out for him.

Frank Sinatra in
"Contract on Cherry Street."
An Artanis Production
in association with

Columbia Pictures Television

tional Broadcasters Hall of Fame, Freehold, N.J.

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. Hyatt Singapore, Singapore.

■ **Jan. 20-21**—*Radio Television News Directors Association* board meeting. New Orleans.

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

Jan. 21—*Mississippi Broadcasters Association* sales seminar. Coliseum Ramada Inn, Jackson, Miss.

Jan. 22-24—*South Carolina Broadcasters Association* winter convention. Sheraton Inn I-85, Hearon Circle, Spartanburg, S.C.

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

Jan. 27-28—Annual meeting of *Northwest Broadcast News Association* in conjunction with *Radio and Television News Directors Association.* Sheraton Ritz, Minneapolis.

Jan. 28—*Hollywood Foreign Press Association's* 35th annual Golden Globe Awards banquet and presentation. NBC-TV will telecast event. Beverly Hilton hotel, Hollywood.

■ **Jan. 28**—Deadline for entries in 10th annual *Robert F. Kennedy Journalism Awards* for outstanding coverage of the problems of the disadvantaged. Professional categories will be broadcast (radio and television), print (newspapers and magazine) and photojournalism. Cash prizes of $1,000 will be awarded the best in each category, with an additional $2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a three-month journalism internship in Washington to be awarded. Information: Ruth Dramstadter, executive director, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

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

Jan. 31—Deadline for entries in *Eastman Kodak Co.* and *National Press Photographers Association* competition for 1977 "Television News Photographer of the Year" and "Television News Photography Station of the Year" awards. In addition, NPPA will again conduct its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

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 Broadcasters Association* annual convention. Omaha.

Feb. 24—Deadline for entries by FM stations in U.S. and Canada for loth annual Armstrong Awards for excellence and originality in FM programing. 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, Los Angeles.

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 13-14**—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 21-26—*MIP-TV,* 14th annual international marketplace for producers and distributors of TV programing. 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 programing college. Hyatt Regency hotel, Chicago.

May 26-June 3—Eighth Prix Jeunesse International, an 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 programing 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.

■ **June 22-23**—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

■ **June 23-24**—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

July 1978

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

■ **July 16-18**—*California Broadcasters Association* midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

■ **July 16-19**—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

September 1978

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas.

Sept. 20-22—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel, Atlanta.

■ **Sept. 15-16**—Annual meeting of *Public Radio in Mid America.* WHA(AM) Madison, Wis., will be host station. Wisconsin campus, Madison.

Major meetings

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

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

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

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

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

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

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

April 21-26, 1978—*MIP-TV* 14th annual international marketplace for producers and distributors of TV programing. 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 7-10, 1978**—*Broadcasters Promotion Association* 23d annual seminar, Radisson St. Paul, St. Paul. 1979 convention will be June 6-10, Nashville.

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.

Sept. 17-20, 1978—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco. Future conventions: Oct. 6-8, 1979, Washington Hilton hotel, Washington; Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

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.

Open Mike®

Back at us

EDITOR: We at KETC(TV) St. Louis noted the lament of our commercial broadcast colleague regarding our carriage of the home-town St. Louis University hockey team and your editorial of Oct. 31. Contrary to popular opinion, the alternative program service provided by public television does not exclude enjoyable or entertaining programing—be it sports or opera.

While the St. Louis hockey Billikens are highly ranked this year, no interest has been shown by other television stations to provide coverage. Incidentally, if you have difficulty defining sports as "educational," I suggest that virtually every educational institution in the country considers athletics an integral part of its academic curriculum.

Those public-spirited local corporations that underwrote the broadcasts paid only for production and interconnection costs. No surplus revenues were realized by KETC(TV).

Many of us in noncommercial broadcasting are aware of the commercial broadcaster's concern with our more aggressive program policies of recent years. We believe, however, that competition will strengthen all of broadcasting.—*Anthony S. Tiano, executive director and general manager, noncommercial* KETC *St. Louis.*

EDITOR: Once again it seems a commercial broadcaster and BROADCASTING magazine exhibit a solicitous concern when public broadcasters (such as channel 9 in St. Louis) dip into the "local support" till. Again, your implied assumption that public broadcasting operates at no cost with evidently no salary, utility or other overhead expenditures is thoroughly erroneous.

Additionally your assumption that a sporting event does not fit an educational schedule might lead readers to conjecture a parallel opposition to high school and intercollegiate athletic programs.

If it does not fit an educational schedule, then why didn't the local commercial outlets provide the coverage?—*Seth Sparkman, station manager, noncommercial* KNCT-FM *Killeen, Tex.*

EDITOR: It always has been a puzzle to me why BROADCASTING, which is such an excellent magazine in so many ways, finds it necessary every once in a while to go off the deep end in its editorial comment.

I have in mind specifically the item referring to the telecast by a St. Louis noncommercial station of a college hockey game [BROADCASTING, Oct. 31].

Most of the programing on noncommercial television would not be touched with a 10-foot pole by the commercial stations, even those unaffiliated with networks. What is wrong with a business firm contributing to the support of a station handling this type of programing if the funding from government sources, foundations and individuals is not adequate to underwrite them? Possibily the argument can be made that any money so spent represents advertising revenue not going to private enterprise, but when one reads in BROADCASTING week after week that there is scarcely any time available for advertisers on the commercial stations, it is difficult to be sympathetic to this line of reasoning.—*Walter Grimes, W.B. Grimes & Co., Washington.*

EDITOR: Can't understand why our colleague in St. Louis is so upset. Our "educational" TV (WENH-TV, licensed to the University of New Hampshire) uses half-page ads in *TV Guide* to advertise its coverage of UNH hockey in direct competition to our radio coverage. And then they have the guts to ask us to donate to their annual fund raising telethon.—*Jerry Lipman, manager,* WTSN(AM) *Dover, N.H.*

EDITOR: I was amazed by your editorial, "The Impossible Dream" (Oct. 24) in which you state that it is unrealistic to suppose that public, noncommercial broadcasting could ever "go deeply into venturesome journalism" for fear of jeopardizing its federal financing.

Having worked for the past seven years at National Public Radio I can assure you that NPR has, since its inception, been involved in aggressive, in-depth journalism without fear of reprisal. Over the past seven years, NPR has won every major broadcasting award for just such tough, probing investigative journalism, including the duPont-Columbia, Peabody and nine Ohio State awards.

NPR has never been content to relegate itself to areas of broadcasting with which commercial stations and networks cannot deal. We are, and have been, routinely in the the forefront of active reporting of important issues and events, often breaking major stories which other media pick up from us. Our peers know and respect our aggressive, ambitious journalism.—*James Russell, director, program services, NPR, Washington.*

EDITOR: I consider your Oct. 31 editorial on public television in St. Louis televising a hockey game as [representative of] the sort of commercial bias your publication regularly portrays.

It does very little good if a public television station has a program such as this without promotion, as I'm sure any commercial broadcaster realizes. A hockey game fits into a public television schedule because such a game could not realize the kind of ratings a commercial station would require. Therefore, the public station is providing a smaller but interested audience the opportunity to view such an event.

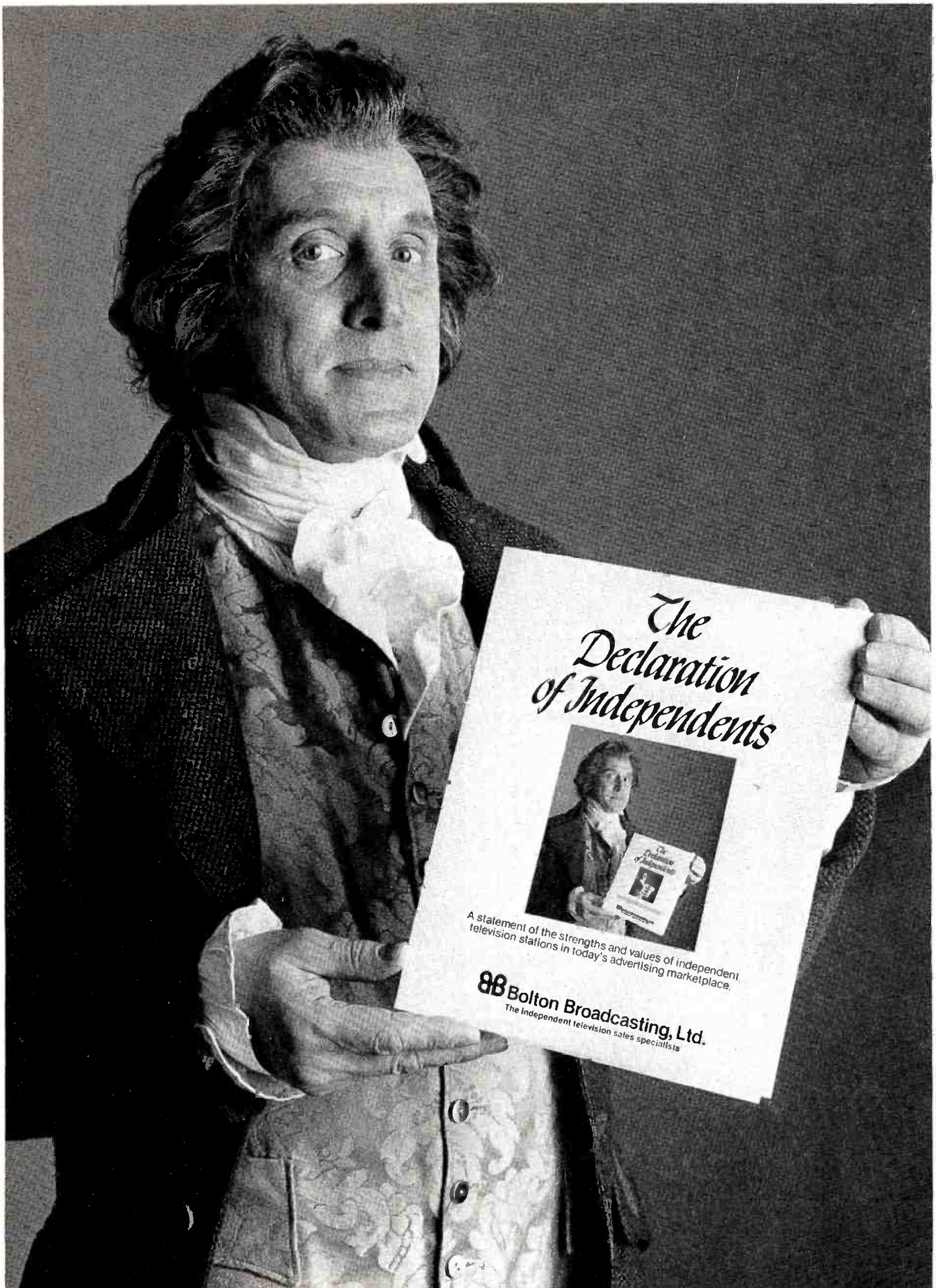
You also implied commercialism in public television when you said four commercial enterprises "sponsored" the game. Public broadcasting chooses to call it "underwriting." To you it may be a matter of semantics, but there is a very important difference. The sponsor pays for announcements on the air to serve the product that he produces and for the profit of the station that carries that announcement. The public broadcaster asks for underwriters to pay for the production costs of the program and does not make a profit on those funds.—*David Nicholson.*

Those who have worked so hard

EDITOR: I'd like to respond to the letter by Harris Salomon in the Oct. 31 issue. The third-class license with broadcast endorsement has demonstrated the holder knows the pertinent rules and regulations of the FCC and basic operating procedures required for the operation of an AM or FM broadcast facility. How can you justify the elimination of the exam requirement to the present holders of this license who have taken the time for study and trips to the FCC field engineering office to take the exam?—*Daniel J. Reilly Jr., Ossining, N.Y.*

Affirmative action advocate

EDITOR: I would like to correct a misrepresentation of my remarks before the House Subcommittee on Communications which appeared in your Oct. 24 issue. What I said was [that] the treatment of minorities in programing will improve only when minorities are *placed in* decision-making positions in broadcasting. Your phrase "when minorities work their way into decision-making positions" totally misrepresents my statement and implies there are no minorities currently able to assume these positions.—*William H. Dilday Jr., general manager,* WLBT(TV) *Jackson, Miss.*


The Declaration of Independents
A statement of the strengths and values of independent television stations in today's advertising marketplace.
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The independent television sales specialists

We changed our name and issued The Declaration of Independents

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THE DECLARATION OF INDEPENDENTS is packed with valuable insights, and based on years of experience.

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It tells why independent television is a smart buy.

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ON LANSING'S WEST SIDE: THE GOOD LIFE

On the west side of Lansing, Michigan, there's a very special place where both the young and the old enjoy the good life. Kingsley Center, under the direction of former Harlem Globetrotter Frank Stephens, meets the needs of the neighborhood in a number of ways. Senior citizens' food co-ops and lunch programs, visiting nurses, free immunization and education for pre-schoolers, cultural and arts and crafts activities, recreation, cooking and sewing classes, and home-beautification projects. A heart-warming story. A story about people being helped and helping each other. WJIM-TV told the story in a 30-minute, prime-time program through a filmed tour of Kingsley Center and interviews with its leaders and members. Director Stephens said, "WJIM-TV gave us some really good coverage. As a result, I've seen not only an increasing participation but more of a community awareness as to Kingsley and what we are all about."

"The Human Side of Broadcasting: WJIM-TV 6"

Gross Telecasting, Lansing, Michigan

Broadcasting Nov 14
Vol. 93 No. 20

Top of the Week

Sun shines on cable in San Diego

Upbeat gathering of associations in the West is forum for optimistic reports on satellites, pay and the regulatory front

Major parts of the nation were suffering under some of the worst weather of the year last week, but in San Diego it was 75 degrees and sunny. And the 2,500 cablecasters, exhibitors and spouses attending the Western Cable Television Show there were in a mood to match.

Their sense of optimism was expressed by the chairman of the National Cable Television Association, Daniel Aaron, who declared in a speech well received by a Thursday breakfast audience that "the business is becoming fun again." He gave three reasons why: (1) the adaptation of satellite technology to program distribution, a development whose significance "will outpace any other of this decade;" (2) "the surge of creativity that has shaped the first new entertainment medium since commercial television: pay cable" and (3) a "dawning recognition" in Washington that "the industry has won its rights to parity."

He was stating what became a threefold theme for the convention, the ninth annual assembly sponsored jointly by the Arizona, California, Hawaii and Rocky Mountain cable associations.

Satellite networking: The more the merrier, says pioneer HBO

In the area of satellites there were several announcements that caught attention:

■ Viacom's pay cable program service, Showtime, demonstrated the first transmission from New Jersey of a new satellite program service it plans to offer early next year, bringing it into direct competition with the Home Box Office package now in service. Nick Nicholas, HBO Inc. president, said in a panel session later in the week that HBO welcomes the competition.

■ UPI demonstrated its new 24-hour satellite news service that went on sale at the convention. It features a continuous voice commentary over a changing series of still photos. Said Roy Mehlman, general sales executive, UPI cable services, it not only improves on the existing character generator, but it also produces an outlet for the 100-plus photos from wire services that newspapers haven't space for.

■ Two religious services, the Christian Broadcasting Network and PTL Television Network, offered their satellite packages.

■ And Digital Communications Inc. announced the formation of the American Satellite Network, a new delivery service for CATV. The company announced it can offer up to eight channels including three independent TV station signals: KTVU Oakland, Calif.; KTLA Los Angeles and WGN-TV Chicago.

Pay programing: Innovations seen

Hand in hand with those satellite developments go some of the program innovations displayed at the convention. Future programing also got a going-over in a workshop session.

New forms of entertainment are "where the vitality of the industry will be," said Jeffrey Reiss, president of Showtime, at




Figures in the cable marketplace. The entrepreneurs were out in force for the Western Cable Show in San Diego last week. **Above** (l to r): Doug Dittrick of Viacom's Showtime, which introduced its new satellite pay cable service during the convention; Roy Mehlman of United Press International, which introduced a new 24-hour satellite news service, and Nick Nicholas of HBO Inc., the pioneer pay cable service now celebrating its fifth anniversary. **Below:** Times Fiber principal Irving Kahn (second from left) introducing that company's fiber optics display to (l to r) National Association of Broadcasters President Vincent Wasilewski, National Cable Television Association President Robert Schmidt and Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee. Mr. Kahn was extolling Times Fiber's new laser light amplifier, which he says now makes it possible to construct complete cable systems using optical fibers.

the workshop. HBO's Mr. Nicholas predicted theatrical movies "will continue to be the backbone of pay cable" in the near future, but he also said pay cable is finding new kinds of entertainment programing for the pay cable audience, which he said is slightly different from the conventional TV audience. Robert Speck of Sports Productions foresaw an expanded menu of local and regional sports programing—amateur and professional—and William Brademan of Q-M Productions said his company is aching to find new outlets for its products. Allen Adler of Columbia Pictures urged more experimentation in programing for pay cable. "Too many people in this industry are acting like this is a mature business," he said. It is time for "everyone to act like venture capitalists again."

Besides satellites, there was also a widespread curiosity at the convention about progress in the field of fiber optics. Traffic was busy at the exhibits of fiber manufacturers such as Times Fiber Communications, General Cable and Commscope.

The Washington connection: Poles are the only trouble spot now

As always at the cable conventions, government was on everyone's mind. The conventioneers were presented with good news and bad news in that area. The good: Members of key House and Senate committees said events such as the overturning of pay cable restrictions are the example government should follow, particularly in connection with the House Communications Subcommittee's rewrite of the Communications Act. The bad: The pole attachment bill thought to be close at hand after NCTA and the National Association of Regulatory Utility Commissioners agreed on a federal approach to pole rate regulation is in trouble again and will be shelved by Congress the rest of the year.

The latter development stems from an action only the week before the convention, when Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) placed a hold on the pole bill that is pending in the Senate, reportedly because he wants assurance from the cable industry that it will not oppose the Senate's states' rights approach. Unlike the House-passed version authorizing establishment of national rate requirements, the Senate Commerce Committee's bill would not permit the federal government to preempt state regulations.

In a convention speech, Senator Hollings said he realizes many cable systems feel they are being thrown to the [state and local] wolves in the Senate bill, but he indicated that there would not be problems the industry cannot handle itself. "Move [NCTA President] Bob Schmidt and some of those others down there ... they'll get results," he said.

The senator said the subcommittee will insure that another provision in the bill, authorizing establishment of FCC fines for cable systems, will not become a tool to "harass" cable operators. His counterpart, Representative Van Deerlin, reportedly said, in a speech in Denver Tuesday, that the forfeiture provision, although not in the House bill, will survive in the final conference committee version.

In his Friday luncheon address, Senator Hollings said that although he does not favor an ominibus rewrite of the Communications Act at this time, his subcommittee will begin work next year on legislation to create a mandate for cable. Such legislation would seek marketplace, rather than regulatory solutions to cable problems, would recognize a difference between small and large systems, but would also leave cable with some responsibilities—"Maybe some form of leased-channel access, "he said. He urged the industry to find its own solutions, for example, of EEO problems. Without some industry initiative decisions "will be thrust upon you," he said.

Faced with a take-it-or-leave-it proposition, NCTA agreed to the Senate bill, an action that House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said "kind of surprises me." The Senate approach will "stir up a hornets' nest" among small cable systems, the congressman said, and he expects they will "fight it tooth and toe." Lou Frey (R-Fla.), ranking Republican on the House Subcommittee, told the gathering the situation looks "like a rerun of a bad movie" (a reference to last year's hang-up on the bill), and urged the industry to "get your act together .... I don't mind bleeding once for you," he said. "But I'm not too happy about bleeding twice. And I sure as hell don't want to bleed three times."

Both Mr. Frey and House Communications Subcommittee member Henry Waxman (D-Calif.) expressed optimism about completing a rewrite of the Communications Act, which Mr. Waxman indicated he thinks should unshackle the cable industry. He said in his opinion "if any regulation is justified, it should be to protect the basic lifeline of service people have come to expect." He supports an experiment ending program restrictions on major-market cable systems and said a consensus of subcommittee members is that there is little need to separate cable programing and distribution functions.

Ralph Baruch, president of Viacom International and chairman of the NCTA cable rewrite committee, urged industry support for NCTA's Communications Act policy position—the mainstay of which is the elimination of distant signal limitations unless the individual broadcaster can prove harm. The position should become the platform he said for an "era of new principles."

The convention also received tentative good news from an FCC commissioner, Margita White, who called for a "cooling off period" in cable regulation. The FCC should attempt to anticipate change, but will be reluctant in the future to adopt additional cable rules "without a truckload of justification." She said she finds a "certain inconsistency " in cable's deregulatory philosophy when it seeks to have the commission impose national pole rate standards, and added that the commission's economic inquiry is likely to show cable does hurt a certain type of broadcast station. "However, it may not be the broadcaster we assume now."

House Commerce Investigations Subcommittee Chairman John Moss (D-Calif.), who was among several visitors to the convention from Capitol Hill, gave one of the strongest pro-cable addresses at the meeting. He sharply criticized the FCC for abandoning its inquiry into contractual programing exclusivity, a practice, he said, that restricts pay cable more than did the

Euphoria about rewrite in San Diego

Van Deerlin, Frey elated that session with broadcasters' committee indicates turnabout in their feelings about project

After meeting for roughly five hours in San Diego with members of the broadcast Communications Act rewrite committee, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and ranking Republican Lou Frey (R-Fla.) emerged buoyant. "There has been a total change ... 180 degrees" in the broadcasters' attitude toward the rewrite project, Representative Frey said. Said Mr. Van Deerlin, "This is the most hopeful development yet."

And some broadcasters who attended seemed equally pleased with the outcome of the meeting. John Richer, executive vice president of the National Radio Broadcasters Association, said it was "much more positive" than previous meetings and that the broadcasters' "panic" over the subcommittee's options papers was "completely gone." Edward Fritz of WNLA-AM-FM Indianola, Miss., echoed Mr. Richer and said there was "no question" that the congressmen and the broadcasters were getting along better.

Mr. Van Deerlin said the meeting left him with the impression that the rewrite, at least the broadcast-related portion, will not fall on its face. "And there wasn't anybody around the table who wasn't freely using the term rewrite," he added. Mr. Van Deerlin said it "wouldn't be proper" to breach the confidentiality of the session, but gave clues that he said little to upset the broadcasters. The options papers, which drew a strong adverse reaction from the broadcast community when first released, were never more than options for discussion purposes, he said. "We never anticipated that any substantial number would be adopted." He said he and Mr. Frey asked the broadcasters to produce a list of proposals for the rewrite in order of priority, and said that he was told the group has scheduled a meeting to

FCC's former pay cable rules. He said that in its antisiphoning rules, the commission "corrected a marketplace imperfection that never existed in the first place." Now, in its contractual exclusivity decision, the commission has "failed to correct a marketplace imperfection that does exist," he said.

The congressman said the recent refusal by ABC-TV to permit Warner Cable in Columbus, Ohio, to carry an Ohio State University football game is a "classic case of economic coercion contrary to the public interest," and added that his subcommittee is studying the situation in its investigation of the National Collegiate Athletic Association. Mr. Moss's concluding admonition: "The tide of technology runs strongly in your favor. I hope it will sweep aside obstacles placed in your path by far too many men in the field of regulation."

Three days of workshops offered nuts-and-bolts tips to the conventioners on daily business concerns, among them:

■ A session on complying with the new copyright law indicated there is considerable confusion in the cable industry about the operator's new responsibility for copyright payments. Although they were supposed to apply for their compulsory licenses under the law last April, hundreds have yet to do so, said Edward Allen of Western Communications. He foresaw many administrative problems, which he said he hopes the Copyright Office, now in the process of developing payment procedures, will resolve. Cablecasters begin making copyright payments in July 1978.

■ Participants in a session on financing new cable operations indicated more money is being made available to new ventures from more sources—primarily banks and insurance companies. "The day of lending to pay TV has arrived," said David O. Wicks of Becker Communications.

Axes poised at the networks for poor performers

With the fall quarter just past the halfway point, prime-time series shuffling is imminent at CBS-TV and NBC-TV. Head programers at both networks have said they will be ready to move by this week, and it is likely that several of their fall entries are on the way to early exits.

CBS's new programs averaged a 27 share between Sept. 5 and Nov. 6 (there are seven new series—one, *Young Dan'l Boone,* is already gone) and NBC's new series averaged a 23 share (eight programs, including *James at 15,* and *CPO Sharkey,* which replaced *Richard Pryor* and *Sanford Arms*). ABC's six new shows averaged a 30 share.

NBC's continued grip on second place in the season-to-date Nielsens is evidence of the value of its big events, which have averaged a 34 share for the season. CBS's two weekly wins—Oct. 24 and Nov. 6—have come when NBC's events turned out to be not quite as big as expected; *Aspen,* for example, turned in 31 and 29 shares on Nov. 5 and 6, which CBS beat by stunting on Saturday (Nov. 5) and leaving its strong series line-up intact on Sunday. CBS finished the week with a 19.1 rating to NBC's 17 and ABC's 20.5. Season-to-date averages through Nov. 6 were ABC 20.8, NBC 18.1 and CBS 17.4.

Following is a list of the least likely to succeed shows, with their season-to-date averages:

Program/Network	Average Share
Fitzpatricks (CBS)	21
Big Hawaii (NBC)	22
Man from Atlantis (NBC)	23
Oregon Trail (NBC)	23
Rosetti and Ryan (NBC)	24
Chico and the Man (NBC)	24
San Pedro Beach Bums (ABC)	25
Wonder Woman (CBS)	25
Fish (ABC)	25
Logan's Run (CBS)	25
CHiPs (NBC)	26
Carol Burnett (CBS)	26

do so in Chicago Dec. 7-8.

Some of the issues the broadcasters will include on that "wish list," Mr. Fritz said, would include stronger First Amendment guarantees for broadcasting, a look at Section 315 and the fairness doctrine and a stipulation that broadcasters not be "regulated out of business" with advertising bans of products such as cigarettes and sugar that legally can be sold and advertised in other media.

One especially sore point that was raised, and of which the congressmen were said to be unaware, was the "intrusion" of government agencies other than the FCC in broadcast regulation. The congressmen were said to be "receptive" to the idea of looking at the roles of the Federal Trade Commission, the Occupational Safety and Health Administration and the Equal Employment Opportunity Commission in broadcasting.

There was a realistic approach toward the rewrite taken by both sides as they admitted that many changes they would like to see would be more likely to occur in radio than in television. The congressmen, for example, were said to be generally agreeable to the notion of "cutting radio completely free of regulation" except for technical aspects, but said it would be highly unlikely that Congress would accept a similar situation in television. According to Mr. Fritz, the congressmen and the broadcasters were careful about "not presenting anything not politically feasible."

The broadcasters reportedly were wary of any proposal along the lines of deregulating radio when their problems often are not with the Communications Act but with the FCC's enforcement of it. In the course of that discussion, Mr. Van Deerlin was reported to have said that he would consider some "shall nots" directed specifically at the commission in the new law. One broadcaster at the meeting said his colleagues were especially pleased with the possibility of a "congressionally mandated consistency at the FCC."

Their encouragement was all the more pleasing for the favorable reaction the two congressmen got in a meeting last week with the National Cable Television Association's rewrite committee, Mr. Van Deerlin said. "I'm hopeful now they will go out on both sides and push for it."

SBA moving toward allowing loans to buyers of stations, cable

Agency proposes change in its rules; $500,000 limit would effectively preclude TV

The Small Business Administration has taken its first official step toward relaxing its loan policy for broadcasting properties. It has announced a proposed rule change that would abolish its long-standing prohibition against making loans available to groups wishing to enter the radio, television and cable industries. The announcement had been expected for two months (BROADCASTING, Sept. 12).

Last Thursday (Nov. 10) the SBA published its proposal and invited public comment (due Dec. 12) on a plan to allow the government lending agency to make direct or participation loans available to finance the acquisition of new or existing broadcast stations and cable systems. The new rule is expected to help open the door of ownership to members of minority groups and to others who have been unable to obtain sufficient capital to acquire stations. The new program will apply to groups not presently in broadcasting or cable and to smaller existing companies wishing to expand their holdings. The SBA does not plan to lend funds to expand existing facilities, however.

The SBA has long avoided participating in media ownership because it has wanted to keep to a minimum government involvement in industries concerned with the dissemination of news. It has decided to make this exception, it said, because broadcasting and cable are already regulated by the government and it assumed that providing loans to federally licensed companies would cause no significant increase in government interference. The SBA's ban still applies to newspapers, book and magazine publishers and film and tape producers.

Prior to the adoption of the rule, the SBA will establish size limits for entities wishing to apply for loans. An SBA spokesman said the agency had no definite size criteria in mind yet, but that one requirement for eligibility will almost certainly be that a company cannot be "dominant" in its field.

The size of the loans is another point. SBA generally provides one of three types of loans to borrowers: bank loans with an SBA guarantee, loans with bank and SBA funds and straight SBA loans. Loans in the first category, the most common type made by SBA, are limited to $500,000 or less. The SBA spokesman said that limit is imposed on the agency by statute.

That statutory limit prompted him, he said, to have doubts that the new program will have a "significant impact" on the television industry, where the cost of a new or existing station can be considerable. The costs of building or buying radio stations, however, are more in line with the size of loans SBA is empowered to make.

Howard S. Cooper, an SBA attorney who worked on the proposed revision, said that the loans will not be awarded until after an applicant receives FCC approval to build or purchase a station. SBA will make a "commitment," he said, before approval, but "no funds will be disbursed" until after the FCC grants an application. Mr. Cooper said this precludes the use of SBA funds to pay legal expenses should an application be designated for hearing by the FCC.

Ratings expert sees home VTR reshaping U.S. television

And Beville says time to start measuring the effects is now, warns against repeating past mistakes of giving away 'additive' audience

Home video tape recording holds the promise of significantly increasing commercial television's audience, diversifying its programing, perhaps slowing the growth of cable TV and certainly requiring changes in TV audience measurement.

That vista is painted by Hugh M. Beville Jr., executive director of the Broadcasting Rating Council, in a speech prepared for delivery before the Radio and Television Research Council in New York today (Monday).

Although most broadcasters and advertisers discount or ignore "the coming boom in home VTR," Mr. Beville said, it can have far-reaching effects over the next five or 10 years, serving as an ally to broadcasters by providing "an additive audience element" instead of the competition that comes from cable and pay TV.

Home VTR's ability to record programs off the air for later playback, he said, gives television "a fifth dimension [of] sheer convenience" to add to its attributes of sight, sound, motion and color. But this "dramatic new dimension," he cautioned, also will complicate its audience measurement tremendously, affecting both buying and selling.

"Fundamentally," Mr. Beville said, "what all this means is that TV measurement must now cope with something akin to magazines' pass-along audience ...

"My main concern now is that TV's measurement services adopt procedures which will fully credit viewing of TV programs attributable to VTR usage.

"In the past, the television medium has been guilty of two major audience giveaways, and I would not like to see a third.

"Present TV measurements completely overlook the audience to millions of out-of-home sets in hotels, motels, summer and winter homes, dormitories, hospitals, waiting rooms, barracks and elsewhere. That to me is a vast audience giveaway.

"I nominate the premium value of color as a second TV giveaway. In the past 10 years, TV has gone from a predominantly black-and-white medium (84% monochrome in 1967) to a predominantly (78%) color medium in 1977. When cost-per-thousand comparisons are made, do buyers calculate the value of this tremendous growth in a new television characteristic? They do not. Do national advertisers credit TV for added color impact, which print media charge premiums of 20% to 65% for? Don't be silly.

"I mention these two giveaways because I believe television broadcasters must see that this does not happen with home VTR audiences. It would be quite possible for a sizable slice of TV viewing to slip through the crack unless rating service procedures are equal to the job of complete household measurement of cassette viewers."

Mr. Beville said the two major TV rating services now handle home VTR use differently: Arbitron diary and meter services both give credit only for viewing that occurs at the actual broadcast time, while Nielsen meter service credits VTR recording but not playback and Nielsen diary services credit playback.

Among the measurement problems he described—and called upon broadcasters, station reps and agencies to give thought to, in addition to the rating services—were these:

"What kind of audience composition is credited to a program when no one is at home?

"Should a program replayed in the same day it is recorded be credited by the diary service? What about same week? Same month?

"What about two replays? Three?

"Should replays of the same program receive viewer credit (a) if viewed by different individuals, (b) the same individuals?"

Beville

Mr. Beville in his talk gave what he called "somewhat short shrift" to the impact of such developments as video games, cable, pay cable, two-way cable, broadcast pay TV and home video disks because, he said, he considered home VTR "the 'biggie' in this technological bag."

Of the others, he said that "only cable originations (whether free or pay, local or networked) should be included in broadcast ratings and homes-using-television levels. I believe that home usage of video games, electronic cameras, purchased disks and tapes should not be included."

Home VTR's ultimate penetration may not exceed 50%-60% of TV homes, he said, "but even half this penetration level will change television's character enormously because those likely to own VTR's will probably be the heavy viewers and the light viewers."

He thought 10 million units may be in use by 1985. That would be close to 14% of this year's TV homes.

The VTR's record/playback capacity, he said, should be a boon to the heavy viewer and an attraction for the more selective, giving them "convenient access to the wide range of special features which more and more make up commercial and public network schedules."

"Once broadcasters recognize the new opportunities which the home recorder provides," he said, "we will see even a greater programing variety. The generally unprogramed period from 1 a.m. to 6 a.m. represents a potential for the presentation of many specialized features, which can be taped for later playback—golf and tennis lessons, home health and first aid, educational series, X-rated movies—anything of a specialized nature which is promised by pay cable or video disks.

For the long haul, Mr. Beville said, "the issue seems clear enough:

"TV viewers who want more choice and more control over their viewing may have several alternatives—cable TV, pay TV or the home video recorder. The over-all cost to the household will not be much different, whichever they choose. Which will deliver the greatest benefit?

"I believe that over the next decade, by unhinging the program from the time period, the home VTR will outpace the growth of both cable and pay TV. In fact, it may well impact negatively upon both of these. And if broadcasters awake to the potentialities of this device, it can both increase TV viewing and slow the emergence of competitive services.

"The major problem will be to measure its audience effect accurately. That's the big challenge ahead for the rating services: to find a way to give the broadcaster credit for the viewing and to provide advertisers and agencies accurate counts of reach and frequency."

In Brief

U.S. Court of Appeals in Washington has **remanded to FCC its report on fairness doctrine** with instructions to consider two proposals for implementing doctrine it had rejected. One, by **Committee for Open Media,** is for voluntary system of access. Stations that set aside one hour per week for members of public to discuss issues in spot announcements would be presumed to have satisfied fairness doctrine obligation. Other, advanced by **Henry Geller,** former FCC general counsel, is designed to provide greater compliance with fairness doctrine obligation to cover controversial issues of public importance. It would require broadcasters to list annually 10 controversial issues of public importance they chose to cover in previous year, list offers for response made and note representative programing presented on each issue. Court said neither proposal was given adequate consideration by commission. **But court affirmed commission** in two other aspects:(1) its decision to exclude from doctrines reach product commercials that do not explicitly advocate one side of controversial issue of public importance, and (2) its rejection of proposal, advanced by Mr. Geller, that it review fairness doctrine complaints at license renewal time instead of case-by-case.

□

60 Minutes segment on sugar consumption aired last week (see page 42) **has drawn fire from both Sugar Association and General Foods.** In letter to CBS News (with copies to FCC Complaints and Compliance Division) association called coverage "dishonest ..., presenting the viewer with a totally false pseudoscientific approach to sugar and health." General Foods President Jim Ferguson sent letters to company's 25,000 employes accusing *60 Minutes* of **"irresponsible journalism"** and claiming that correspondent Dan Rather "ignored" much of information General Foods presented.

□

FCC adopted by 6-to-0 vote **change in commission working hours** and submitted new schedule to General Services Administration for approval. However, commission will meet early next week with employe representative board members on manner in which new schedule—9 a.m.-5:30 p.m. instead of 8 a.m.-4:30 p.m.—will be implemented beginning Jan. 1. Chairman Charles Ferris said last week he is convinced change in hours is right—as means of better serving public—but that original Nov. 14 starting date was "too fast." Meanwhile, National Association of Government Employes has filed with Labor Department for **union representation election,** and National Treasury Employes Union was collecting signatures for another application for representation election.

□

CBS-owned **KMOX(AM) St. Louis has been fined $5,000** by FCC for rule violation rarely if ever uncovered by commission at network-owned station. Commission said station had failed to log commercial announcements properly; field investigators had found 125 misloggings of commercial tie-ins in one KMOX talk show.

□

Following **President Carter's** nationally televised energy address last Tuesday (Nov. 8), three commercial networks scheduled forums for **opposing viewpoints.** NBC gave Senator Robert Dole (R-Kan.) time on *Today* show morning after. ABC planned interviews with Senators Dole and J. Bennett Johnston (D-La.) at 10:45-11: p.m. NYT last Saturday. CBS is to give time to Senator Robert Packwood (R-Ore.) and Representative John B. Anderson (R-Ill.) tomorrow at 8 -8:30 p.m.

□

National Association of Broadcasters' **second public meeting** in San Diego last Thursday **was lot calmer than first.** There was little confrontation, no boos, no taunts. "It's a hell of an improvement over Boston [site of first meeting last month]," said NAB Executive Vice President John Summers. NAB President Vincent Wasilewski interjected at halfway point in three-and-a-half hour questioning of NAB code board members that he thought "diversity [of questions] is great. The quality's great. We've not gotten redundant." One TV viewer drew applause by saying that in area of challenging programing, TV is "not living up to its potential ... really a farce." But there was equal applause when CBS program standards vice president, Van Gordon Sauter, replied, "I disagree." NAB TV code board chairman, Robert Rich of KBJR-TV Duluth, Minn., said afterward he was "delighted" with meeting. **"We'll give serious counsel to some form of continuous exchange with the public in the future."**

□

It was hail and almost farewell for CBS commentator **Eric Sevareid** (l) last Thursday night in Washington as CBS Board Chairman William S. Paley (r) and several hundred others of political and communications community—including Vice President Walter Mondale—attended reception in Mr. Sevareid's honor at Washington's Decatur House. Mr. Paley gave him vintage 1890 typewriter; CBS News President Richard S. Salant gave him fishing rod.

□

Mr. Paley will make rare appearance at CBS-TV Affiliates Board meeting today (Monday), joining board members at their request at opening of session at Ocean Reef, Fla., to receive memento of their appreciation in CBS's 50th year. He's also expected to make informal speech. **Charles Crutchfield,** retiring as president of Jefferson-Pilot Broadcasting Co., will also be honored. Business sessions, CBS-TV sources said, will be devoted to board's getting acquainted with new television top management and hearing plans for program changes—subjects also expected to be prominent in meeting, also this week, of **NBC-TV Affiliates Board** 5,000 miles away at Maui, Hawaii.

□

White House is **"looking"** at charges that have been leveled at **Irby Turner,** nominated to board of Corporation for Public Broadcasting. And, presidential aide Barry Jagoda said last week, "We hope Congress does, too." But at present, he said, White House has "no proof" of charges passed on by civil rights groups that Mr. Turner, wealthy Belzoni, Miss., lawyer and former state legislator, was once member of White Citizens Council and had worked against school-integration efforts in Mississippi (BROADCASTING, Nov. 7). President Carter, at news conference Thursday, said he was not aware of charges and would have to know more about circumstances before withdrawing Mr. Turner's nomination. Senate Commerce Committee, which held brief hearing on nomination three weeks ago (BROADCASTING, Oct. 31), has been asked by civil rights groups to hold another day of hearing in light of charges; no decision has been reached on that request. Mr. Turner was quoted as saying his involvement with White Citizens Council had not been deep—that it was limited to attendance at one meeting and payment of $10 dues.

□

National Radio Broadcasters Association has proposed **special training program for members of minority groups** wishing to enter broadcast ownership. Plan was presented last week to Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee. Proposal calls for internship program to educate minorities in day-to-day operations of stations. NRBA also will maintain lists of stations up for sale and of financial institutions willing to aid prospective buyers.

□

Two Washington state newsmen, **Ron Bair,** anchorman from KXLY-TV Spokane, and **Charles Royer,** news commentator from KING-TV Seattle, **were elected mayors** of their respective cities in last Tuesday's (Nov. 8) elections (both left stations several months ago to campaign). Outgoing Seattle Mayor Wes Uhlman did political commentary for KING-TV's election coverage.

□

James Bruce Cardwell, U.S. Social Security Administration commissioner, has been named to $53,000 post as vice president for finance at Corporation for Public Broadcasting. He will assume position of retiring **Ben Posner** Dec. 13.

□

Margaret W. (Peg) Sullivan, 58, West Coast administrative assistant to John Kluge, chairman and president of Metromedia Inc., died Thursday (Nov. 10), of cancer, in Los Angeles.

"The Cross-Wits"

FEBRUARY 1977
VS. YEAR-AGO PROGRAMMING,
FEBRUARY 1976

	RATING	SHARE	HOUSEHOLDS	ADULTS	18-49 WOMEN
WABI-TV Bangor	UP	UP	UP	UP	UP
WSOC-TV Charlotte	UP	UP	UP	UP	UP
WYEA-TV Columbus, Ga.	UP	UP	UP	UP	UP
WHIO-TV Dayton	UP	UP	UP	UP	UP
KFSN-TV Fresno	UP	UP	UP	UP	UP
WZZM-TV G. Rapids-K'mazoo	DOWN	DOWN	DOWN	DOWN	UP
WGHP-TV Gr'boro-WS-HP	UP	UP	UP	UP	UP
WHNB-TV Hartford-N. Haven	DOWN	DOWN	DOWN	DOWN	UP
WDAF-TV Kansas City	UP	UP	UP	UP	UP
KLAS-TV Las Vegas	UP	UP	UP	UP	UP
WMC-TV Memphis	UP	SAME	UP	UP	UP
WWL-TV New Orleans	UP	UP	UP	UP	UP
WTAR-TV Norfolk, P'mouth	UP	UP	UP	UP	UP
WDBO-TV Orlando	UP	UP	UP	UP	UP
WGAN-TV Portland, Me.	UP	UP	UP	UP	UP
WAGM-TV Presque Isle	UP	UP	UP	UP	UP
WXEX-TV Richmond	SAME	UP	UP	UP	DOWN
WROC-TV Rochester, N.Y.	UP	UP	UP	UP	UP
WNYS-TV Syracuse	DOWN	DOWN	DOWN	UP	UP
WTVT Tampa, St. P'burg	UP	UP	UP	UP	UP
WTHI-TV Terre Haute	UP	UP	UP	UP	UP
KSWO-TV W. Falls-Lawton	UP	UP	UP	UP	UP
WBRE-TV W. Barre-Scr'ton	SAME	SAME	DOWN	DOWN	DOWN

(Includes all markets in which "The Cross-Wits" was scheduled between 6pm and 8pm in February 1977)

Source: NSI, Feb. 1977 and 1976. Estimated audiences are subject to qualifications of the rating service.

The congressmen with holdings in broadcasting

10 representatives, six senators have ties to station ownership, decline since survey of 1975

At least 16 members of the 95th Congress—10 representatives and six senators—have direct or family interests in commercial radio or television stations. That total is down five from the 94th Congress when 12 House and nine Senate members were reported with ownership connections (BROADCASTING, Sept. 1, 1975).

Of those 16 legislators, 10 have direct financial interests in broadcasting. There were also 10 with direct ownership in the previous Congress.

One freshman representative, Cecil C. Heftel (D-Hawaii), has been selling off his considerable broadcasting interests since taking office. "I don't have the time to think about running them," he said, "nor do I have the time to miss them." His portfolio, which included four FM's, one AM, one TV and two television satellites at the time of his election last November, now shows only the AM and the two satellite TV stations.

Another major broadcasting group, Rahall Communications, now has a representative in the House—Nick Joe Rahall II (D-W.Va.).

One legislator who held broadcast interests at the time of BROADCASTING's 1975 survey has since disposed of them. Senator Donald W. Riegle Jr. (D-Mich.) was the owner of 1,600 common voting shares (out of 176,360 outstanding) of the Patten Corp., licensee of WKHM-AM-FM Jackson and WMPX(AM) Midland, both Michigan, but sold those shares back to the company shortly after his appointment to the Senate Communications Subcommittee last March.

The data on congressional station ownership was collected from the FCC's ownership files and from telephone confirmations with congressmen and their staffs. It is a project BROADCASTING undertakes during each Congress. The following is the list for the 95th Congress:

■ Representative William L. Armstrong (R-Colo.) is treasurer and owner of 5,250 common voting shares (17,500 outstanding) of Armstrong Broadcasting Corp., licensee of KOSI(AM) Aurora and KOSI-FM Denver, both Colorado. The remainder of the stock is owned by his father and mother.

■ Representative Thomas L. Ashley (D-Ohio) owns 2,289 common voting shares (5,700,000 outstanding) of Combined Communications Corp., Phoenix. The CCC stations are KTAR-AM-TV-KBBC(FM) Phoenix; KARK-TV Little Rock, Ark.; KIIS-AM-FM Los Angeles; KBTV(TV) Denver; WXIA-TV Atlanta; KSDO(AM)-KEXL(FM) San Diego; WPTA-TV Fort Wayne, Ind.; WLKY-TV Louisville, Ky., and KOCO-TV Oklahoma City—which it has traded in a $100-million deal to acquire WJLA-TV Washington from Washington Star Communications (BROADCASTING, April 4). CCC has also bought, subject to FCC approval, the five-station group of Globe Broadcasting for $13.8 million and WLDM(FM) Detroit for $2 million and has recently received FCC approval of its $7.5-million purchase of WWWE(AM) Cleveland (BROADCASTING, Sept. 5).

■ Representative Jack Edwards (R-Ala.) is a nephew of Farley Warner, owner of 100% of the Warner Group, licensee of WFNL(AM) North Augusta, S.C.

■ Representative L. H. Fountain (D-N.C.) is an uncle of V. E. Fountain Jr. and L.M. Fountain who each own 40 common voting shares (300 outstanding) of Coastal Plains Broadcasting Co., licensee of WCPS-AM-FM Tarboro, N.C. His brother, V.E. Fountain Sr., is vice president, secretary and treasurer of the company.

■ Representative Willie G. (Bill) Hefner (D-N.C.) and his wife, Nancy, own Hefner Radio Inc., licensee of WRKB-AM-FM Kannapolis, N.C. He is president-director and owns 2,500 common voting shares (3,000 outstanding); Mrs. Hefner is secretary-treasurer and owns the remaining 500 shares.

■ Representative Cecil C. Heftel (D-Hawaii) is president and votes 100% of Heftel Broadcasting Corp., which is owned by his immediate family. At the time of his election Heftel Broadcasting was licensee of KEZK(FM) St. Louis; WHYI(FM) Fort Lauderdale, Fla.; WKTQ(AM)-WSHH(FM) Pittsburgh, KGMB-AM-TV Honolulu and two TV stations operated as satellites—KGMD-TV Hilo and KGMV-TV Maui, both Hawaii. Representative Heftel's holdings now include the two satellite stations and KGMB. WKTQ and WSHH were sold to Nationwide Communications for $3.6 million last March; KGMB-TV was sold to Lee Enterprises Inc. for $12 million in February and KEZK and WHYI have been sold to Metroplex Inc. for $6 million, pending FCC approval.

■ Senator Jesse A. Helms (R-N.C.) owns 10.5 common voting shares (1,505 outstanding) of Capitol Broadcasting Co., licensee of WRAL-FM-TV Raleigh, N.C. He was elected a director last March. Senator Helms also owns 42 common nonvoting shares (200,000 outstanding), and his wife, Dorothy, owns 290 preferred shares (166,010 outstanding). Prior to his election to the Senate in 1972, Senator Helms was executive vice president, vice chairman and assistant chief executive of the stations.

■ Representative Kenneth L. Holland (D-S.C.) is a nephew of Gerard T. Becknell, president, director and half-owner of Tri-City Broadcasting Co., licensee of WAGY(AM) Forest City, N.C. Mr. Holland's aunt, Lula S. Lovelace, owns the other half.

■ Senator Walter D. Huddleston (D-Ky.) is one-sixth owner of Lebanon-Springfield Broadcasting Co., licensee of WLBN(AM) Lebanon, Ky. Before his election to the Senate in 1972, Senator Huddleston was also president and general manager of WIEL(AM) Elizabethtown, Ky., although he had no financial interest in that station. He is a past president of the Kentucky Broadcasters Association.

■ Senator Jacob K. Javits (R-N.Y.) is an uncle of Eric M. Javits, secretary, director and owner of 50,000 common voting shares (less than 1%) of Downe Communications Inc., which controls (40%) the Bartell Media Corp. The Bartell stations are WDRQ(FM) Detroit, WMJX(FM) Miami, WOKY(AM) Milwaukee, KSLQ(FM) St. Louis and KCBQ(AM) San Diego.

■ Representative Robert C. Krueger (D-Tex.) is a first cousin of Doyle E. Krueger, secretary, director and owner of 12 common voting shares (100 outstanding) of Comal Broadcasting Co., licensee of KGNB(AM)-KNBT(FM) New Braunfels, Tex.

■ Representative Nick Joe Rahall II (D-W. Va.) is the son of N. Joe Rahall, chairman of the board and a principal of Rahall Communications Corp. Congressman Rahall is co-trustee with Ferris E. Rahall of 241,867 common voting shares of the company, which has 495,964 shares outstanding.

Rahall Communications has announced an agreement, subject to FCC approval, to merge into Gulf Life Holding Co. (BROADCASTING, Feb. 14). Rahall stockholders are to receive one share of Gulf preferred for each Rahall common share plus an annual dividend of $1.20 per Gulf share for eight years. (Gulf shares have a liquidating value of $30.) The Gulf deal involves Rahall's WLCY-TV Largo, Fla.; WKAP(AM) Allentown, Pa.; WWNR(AM) Beckley, W. Va., and WNDE(AM)-WFBQ(FM) Indianapolis as well as Rahall's 1.2% stock holding in Cablecom General Inc.

Separately, Rahall has sold WLCY(AM)-WYNF(FM) Tampa-St. Petersburg, Fla., for $6.5 million to Harte-Hanks Communications, which is spinning off the FM to Taft

Open pocketbooks. Two new congressmen with sizable personal broadcast interests were also among the top spenders of personal funds to win their elections last year. Representative Cecil Heftel (D-Hawaii), president and owner of Heftel Broadcasting (see accompanying story on broadcast owners in Congress) lent his campaign $507,000 from his own pocket, or nearly all of the money he raised for his election, $564,644, according to the records of the Federal Election Commission. Mr. Heftel spent more of his own money on his election than any other member of the House last year.

The other is Nick Joe Rahall II (D-W.Va.), who lent his own campaign $236,000 of the $345,082 that was raised. He was among six members of the House, including Mr. Heftel, who spent $200,000 or more of their own money to get elected. Mr. Rahall is co-trustee of nearly half the common voting shares of Rahall Communications Corp.

LOOK WHAT HAPPENED...

10

"...Channel 10 has a serious commitment to our community..."
Leslie Pantin, Jr.
President, Kiwanis Club of Little Havana, Miami

"...a rare bridge between broadcaster and viewer..."
Bill Cosford, Variety

"...the ultimate in comprehensive ascertainment and public participation."
James H. Quello,
FCC Commissioner

"Nobody ever asked me!"

3

"...three and one half hours of prime time for public input ...gives the best possible opportunity to discuss issues..."
Gerald Stevens,
House of Representatives,
Conn.

"...Community television at its best."
Ruth Danckert,
Springfield Morning Union

"I trust WFSB will...provide New England with . . . the leadership . . . needed in our communities."
Robert Danforth, Exect. Director,
Springfield Action
Commission, Inc.

We took 3 hours of prime time, gave the networks the night off, set out the chairs, opened the stations' phone lines and invited the public to the biggest town meetings in American history.

We called it NOBODY EVER ASKED ME. And what happened made a difference to the four Post-Newsweek stations and the communities they serve.

Through thousands of phone calls, liv studio and remote cameras, we shared som of the pressing problems and priorities tha face our communities.

We listened to the differences that divid And the similarities that connect. We hear from the people in power and the power i the people. Civic leaders became real an

"...the station set the tone for local broadcasting with community impact..."
Eleanor Brown, Asst. to General Manager WJLA-TV, Washington

"...WTOP extended...a...sincere effort to serve the community."
Leonard Reed, Jr., Catholic Diocese of Arlington, VA.

"...everybody was standing on their own soap box and beating their own drums...a forum for the leaders of the community...a howling success."
Dolores Arthur, Maryland

"...an opportunity to feel the pulse of Jacksonville...any improvements made in our city can be traced to your program."
Queen Burton, Jacksonville

"...a very successful venture of communications between the management and viewers."
David Batzka, Admin. Florida Christian Center

"...giving public access to the most commanding media presence in our community is super good.
Woody Cooper, Jacksonville

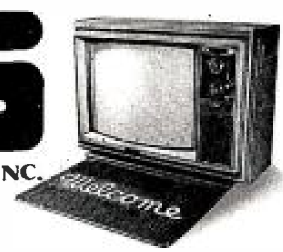
10 WPLG MIAMI
3 WFSB-TV HARTFORD
9 WTOP-TV WASHINGTON, D.C.
4 WJXT JACKSONVILLE

eachable. Station management fielded ıuestions and faced facts. For each of our ·tations, it was an opportunity to stimulate he people in their community to tell each ›ther what they've been telling us, to argue t out in public.

In the end, we all agreed on one thing –local television is more than news and entertainment. It is a medium for sharing. A powerful voice in the community for confronting the differences, sharing the problems and initiating changes. NOBODY EVER ASKED ME made a big difference in the way our audience looks at us as broadcasters. We're clearing the air.

That's the PNS difference.

PNS
POST-NEWSWEEK STATIONS, INC.

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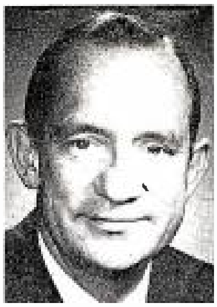
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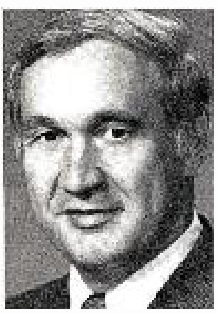
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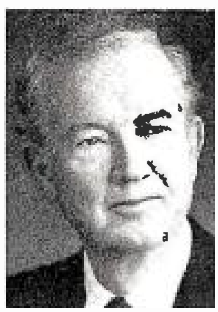
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Stevens

Stevenson

Broadcasting Corp. for $2 million, all subject to FCC approval.

■ Representative M. Gene Snyder (R-Ky.) owns 10 common voting shares (491 outstanding) of Titan Broadcasting Corp., licensee of WVCM(FM) Carrollton, Ky.

■ Senator John J. Sparkman (D-Ala.), chairman of the Senate Foreign Relations Committee, is the husband of Ivo H. Sparkman, vice president and director of WAVU(AM)-WQSB(FM) Albertville, Ala. Mrs. Sparkman owns 98 common voting shares (200 outstanding). The Sparkmans' nephew, Pat M. Courington, is president, treasurer and director of WAVU-WQSB and owner of the other 102 common voting shares. He is also the president and director of WCRI(AM) Scottsboro, Ala., and owns 2,500 common voting shares of 4,000 outstanding.

■ Senator Ted Stevens (R-Alaska) owns 500 common voting shares (191,900 outstanding) of Northern Television Inc., licensee of KBYR(AM), KNIK-FM and KTVA(TV), all Anchorage, and KFBR(AM)-KTVF(TV) Fairbanks, Alaska.

■ Senator Adlai E. Stevenson III (D-Ill.) owns 12,640 common voting shares (15,600 outstanding) of Evergreen Communications Inc. which owns two-thirds of Bloomington Broadcasting Corp., licensee of WJBC(AM)-WBNQ(FM) Bloomington, Ill.; WROK(AM)-WZOK(FM) Rockford, Ill., and WGBF(AM) Evansville, Ind. Bloomington also owns WJBC Communications Corp., a telephone answering service and radio communications center in Bloomington, and holds 10% of the total stock of TeleCable of Bloomington-Normal Corp., which operates cable systems in Bloomington and Normal, Ill. Evergreen publishes *The Daily Pantagraph* in Bloomington. The remainder of Evergreen is owned by Senator Stevenson's two brothers, Borden and John Fell Stevenson, and by his cousins. Davis U. Merwin, a second cousin, is president of Evergreen, and Timothy R. Ives, a first cousin, is vice president. Mr. Ives is also secretary, treasurer and director and owns one-third of New Broadcasting Corp., licensee of WVOY(AM) Charlevoix, Mich.

Nielsen charged with short count of young viewers

Sample and diary return are said to represent too many older people

The A.C. Nielsen Co., already under pressure to prove it isn't responsible for an eight-month decline in TV viewing levels, is now being accused of underestimating the young audience.

The source of the charge is KBMA-TV Kansas City, Mo., which commissioned an independent consultant to analyze Nielsen's May sweep figures for the Kansas City market. A report prepared by Roger Cooper Associates of Sacramento, Calif., finds that the sweep figures "contained too high a proportion of older households (as defined by age of household head), too low a proportion of younger households and too few households with children."

The inaccuracies were attributed primarily to an uneven return rate of diaries from different age groups, combined with a disproportionate sample base to begin with. "The net effect," the report said, "was to deflate the household ratings of programs with an appeal to children and young families and to inflate the ratings of programs with appeal to older persons." The low return rate on diaries distributed to younger households was also said to have negatively affected the over-all sets-in-use figures found in the area.

The station's president and general manager, Robert Wormington, has forwarded the analysis to House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), along with a request that Congress "thoroughly investigate the Nielsen practices and insist that they be truly representative of the television audience as it is" ("Closed Circuit," Nov. 7).

Nielsen officials have acknowledged that the company's figures were incorrect in the categories named by the KBMA-TV report, a spokesman for the ratings service said last week. Statistically disproportionate representations cannot be altogether avoided when a random sample technique

DOMESTIC

Asheville — WLOS
Atlanta — WXIA
Bangor — WLBZ-TV
Battle Creek — WUHQ
Bellingham — KVOS
Cedar Rapids — KCRG
Chicago — WLS-TV
Cincinnati — WCPO
Colorado Springs — KRDO
Dallas — KTVT
Denver — KBTV
Detroit — WWJ
Fort Wayne — WPTA
Honolulu — K[illegible]TV
Houston — KHTV
Idaho Falls — KID-TV
Jacksonville — WJCT
Kansas City — KCMO
Little Rock — KARK
Los Angeles — KHJ-TV
Louisville — WLKY
Miami — WTVJ
Milwaukee — WVTV
New York — WOR-TV
Oklahoma City — KOCO
Phoenix — KTAR
Portland — KATU
Portland, Me. — WCSH-TV
Sacramento — KCRA
Saginaw/Bay City — WNEM
Salt Lake City — KTVX
San Diego — XETV
San Francisco — KGO-TV
Seattle/Tacoma — KSTW
Spokane — KHQ-TV
Syracuse — WTVH
Tampa/St. Petersburg — WTOG
Tucson — KGUN
Washington, D.C. — WRC-TV
Wilkes-Barre — WBRE

FOREIGN

Australia — O-Ten Network
Japan — NTV Network
Television Singapore
Korea — Tong-Yang
French Television Network
The Federal Republic of Germany
The Swedish Television Network
Hong Kong — Rediffusion
Brazil — Globo TV
Japan — Tohokushinsha
Taiwan, Republic of China — TTV
Swiss Television
Netherlands Television
Calgary, Alberta — CFAC-TV
Edmonton, Alberta — CITV-TV
Vancouver, B.C. — CKVU-TV
Thunder Bay, Ont. — CKPR-TV
Toronto, Ont. — Global TV

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As of October 24, 1977, 40 domestic stations and 18 foreign stations had already bought the series.

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is used, he said, but some corrective measures are taken in calculating the returns.

The company has agreed to expand its sample base in Kansas City and in 12 other markets during the October and November local survey periods by including unlisted telephone households, a technique known as "total telephone frame." Since a high proportion of unlisted telephones has been found to belong to the young families KBMA-TV says are underrepresented, Nielsen feels the inclusion of the total telephone frame should significantly improve the sample results.

However, KBMA-TV is not satisfied with that action alone, since Mr. Cooper believes that even if more young households receive the diaries, they will still be less likely to return them than older households are. Nielsen has offered increased compensation and other inducements to low-income minority families and to other groups considered to be inconsistent diary sources, but has not instituted similar measures for younger families. The Nielsen spokesman said there is no current research that examines what the rate of return by young families actually is, but that such studies will be conducted in 23 markets, including Kansas City, during the October and November local surveys.

Nielsen refused, however, to comply with one KBMA-TV request—that the inaccurate May report be withdrawn from circulation.

Changing Hands

Announced

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

■ KSGR(AM)-KDOT-FM Scottsdale, Ariz. (Phoenix): Sold by Central Arizona Broadcasting Inc. to First Media Corp. for $750,000, plus $250,000 covenant not to compete. Seller is subsidiary of Sun World Corp., which is principally owned by Fred Hervey and Sam Hawks. Sun World also owns KSET-AM-FM El Paso and KPAR-AM-FM Albuquerque, N.M. Buyer is owned by members of Marriott family of Washington, substantial owners of publicly held Marriott Corp., hotel, restaurant and airline catering chain. Principals in First Media are Richard E. Marriott, his wife Nancy and his brother Jay. They also own WPGC-AM-FM Morningside, Md. (Washington); KYAK-AM-FM Provo, Utah, and WZGC(FM) Atlanta, which they bought last year for $3.5 million from General Cinema Corp. (BROADCASTING, Nov. 29, 1976). KSGR is 5 kw daytimer on 1440 khz. KDOT-FM is on 100.7 mhz with 50 kw and antenna 170 feet above average terrain. Broker: Blackburn & Co.

■ KOYN(AM) Billings, Mont.: Sold by Meyer Broadcasting Co. to R&R Broadcasting for $425,000. Seller, principally owned by Marietta M. Ekberg, is licensee of KOYN-FM Billings and KFYR-AM-FM-TV Bismark, KMOT-FM-TV Minot and KUMV-TV Williston, all North Dakota. It also owns 90% of KEIN(AM) Great Falls, Mont., and is applicant for new VHF-TV at Dickinson, N.D. Buyer is owned equally by John Stephen Ralls, Michael Robinson and his brother, Richard. Mr. Ralls is former sales manager of KTCM-TV Helena, Mont. Michael Robinson is accountant there, and his brother is legislative assistant in Helena. KOYN is 1 kw daytimer on 910 khz.

■ WLAV-AM-FM Grand Rapids, Mich.: 43.75% of Shepard Broadcasting Corp., licensee, sold by estate of Daniel J. Duffy to John J. Shepard for $332,917.10, plus assumption of $88,400 in liabilities. In transaction estate's interests will be sold to company, which will reduce total number of outstanding shares and reissue Duffy interests to Mr. Shepard. Mr. Shepard, already 43.75% owner of licensee, will hold 77.78% at conclusion of transaction. Remainder of stock in licensee is held by Michael F. Coyne, who has no other broadcast interests. Buyer, Mr. Shepard, recently sold 15% interest in KQAM(AM) San Antonio, Tex., in deal totalling $250,000, subject to FCC approval, to Felix Morales (BROADCASTING, May 30). WLAV is on 1340 khz with 1 kw day and 250 w night. WLAV-FM is on 96.9 mhz with 28 kw and antenna 180 feet above average terrain.

■ KWNS-AM-FM Pratt, Kan.: Sold by O'Malley-Kieffer Communications Co. to LESSO Inc. for $277,000, plus $99,000 covenant not to compete. Seller is owned by Donald J. O'Malley (70%) and George D. Kieffer (30%), who have no other broadcast interests. Buyer is owned by Laurence E. Steckline (95%) and William D. Kuhn (5%), owners of KJLS(FM) Hays, Kan. Mr. Steckline is applicant for new FM at Liberal, Kan. KWNS is on 1290 khz with 5 kw day and 500 w night. KWNS-FM is on 93.1 mhz with 29 kw and antenna 230 feet above average terrain.

■ KSNN-AM-FM Pocatello, Idaho: Sold by Pocatello Broadcasting Co. to KSNN Broadcasting Co. for $315,000. Seller is owned by Mr. and Mrs. Daniel L. Libeg, who have no other broadcast interests. Buyer is owned equally by William L. Mitchell, Lyle R. Foy, Eleanore Mackey Ferguson and George F. Stuckey who also own KWHK(AM) Hutchinson, Kan.; KBHS-AM-FM Hot Springs, Ark., and KTRC(AM) Santa Fe, N.M. KSNN is 1 kw daytimer on 1290 khz. KSNN-FM is on 93.7 mhz with 60 kw and antenna 14 feet above average terrain. Brokers: Robert O. Magruder and Dan Hayslett & Associates.

■ KLEI(AM) Kailua, Hawaii: Sold by K-LEI Corp. to Carl and Dorothy Schuele for $238,720.01. Seller is principally owned by William W. Fisher, Cary J. Norman and Joseph Rateau (31.17% each). None of sellers has other broadcast interests. Buyers, married, also own KRUZ(FM) Santa Barbara, Calif. KLEI is on 1130 khz with 10 kw full time.

■ WXXX(AM) Hattiesburg, Miss.: Sold by Triple X Broadcasting Co. to Timberline Broadcasting Inc. for $150,000, plus

Changing hands. The $7.5 million sale of ch. 41 KBMA-TV Kansas City, Mo., by Westport Television Inc. to Scripps-Howard Broadcasting Co. (BROADCASTING, Oct. 3) became official Oct. 28 with transfer of a check from Donald L. Perris, president of Scripps-Howard Broadcasting (light suit), to William D. Grant, board chairman of Business Men's Assurance Co., which with Benno C. Schmidt owned KBMA-TV. Also present for the Kansas City occasion (l to r): George Works, representing Mr. Schmidt with whom he is a partner in J.H. Whitney Co., venture capital firm; Robert Wormington, general manager of KBMA-TV, who remains in that position under the new ownership, and Jack R. Howard, board chairman of Scripps-Howard Broadcasting. Addition of the Kansas City property to Scripps-Howard's ranks brings the group's total to two AM's one FM and six TV's.

$50,000 covenant not to compete. Seller is owned by Charles D. Saunders, owner of WSWG-AM-FM Greenwood, Miss., for which FCC had denied license renewal (BROADCASTING, Aug. 1). Buyer is owned by Daniel Douglas Moulds (50%), Dr. F. T. McDonald and David G. Dennie Jr. (25% each). Mr. Moulds is salesman with KLRA(AM) Little Rock, Ark. Dr. McDonald is Pine Bluff, Ark., physician, and Mr. Dennie has various business interests there. WXXX is 1 kw daytimer on 1310 khz.

■ KSPD(AM) Boise, Idaho: Sold by Broadcast Journalism Co. to New Life Communications for $78,000. Seller is owned by Earl J. McRoberts and Harrie Hart Jr., who have no other broadcast interests. Buyer is owned by Dan Jantz, Dennis Klassen and James Patterson, owners of KIRV(AM) Fresno, Calif. KSPD is 1 kw daytimes on 790 khz. Broker: Blackburn & Co.

■ Other station sales announced last week by the FCC include: KCUB(AM) Tucson, Ariz.; KRLW(AM)-KCAC(FM) Walnut Ridge, Ark.; WYOK(AM) Soperton, Ga.; WCRV(AM) Washington and WFMV-FM Blairstown, both N.J.; WRAQ(AM) Asheville, N.C., and WWWJ(FM) Johnstown, Ohio (see page 66).

And Brown makes seven. Tyrone Brown will be sworn in tomorrow (Tuesday), at 4 p.m. as a member of the FCC. Supreme Court Justice Thurgood Marshall will administer the oath in a ceremony in the commission meeting room. Mr. Brown's nomination was confirmed by voice vote of the Senate on Nov. 4. Mr. Brown will bring the commission up to full seven-member strength for the first time since the resignation July 27 of Ben Hooks, who became executive director of the NAACP.

Networks send in ratings auditors

CONTAM committee is set up to check Nielsen figures that show HUT levels down over last year

The national television networks are taking formal steps to check A. C. Nielsen ratings data in an attempt to discover why homes-using-television (HUT) figures have been dropping since last March (BROADCASTING, Nov. 7).

The effort is being conducted under the aegis of CONTAM (an acronym for Committee on Nationwide Television Audience Measurement), a group of ratings experts from all three commercial networks and the National Association of Broadcasters. CONTAM helped establish that Nielsen sampling procedures were in error during a similar HUT level decline in 1975, and the group has hired the same ratings consultant it employed then to review Nielsen's procedures again.

The consultant is Gale Metzger, president of Statistical Research Inc. of Westfield, N.J., himself a former Nielsen executive. Mr. Metzger has been assigned by CONTAM to submit a "blanket request" to Nielsen for detailed information regarding the company's sampling procedures, with the goal of reviewing them to detect any possible sources of bias. Nielsen has also been asked to share with CONTAM analyses the company may have undertaken internally.

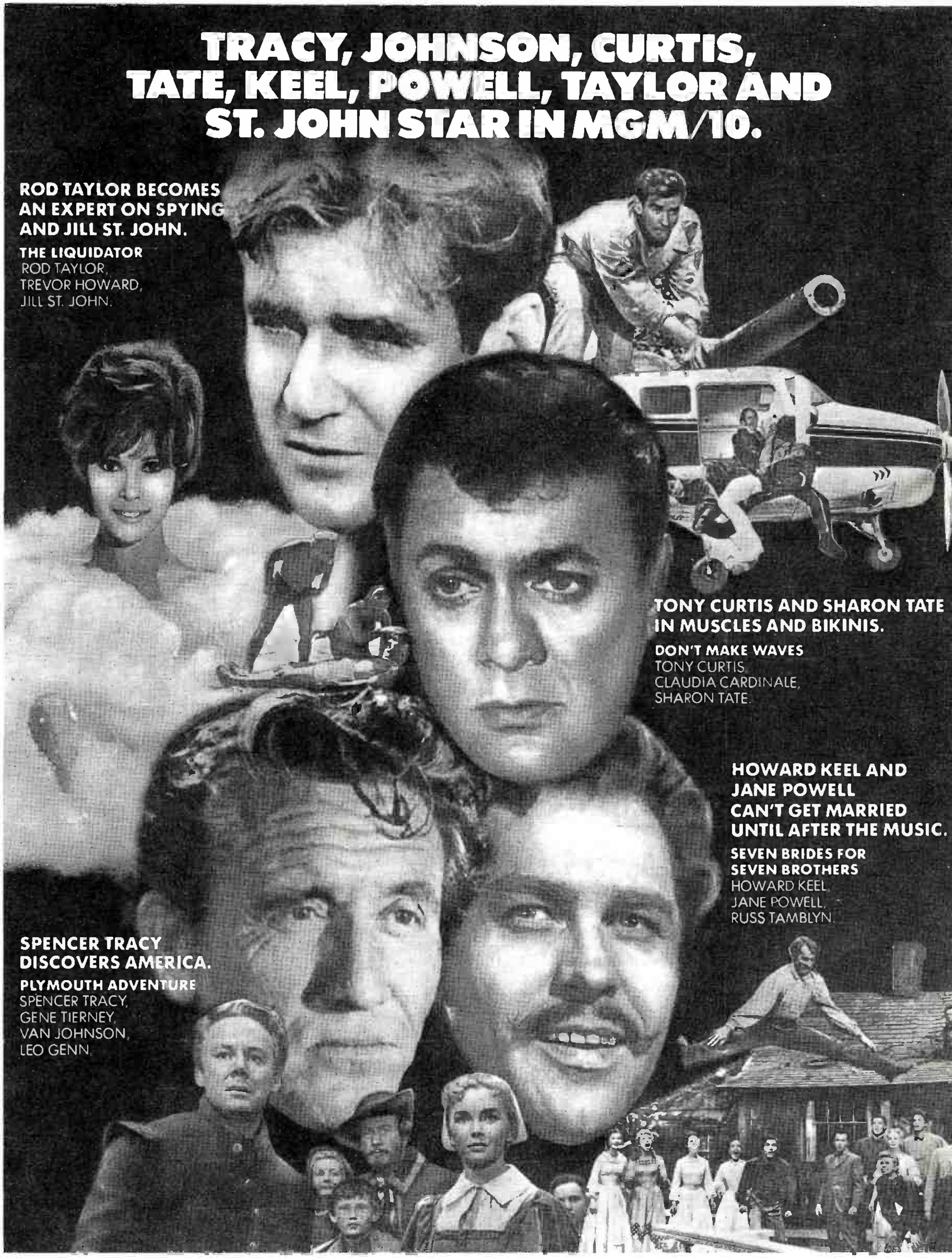
CONTAM's search will include a look at any changes in Nielsen's procedures instituted after the 1975 investigation, which established that the ratings computers were not distinguishing in some cases between meters that were malfunctioning and meters on sets that were simply not being used. It is thought by some ratings experts that steps taken to correct the bias in 1975 might themselves be responsible for errors since then. In fact, one CONTAM member suggested that such errors might have caused 1976 HUT levels to be artificially high.

Statistical Research first has to gather all the information from Nielsen it can get, and then start narrowing down the appropriate areas of inquiry from there. The process is expected to take some time, but it is an indication of the networks' concern that they are not just waiting to see what the results from Nielsen's and Arbitron's November sweeps will be.

The initiation of such an intensive search for answers within the Nielsen sample, however, does not mean that the networks are certain the problem will be found there. As Arnold Becker, director of television network research for CBS-TV and a member of CONTAM, put it, "None of us likes to move precipitously on something like this. We cannot pressure Nielsen into making its numbers higher. Because viewing has been so consistent over the years, we assume there's something wrong, but there may not be."

Mr. Becker added that if the November

Washington says OK. WSPA-TV Spartanburg, S.C., has received permission from the FCC to relocate its studios and has begun construction of a new $3 million headquarters outside city limits. The 43,000 square foot structure will be three stories high and will have line of sight to the station's transmitter. It is expected to be completed late next year.



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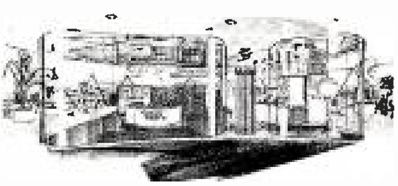
sweeps show a continuation of the decline in HUT levels, that would be enough to convince him, at least, that there are in fact fewer people watching television.

The Broadcast Ratings Council also is giving the HUT level question particular attention in one of its regular procedural audits now under way at Nielsen.



Sky high in Big D. A see-through approach to studio design is being taken by KOAX(FM) Dallas, Metroplex Communications' (Norman Wain and Bob Weiss) beautiful music station that will move to the top of the new 50-story Reunion Tower in that city early in 1978. The $100,000 layout (pictured in an architect's rendering above) is on the tower's observation deck level; it will include a "weather station in the sky" for use by the estimated one and a half to two million visitors who will tour "The Lookout" annually, traveling in all-glass elevators outside the structure. The studios were designed by Thomas T.K. Zung and Associates of Cleveland. Pictured above (bottom picture, l to r): Operations Director Ron Knowles and General Manager Jim Stansell, with the Dallas skyline behind them. Their own offices will be in the restored Union Terminal building, also a part of the Reunion complex.

Broadcast lawyer James Stabile: not so blind that he cannot see

He lost his sight eight years ago, but not his direction: He's back at work at Metromedia as a contracts attorney, and he's just been named president of The Lighthouse in New York, the first blind person in the job

Stabile

James Arthur Stabile has been negotiating and writing contracts for the past 40 years for the Dramatists Guild, the William Morris Agency, ABC, NBC and now as assistant general counsel of Metromedia Inc. and vice president of its Metromedia Producers Corp. Aside from his time with Army intelligence during World War II, Mr. Stabile's career in entertainment law has had only one interruption: eight years ago, when he went blind.

Once doctors told him they could not correct the scarring of his retinas (he had had various eye problems since 1936), he turned to The Lighthouse, run by the New York Association for the Blind, for rehabilitation. After 17 weeks of training he returned to Metromedia. That was in April 1970. And last month, Mr. Stabile took on another title, president of The Lighthouse, the first blind person to hold that position in the agency's 72-year history.

Of blindness, Mr. Stabile, 64, has said, "It will not go away but it need not be in your way." He learned that lesson at The Lighthouse and, as a member of its board since 1972, he is helping others to do the same. Last year The Lighthouse's 500 employes served more than 6,700 blind or visually impaired clients with programs ranging from its Child Development Center to its Camp Lighthouse in New Jersey for older persons.

While there is a staff to handle day-to-day operations of the agency, Mr. Stabile's new volunteer function is to provide direction in planning and policy.

Of his own blindness, Mr. Stabile recalls, "I kept saying to myself 'It's going to pass.' I didn't want to admit I was blind ... It took me several weeks to dial [The Lighthouse]. I just didn't want to go up there and be fitted with a white cane."

Mr. Stabile calls it "hogwash" that a "blind person can do everything. You work at a different pace, adjust to doing things differently." But he stresses that "once you make that adjustment you're over the hump."

Having joined Metromedia two years before he lost his sight, he is doing things there differently now. "The blind cannot resume exactly as they had before," he says, and in particular, "it takes a hell of a lot longer" to complete his work, which cuts down on his volume.

When he returned to the company after more than a year-and-a-half leave of absence, Mr. Stabile remembers "not knowing if I [could] be of sufficient service." Alfred L. Schwartz, now Metromedia senior vice president and general counsel, recalls that he and Mr. Stabile "didn't know how this would work out. We approached it tentatively."

It's been working out since then. Adds Mr. Schwartz, "Jim has vast experience" and a "reputation in the industry" and "you don't throw that away."

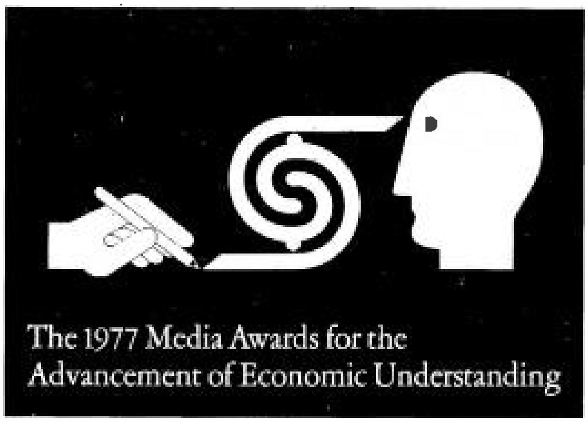
The experience Mr. Stabile brought to Metromedia began with St. John's University Law School, from which he was graduated in 1936. After a stint in the service and experience gained in entertainment law with the Dramatists Guild of the Authors League and elsewhere, he joined the William Morris Agency in 1949 as a contract attorney.

A year later he accepted a position as a staff lawyer with ABC and by 1956 was named vice president and general counsel. A move to NBC came in 1957 when he took over as manager of talent and program negotiations, and later as a vice president with those responsibilities. In 1959 he became the first NBC vice president of standards and practices, and by the time he left the network to return to private practice in 1965, he was vice president and associate general counsel. Mr. Stabile joined Metromedia in 1966.

He currently serves on the all-industry radio and television music licensing committees, and has been a former officer and board member of the International Radio and Television Society as well as past president of the Catholic Apostolate of Radio and Television Advertising (in 1965 that group awarded him its annual award for contributions toward maintaining high standards in communications).

Mr. Stabile hopes his two-year tenure in the Lighthouse position will give encouragement to others. His track record in broadcasting already has.

An award for excellence in economic reporting.



For entry blanks or additional information write:

Program Administrator
Media Awards for the
Advancement of
Economic Understanding
Amos Tuck School of
Business Administration
Dartmouth College
Hanover
New Hampshire 03755

Purpose:
The 1977 Media Awards for the Advancement of Economic Understanding is a new program to give recognition to outstanding economic reporting directed to the general public. Patterned after the Pulitzer awards, the program is designed to stimulate media to initiate economic reporting that is imaginative, interesting and easily understandable.

The goal of the program is to improve the quality and increase the quantity of economic reporting in the general media. It aims to encourage and reward outstanding submissions by media which effectively explain aspects of the economic system to typical audiences—in terms that have meaning for the average reader or viewer.

Awards:
A total of $105,000 will be awarded in 14 media categories, competitively grouped according to circulation or scope of market. In each category, there will be a First Prize of $5,000 and a Second Prize of $2,500.

Eligibility:
Entries must be original works published, broadcast or telecast between January 1, 1977 and December 31, 1977.

Judges:
Winners will be selected by a panel of judges consisting of the following:

Alexander Calder, Jr.
Chairman &
Chief Executive Officer
Union Camp Corporation

Arthur C. Deck
Executive Editor
Salt Lake City Tribune

Roy M. Fisher
Dean, School of Journalism
University of Missouri

Norman E. Isaacs
Chairman
National News Council

Paul Miller
Chairman
Gannett Co. Inc.

Rudolph A. Oswald
Director of Research
AFL-CIO

Kenneth A. Randall
President, The Conference Board.

Irving S. Shapiro
Chairman
E. I. du Pont de Nemours

Otto A. Silha
President
Minneapolis Star and Tribune Co.

Frank Stanton
Former President CBS

Murray L. Weidenbaum
Director of Center for the
Study of American Business
Washington University

Administration:
The Amos Tuck School of Business Administration of Dartmouth College is sole and independent administrator of the Media Awards for the Advancement of Economic Understanding.

Media Awards for the Advancement of Economic Understanding is being sponsored by the Champion International Corporation, Stamford, Connecticut.

Deadline for Entries:
January 15, 1978

Media Briefs

TV insanity. Ronny Zamora, 15, convicted murderer who pleaded "television intoxication" caused him to kill his elderly neighbor (BROADCASTING, Aug. 10), was sentenced to life in prison by Miami judge, Paul Baker, last week. Under Florida law, Zamora is not eligible for parole for 25 years. His attorney, Ellis Rubin, has said he intends to file appeal and is reported to be considering civil suit against three major TV networks for "fostering violence" in nation's youth.

Joiners. National Association of Broadcasters reports adding about 350 radio and 25 television stations to membership roles in past year, bringing total radio members to 4,300 and TV to 550. Increases are net, after excision of more than 100 radio stations delinquent in dues last year. Part of TV increase was due to NAB TV board rescinding mandatory TV code subscription rule, which drove some groups away.

ITV inroads. Roughly one-third of all elementary and secondary school children in country now have access to instructional television, says report issued by Corporation for Public Broadcasting and National Center for Educational Statistics. According to report, estimated 15 million of 46 million total students regularly received television instruction from some 727,000 teachers during 1976-77 school year. About 50% of teachers expressed positive attitudes about effects of ITV. According to CPB's president, Henry Loomis, $250,000 study was first to investigate impact of ITV on national scale, and it indicated ITV has "significant impact" on teaching. Mr. Loomis also said this would be part of "continuing study" of ITV by CPB and NCES.

Tuning your tube. FCC has issued new "Radio-Television Interference Problems" handbook for individual consumers and interested groups. Book outlines common problems of interference to radio and television receivers and offers suggestions for correcting them. Individual and small bulk orders may be purchased from Consumer Information Center, Dept. 051F, Pueblo, Colo. 81009, for $1.50 each. Bulk quantities of 100 or more may be purchased at 25% discount from Government Printing Office, Washington. GPO also will provide groups with negatives (plates) for private printing for fee of $278 for set. Write: Superintendent of Planning Services, C830, GPO, Washington 20401 (refer to GPO jacket number 238-196).

Promotion guide. Broadcasters Promotion Association has published catalogue, "Program Promotion Materials Supplied by Distributors," which lists more than 350 current television series, feature film packages and specials, and promotion-advertising material prepared for station use by 48 companies. Included are pictures, ad repros, audio-video promos, trailers and bios. Copies are available for $2 from Box 5102, Lancaster, Pa. 17601.

Broadcast Advertising®

Advertising ban in children's TV programs may be only way out, says FTC chief Pertschuk

He tells ACT workshop in Boston that law gives his agency power to take such an action, although he insists commission still has open mind on subject; TV research findings reviewed

Federal Trade Commission Chairman Michael Pertschuk last week reaffirmed his belief that there is ample legal authority to ban TV advertising aimed at children—a business category he said is now approaching $600 million annually in broadcast billings. But he said the commission is open to "respectable countervailing views."

He told an Action for Children's Television workshop in Cambridge, Mass., last week that "the commercial exploitation of children is repugnant to a civilized society." And he said the FTC would decide early next month whether to act favorably on ACT's and other groups' request to curb TV ads for highly sugared foods. Only a ban "on the advertising of these products on programs directed toward the young child" might remedy the ads' "inherent defect," he said. But he added that "we must explore all remedial approaches to the problem."

The FTC chairman stressed that he spoke only for himself and not for his four fellow commissioners. And even he didn't go on record as favoring a total elimination of children's TV advertising. But—sticking to a text he told BROADCASTING was designed to avoid "exposing us to malicious legal questions"—he posed a series of questions that sounded more than rhetorical. "Why isn't this principle [that parents and teachers are entitled to the support of laws in discharging the responsibilities of child rearing] applicable to television advertising directed at young children? Why shouldn't established legal precedents embodying this public policy be applied to protect children from this form of exploitation? In short, why isn't such advertising unfair within the meaning of the Federal Trade Commission Act and, hence, unlawful?"

Mr. Pertschuk cited two articles of the FTC Act as operable in the case of children's advertising: Section 5, which prohibits "unfair or deceptive acts or practices in or affecting commerce," and Section 15, which, in his words, "provides that advertising is misleading—and hence unlawful—if material facts are omitted." The chairman said that sugared product advertising doesn't warn of such potential dangers as tooth decay. In regard, specifically, to the applicability of Section 5, Mr. Pertschuk noted a Supreme Court holding that the FTC could consider whether a practice, "without necessarily having been previously considered unlawful, offends public policy as it has been established by statutes, common law or otherwise." Other "touchstones of the law of unfairness," he said, are whether the practice is "immoral, unethical or unscrupulous" and "whether it causes substantial injury to consumers."

Under the Code of Hammurabi, Chairman Pertschuk said, commercial exploitation of a child "was punishable by death."

■ The senior research coordinator of the surgeon general's 1972 report on the impact of TV violence, George Comstock, told the same workshop that although television entertainment "enjoys privileges rooted in the assumption of little or no influence," it shows children "a vast new range of models to emulate."

Dr. Comstock, a Syracuse University professor, thinks TV has reduced parents' and other adults' influence over children, but believes adults might have "an unusual and short-lived" chance to affect early adolescents' viewing habits.

He said children get most of their information from television but most of their views on what they see from their parents.

Researcher Charles Atkin said 58% of white children surveyed said they learned most about how blacks behave from TV.

The Stanford University professor, who is probing children's social learning from TV for the government, said his survey also showed that white children said TV programs showed blacks as stronger and funnier but less good looking than whites. Black children in the same study said programs portrayed blacks as stronger, funnier and better looking.

About half the children surveyed said TV portrayed men and women equally but

Pertschuk

SCOOBY DOO, WHERE ARE YOU?

Scooby, America's Outstanding Network Children's Program for 9 years, is here at Dancer-Fitzgerald-Sample, and he's available for exclusive syndication in your market!

For more information, call Wally Chateauvert at (212) 661-0800

See us at the INTV Convention, Jan. 29, 1978, San Diego, Calif.

43% said TV men were stronger than women while 3% found television showing stronger women than men.

Fifty-seven percent of the children surveyed said TV women get upset more often than men, compared with 12% who found the opposite. Three times as many children said TV women have more problems than men than said the opposite.

Children could question their own importance because they are "largely absent from TV families," reported Michigan State University Professor Bradley Greenberg. Dr. Greenberg, a consultant to several committees studying violence, released a network programing analysis concluding that "the role of the young child is vague and ambiguous" on television. Youngsters can't distinguish between jokes and serious dialogue on shows like *All in the Family* and *Maude,* he said. TV family programs, he found, show mothers doing the least disagreeing, opposing or protesting, but doing the most "family directing."

The ACT workshop previewed its seventh national symposium on children's TV, which will focus on television role models and young adolescents April 30-May 2 in Washington. ACT President Peggy Charren, claiming that TV ignores adolescents' search for self-identification, said ACT hopes to spark "more and better" programing to meet the needs of 10-to-15-year-olds.

Beating the 'deadbeats'

New York group suggests media get faith deposit from advertiser that inexcusably leaves former agency holding the bag on debts

The electronic and print media should require escrow payments from any advertiser owing money to an advertising agency it no longer uses, according to the League of Advertising Agencies Inc., New York.

The league has adopted a resolution calling on the media to demand such an escrow account as standard operating procedure. An exception would be if an advertiser can demonstrate satisfactorily that an existing debt is solely the result of a dispute between the two parties involved.

The league, composed of small to middle-sized agencies, with billings ranging from $500,000 to $15 million, assailed acceptance of advertising from "deadbeats" and agency hoppers.

There have been a growing number of companies leaving unpaid bills at agencies and subsequently offering their advertising through other agencies or directly to the media, according to Louis E. Reinhold, head of the media relations committee of the league and president of Richmond Advertising/Reinhold Associates Inc., New York. He said "small and medium-sized agencies in particular face enough difficulties operating in today's sluggish economy without finding that the media are unwitting allies of unscrupulous deadbeat companies."

CBS-TV bites a hand that feeds it: '60 Minutes' takes sugar coating off the sugar problem

The controversy over television commercials for presweetened cereals, candy and other sugared foods gained additional national exposure Nov. 6 through a *60 Minutes* segment on CBS-TV: "How Sweet It Is," with Dan Rather. While the report looked at sugar consumption among children as a whole, it also had television investigating itself—in particular, one of the medium's largest advertisers, General Foods.

Regarding that company's product, Cocoa Pebbles, Mr. Rather questioned "Now is this cereal? I don't know. I do know that it's sugar, 53% sugar." And after he mentioned that this isn't explained on the package, the *60 Minutes* cameras moved to "7 o'clock one Saturday morning [with] a typical family in San Mateo, Calif.

"We watched television with them for four hours," Mr. Rather reported, "Saw 17 presweetened cereal commercials and 21 candy commercials." After showing some of that morning's spots, he continued: "These children will see, in fact, some 15,000 television commercials for heavily sugared products this year. Easier than taking candy from a baby is selling candy to a baby."

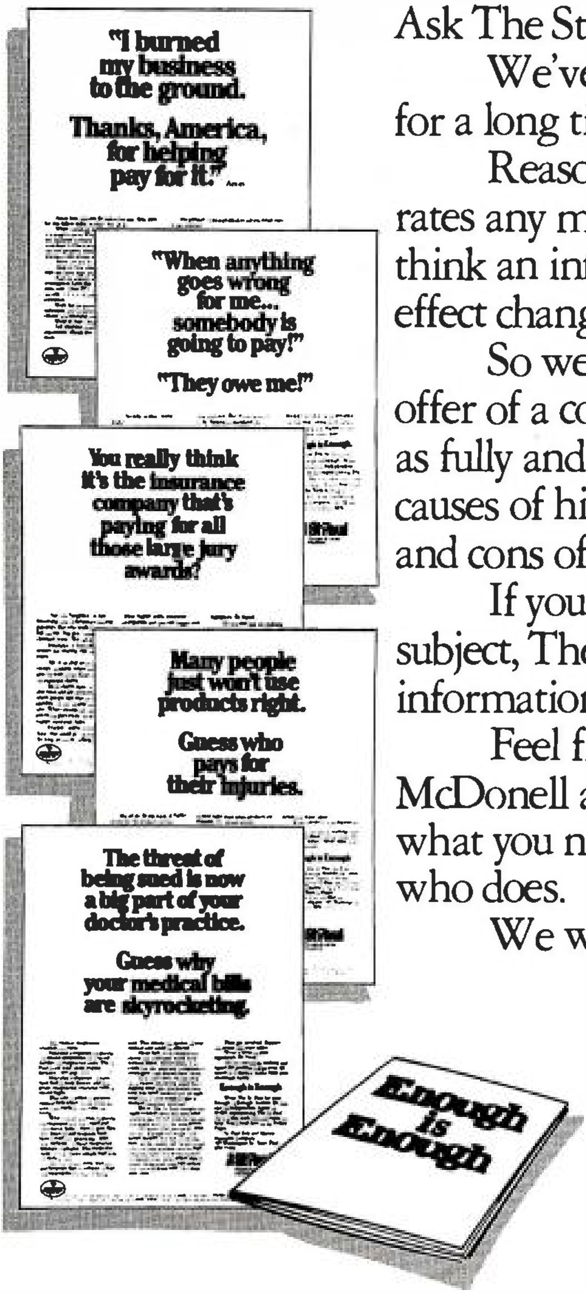
The report featured case studies with parents and doctors who claim: that too much sugar consumption has had a detrimental impact on health. They included two parents who have joined in a class action suit against General Foods and charge their daughter had gone through withdrawal symptoms when her sugar intake was cut. The child's mother called the information, or lack of it, on cereal packages "not only misleading, it's not there. It's deliberately deceptive."

On the other hand, Donald Keller, senior vice president of General Foods, was shown saying that "the amount of sugar consumed by Americans has been relatively stable for 50 years. It has not changed." He said that his company's cereals "are nutritious or we wouldn't sell them." As to the class action suit and a complaint at the Federal Trade Commission regarding certain General Foods advertising, Mr. Rather said the General Foods senior vice president wouldn't discuss them "because both cases are in litigation."

Dr. Frederick Stare, a founder of the nutrition department at Harvard University, claimed that "the risks associated with a high consumption of calories are demonstrably large, but not with sugar." He explained the sugar has its advantages because it makes nutritious foods more palatable.

Toward the end of the report, the *60*

When you need background on why insurance rates are high, ask a well-backgrounded source.



Ask The St. Paul.

We've been concerned with this subject for a long time.

Reason? We don't like high insurance rates any more than the public does. And we think an informed public is the best way to effect change for the better.

So we're using a series of ads and the offer of a consumer booklet to tell the public, as fully and objectively as we know how, the causes of high insurance rates. And the pros and cons of possible cures.

If you're assigned to report on this subject, The St. Paul is a good source for key information.

Feel free to tap us. Just call Dave McDonell at 612-221-7024. If we don't have what you need, we'll steer you to a source who does.

We want the public to know.

The St Paul
Property & Liability Insurance

†The thought is from William Shakespeare. The interpretation by Corita Kent of Immaculate Heart College.

"We know what we are, but not what we may be."

We may be fortunate or wise enough to know what we are. But what is our real potential? What are we really capable of accomplishing?

Perhaps it is best that answers to these tantalizing questions elude us, for they can serve to provoke, challenge and goad us to exceed ourselves.

And what is true of the individual is also true of broadcasting.

We know much about this extraordinary medium. We understand its immense capabilities, its complex technology and its unusual acceptance. In a few decades it has enriched the lives of listeners and viewers with a myriad of events and experiences.

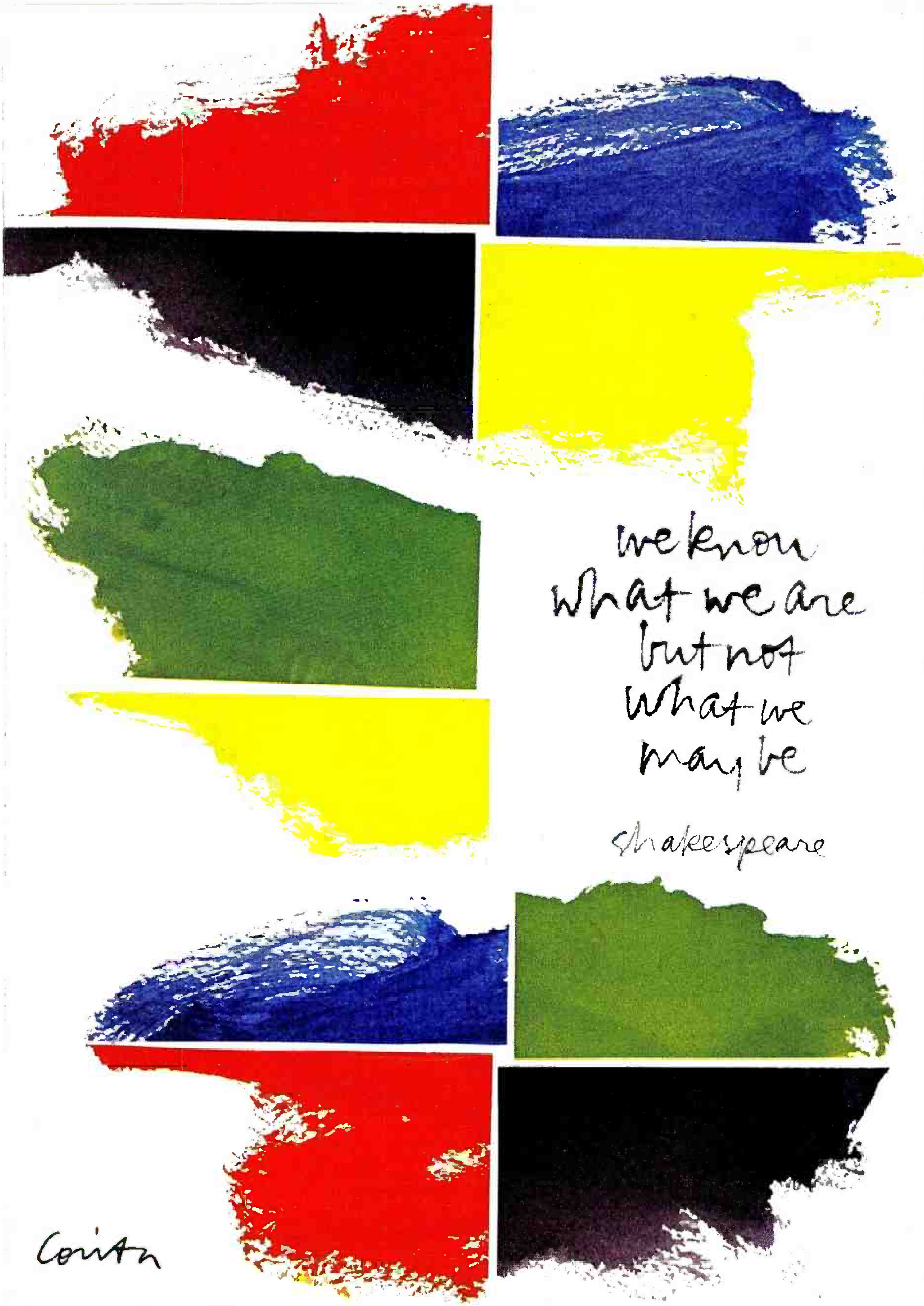
All the more reason for broadcasting to recognize its still developing potential. We cannot let our accomplishments stifle our imagination. We must be practical by day and dream at night.

The moment we are satisfied with what we are, we risk losing sight of how much more we might become.

GROUP W

BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY


we know
what we are
but not
what we
may be
shakespeare
Corita

Minutes cameras turned to a plaque and Mr. Rather read the inscription thanking General Foods for "making possible the Nutrition Research Laboratories within this building" at Harvard. He then mentioned that "General Foods is the second largest user of sugar in this country. Other plaques like this one thank donations totalling $2 million between 1971 and 1974 alone. The list of contributors includes: Amstar, Domino Sugar Co., Coca-Cola; Kellogg; The International Sugar Research Foundation, and the Sugar Association."

Who should pay for Ma Bell's ads?

FCC, for the moment, allows costs to be passed on to rate payers, but some on commission wonder if stockholders shouldn't bear burden; media worry about precedent

AT&T rate cases before the FCC that do not seem to have any impact on broadcasting, as such, are beginning to attract the attention of broadcast industry representatives in Washington. Reason: the substantial amount of institutional advertising done by AT&T, much of it on radio and television.

At present—and in line with basic rate-making policy the FCC adopted in February—all Bell System advertising costs can be allocated to its expenses for providing services and, therefore, can be passed on to rate payers.

Former FCC Chairman Richard E. Wiley and Commissioner Joseph Fogarty dissented to that provision of the commission's order. They said the costs should be borne by AT&T stockholders, not by rate payers.

Commissioner Fogarty continued to dissent when, in individual cases involving AT&T rates, the commission has reaffirmed its decision to permit the allocation of advertising costs to the services involved. And now Mr. Wiley's successor as chairman, Charles D. Ferris, in the most recent case in which the issue was raised, indicated he may be persuaded to join Commissioner Fogarty on the question.

The issue goes beyond the FCC and AT&T. Broadcasters and proprietors of other media fear that an FCC disallowance of AT&T deductions for advertising would be used as a precedent by state utility commissions, which in recent years have been questioning ad deductions in the calculations of rates charged by utilities under their jurisdiction. Substantial advertising expenditures are involved.

The latest FCC case grew out of Defense Department petitions seeking suspension of AT&T tariff revisions for high-speed data transmission and private line services. Chairman Ferris concurred in the commission's decision denying the petitions. But he said his concurrence "should not be construed as a determination [by him] on the merits of the issue of allocation of the Bell System institutional advertising expenses ..." He said he would keep an "open mind" until he is fully briefed on the issue.

The exact amount of money involved is not clear. Former Chairman Wiley, in his dissent to the commission order in the basic case, in February, said Bell System advertising expenditures in 1976 were $100 million. The figure includes the amounts spent on Bell's state and interstate systems. However, the amount spent on "institutional" advertising is not broken out. Mr. Wiley, and presumably Commissioner Fogarty, would not object to the allocation to rate payers of costs for advertising containing "consumer information."

Setback for NBC-TV

Appeals court says plaintiff in 'Born Innocent'-related case was improperly denied jury trial

A California appeals court has reversed a decision that had protected NBC-TV from liability for airing a program that allegedly inspired the brutal rape of a young girl. A jury trial to determine whether the network can be held responsible has been ordered.

The program, *Born Innocent*, was broadcast in September 1974. It depicted the broomstick rape of a girl in a juvenile institution by several other girls. Shortly after the broadcast, a San Francisco woman filed an $11 million lawsuit against CBS and the Chronicle Broadcasting Co., owner of NBC affiliate KRON(TV) San Francisco, claiming that her daughter was attacked in a similar incident by girls who had seen the program.

In September 1976 Judge John Ertola of the superior court in San Francisco dismissed the case after viewing the program, saying that the First Amendment guarantee of freedom of speech prohibited liability. But the state's appellate court ruled on Oct. 26 that the lower court had denied the woman her right to a jury trial.

NBC attorneys said last week they intend to file for an opportunity to reargue the case before the appellate court. If the request is denied, they plan to appeal the ruling to the state's supreme court.

Advertising Briefs

Olympic selling. Foote, Cone & Belding, New York, newsletter speculates that NBC-TV is offering exclusive product protection to advertisers making $10-million

News that refreshes. The Radio Advertising Bureau's board of directors meeting in Phoenix, which ended Oct. 29, was enlivened by a report from Ralph Countryman Jr., director of media services, Coca-Cola U.S.A., Atlanta, that the company plans to increase its radio advertising in 1978 by a substantial margin. Toasting the announcement with Coke are board members (l-r, standing): Stephen P. Bellinger, Prairieland Broadcasters; Robert H. Alter, RAB; Richard Carr, Meredith Broadcasting; Richard Buckley, Buckley Radio Sales; Roger G. Berk, Group One Broadcasting; Jack G. Thayer, NBC Radio Division; Patrick Norman, RKO General; Rogert W. Clipp, Broadcast Management; Sam Cook Digges, CBS Radio; Frank Boyle, Eastman Radio; George Wilson, Bartell Broadcasters; George W. Armstrong, Storz Broadcasting; Don N. Nelson, Mid America Radio; Donald A. Pels, LIN Broadcasting; Carl J. Wagner, Taft Broadcasting; Richard J. Monahan, Kops-Monahan Communications; George Duncan, Metromedia Radio; Cary H. Simpson, WTRN(AM) Tyrone, Pa.; Ralph Guild, McGavren-Guild; Lester M. Smith, Kaye-Smith Enterprises; Harold L. Neal Jr., ABC; Marvin Astrin, WGN(AM) Chicago. Left to right, seated: James P. Arcara, Capital Cities Communications; David Morris, KNUZ(AM) Houston; Richard W. Chapin, Stuart Enterprises; Michael O. Lareau, WOOD-AM-FM Grand Rapids, Mich.; Alan Torbet, Torbet-Lasker; Victor C. Diehm, WAZL(AM) Mr. Countryman; Arthur W. Carlson, Susquehanna; Miles David, RAB, and Elmo Ellis, Cox Broadcasting.

commitment for 1980 Olympics. NBC-TV has denied $10-million exclusivity report, but conceded that it is offering sponsorships on both exclusive and nonexclusive basis. FC&B newsletter also said it believes that Miller Brewing, Coca-Cola, Levi Strauss, Kodak, McDonald's and American Express are already committed as Olympics sponsors. NBC-TV said it is not prepared to identify its advertisers. FC&B further reports games will involve 152 hours of coverage with more than 2,000 commercial half-minute units at an average cost of $67,500 each.

What's F.T.C.? No, it's not Federal Trade Commission but first telecast—first date on which commercial or programing is scheduled for telecast, according to "Glossary of Media Terms" booklet issued by Air Time Inc., New York. Media and marketing services organization includes more than 200 definitions of current media terminology/in pamphlet, the bulk dealing with broadcast. Free copies are available to agency, advertiser and station representative personnel, as well as to college and university marketing departments, by writing to Air Time on business letterhead, 919 Third Avenue, New York 10022.

Getting Lois in. Creamer/FSR Inc., New York, has changed its name to Creamer Lois FSR Inc. to reflect addition earlier this year of George Lois, president of agency. Creamer Lois FSR started 1977 with $50 million in billings and is now billing at annual rate of $80 million, according to Donald E. Creamer, chairman and chief executive officer.

Ohio court asked by broadcasters to OK lawyer advertising on radio-TV

The Ohio Supreme Court has been urged not to exclude radio and TV from media permitted to accept lawyer advertising in that state.

The appeal was made by Neal Van Élls, president of the Ohio Association of Broadcasters, who was reacting to a recommendation of the Ohio bar that initial emergency guidelines for lawyer advertising be limited to the printed media.

In summarizing the position of the OAB, Mr. Ells, who is also vice president and general manager of WKYC(TV) Cleveland, said laywers should be permitted to advertising on radio and television because (1) many people get most of their information from radio and TV and not from newspapers and magazines, and can be reached only by radio and television advertising; (2) the content of an advertisement, whether distributed by electronic or printed media, is determined by the advertiser and not the medium that carries it; (3) the legal profession (national, state and local bar associations) uses radio and television advertising and (4) since the proposed rule is temporary it would provide an opportunity to test radio and television.

Programing

Van Deerlin will reluctantly let networks go in sports probe

He thinks executives weren't completely candid at hearings, but feels public exposure was good preventive measure; there was more to those sessions than just boxing and tennis

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said last week that portions of the testimony network officials gave under oath during the subcommittee's sports hearings are not totally believable, but he does not plan to do anything about it.

He said he would not go so far as to say they lied at the hearings two weeks ago (BROADCASTING. Nov. 7), but at times, he said, "they presented the truth in a highly original manner." He referred to statements from the officials that they did not read several key documents. (There were at least two points in the hearings when that occurred in reference to documents crucial to the subcommittee's investigation. At one point, James Spence, vice president, ABC Sports program planning, testified he had not read beyond the cover page of a memo saying most of the fighters scheduled to compete in ABC's *U.S. Boxing Championships* were unqualified. At another, CBS Sports President Robert Wussler said he did not read a contract attached to a letter from tennis player Jimmy Connors's attorney showing that despite the "winner-take-all" tag on the *CBS Heavyweight Championship of Tennis* series, Mr. Connors was guaranteed $500,000 even if he lost the third match).

Mr. Van Deerlin also expressed skepticism about Mr. Wussler's remark that after a point it did not occur to him that there was anything wrong with the winner-take-all label on the tennis matches. (Mr. Wussler testified that by the fourth match, the phrase had become "almost a colloquial expression and quitely frankly it went right by me.")

The congressman said some critics of the hearings have complained that the subcommittee should have challenged the network spokesmen on those and other points, but Mr. Van Deerlin said he thinks that is "BS." He added, "You don't have to stamp a guy into the dirt. They know when they were telling the truth and when they were putting on a good face."

In his estimation the subcommittee accomplished its mission, Mr. Van Deerlin said, by focusing press and public attention on the sports controversies. "Obviously there's just not going to be the same kind of contempt for the viewing audience" in the future, he said.

He said he has asked the subcommittee's special counsel for the investigation, Philip Hochberg, for a final report, but plans no action beyond that.

A similar investigation is being wrapped up by the staff of the FCC, meanwhile, and in at least one instance the subcommittee sidestepped a line of questioning at its hearing in deference to the FCC's inquiry. The instance is a situation involving possible violations of law in connection with CBS's winner-take-all tennis tournaments.

The subcommittee staff learned from the FCC that CBS failed to disclose in its telecasts that Caesar's Palace in Las Vegas (site of the third match) and the Cerromar hotel in Puerto Rico (site of the fourth match) paid promoter Bill Riordan for on-air mentions during the telecasts.

The Communications Act prohibits the acceptance of such considerations without broadcasting a disclaimer, but CBS, according to the FCC investigation, denied having known about Mr. Riordan's commitment to the hotels. The question the subcommittee leaves to the FCC to decide is whether CBS, as required by commission rules, exercised due diligence to find out if such arrangements existed.

The subcommittee has a CBS memorandum dated March 12, 1976, indicating that during the third tennis telecast, CBS in fact had readied an announcement—"Production assistance and other consideration provided by Caesar's Palace"—but declined to air it. According to the memo, written by Carol Isaacs, editor, CBS program practices, producer Sid Kaufman saw the announcement on a preview monitor during the final minutes of the telecast and "questioned the need for it—'What did Caesar's do for us [CBS]? ... We've never done that before ... not in the contract ...' and said he would take responsibility for pulling it."

Although they consumed most of the attention, the ABC boxing tournaments and CBS tennis series were not the only sports matters explored at the hearings. The subcommittee had additional questions for each of the three networks in the areas of questionable advertising and promotion practices, anticompetitive practices and changes in sports events designed to accommodate TV.

On matters involving ABC:

- The subcommittee questioned whether the network's exclusive contract with Olympic boxing champion Sugar Ray Leonard conflicts with ABC's ability to cover his fights objectively.

- ABC News and Sports President Roone Arledge said ABC blocked carriage of two Ohio State University football games by Warner Cable in Columbus, Ohio, this year, because "we are worried about the precedent and about what would happen when pay cable carries these games in other markets." Representative Martin Russo (D-Ill.) suggested the move was "anticompetitive," but Mr. Arledge defended it as a "normal business practice." ABC will not "eagerly give away exclusivity," he said.

■ Mr. Spence admitted telling the coach of the University of Pittsburgh football team that he hoped ABC's coverage of a University of Pittsburgh game during the season last year would "influence the school's decision whether to go to the Sugar Bowl," which ABC had rights to carry.

During the CBS segment of the hearing:

■ Barry Frank, senior vice president for CBS Sports, said the network is currently renegotiating its exclusive contract to carry the fights of Olympic boxing champion Howard Davis. He told the subcommittee "we realized the impropriety" of a provision that would permit Mr. Davis to pick and pay his own opponents.

Mr. Wussler denied that CBS has exclusivity arrangements with other fighters. The subcommittee was particuarly interested in a heavyweight title contender, Leon Spinks, who has appeared five times on CBS, but not on any other network.

■ Mr. Frank said the network forbade two of its sportscasters, Jack Whitaker and Don Crique, from appearing on pay cable television because CBS had invested a great deal in them and did not think the pay cable appearances would be good for their images and economic viability.

■ The suggestion was made that CBS had the Sun Bowl football game rescheduled for a later time on Jan. 2 to keep CBS affiliates from buying the Shrine Bowl, which was to begin immediately after the Sun Bowl. The network officials denied the charge, saying according to their recollection there were only eight to 18 affiliates signed up for the Shrine Bowl anyway. The producer of the Shrine Bowl told the subcommittee staff, however, that in fact there were 82 CBS affiliates signed up, and that he lost 34 of those when the Sun Bowl was rescheduled.

■ Mr. Hochberg noted that ABC has recently gained rights to carry four ski events in Europe, but that CBS has exclusive rights to carry the events of the U.S. ski team. Does that give CBS the right to pre-empt ABC? Mr. Frank said that subject is currently being litigated and refused to comment.

On other matters for NBC:

■ Alvin Rush, executive vice president, NBC Sports, said the network has no policy to insure its print promotional ads are accurate, but "there is no attempt in any way to deceive the public." Asked about an NBC newspaper ad for the final round of a golf tournament that listed players not in the final round, Mr. Rush blamed "human error" and a newspaper deadline that required the ad to be placed days in advance of the event. "Somebody goofed," he said.

■ Mr. Hochberg said the subcommittee had a complaint from the Pabst Brewing Co. that it was virtually forced to buy $3.2 million of advertising time in a college basketball package or lose to another brewer the right to advertise on the games. Mr. Rush said that is a problem for the advertising department, not his.

■ Mr. Hochberg asked if the network's contract with Ancillary Enterprises Inc. for sport merchandise would affect the network's decision on coverage of sports. Mr. Rush said he sees no conflict of interest there, "none whatsoever."

■ The NBC officials were also asked if they had any responsibility for professional sports telecasts being moved opposite local high school sports telecasts. He said the subcommittee had several complaints from high schools that they could not compete with pro sports offerings. Mr. Rush replied that the network had no say in the scheduling of those games.

Copyright study says stations can afford new royalties

Consultants think profits hidden in station reports to FCC

An economic study for the U.S. copyright office disputes radio broadcasters' claims that creation of a sound recording royalty to be paid to record manufacturers and performers would force stations out of business.

It found that from 1971 to 1975, two-thirds of the radio stations reporting losses did so for four or all of the five years, leading the researcher, the Washington firm of Ruttenberg, Friedman, Kilgallon, Gutchess & Associates, to doubt that lack of profits would force stations out of business. "Contrary to theoretical expectations, in many cases, the same radio stations report losses year after year without leaving the industry," the report says, "thereby casting doubt on the claim that profits are the primary concern of broadcasters and that in their absence, firms would leave the industry."

The study concludes that radio stations would be able to pay a new record music license fee without "significant impact" on profits or on the number of stations in operation.

It also concludes that most of the performers who would receive the royalties have "fairly low incomes, make few recordings and do not share in present royalties. Record manufacturing is dominated by large firms, but there are new small firms entering the business all the time, and the larger firms "claim less and less a percentage [of sales] each year."

Contracted to the copyright office, which is to report to Congress in January on whether there should be performers royalties, the researchers analyzed station financial reports filed at the FCC from 1971 to 1975 and found that 10.9% of all stations reported losses every single year. Another 8.9% reported losses for four years.

The figures led the researchers to hypothesize that it may be in those stations' best interests not to show a profit, possibly for tax reasons, and that many actually "hide" their profits in the FCC forms under "miscellaneous" headings. Subtracting all the unidentified expenditures from the stations' reports, the researchers found they could nearly double the number of stations in the five-year period experiencing no losses at all.

In any event, the report says, there is little evidence to indicate radio stations would have any difficulty passing the costs of royalties on to advertisers.

No soap, says ABC to critics

Silverman says Harris poll finds that 80% of those who viewed 'Soap' want it to remain on the air; he decries critics who put down comedy shows he calls 'popular culture classics'

A survey taken by the Louis Harris Organization for ABC-TV found that eight out of 10 people who watched an episode of the controversial sex situation comedy, *Soap*, said that they want it to remain on the air, according to ABC Entertainment President Fred Silverman.

The poll also showed that nine out of 10 people "want networks to resist efforts of pressure groups to remove such programs and allow viewers to decide whether they should or should not remain on the air," Mr. Silverman said.

The results of the poll were revealed by Mr. Silverman in a speech before the Hollywood Radio and Television Society in Los Angeles last week. "The findings confirmed what we thought," Mr. Silverman said in his address, "that it [*Soap*] is just not the morally degenerative show that some people thought it would be."

The survey measured the responses of 1,500 adults following the broadcast of *Soap*'s fourth episode. According to ABC, four out of five respondents found none of the subject matter objectionable. Of the 17% who did object to some portion of the program, the show's homosexual characterization was objected to by 7%.

Another question, which attempted to measure what respondents thought of campaigns by pressure groups to control TV programing, was phrased, "Some organizations and groups attempt to pressure broadcasters and advertisers to keep certain programs off the air. Do you feel the networks should yield to this pressure or do you think programs should be broadcast and have the viewers decide?"

Silverman

"Overwhelmingly," ABC said, "81% of the respondents felt viewers should be able to decide for themselves."

Mr. Silverman used the results of the poll to illustrate his contention that ratings represent the tastes of the American public more accurately than do the demands of pressure groups.

"Certainly, everybody's entitled to their own opinion," he said, "but I hope those who sometimes think condescendingly or disdainfully about television will keep in mind how eminently popular and widely appreciated are so many of its programs. I wish a few critics would stop putting down millions of people with whom they obviously disagree night after night, season after season. What makes these critics right and 100 million Americans wrong?"

Mr. Silverman characterized some of ABC's top-rated comedies, such as *Happy Days* and *Laverne and Shirley*, as "popular culture classics" in the American style—"loud and tender."

"If we were programing for England," he said, "I dare say we'd have more felicitous speaking characters and more subtle dialogue. But we're programing for Des Moines, Boise and Newark, not Hereford, Hertford and Hampshire."

Producers see abuse of prime time rule

In letter to Ferris, group says ABC programed one hour too many with 'Donny and Marie' special, wants commission to make sure that it doesn't happen again

The National Association of Independent Television Producers and Distributors, which opposed the exemptions the FCC built into its prime time access rule, says abuse of those exemptions is threatening the integrity of the rule.

NAITPD issued the warning in a letter complaining about an alleged violation by ABC of the rule, which is designed to restrict network programing in prime time to three hours.

NAITPD, which addressed its complaint to FCC Chairman Charles D. Ferris, said ABC programed four prime time hours on Oct. 23, a Sunday, and said that while the incident "is not the first of its kind, is the most frontal assault to date upon the rule ..."

The Donny & Marie Birthday Special was aired between 7 and 8 p.m., the spot usually reserved for access and news. And the remainder of prime time was given over to two other specials. NAITPD said ABC contended *Donny and Marie* was "presented under the children's exemption." But NAITPD said that "the show's adult variety format" and the advertisers—Chevrolet, Fiat and Toyota among them—make clear its "ineligibility" for the exemption.

NAITPD called on the commission to take whatever action is necessary "to deal with the present infraction and to insure" that all three networks abide by the rule in the future.

The association warned that what can be done on Sunday—"practically speaking already lost to syndicators through three-network scheduling of exempt programs—can just as easily be done on a weekday." And, it added, the intent of the exemptions to induce head to head competition among presumably high value offerings is threatened "because this kind of nonexempt entertainment can so simply counterprogram exempt material to death."

Sex and violence: It's the public that will say how much is enough, claims one advertiser

GM's Murphy says that American consumers can make their will known through their media choices

The American people are the ones who in the long run will determine how much offensive material there will be on television and in other media, Thomas A. Murphy, chairman of General Motors, said last week.

The people, he said, "will have as much

or as little violence and pornography in the media as they demonstrate they want or will tolerate. Whatever other concern we may have about our government and our judicial system, we can rely on their responsiveness. Congress and the courts will not, and they cannot, act in a manner that is clearly contrary to the demonstrated will of the people for very long."

Mr. Murphy, accepting a Morality in Media award at that organization's annual awards dinner in New York, said individuals must be convinced that their "votes"—in the magazines and books they buy, the plays they see, the programs they watch on TV—can determine the outcome because, he said, "the media subsist on circulation and audience size the way living things subsist on food."

"Whatever good a little government censorship in this area might do," Mr. Murphy asserted, "I think most Americans are rightfully concerned about the possible effects of such a precedent. And we certainly don't want the arbitrary censorship of advertisers. But at the same time we do want higher standards set and met; we do want the contents of our books and newspapers and magazines and radio and television shows to reflect the generally held moral standards of our community."

Mr. Murphy said advertisers "have a clear and legitimate interest in the content of the broadcasts or publications" in which they place their advertising, because the public holds them responsible.

Advertisers can adopt policies, as GM has done, against having their messages associated with "programs that appear to emphasize violence or other offensive subject matter for their own sake," he continued, "but what it comes down to, in my opinion, is what the American people themselves want."

"All the shouting and picketing and letter-writing in the world," he continued, "will produce nothing for the cause of morality in the media unless it has behind it the power of public preference and support." He said that universal support, or even active majority support, isn't necessary—just a realization by "a substantial number" of Americans that reading, viewing and listening habits are the votes that count "in those meeting rooms and offices where the moral or immoral content of the media is decided."

Program Briefs

From in-house. ITC Entertainment's first feature film package—15 of its own productions including "The Return of the Pink Panther," "The Cassandra Crossing" and "Voyage of the Damned"—is said to have been cleared in 51 markets after 10 weeks of sales. Stations include WNEW-TV New York, KCOP(TV) Los Angeles, KWTV(TV) Oklahoma City and WTVD(TV) Durham, N.C.

Seven to NBC Radio. New affiliates of NBC Radio are KDEN(AM) Denver, WBEN(AM) Buffalo, N.Y., WNVY(AM) Pensacola, Fla., KGNC(FM) Amarillo, Tex., WKAO(AM) West Palm Beach, Fla., WBKM(AM) and WGOT(FM) Newton, Miss.

Joining CBS Radio. KAFE(AM) Santa Fe, N.M., will affiliate with CBS Radio on Nov. 21.

Public service. American Cancer Society will present second annual media awards for excellence in communications about cancer at New York luncheon Dec. 13. Those to be honored from broadcasting sector include: (for local radio), WIP(AM) Philadelphia, WOR(AM) New York and WGAR(AM) Cleveland; (for local television), WBAL-TV Baltimore, WPIX(TV) New York and WIIC-TV Pittsburgh, and (for network and syndicated television) *Good Times*, CBS-TV; *60 Minutes*, CBS-TV, and *Dying*, WGBH-TV Boston special for Public Broadcasting Service.

Big numbers for Christmas. Some 110 television stations are said to have signed for *24 Days of Christmas*, series of 45-second shorts highlighting how holiday is celebrated around the world. Created by Carter-Grant Productions and distributed by Dancer-Fitzgerald-Sample's Production Syndication Services, series ranges from Melba Moore on Ethiopia to Peter Ustinov on Russia, (25th and final segment has Henry Fonda on U.S.). Series produced entirely in U.S. is being sold for cash, with local stations adding 10-second spots. Each episode may be repeated three times per day.

NRLB checks WTIC. New England regional office of National Labor Relations Board has scheduled hearing Thursday (Nov. 17) into charges filed by American Federation of Television and Radio Artists that Ten Eighty Corp., Hartford, Conn., had not been bargaining in good faith and illegally discharged four disk jockeys (Jerome S. Danoff, John J. Heavey, Richard McInerny and Daniel Collins) at WTIC-FM) there.

HEW spots. Department of Health Education and Welfare is offering seven two-minute news clips to television stations on various family-service isues. Spots include presentations on child abuse, foster care and adoption programs and demonstration programs carried out by Head Start. Clips will be made available in 16mm, color, sound film and will include background statement and suggested lead-ins. HEW service is being offered without charge. Contact: Director of Public Information, Administration for Children, Youth and Families, HEW, Box 1182, Washington 20013; (202) 755-7724.

Piper wants pay. Broadcast Music Inc. and several affiliated publishers have sued WANB(AM) Waynesburg, Pa., for copyright infringement. Suit, filed in federal court in Pittsburgh, accuses station of playing BMI-licensed songs without BMI license.

All to act. NBC-TV has signed Muhammad Ali to star in six-hour miniseries for 1978-79 season, based on novel "Freedom Road," about former slave who becomes U.S. senator.

Sexy show. In tradition of the successful *National Driver's Test* and *National Disaster Survival Test*, NBC-TV plans 90-minute *National Love, Sex and Marriage Test* for March 5. Viewers will be able to "rate themselves on the most common male-female relationships," with comparison provided by results of national poll on same questions. Ultimate goal is to determine "are you as good a mate as you think you are?"

Mini 'Eternity'. NBC-TV has World War II novel "From Here to Eternity" in development as six- to eight-hour miniseries. Columbia Pictures Television in association with Harve Bennett and Harris Katleman will produce for 1978-79 season. Motion picture will version of James Jone's book won eight Oscars in 1952, including best picture.

Star pacts. Producer-entertainer Dick Clark and Rob Reiner, son-in-law on *All in the Family*, have signed long-term contracts with TV networks. Mr. Clark will star in and produce youth-oriented variety series for NBC-TV, in development for early evening slot in 1978-79 season. Mr. Reiner will act in possible 1978-80 series on ABC-TV and will supply network with three pilots from production company in which he is partner.

Deal down-under. Worldvision Enterprises's nine-hour *Holocaust*—scheduled for telecast in U.S. next April on NBC-TV—has been sold to Australia's Seven Network for 1978. Drama is said to portray Nazi tyranny in Europe from 1935-45 through experiences of German Jewish family.

Syndicating 'Szysznyk.' Paramount Television has signed deal for international rights to half-hour comedy series, *Szysznyk*. Show, involving marine who starts new career as community center supervisor, aired on CBS-TV this past summer, is currently on list of network's replacement series.

Gershwin revived. National Public Radio and Belgian Radio and Television will produce radio revival of George Gershwin's musical, "Lady, Be Good!" Joint project has been commissioned by Radio Programme Committee of European Broadcasting Union, and production costs of $40,000 will be shared by NPR, BR&T and broadcasting organizations throughout western Europe. Thomas Z. Shepard will produce program, which will be recorded in Brussels next month for 1978 distribution.

Hold fast. Television community "should not succumb to the pressures" of organized groups or advertisers and abandon its "evolution" in reflecting societal changes, warned Herminio Traviesas, NBC vice president, broadcast standards. Speaking at luncheon sponsored by New York chapter of National Academy of Television Arts and Sciences, Mr. Traviesas reviewed some decisions he has made and concluded that television is "much more conservative than any other media." He also mentioned new study NBC is embarking on that will study public's attitude toward televised sex, violence and other issues—evaluation, he said later, that will be in qualitative, rather than quantitative terms.

Sunny at CBS Sports. Three-year contract for television coverage of Sun Bowl postseason football game has been signed by CBS Sports for 1978, 1979 and 1980.

ABC-TV rolls on

This time it involves another segment of the Emmys

ABC-TV took eight of 13 Emmy Awards in the categories of sports and creative arts in entertainment for daytime and religious programs presented by the National Academy of Television Arts and Sciences in New York on Nov. 5.

Three awards went to syndicated programs and one each to shows from CBS-TV and the Public Broadcasting Service.

ABC-TV received four awards for outstanding individual achievements in sports programing in connection with the network's coverage of the Olympic Games in 1976, plus others for outstanding directing in sports programing (*NFL Monday Night Football*); outstanding sports personality (Frank Gifford); outstanding live sports special (*1976 Olympic Games*) and outstanding edited sports special (*Preview of the Olympics*).

CBS-TV was cited for the outstanding live sports series (*NFL Today*) and PBS for the outstanding edited sports series (*The Olympiad*). Syndication was singled out for outstanding achievement in daytime programs (Vicenzo Cilurzo, lighting director of the *Merv Griffin Show*) and for the outstanding individual achievement in religious programing (Chuck Murawski, art director, and Bill Harp, set decorator, *Insight* and *Jesus B.C.*, and Doc Siegel, film sound mixer, *This is the Life* and *The Healer*).

ABC-TV coverage of NFL upped under new contract

Monday-night games will be joined by minipackage of four others to be shown in prime time

As expected, ABC-TV's new four-year contract with the National Football League will give it exclusive rights to prime-time football on Monday nights plus a separate package of games on from four to six other nights during each season (BROADCASTING, Oct. 17).

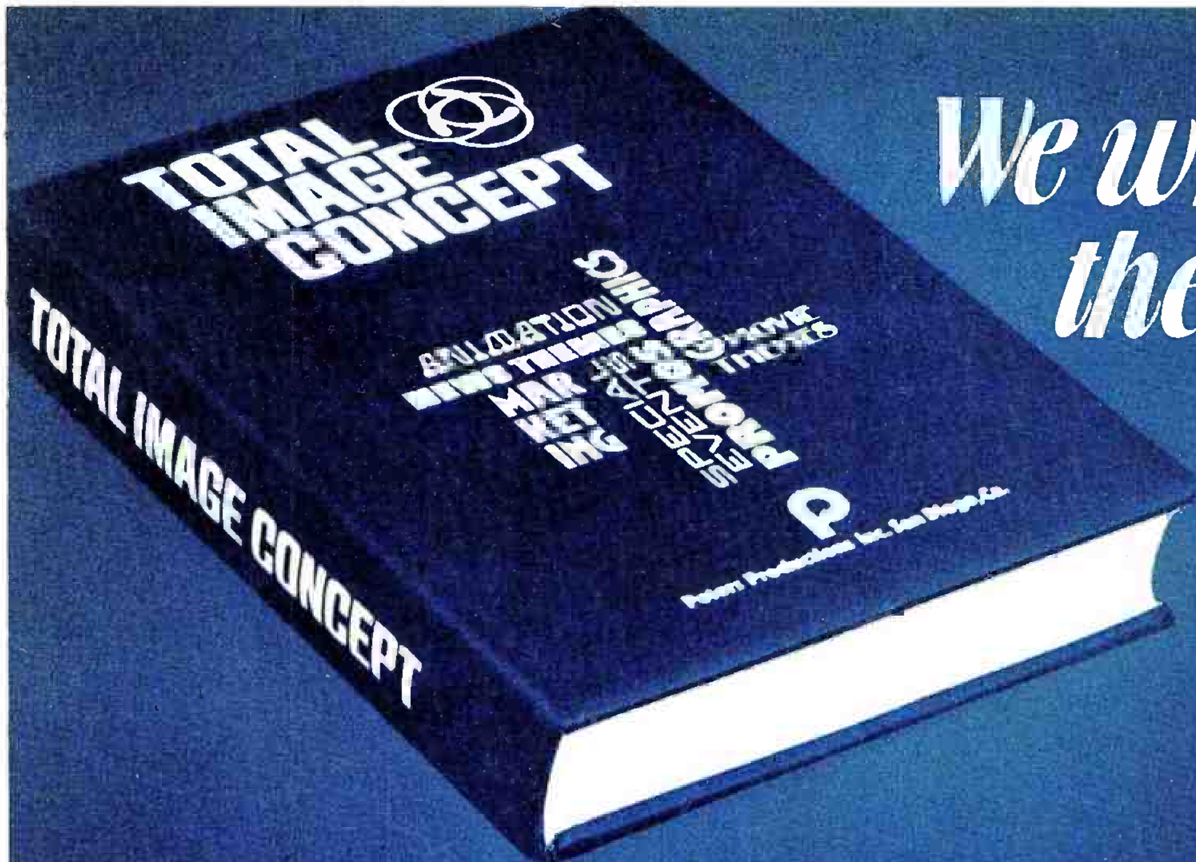
The contract, effective in 1978, includes 16 regular-season games, 15 of them on Monday nights and one on the final Saturday night of the regular season (the NFL's regular-season schedule has been expanded from 14 to 16 games as of next season). The extra "minipackage" calls for four special prime-time games to be broadcast in 1978, probably on Sunday, Tuesday or Thursday nights and four to six extra games in each of the three succeeding years. In return for the rights to the minipackage, ABC relinquished the rights to any of the Super Bowl games during the contract period.

Also included in ABC's deal for the four years are rights to two preseason games in addition to the preseason NFL Hall of Fame game and the post-season NFL Pro Bowl.

Network executives and the NFL declined to disclose the cost of the agreement, but an NFL official said figures reported at $46 million for the Monday or night games and $17 million for the minipackage are "exaggerated."

Stoneham joins MPC to spearhead expansion

Metromedia Producers Corp., New York, which phased down its program development activities about five years ago, is out to mount a comeback—one said to emphasize made-for-TV movies along



We wrote the Book

In fact—we're writing a lot of books lately—for Storer—Cox—Meredith—Heftel—Combined—Fetzer—Midwest TV—Pacific Northwest—McCoy—General Electric—New York News (Tribune Co.)—just to name a few.

THE BOOK IS THE KEY
It comes first—it's the research—it's the position paper—it's the station profile—it's the market profile—it's the battle plan—it's the coordinator—it's the map—it's the formula—it's the prescription—it's the answers—it's the truth, the **whole** truth.

THE BOOK IS THE PLAN
It's an approach—it's a guide—it's a step by step—it's "who we are, where we're going and why we're here"—it's everybody moving in one direction—it's our goal—it's a unified station effort—it's a media plan—it's a professional, detailed, precise marketing plan for the station and the market.

THE BOOK IS THE CONCEPT
It's a **Total Image Concept**©—it's a single image projection—it controls, molds and shapes feelings—it's a state of mind—it's the consolidation of all station communication—it's the look and sound of today—it's chiseling an exact imprint—it's projecting an emotional image—it's simple, precise and consistent—it's new textures—it's a catalyst for involvement—it's penetration—it's new meaning to station activity—it's continuity and permanence.

THE BOOK IS CREATIVITY
It's **music** for news, movies, special programs, IDs, image builders, songs, multiple donuts, stingers, tags, wraparounds, public affairs, public service, etc.

It's **video optics** for news, movies, promos, public affairs, public service, IDs, shared IDs, wraparounds, etc.

It's **cinematography** for image promos, IDs, special program opens, special effects.

It's **graphics** for TV Guide, newspaper, billboards, bus sides, stationery, business cards, envelopes, sales folders, information sheets, personality sheets, testimonial sheets, rate cards, giveaways, signs, etc.

It's a totally coordinated image creation for one station—one market.

THE BOOK IS SUCCESS
It's increased morale—it's increased ratings—it's increased revenue—it's a **new station.**

Let us write your book. You won't be able to put it down.

Creators of the following copyrighted Music Packages:

TV	**Radio**
Alive	Let Us Be Your Music
Is Yours	Today/Yesterday
Strong	Someone To Turn To
Belongs	Sunsound VI
Stands Alone	Beautiful Music I
	Newsfirst
	Lo Maximo

All are available as music, music and graphics, or as a Total Image Concept.

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with game shows and comedy and drama series. Hired for that purpose: Russell C. Stoneham, vice president for program development, who joined MPC from Quinn Martin Productions Inc., where he was a supervising producer for both series and movies. Mr. Stoneham is based in Los Angeles.

According to Lennart Ringquist, MPC president, the company will keep its Los Angeles story department small and contract out all production. The "first goal" in development, Mr. Ringquist said, involves television movies—to be sold first to the commercial networks and then in syndication packages. Mr. Stoneham, while hesitant to offer predictions, said he is thinking in terms of developing 10 or 12 films after the first year.

MPC's first-run programing currently includes *The Merv Griffin Show, The Cross-Wits* and *The New Truth or Consequences*. To that series list may be added three audience participation game shows now in development and a half-hour comedy series.

Things to come. In a speech to the World Future Society in New York, House Communications Subcommittee counsel Harry M. (Chip) Shooshan III predicted that consumer demand will grow for more diverse video and computer services with some of these results: (1) satellite networking will give impetus to an expanded cable service and more broadcast networks—regional, if not national; (2) the market for video recorders will expand significantly with possible damage to TV and cable; (3) home computers and video games will become more popular and may be the forerunners of more sophisticated home terminals, and (4) video newspapers will begin to compete with conventional newspapers, with a possible threat to the structure of the latter industry. All this is likely to happen without Congress's help. but a rewrite of the Communications Act is necessary, he said, so that "we will be the masters rather than servants of the communications revolution."

Spectrum on violence

Washington panel session hears opinions ranging from belief that there is none on TV to contention that it directly affects real life

Television violence was up for discussion again last week, this time at a George Washington University Law School panel in Washington comprising Congressman Timothy Wirth (D-Colo.), House Communications Subcommittee member; David Gerber of Columbia Pictures Television, producer of *Police Story* and *Police Woman;* Nicholas Johnson, chairman of the National Citizens Committee for Broadcasting, and violence expert Meldon Heller, chief psychiatrist and director of law and health sciences at Temple University in Philadelphia.

Congressman Wirth, one of six dissenters who claimed the Communications Subcommittee's report on TV violence was a "calculated distortion" (BROADCASTING, Oct. 24), opened by asking "Why would people bother to buy advertising if television didn't have an impact, and if television has an impact, than so must television violence." The congressman added, "Government doesn't have the right to step in on programing" but should "look at network structure" for its contribution to television violence.

Dr. Heller, whose career has been devoted to the study of violent behavior (and who has been a violence consultant to ABC-TV), said he did not think television violence contributed anything, except perhaps technique, to societal violence. "I am indignant that the great cause of the PTA is TV violence, and thoroughly ashamed to see my own AMA is part of this witch hunt," he said. "I can think of more criticisms against TV than any of you people. I have watched pilots until I was nauseated. I wish TV violence caused violence—but it doesn't."

Mr. Johnson countered by saying "You can find doctors and scientists who will argue that violence on TV is cathartic or even beneficial. Those not employed by the networks are pretty much united ... violence on television does encourage violence and not just in those predisposed."

Violence is being used by the corporate structure to serve the profit motive, Mr. Johnson argued. "In any other form of art or journalism the public can register support with dollar votes. That's not true with the television networks unless you're one of the Nielsen families."

Mr. Gerber said there is no longer much violence on television to debate. "We have families on top of mountains, we have families under trees, but there is no violence on television."

'Journal' crosses over

Former PBS show gets new name as it goes into syndication

The Pepsi-Cola Co., underwriter of the Public Broadcasting Service's *Black Journal* for the past two years, is moving the show to the commercial sector.

Plans are for 13 half-hours to begin airing in syndication next February under the new title *Tony Brown's Journal*. Production and promotion costs for the black public affairs series, according to Tony Brown Productions Inc., are expected to run about $408,000 (For *Black Journal's* 1976-77 and 1975-76 seasons, Pepsi-Cola's contribution was $275,000 and $200,000, respectively. The noncommercial producing station, WNET(TV) New York, also shared in the costs.)

Tony Brown's Journal is being offered on a barter basis, with distribution handled by Show Biz Inc., Nashville. Pepsi-Cola will take two minutes from each program, and in exchange for clearance local stations will receive three-and-a-half minutes.

According to Pepsi-Cola, 24 stations already had signed by early this month, among them WSB-TV Atlanta; WBAL-TV Baltimore; WDSU-TV New Orleans; WIS-TV Columbia, S.C., and WABG-TV Greenwood, Miss. While nationwide clearance will be sought, the initial emphasis generally has been in the South, with its higher concentrations of black viewers in markets.

Black Journal ended a nine-year run on noncommercial television last spring, the last seven years with Mr. Brown as host.

Catholic group names Gabriel winners

Programs, station performances and personal achievements cited

Twenty-eight Gabriel awards in radio and television have been announced by UNDA-USA, the Catholic association for broadcasters.

The 12th annual presentation honors "persons in the broadcast industry whose work creatively treats issues concerning human values."

Television

ABC-TV □ *Roots* (national entertainment), *Very Good Friends* (national youth oriented).

Bonneville Productions, Salt Lake City □ *It's Next Week* (national PSA).

CBS-TV □ *Everybody Rides the Carousel* (national educational).

KTVB(TV) Boise, Idaho □ *The Great American Celluloid Hero* (educational, markets 26-208).

Mississippi Authority for Educational Television, Jackson, Miss □ *The Islander* (educational, markets 26-208).

NBC-TV □ *Our Town* (national entertainment).

New Jersey Public Television □ *Equality* (educational, top-25 markets).

Ontario Educational Communications Authority, Toronto □ *The Ugly Little Boy* (youth oriented, top-25 markets).

WABC-TV New York □ *The Life and Times of Frederick Douglass* (entertainment, top-25 markets).

WBBM-TV Chicago □ *Once a Priest* (religious, top-25 markets).

WBTV(TV) Charlotte, N.C. □ *The Rowe String Quartet Plays on Your Imagination* (entertainment, markets 26-208).

Westinghouse Broadcasting, United Church of Christ, United Methodist Church □ *Six American Families* (national educational).

WJAR-TV Providence, R.I., **Rhode Island State Council of Churches** □ *The Holocaust* (religious, markets 26-208).

WNDU-TV South Bend, Ind. □ *Beyond Our Control* (youth oriented, markets 26-208).

WTRF-TV Wheeling, W. Va. □ *Tri-Spots* (PSA, markets 26-208).

Radio

Bonneville Productions, Salt Lake City □ *Hello*

Reality (youth oriented, national). *Right Moment* (PSA, national).

KFWB(AM) Los Angeles ☐ *Lunar Legacy: Inside the Men of Apollo* (local educational).

KNEW(AM) Oakland, Calif. ☐ *For Heaven's Sake* (local religious).

KSFO(AM) San Francisco, **Archdiocese of San Francisco** ☐ *To Whom It May Concern* (PSA, local).

KYA(AM) San Francisco, **Archdiocese of San Francisco** ☐ *Love on the Rock* (youth oriented, local).

NBC Radio, Jewish Theological Seminary of America ☐ *Mr. Theodore Mundstock* (national religious).

WILD(AM) Boston ☐ *The Nine Voices of Christmas* (local entertainment).

Station awards

KDKA(AM) Pittsburgh

KDKA-TV Pittsburgh

Special award

NBC-TV and **Franco Zeffirelli** ☐ "For extraordinary accomplishment in religious programing with *Jesus of Nazareth.*"

Personal achievement award

Donald McGannon, chairman and president, Westinghouse Broadcasting, New York.

Producer's day in court becomes years

California appeals court, in case now six years old, finds for former KNBC(TV) employe who claims libel; damages are left to be determined

Donald Widener, a documentary producer, has won a major, if not entirely conclusive, victory in his six-year-old battle with Pacific Gas & Electric Co. and one of its officials who, he says, libeled him. The victory came in a California appeals court decision reversing a lower court judgment against Mr. Widener. Still to be determined, however, is the extent of damages to be imposed.

The case involves a letter that James C. Carroll, the PG&E official, had written contending that Mr. Widener, in preparing a documentary on nuclear power, had secretly taped a pre-interview discussion with him and later spliced the discussion into the film, "Powers That Be." The discussion made Mr. Carroll appear uncertain of his ground in response to a question, and the thrust of the film was anti-nuclear.

The letter, which was reviewed by Mr. Carroll's superiors, was sent to KNBC(TV) Los Angeles, which then employed Mr. Widener, and copies were sent by PG&E to members of Congress and the FCC. Mr. Widener said that everyone who saw the letter "recognized that in the commercial television industry the charge of surreptitious taping and dubbing was a grave accusation that could destroy the reputation of a person in that industry."

Mr. Carroll conceded at the jury trial on Mr. Widener's suit that the charge of surreptitious taping was false. And the jury eventually returned a verdict in favor of Mr. Widener and awarded him $7,750,000 in compensatory and punitive damages.

However, the judge set aside the verdict on the ground Mr. Widener had not proved "actual malice" and that the evidence was insufficient to support a verdict.

The appeals court disagreed in part. It said that no specification of reasons was given as to why the evidence was insufficient to support the jury's determination of "actual malice" as to PG&E.

However, the appeals court affirmed the lower court's order for a new trial on the question of damages. The appeals court said that in ruling on a motion for a new trial, the trial court "may disbelieve witnesses, reweigh evidence and draw reasonable inferences that are contrary to those drawn by the jury." And where, as in the Widener case, the court said, "the trial court's reasons find any substantial support in the record, it cannot be said the trial court abused its discretion in granting a new trial."

There is some uncertainty among the lawyers involved as to the scope of the new trial to be held. The opinion can be read to indicate the trial will deal only with the question of damages. However, David Pesonen, counsel for Mr. Widener, said the reference to a new trial could indicate more would be involved. That question, he added, will have to be resolved.

Getting up steam for NATPE '78

Annual TV programing conference, scheduled for Los Angeles in March, works up a first draft

Gearing up for its annual convention next March 4-8, the National Association of Television Program Executives has announced the first draft of its agenda—with "A Programing Prism" as the over-all theme and speakers ranging from *Tomorrow* show host Tom Snyder to TV producer Garry Marshall.

With the announcement also came word that all 150 hospitality suites at the Bonaventure hotel convention site in Los Angeles already have been booked. Member companies are now being placed at the Biltmore hotel, a block away where 35 suites are being booked. Another dozen or so are being secured at the Hyatt Regency, two blocks away. Last year, the total number of suites was 131.

Preceding the official convention opening will be a NATPE board of directors meeting Friday morning, March 3, with a press briefing and dinner that evening. Scheduled for Saturday is a breakfast for first-time attendees, with hospitality suites opening at 10 a.m. The annual Iris Awards are to be presented that evening. Sunday will begin with a breakfast (the second annual) hosted by religious broadcaster Rex Humbard, with suites open most of the day.

Full days of sessions and workshops begin on Monday with a call to order by NATPE President Jim Majors, of WJBK-TV Detroit. Other activities that morning include a multimedia presentation by Eastman Kodak; an address by Tom Snyder; a seminar, "The New Technologies: Full Ahead, Medium or Slow," moderated by NATPE First Vice President A. R. Van Cantford, of WSB-TV Atlanta; a workshop entitled "Buy It or Produce It" with moderators Don Azars of KGO-TV San Francisco (for markets 1-20), Bill Thrash of KTVY(TV) Oklahoma City (for markets 21-50) and an as-yet-unnamed discussion leader for the remaining markets.

Monday's luncheon will include a presentation by Garry Marshall, producer of *Happy Days* and *Laverne and Shirley*, followed by meetings for affiliates of the three commercial networks, Public Broadcasting Service members and independents. Hospitality suites are to be open 4-7 p.m. and a preview of a major motion picture and a commentary by its creative staff also have been scheduled that evening.

Tuesday starts with a session entitled "Greetings: a Petition to Deny Your Renewal." A seminar, "Hollywood Fights Back—Revisited," will be followed by a workshop, "Public Affairs Need Not Be Dull Affairs," moderated by Charles Larsen of WKYC-TV Cleveland and with panelists Ed Aiken of KPHO-TV Phoenix and Joe Abrell of WTVJ(TV) Miami, and including a report on the Post-Newsweek Stations ascertainment broadcasts by Amy McCombs of WFSB-TV Hartford, Conn. Scheduled next is another workshop, "Ten Openings in Search of the Program Executive," moderated by Lucie Salhany of WLVI-TV Boston.

The Lee Waller memorial scholarship awards will be presented at Tuesday's luncheon, which also is expected to feature remarks from FCC commissioners (no official acceptances have yet been received). Hospitality suites are to be open 3-7 p.m.

Wednesday begins with a choice of workshops, either "Everybody Loves a Winner," a lesson in the submission and winning of industry awards, moderated by Bob Guy of KING-TV Seattle, or "Beyond the Three Networks," a report on alternative programing (with a moderator yet unnamed). Following those workshops will be a general session on the relationship between buyers and sellers, moderated by John Goldhammer of KABC-TV Los Angeles. The first draft of the agenda concludes in the early afternoon with an annual business session and elections.

Talk show hosts will be the main attraction at activities planned for spouses and guests. The schedule includes a Monday morning Group W Productions breakfast with Mike Douglas, a Tuesday morning Multimedia Broadcasting Co. breakfast with Phil Donahue and a Tuesday Metromedia Producers Corp. luncheon and taping with Merv Griffin.

Broadcast Journalism®

Court rules thoughts of journalists are protected by Constitution

CBS wins in libel case brought by Colonel Herbert in which he wanted to probe opinions of those who put together story on him; 'chilling effect' cited

In a landmark decision, a federal appeals court ruled last week that journalists may not be forced to disclose their thought processes even when being sued for libel.

"The lifeblood of the editorial process is human judgment," Chief Judge Irving R. Kaufman of the U.S. Second Circuit Court of Appeals in New York wrote for the majority in the 2-to-1 decision. "The journalist must constantly probe and investigate; he must formulate his views and, at every step, question his conclusions, tentative or otherwise."

Forcing him to divulge these thoughts, opinions and conclusions, Judge Kaufman continued, would "strike to the heart of the vital human component" of the editorial process.

"Faced with the possibility of such an inquisition, reporters and journalists would be reluctant to express their doubts. Indeed, they would be chilled in the very process of thought ... The tendency would be to follow the safe course of avoiding contention and controversy—the antithesis of the values fostered by the First Amendment."

The decision, said to be the first to accord such protection in a libel case, was seen as a victory for news media generally. For broadcasters, who have had to fight for First Amendment parity with the printed press, it had the added cachet of having derived from a broadcasting case.

It came in a suit brought by former Lieutenant Colonel Anthony B. Herbert, contending he was defamed by a 1973 CBS *60 Minutes* broadcast, "The Selling of Colonel Herbert," that raised doubts about his claim that Army officers covered up atrocities by U.S. troops in Vietnam. His suit sought $44,275,000 in damages from CBS; Barry Lando, producer of the broadcast; Mike Wallace, correspondent on the program, and *Atlantic Monthly*, which subsequently carried an article on the case by Mr. Lando.

In preparation for the trial Mr. Lando was questioned by Colonel Herbert's counsel over a period of more than a year and provided what Judge Kaufman called a "staggering" volume of testimony and exhibits. Among the exhibits were transcripts of his interviews, volumes of reporter notes, video tapes of interviews and a series of drafts of the telecast.

"In fact," Judge Kaufman wrote, "our close examination of the 26 volumes of Lando's testimony reveals a degree of helpfulness and cooperation between the parties and counsel that is to be com-

Out in front on the First Amendment

Lawyer Floyd Abrams is one of leading attorneys in area of press freedom; last week shows why

Floyd Abrams, a New York Lawyer, was probably overdrawn at the adrenalin bank last week. On Monday, he heard that the U.S. Court of Appeals in New York had ruled in a case in which he was defending CBS against efforts of a plaintiff in a libel suit to probe the thought processes of *60 Minutes* newsmen. His side prevailed (see above). Then, on Tuesday, he was in the U.S. Supreme Court, speaking for the commercial TV networks, the Public Broadcasting Service and the Radio Television News Directors Association in their effort to secure the Watergate tapes for broadcast (page 57). The congruence of events was understandable, given the level of his activity in First Amendment cases.

Indeed, Mr. Abrams, who is 41 and a partner in the law firm of Cahill, Gordon & Reindel, is among the most prominent lawyers in the field of First Amendment law. CBS News President Richard Salant, a lawyer himself, last week said Mr. Abrams was "one of the top one or two" in the country.

To some who have followed his career, Mr. Abrams's passion for the First Amendment may even be too single-minded. One former network lawyer feels that Mr. Abrams is too ready to invoke the First Amendment in defense of what may be excesses in word and opinion. "That will bring about a reaction that may in the long run cost you more than you've gained in the short run," he said.

Nevertheless, the networks were sufficiently impressed to agree on Mr. Abrams when they decided to litigate the tapes case with a single lawyer. His firm is retained by NBC; Mr. Abrams had represented the network in the fairness doctrine case involving the *Pensions* documentary, a case the network won on appeal to the U.S. Court of Appeals in Washington.

He had been in the Supreme Court before, in other First Amendment cases. He was associated with the late Professor Alexander Bickel of Yale in representing the *New York Times* in the Pentagon Papers case, and he was counsel for the Nebraska Press Association and 18 friends of the court when they and other media successfully opposed a gag rule imposed by a trial court in a murder case. He along with Professor Bickel, the *New York Times*, and other media, was on the losing side in the Branzburg case, in which the Supreme Court ruled that the First mended."

But Mr. Lando "balked when asked a small number of questions relating to his beliefs, opinions, intent and conclusions in preparing the program," claiming these were protected by the First Amendment. Colonel Herbert's lawyers sought an order to compel Mr. Lando to answer these questions, and U.S. District Judge Charles S. Haight Jr. granted it.

Judge Haight reasoned that under Supreme Court decisions on libel, a public figure "bore a heavy burden of proving that an alleged libeler acted with malice or in reckless disregard of the truth," and that thus Colonel Herbert was entitled to have his questions answered.

It was this ruling that CBS and the other defendants appealed and that was overturned by last week's decision.

"We cannot permit inquiry into Lando's thoughts, opinions and conclusions to consume the very values which the [Supreme Court's] Sullivan landmark decision [on libel in the case of public figures] sought to safeguard," Judge Kaufman's majority decision asserted.

"It cannot be gainsaid that were a legislative body to require a journalist to justify his decisions in this matter, such an intrusion would not be condoned. That this invasion on First Amendment rights is about to be effected by an allegedly libelled plaintiff does not reduce the grave implications for the vitality of the editorial process which the Supreme Court and this court have recognized must be guarded zealously.

"It makes little sense to afford protection with one hand and take it away with the other. Accordingly, we remand to the district court for an evaluation of the interrogatories in light of the principles articulated in this opinion."

Judge James Oakes joined Judge Kaufman in the majority but issued a separate concurring opinion "because this case breaks new ground in an area of utmost importance."

Supreme Court decisions, including one upholding CBS's refusal to sell time for political advertising, "suggest and support, if they do not compel, the proposition that the First Amendment will not tolerate intrusion into the decision-making function of editors, be it legislative or judicial action," Judge Oakes wrote.

Indeed, he asserted, "I would conclude that [these Supreme Court decisions] mandate full protection of the editorial process from compelled disclosure. This is true because as soon as facts are set in their context there is editorial selection; as soon as that process is subject to scrutiny, there is a suppression effect, and as soon as there is such an effect, the freedom of the press has evaporated."

In dissent, Judge Thomas J. Meskill held that disclosing a journalist's state of mind to a libel plaintiff would have no more "chilling" effect than the existence of the Supreme Court decision governing such suits.

"The major purpose of this lawsuit," Judge Maskill wrote, "is to expose the defendants' subjective state of mind—their thoughts, beliefs, opinions, intentions, motives and conclusions—to the light of judicial review. Obviously, such a review has a 'chilling' or deterrent effect. It is supposed to. The publication of lies should be discouraged."

Jonathan W. Lubell, New York attorney for Colonel Herbert, said appeal of the decision was "certainly" being considered.

CBS and the other defendants were represented by Floyd Abrams, New York attorney (see opposite page). Friend-of-the-court briefs for the defendants had been filed by NBC, Radio Television News Directors Association, American Society of Newspaper Editors, New York Times Co., *Chicago Sun-Times, Chicago Daily News* and the Miami Herald Publishing Co.

Supreme Court gives no clue to way it will go on Nixon tapes

Ex-President's lawyer pleads 'embarrassment'; broadcasters' attorney argues record is already public

Chief Justice Warren Burger and other members of the Supreme Court peppered the three lawyers with questions, and the lawyers responded with the fluency that comes with preparation. But when the hour was up, other lawyers who had followed the case closely through the years were reluctant to guess which way the

Abrams

Amendment does not give journalists immunity to government subpoenas requiring testimony before grand juries (BROADCASTING, July 3, 1972).

And Mr. Abrams has still another case coming up in the high court. He is representing the *Norfolk Virginian-Pilot*, a Landmark Communications newspaper, in its appeal of a conviction of a law banning the publication of the name of a judge who is under investigation by a judicial panel prior to the filing of a complaint. The issue, as the newspaper sees it, is whether the press can be banned from printing the truth about public officials.

But last Tuesday, following the Supreme Court argument, Mr. Abrams was saturated with the tapes case. Like other lawyers in similar circumstances, he wondered what he would do with all of the answers to questions he had not been asked by the nine justices. But he was still ready to talk—and about the *60 Minutes* decision as well.

"It's very significant," he said. "Not until this case had any court come to consider the relationship between the protection established by the Supreme Court for editorial decisions and what questions may be asked about them in a libel case."

Attorneys for former Lieutenant Colonel Anthony Herbert, he noted, wanted to question *60 Minutes* newsmen about why some individuals were questioned and others not and how decisions were reached as to who would appear on the program. "We argued that such questions are very dangerous. They probe the very heart of editorial decision-making, and to force journalists to answer could inhibit the press."

Mr. Abrams sees a mixed pattern emerging from Supreme Court review of cases involving the press. Where questions of editorial judgment are involved, as in the CBS-Democratic National Committee and *Miami Herald* cases, the court decisions have been "very bullish from the press point of view." But in libel cases, even where protection of sources is involved, he said, the court has increasingly refused to grant review. (The court two weeks ago denied review in a case in which the Idaho Supreme Court ruled that the First Amendment offers no protection to a newsman attempting to protect a source when a libel plaintiff seeks his identity [BROADCASTING, Nov. 7]).

But beyond today's issues, he sees the development of privacy law as "the single most ominous development in connection with the press." It could be used "to punish the press for printing the truth about matters that courts and juries find too private, too personal," he said. The Supreme Court has yet to rule in the area. But lower court decisions make privacy a "troublesome area," he said. And it may be even more troublesome for broadcasters than the press. "Juries may be less sympathetic to stations, because of the greater emotional impact" of TV.

But that's a problem for the future. Late Tuesday, Mr. Abrams was glad that day and the previous one were behind him.

court would rule. One network lawyer said the odds were "51-to-49" in favor of the broadcasters.

The case involves the Watergate tapes—22 hours of conversation that was recorded in the White House and used in the Watergate cover-up trial three years ago—and the effort of former President Nixon to prevent them from being used for broadcast or made available generally to the public.

The former President's attorney, William H. Jeffress Jr., seeking reversal of an appeals court decision permitting release of the tapes, spoke of the "mental anguish" and embarrassment his client would suffer if the public were allowed to hear the tapes. Furthermore, he said the court which now holds them is simply serving as custodian; it has no authority to turn them loose.

But Floyd Abrams, counsel for the broadcasters involved—ABC, CBS, NBC, the Public Broadcasting Service and the Radio Television News Directors Association—noted that the tapes have already been heard in open court during the trial of former Attorney General John Mitchell and ex-White House aides H. R. Haldeman and John Ehrlichman, and that their transcripts have appeared in print. And they are as legally susceptible to copying, he said, as other documents filed with the court.

Edward Bennett Williams, counsel for Warner Communications, which wants to make recordings of the tapes, said of the "embarrassment" argument—which was picked up in questions by Justices John Paul Stevens, Lewis F. Powell Jr. and Chief Justice Burger—"I don't know of any common law right not to be embarrassed by one's inculpatory words."

Justice Thurgood Marshall appeared to accept the arguments that Mr. Nixon had lost his rights to privacy in connection with the tapes: "It's no longer private, is it?" Mr. Jeffress did not agree that permitting jurors and courtroom visitors to hear the tapes meant that they should be turned over to nightclub comics and television performers.

Chief Justice Burger and Justice William Brennan appeared concerned as to what effect a decision in favor of those seeking release of the tapes for public distribution would have on the ability of courts to continue to refuse to make available for public use tapes of court arguments or jury trials.

Both Mr. Abrams and Mr. Williams sought to assure the court that that question need not be reached. Mr. Abrams said the theory supporting the refusal to make them available is that disclosure would "inhibit" the participants—lawyers, judges, jurors and others. But, Mr. Abrams said, "you can't inhibit an exhibit"—which is what he contends the Nixon tapes are.

Mr. Abrams, in response to a question from Justice Byron White, also cited a broadcasting case decided by the court in support of the First Amendment argument he made. He noted that the court had rejected a father's $1 million invasion of privacy suit and upheld the right of Cox Broadcasting's WSB-TV Atlanta to broadcast the name of a 17-year-old rape victim, who subsequently died, after the name had appeared in court documents (BROADCASTING, March 14, 1975). If publication of the name served a public benefit, Mr. Abrams said, so would release of the Nixon tapes.

But it was Mr. Williams who dramatized the special importance those seeking release of the tapes see in making it possible for the public to hear them. "The best representation of oral conversations is not in a written document," he said. He noted that the transcripts are filled with "uh uh." Then, changing the tone of his voice and speed of delivery, he indicated how "uh uh" could be used to signify agreement, disagreement and degrees of uncertainty in between.

"The best way to get the meaning is in the oral tape, not the written transcript," he said.

Secret Service eases clearance procedures for newsmen

Local journalists covering visits to their areas by the President or Vice President will no longer need to get Secret Service press clearance prior to every visit by the VIP. Nor will they have to pick up their credentials individually, in advance of such visits.

In response to a request from the Radio Television News Directors Association that cited complaints by members of man-hours lost when news staffers assigned to VIP visits had to pick up their press clearances in advance, individually, and sometimes at a point distant from their home bases, Jack Warner, assistant to the director of the Secret Service, has announced that the service is initiating new procedures in an "effort to maintain security while at the same time accommodating the needs of the news media."

As soon as the system is established throughout the field, he said, one "responsible" representative from each press organization will be able to pick up all passes. The representative will be requested to take to the local press accreditation office a letter identifying the members of his organization who are to cover the visit along with a statement indicating that each pass will be given only to the individual cleared. A suggested wording of the letter will be issued by the VIP's office in advance of the visit.

Also, local press, once cleared for a VIP visit, will be included on a master list in the local Secret Service field office. The list will be periodically updated and the individual will have to submit only his name and affiliation for subsequent visits in that district.

NBC proposes pool for election projections

Goodman floats the idea, but CBS's Salant shoots it down

A "trial balloon" suggestion that the three commercial television networks pool their statistical projections of political election winners was raised by NBC Chairman Julian Goodman in a speech to the Audit Bureau of Circulations in New York last week.

Mr. Goodman said that the race to be first with projections had created "an army of competing reporters at hundreds of polling places around the country." A three-network pool, he said, would reduce the temptation to make premature calls based on incomplete data and would "remove the sight of candidates standing at their campaign headquarters saying, 'NBC says I won, but I'm waiting for CBS and ABC.' "

Another advantage, according to NBC News President Lester Crystal, who discussed the proposal during a luncheon meeting with reporters earlier in the week, would be the substantial savings a pool would allow.

Mr. Goodman proposed that the networks seek approval from the Justice Department for the pool, which he said would combine the most sophisticated and effective methods used by each network. All three news divisions would have access to the raw data collected, he said, but each would do its own analysis of the results.

Initial reactions to the proposal at the news divisions of ABC and CBS were negative. In fact, CBS News President Richard Salant termed his response "violent." Mr. Crystal acknowledged that the pooling of network news information countered his instincts as a newsman. But he said that the statistical certainty of the projections would eventually reach a point where the element of competition would be "minuscule," and that news resources might be more usefully employed elsewhere. He added that, in any case, he does not expect the pool to materialize for some time.

The story isn't only consideration, says Boston panel

Newsmen have their own consciences and the federal government to guide them, according to session on ethics in journalism

Broadcasters should escape their own chains, colleagues told them at a Nov. 3-4 Boston University conference on media ethics.

Ron Nessen, President Ford's press secretary and former NBC News correspondent, advised reporters to "follow your own good taste." Mr. Nessen, who said he hopes to return to broadcasting, termed "baloney" the argument that broadcasters only give the public what it wants to see. Condemning video clips of Patricia Hearst's chest X-rays and a six-year-old's reaction to her mother's suicide, Mr. Nessen charged that "too many reporters believe they must suspend their best human instincts of compassion, good taste and respect for privacy to be good reporters."

Also stressing the necessity for choice to some 200 newspeople, professors and students at the Institute for Democratic Communication's second annual conference was CBS news national affairs analyst Rod MacLeish. News people are voluntarily enslaved, he said, to "time and events." Journalists let others, he continued, write their news budgets because they haven't yet determined how to deal with a story with no "peg."

Mr. MacLeish condemned what he termed arbitrary definitions of what's journalistically important: economics, politics, public affairs and scandals. The press, he said, has still not found a way to talk convincingly to the public about the energy crisis.

Voice of America Director R. Peter Straus, in a panel discussion of sexism and coverage of the women's movement, said broadcasters should "go beyond tokenism" and the bare minimum necessary to satisfy government regulations on minority hiring.

Asserting that the fairness doctrine leads to "incredible, endless timidity," National News Council Associate Director Ned Schnurman proposed lifting the requirement for a two- to three-year trial period.

Everett Parker, director of the United Church of Christ's Office of Communication, said congressional prohibitions against public broadcasting editorials and requirements that there be balance within each public broadcasting program were "invidious and unconstitutional curbs on free speech."

Dr. Parker conceded that enforcing the fairness doctrine leads to a great deal of "hair splitting," but called that a "normal burden of doing business." He dubbed as "poppycock" broadcasters' arguments that the doctrine inhibits programing, claiming that without it most licensees would totally avoid controversial issues. He asserted that an average station might have to deal with a fairness doctrine complaint only "once every 80 years." He rapped "corporate greed" and "prostituted" news programs and said broadcasters should be aware that Congress can tighten regulations "any time it is pleased to make another law."

WCVB-TV Boston President Leo Beranek said he likes the fairness doctrine because "it makes us think about the various sides of a story and seek out other spokesmen." What he doesn't like is the equal time requirement, which he said overloads the programing circuits around election time. He also criticized unlimited competition by cable TV, which he said may drive local programing off the air by cutting into local stations' revenues.

Concerned with judicial pressures on broadcasters were Jack Landau, executive director of the Reporters Committee for Freedom of the Press, and media critic Nat Hentoff.

Mr. Landau criticized what he called the National Association of Broadcasters' concern with "every convoluted subtlety" of FCC regulations while, in his view, neglecting First Amendment issues. But he thinks print reporters may be to blame for some of this, because they may have taken an "elitist" stance that TV and radio journalists are "belly-dancers" instead of key elements in the fight against judicial restrictions on trial coverage and source protection.

Birthday broadcast. On hand for the 30th anniversary telecast of NBC's *Meet the Press* on Nov. 6 were (l to r): Lawrence E. Spivak, originator and panelist of the show until his retirement in 1975; Bill Monroe, moderator, panelist and executive producer; that Sunday's subject, Vice President Walter F. Mondale, and Betty Cole Dukert, producer.

CBS underwrites book

Company gives $15,000 grant to professor working on volume on 'Power and the First Amendment'

CBS Inc. has made a grant of $15,000 to journalism historian John Tebbel to finance his preparation of a new book, "Power and the First Amendment."

Mr. Tebbel, who is professor emeritus of journalism at New York University, will explore in his book the relationship between the growth of large communications companies and the goals of press freedom and diversity of opinion in the U.S. The book will be about 50,000 words long and is expected to be completed in mid-1978.

Professor Tebbel is writing this book independently of CBS, which said it will not have—and did not seek—the opportunity to review the manuscript before publication. CBS followed the same practice in underwriting works by authors on other mass communications topics including "The People Look at Television," by Gary A. Steiner, 1963; "Television and the Public," by Robert T. Bower, 1973, and "Television and Antisocial Behavior," by Stanley Milgram and R. Lance Shotland, 1973.

Professor Tebbel has been a reporter and writer at several newspapers, including the *New York Times;* a writer for *Newsweek;* managing editor at E. P. Dutton & Co. and author of books on communications history, including "The Life and Good Times of William Randolph Hearst," "A Compact History of the American Newspaper" and the four-volume "A History of Book Publishing in the United States," of which two volumes have been completed.

Journalism Briefs

Journalism grants. National Endowment for the Humanities will offer $1,200 stipends to journalists for study at NEH-sponsored seminars next summer. Month-long study sessions will examine "humanistic dimensions" of journalism with special topics such as technology and evolution of American culture, value conflict in modern society and contemporary religious movements. Seminars will be held at selected colleges and universities, and stipends will cover expenses. Application deadline has been tentatively set for April 17, 1978. Contact: Professions Program, Division of Fellowships, NEH, Washington 20605.

Reporting on disadvantaged. Deadline for entries in 10th annual Robert F. Kennedy Journalism awards competition for "outstanding coverage of the problems of the disadvantaged" is Jan. 28, 1978. $1,000 cash prize will be awarded to winners in broadcast, print and photojournalism areas with grand prize of $2,000 going to most outstanding over-all. For information and entry forms contact Journalism Awards Committee, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

The Broadcasting

Playlist Nov 14

Contemporary

Last week	This week	Title □ Artist	Label
4	1	*Boogie Nights* □ **Heatwave**	Epic
2	2	*You Light Up My Life* □ **Debby Boone**	Warner Bros.
1	3	*Nobody Does It Better* □ **Carly Simon**	Elektra/Asylum
3	4	*Theme from "Star Wars"* □ **Meco**	Millennium
6	5	*Don't It Make My Brown Eyes Blue* □ **C. Gayle**	Un. Artists
7	6	*We're All Alone* □ **Rita Coolidge**	A&M
12	■ 7	*How Deep Is Your Love* □ **Bee Gees**	RSO
5	8	*I Feel Love* □ **Donna Summer**	Casablanca
8	9	*It's Ecstasy ...* □ **Barry White**	20th Century
11	10	*Baby, What a Big Surprise* □ **Chicago**	Columbia
9	11	*Just Remember I Love You* □ **Firefall**	Atlantic
15	12	*Heaven on the Seventh Floor* □ **Paul Nicholas**	RSO
17	13	*Blue Bayou* □ **Linda Ronstadt**	Asylum
10	14	*Keep It Comin' Love* □ **K.C./Sunshine Band**	TK
14	15	*Brick House* □ **Commodores**	Motown
13	16	*That's Rock 'n' Roll* □ **Shaun Cassidy**	Warner Bros.
16	17	*You Make Lovin' Fun* □ **Fleetwood Mac**	Warner Bros.
21	18	*It's So Easy* □ **Linda Ronstadt**	Asylum
18	19	*Help Is on Its Way* □ **Little River Band**	Capitol
19	20	*Native New Yorker* □ **Odyssey**	RCA
23	21	*We Just Disagree* □ **Dave Mason**	Columbia
22	22	*On and On* □ **Stephen Bishop**	ABC
26	23	*Daybreak* □ **Barry Manilow**	Arista
27	24	*Isn't It Time* □ **The Babys**	Chrysalis
33	■ 25	*Sentimental Lady* □ **Bob Welch**	Capitol
34	■ 26	*Your Smiling Face* □ **James Taylor**	Columbia
29	27	*Swingtown* □ **Steve Miller Band**	Capitol
24	28	*She Did It* □ **Eric Carmen**	Arista
35	■ 29	*Gone Too Far* □ **England Dan & John Ford Coley**	Big Tree
20	30	*Swaying to the Music* □ **Johnny Rivers**	Big Tree
32	31	*Back in Love Again* □ **LTD**	A&M
25	32	*Cold as Ice* □ **Foreigner**	Atlantic
36	33	*Baby Come Back* □ **Player**	RSO
42	■ 34	*We Are the Champions* □ **Queen**	Elektra
45	■ 35	*Here You Come Again* □ **Dolly Parton**	RCA
30	36	*Send in the Clowns* □ **Judy Collins**	Elektra
46	■ 37	*You Can't Turn Me Off* □ **High Inergy**	Gordy/Motown
28	38	*I Just Wanna Be Your Everything* □ **Andy Gibb**	RSO
40	39	*Draw the Line* □ **Aerosmith**	Warner Bros.
31	40	*Strawberry Letter 23* □ **Bros. Johnson**	A&M
37	41	*Hey Deanie* □ **Shaun Cassidy**	Warner Bros.
—	■ 42	*Come Sail Away* □ **Styx**	A&M
43	43	*Slip Sliding Away* □ **Paul Simon**	Columbia
41	44	*It Was Almost Like a Song* □ **Ronnie Milsap**	RCA
44	45	*She's Not There* □ **Santana**	Columbia
38	46	*Don't Stop* □ **Fleetwood Mac**	Warner Bros.
48	47	*Do Your Dance* □ **Rose Royce**	Warner Bros.
50	48	*Run Around Sue* □ **Leif Garrett**	Atlantic
—	49	*Dusic* □ **Brick**	Bang
—	50	*My Way* □ **Elvis Presley**	RCA

Playback

Diminutives. Randy Newman sings about an unsung minority in a novelty single that is catching on at radio stations. *Short People* (Warner Bros.) is a humorous record berating that group with "little noses and tiny little teeth. They wear platform shoes on their nasty little feet," (copyright 1977 Hightree Music, BMI). "It's different," says Jeri Fischer of WHAS(AM) Louisville, Ky., where *Short People* was added "because we needed something to contrast the easy listening records ... it's so funny." It's also on at WABB(AM) Mobile, Ala., where Scott Griffith calls it "a pretty good record. But most anything Randy Newman does is a novelty." This tune, from Mr. Newman's *Little Criminals* album, includes three members of the Eagles singing back-up. Although *Short People* is still below "Playlist's" top 50, Ken Devoe of WCDO(AM) Hamden, Conn., is sure "you'll be hearing about it. That could be a real novelty record." **Singer Sang.** Australia's "Best Female Vocalist" is expanding her horizons. Samantha Sang's *Emotion* (Private Stock), a single that was written and produced by Barry Gibb of the Bee Gees, is proving to be a successful addition to American radio charts. It's on at WMGC(AM) Cleveland and Music Director Jeff Baxter says "what a record. It's fantastic. It should be a smash." WBLS(FM) New York also is playing *Emotion* and Music Director Wanda Raimes Charres calls it "beautiful." **Watch this space.** *Thunder Island* (Elektra/Asylum) by Jay Ferguson "is going to be a smash," predicts Tom Nast of WBBF(AM) Rochester, N.Y. "Mark my words. This record is dynamite and I haven't said that about a record since Debby Boone."

Country

Last week	This week	Title □ Artist	Label
4	1	*The Wurlitzer Prize* □ **Waylon Jennings**	RCA
8	■ 2	*More to Me* □ **Charley Pride**	RCA
2	3	*Heaven Is Just a Sin Away* □ **Kendalls**	Ovation
1	4	*I'm Just a Country Boy* □ **Don Williams**	ABC/Dot
11	■ 5	*Shame on Me* □ **Donna Fargo**	Warner Bros.
6	6	*Blue Bayou* □ **Linda Ronstadt**	Elektra
13	■ 7	*From Graceland to the Promised Land* □ **M. Haggard**	MCA
9	8	*Once in a Lifetime Thing* □ **John Wesley Ryles**	ABC/Dot
16	■ 9	*Roses for Mama* □ **C.W. McCall**	Polydor
15	■ 10	*Here You Come Again* □ **Dolly Parton**	RCA
10	11	*Let Me Down Easy* □ **Christy Lane**	GRT
19	■ 12	*One of a Kind* □ **Tammy Wynette**	Epic
22	■ 13	*Hold Me* □ **Barbara Mandrell**	ABC/Dot
14	14	*Love Is Just a Game* □ **Larry Gatlin**	Monument
21	■ 15	*You Light Up My Life* □ **Debby Boone**	Warner Bros.
18	16	*The Old Man and His Horn* □ **Gene Watson**	Capitol
5	17	*We Can't Go on Living Like This* □ **Eddie Rabbitt**	Elektra
—	■ 18	*Come a Little Bit Closer* □ **Johnny Duncan**	Columbia
24	■ 19	*A Working Man Can't Get Nowhere* □ **M. Haggard**	Capitol
—	■ 20	*You Ought to Hear Me Cry* □ **Willie Nelson**	RCA
17	21	*Fools Fall in Love* □ **Jacky Ward**	Mercury
23	22	*Still the One* □ **Bill Anderson**	MCA
—	23	*I'm Knee Deep in Loving You* □ **Dave & Sugar**	RCA
12	24	*Eastbound and Down* □ **Jerry Reed**	RCA
—	25	*Everyday I Have to Cry Some* □ **Joe Stampley**	Epic

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.

RCA's Griffiths gives NBC goal of profit parity with CBS

He says subsidiary is on way with biggest fourth quarter, despite heavy program expense

NBC will have record fourth-quarter year despite the higher costs of TV programing this season, Edgar H. Griffiths, president and chief executive of NBC's parent RCA, told a meeting of the New York Society of Security Analysts.

And while NBC-TV will continue to present "event type" programing, he said, its thrust will be toward series programing, which is "far more economical," and to miniseries, which "when played twice—and they can be played twice—are just as economical as feature films."

"The principal difficulty at NBC," Mr. Griffiths said, "is profitability in comparison to CBS, the number-one profit maker in the industry. There is a gap today of $50 million, after tax. It is a gap we are determined to overcome."

This was not the first time Mr. Griffiths had expressed determination to match or exceed CBS in broadcasting profitability, but it was the first known time he had disclosed the after-tax dimensions of the gap. Estimates earlier this year put the pre-tax gap at about $100.2 million, based on calculations that in 1976 CBS's broadcasting operations had pre-tax earnings of $215.3 million while those of NBC were about $115 million and of ABC $150.4 million (BROADCASTING, April 4).

The RCA annual report for 1976 put NBC's after-tax earnings at $57.5 million. A $50-million gap thus would mean CBS broadcasting operations had 1976 earnings of about $107.5 million after taxes.

In his talk to the security analysts, Mr. Griffiths also:

■ Said NBC isn't "spending for pride to avoid last place." He explained: "It is vitally important for our affiliates that we have a strong posture in the marketplace. And that strong posture at the present time requires spending this kind of money, so we'll spend it. But it isn't forever, and it isn't impacting us to the extent that you can see the harm, or we wouldn't have a fourth-quarter record profit for NBC. Suffice it to say that the three networks are run by businessmen, and the businessman isn't going to kill the goose that laid the golden egg. He may indulge in something for a period of time, but he's going to get back on the track. The track is series and miniseries."

■ Pointed out that "there are other times of the day that are vitally important," besides prime time. "We are number one in late evening, we are a very strong number two in news and we are number one in the early morning with the *Today* program. Where we have our challenge is perhaps somewhat less in prime, at the moment, since we're number two; but it is in the daytime shows, where we are number three, and it is in the Saturday-morning and the children's programing, where we are number three. There is very good profit to be made in those areas."

■ Said again that NBC will make a profit in the 1980 Olympics and reported that "without a massive sales effort" NBC has already sold 65% of the time available in the Olympic games and is "in heavy conversation" with sponsors who could take big chunks of the remaining 35%.

■ Disclosed that NBC's new National Football League contract calls for NBC to pay $180 million over four years, plus $6 million for each of two Super Bowl games it will carry during that term (CBS will carry the other two, also at $6 million each). The figures were reported at Mr. Griffiths's request by Herbert S. Schlosser, NBC president and chief executive, who added that "we do expect to make a profit out of football." Mr. Griffith said NBC paid less than either CBS or ABC because cities of the American Football Conference, which NBC covers, are "not as heavily populated" as those of the National Football Conference. Mr. Schlosser added that the AFC has proved to be the stronger of the two conferences, which should "help us in the ratings."

■ Challenged the notion the recent drop-off in TV viewing levels may reflect low quality in programing. "No one really knows" why the drop occurred, he said. "I don't think it is going to continue."

■ Denied that RCA's entry into the home video tape field meant it was abandoning its VideoDisc. To the contrary, he said, RCA is making progress on the VideoDisc, though one "all-important requirement," the availability of software, "remains unresolved," and he could offer no "definitive answer" as to whether it would be introduced.

■ Confirmed that NBC has made "a modest cutback" of about 300 employes out of a work force of about 7,000 ("Closed Circuit," Sept. 26).

■ In a division-by-division review, said RCA American Communications, the domestic satellite operation, "is the sole major business that RCA has that is not now profitable," but reported that its sales this year have increased by 80% and should rise at least 60% next year, reaching profitability in 1979.

As for 1978, he said "it is my belief that given a reasonable economy, RCA will have a record year, and the degree by which it will be a record is, in my opinion, going to be a good, sizable margin over what we are posting in 1977."

Extra from CBS

Common stock dividend upped to 60 cents; payment for preferred, at 25 cents, declared

The CBS board of directors declared a cash dividend of 60 cents per share on its common stock, representing an increase of 10 cents per share or 20% over the 50-cent quarterly dividend paid since the fourth quarter of 1976.

In announcing the dividend, payable on Dec. 9 to shareholders of record at the close of business on Nov. 25, William S. Paley, board chairman, and John D. Backe, president, said the dividend action took

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

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
John Blair	9 mo 9/30	100,697,000	+26.0	6,081,000	+77.9	2.51	79,890,000	3,419,000	1.42
Capital Cities	9 mo. 9/30	218,918,000	+42.2	30,032,000	+19.0	4.01	153,875,000	25,238,000	3.25
Conrac	9 mo. 9/30	101,130,000	+ 7.4	5,226,000	+30.0	2.44	94,093,000	4,084,000	2.01
Cox Broadcasting	9 mo. 9/30	135,359,000	+10.8	18,295,000	+29.1	3.02	122,184,000	14,163,000	2.41
Farinon	6 mo. 9/30	34,778,000	+30.2	2,080,000	+17.5	.45	26,702,000	1,770,000	.42
Gulf & Western	year 7/31	3,642,998,000	+ 7.3	150,327,000	-21.0	2.21	3,395,596,000	190,111,000	2.88
Liberty Corp.	9 mo. 9/30	134,701,000	+11.4	16,649,000	+12.0	2.49	120,960,000	14,854,000	2.13
MCI Communications	6 mo. 9/30	35,609,000	+24.1	1,880,000	*	.08	28,684,000	(1,532,000)	(.09)
Post Corporation	9 mo. 9/30	26,352,260	+47.0	1,966,024	+58.9	2.20	17,921,883	1,237,594	1.41
RCA	9 mo. 9/30	4,267,500,000	+ 9.2	181,500,000	+50.0	2.28	3,906,600,000	121,400,000	1.54
Rollins	3 mo. 9/30	69,497,764	+15.6	4,920,003	+12.9	.37	60,163,699	4,395,220	.33
Times Mirror	40 wk. 10/2	824,414,000	+15.3	69,729,000	+44.2	2.06	714,713,000	49,021,000	1.45
Tocom	year 6/30	2,916,452	+ 7.0	(297,810)	*	(.47)	2,782,899	(427,404)	(.69)
Transamerica	9 mo. 9/30	2,378,050,000	+18.0	129,215,000	+48.0	1.93	2,013,648,000	87,326,000	1.34
20th Century-Fox	9 mo. 9/24	361,628,000	+39.2	40,061,000	+685.9	4.63	259,786,000	5,098,000	.66
Washington Post	39 wk. 10/2	309,444,000	+16.8	22,453,000	+49.2	2.63	264,848,000	15,052,000	1.67

*Change too great to be meaningful.

into consideration "the continuing earnings growth of CBS, the company's financial requirements and the desire of shareholders for a steadily increasing return on their investment in CBS."

CBS directors also declared a cash dividend of 25 cents on CBS preferred stock, payable Dec. 31 to shareholders of record at the close of business on Nov. 25. Third-quarter and nine-month results, previously reported as estimates, also were released (BROADCASTING, Oct. 17).

Financial Briefs

Grey income up. Grey Advertising Inc., New York, had net income of $2,748,000 in first nine months of 1977, compared with $2,147,000 for same 1976 period. Income per share was $3.48, as against $2.08 in first nine months last year. Revenues amounted to $44,353,000, as against $41,074,000 in last year's period.

Gross up, net down. MCA Inc., Universal City, Calif., reported increase in revenues for first nine months of 1977 to $608,248,000 from $574,509,000 last year. Net income dropped to $62,859,000 ($3.39 per share) from $69,123,000 ($3.73 per share) in nine months of 1976. Television revenues climbed to $206,455,000 from $172,505,000 while income from theatrical films fell to $168,758,000 from $176,190,000 in 1976 nine-month period.

Fates & Fortunes®

Media

Herminio Traviesas, VP-broadcast standards, NBC since 1969, named to new post of VP-broadcast standards policy. He is being succeeded by **Ralph Daniels,** who has been VP-broadcast standards administration, NBC, since 1975. Mr. Daniels, former president of CBS Television Stations Division, will concentrate on day-to-day operations, reporting to Mr. Traviesas.

Alan H. Gerson, director of compliance and practices department, NBC, New York, appointed VP, compliance and practices.

Frank J. Arno, manager of accounting, corporate fixed assets, ABC Inc., New York, named


Traviesas


Daniels

assistant director, corporate fixed assets. **Elizabeth Allen,** associate attorney, James A. Goldstein, New York, joins ABC Television contracts department, there as program attorney.

Richard Gilbert, director of corporate development for Des Moines (Iowa) Register and Tribune Co., succeeds **Arthur Swift,** who has retired as president and general manager of WQAD-TV Moline, Ill. Register and Tribune acquired station earlier this year from Mr. Swift and his associates (BROADCASTING, Aug. 1).

Kent E. Lillie, sales manager, KWGN-TV Denver, named general manager, WCCB(TV) Charlotte, N.C.

Lawrence A. Conti, general manager, WEFM(FM) Ellwood City, Pa., becomes executive VP of Great Scott Stations, which owns WEFM and nine other Eastern radio stations. He will be in corporate offices at WPAZ(AM) Pottstown, Pa.

Peter Kohler, director of editorials, WCBS-TV New York, assumes additional duties as director of station services.

Randi Landes rejoins WBBM-FM Chicago as director of operations after assignments with other CBS stations and Columbia Records Division.

Georgia Gould, director of on-air promotion, WTCN-TV Minneapolis-St. Paul, appointed acting promotion director.

Jeffrey G. Nettesheim, from Frankenberry, Laughlin, Bernstein & Persa, Milwaukee ad agency, appointed creative services director, WISN-TV there.

Peggy Quinones, bookkeeper, WHFS(FM) Bethesda, Md. (Washington), promoted to controller.

Page Crosland, national publicity coordinator for *Music* series produced by noncommercial WETA-TV Washington, named station's director of public information. **Kay Corcoran,** manager of information services, named assistant director of public information.

David Cox, regional sales manager, KSBW-TV Salinas-Monterey, Calif., named operations manager.

Elected as directors at large to board of National Radio Broadcasters Association: **John Bayliss,** Combined Communications, Phoenix; **Lynn Christian,** Century Broadcasting, Chicago; **Dennis (Dutch) Doelitzsch,** WDDD(FM) Marion, Ill.; **Loring Fisher,** Bonneville Broadcasting, Tenafly, N.Y.; **Sis Kaplan,** WAYS(AM)-WROQ(FM) Charlotte, N.C.; **Lew Latto,** WAKX-AM-FM Duluth, Minn., and **Ray Livesay,** WLBH-AM-FM Mattoon, Ill.

Leavitt J. Pope, WPIX(TV) New York, has been named to National Association of Broadcasters television code board. He replaces **James Terrell,** KTVT(TV) Fort Worth, who resigned from board this fall.

Broadcast Advertising

David K. Braun, associate director of media services, General Foods Corp., White Plans, N.Y. named director media services, succeeding **Archa C. Knowlton,** 60, who takes early retirement but continues as consultant to GF on local market advertising opportunities. Mr. Knowlton serviced General Foods for 20 years. Mr. Braun will be responsible for all corporate functions related to planning, evaluation and purchasing of advertising media for GF, which had expenditures of more than $200 million last year.


Braun


Knowlton

Albert H. Crane III, director, daytime sales, CBS-TV Network Division, appointed VP, Eastern sales, CBS-TV, New York, succeeding and reporting to Jerome Dominus, now VP, national sales manager for network (BROADCASTING, Oct. 31).

Shari Wall, associate media director; **Jeff White,** account supervisor, and **Chuck Werle,** director of creative services in public relations, all of J. Walter Thompson Co., Chicago, elected VP's. **Steven Miller,** from Needham, Harper & Steers, Chicago, joins JWT there as account representative.

Jack Ryan, VP, sales, WZTV(TV) Nashville, appointed general sales manager of WSNI(FM)-WRCP(AM) Philadelphia.

Ed White, VP of sales for Gay-Bell stations, joins WDRB-TV Louisville, Ky., as local sales manager.

Philip J. Shiffman, in network TV research department of Ketchum, MacLeod & Grove, New York, named VP and director of network TV research.

John P. Bassler, VP and account supervisor; **Joseph G. Burbeck,** VP and media manager; **Bruce Cox,** VP and director of broadcast programing, and **Neve Richard Savage,** VP and management supervisor, elected senior VP's, Compton Advertising, New York.

Edward Caffrey, associate creative director, elected senior VP, Benton & Bowles, New York.

Steve Penchina, VP-copy supervisor, Needham, Harper & Steers, New York, named to newly created post of senior VP-copy chief, Richard K. Manoff, New York.

Bill Boris, Howard Cain and **Jack Powers,** VP's and management directors, and **Ted Weeks,** VP, appointed senior VP's, Leo Burnett Co., Chicago.

Chester L. Kane, management director, new product group, Marschalk Co., New York, named senior VP.

Gene Swerdloff, programing services manager, Peters Griffin Woodward, New York, named programing VP.

Jean Cohen, senior media planner, Rapp & Collins, New York, joins Compton Direct Marketing, New York, as media director.

Charlotte F. Cain, product specialist, Arbitron, Beltsville, Md., named sales research coordinator, WRC-TV Washington.

Gene Craft, general manager, Texas State Network, Fort Worth, named general sales manager, WRR-AM-FM Dallas.

Sharon Holt Green, marketing director for Business International Asia/Pacific, research and publishing corporation in Hong Kong, and **Elizabeth Ryba,** account executive with Grey Advertising, New York, join Needham, Harper & Steers, Chicago, as account executives.

Donald Wollner, copywriter, Muller Jordan Herrick advertising, New York, joins Keenan & McLaughlin there as creative and marketing manager.

Ned Greenberg, from Lee King & Partners, Chicago, named assistant research director, WLS-TV there.

Stefany Dobken, account executive, Christal Radio, New York, joins Eastman Radio, New York, in same position. **Dan Hudson,** salesman, Eastman Radio, New York, named manager, Eastman Radio, Philadelphia. **Jerry Donovan,** account executive, Chicago office of Eastman Radio, promoted to assistant manager. **Calvin Cass,** in sales and sales management, H-R Television, Atlanta, named sales manager. **Marty Ostrow,** account executive, RKO Television Representatives, New York, joins H-R Television TV One sales team, New York. **Dwight Reed Jr.,** account executive, H-R Television, Chicago and St. Louis, named assistant sales manager, H-R's Television Two sales team, and **Gus Chelepis,** in sales at WFLD-TV and WNUS-AM-FM Chicago joins H-R's TV Two sales team.

John G. Maher, senior media planner, Air Time, media services agency, New York, promoted to associate media director. **Pat Yuchtman,** media group supervisor, All Time Inc., New York, appointed director of personnel.

George Duffy, on New York sales team, Selcom, Inc., New York, appointed assistant sales manager.

Susan Howard and **Karen Lippman,** graduates, MMT sales training program, New York, and **Bob Illjes,** account executive with Telerep there, named MMT account executives.

Hugh K. McCloy Jr., Jack Palmer and **Denis P. Crosley,** account supervisors, Doyle Dane Bernbach, New York, elected VP's.

Harriet Bloch, senior project director, Audits & Surveys Inc., New York, named senior research associate, DKG Advertising there.

Ardie Klement, account executive, Blair Radio, New York, named to same position, ABC Radio Spot Sales, Chicago.

William Mulhern, director of product merchandising, RCA Records, New York, joins Music Agency (advertising), there as marketing director.

John Hill, from WKSW(FM) Cleveland, named to newly created position of general sales manager, WCUE(AM)-WKDD(FM) Akron, Ohio.

Allan S. Hlebovy, air personality, WFAR(AM) Farrell, Pa., named advertising representative, WFRA(AM) Franklin, Pa.

Programing

John J. Collins, controller, CBS-TV, Hollywood, appointed to new post of VP, finance, CBS Entertainment Division there.

Stanley Solson, director of pay-TV marketing, Warner Bros. Television, New York, named VP of pay-TV marketing.

Don DeMesquita, president and chief executive officer of DeMesquita Public Relations, Los Angeles, named director of development and operations, Warren V. Bush Productions there.

Paul Shrage, director of advertising and sales promotion, Columbia Pictures Television, Burbank, Calif., named VP, advertising and sales promotion for CPT worldwide distribution.

Gloria Ehrenfeld, music coordinator for Bartell Broadcasting Co. stations, named music director, WPLJ(FM) New York.

Adele Abrams, air personality, WHFS(FM) Bethesda, Md. (Washington), promoted to production director. **Carla Chase,** traffic assistant, named traffic director.

Ken Staaf, program/promotion manager, WIFR-TV Rockford, Ill., has resigned to open The Ad Factory, ad agency and production company there.

Joyce Campbell, station manager, noncommercial KUID-TV Moscow, Idaho, named program manager, noncommercial WETA-TV Washington.

Karen Holp, program director, noncommercial WMRA(FM) Harrisonburg, Va., named to same position, noncommercial WSSR(FM) Springfield, Ill. **Bradley Swanson,** production manager, WICS(TV) Springfield, named operations director, WSSR.

Broadcast Journalism

David Teitelbaum, director, news operations, Mediterranean, NBC News, Rome, named producer, news program service, NBC News, New York.

James Cusick, assistant news director, WCBS-TV New York, promoted to director of news, succeeding Ed Joyce, now news VP for CBS Television Stations Division (BROADCASTING, Nov. 7). **David Farmer,** WCBS-TV executive news producer, succeeds Mr. Cusick as assistant news director, and **Richard Reingold,** producer of WCBS-TV six o'clock newscast replaces Mr. Farmer as executive producer of that program.

Dave Bartlett, desk editor, WRC(AM)

Washington, named managing editor.

Michelle Marsh, from WABI-TV Bangor, Me., becomes weekend anchor for KSAT-TV San Antonio, Tex.

W. Ben Waters Jr., news director, WDSU-TV New Orleans, named to same position at WRAL-TV Raleigh, N.C.

John Williams, news director, KCJB(AM) Minot, and Len Iwanski, news director, KNOX(AM) Grand Forks, elected president and VP, respectively, of North Dakota Associated Press Broadcasters.

James K. Wilson, from Syracuse University graduate school, named news director, WCOD-FM Hyannis, Mass.

Cable

A.J. Myrdek, manufacturing director, Magnavox CATV Systems, Manlius, N.Y., promoted to VP.

Thomas M. Morris, deputy chief probation officer, Adams county, Ill., named manager, Quincy Cablevision, Quincy, Ill.

Equipment & Engineering

James J. Badaracco, division VP, consumer products marketing, RCA Service Co., Cherry Hill, N.J., named division VP-general manager, RCA Distributor and Special Products Division, Deptford, N.J.

Michael T. Fisher, manager, equipment planning, ABC, New York, promoted to director, equipment planning.

H. K. (Hank) Sauer, VP, Harris Satellite Communications Co., Melbourne, Fla., appointed president of CATV division of The Communications Group of Oak Industries, Crystal Lake, Ill.

Peter P. Ruese, production manager, IGM, Bellingham, Wash., promoted to general manager.

John Samony, from Peirce-Phelps, Philadelphia, appointed national sales manager for video products, Dynasciences, unit of Whittaker Corp., Los Angeles.

Allied Fields

William Biglow, marketing director, publishing division, Frank N. Magid Associates, Marion, Iowa, takes on additional duties as marketing director for firm's radio division.

Marjorie H. Pickens, manager of client services, Compu/Net, Los Angeles, promoted to product manager.

Gordon E. (Doc) Hamilton, one-time general manager, KVOA-TV Tucson, Ariz., named associate professor in radio-television, University of Arizona, Tucson.

Deaths

Guy Lombardo, 75, bandleader whose career dated back to 1923, died Nov. 5 in Houston hospital of complications that followed heart surgery. For years New Year's Eve broadcasts of his Royal Canadians have been television and radio staple, originating in later years from Waldorf-Astoria hotel in New York. Among his band's many on-air appearances was an early CBS Radio network series for Wrigley chewing gum and Florsheim shoes. Survivors include Mr. Lombardo's wife Lillibel, sister Rosemarie, and brothers Victor, Lebert and Joseph.

Campbell

Wendell B. Campbell, 66, who retired in 1965 as Storer Broadcasting Co. VP, died Oct. 29 after lengthy illness at his home in Newport Beach, Calif. From 1938 to 1956, he served in various capacities with CBS and its stations. In next three years he was with RKO Teleradio and Mutual Broadcasting System, joining Storer in 1959 as general manager of its KGBS(AM) Los Angeles. Survivors include three daughters.

For the Record®

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 24 through Oct. 28.

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. freq.—frequency. 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. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership changes

Applications

■ KCUB(AM) Tucson, AZ (AM: 1290 khz, 1kw-U)—Seeks transfer of control of Rex Broadcasting Corp from Tom Chandler et al (40.15% before; 24.88% after) to Jim Slone (49.85% before; 62.62% after). Consideration: $149,561.55. Transfer is resolution of holdings of estate of late Rex Nicholson (20.07% before; none after). Company is purchasing that interest, reserving substantial portion in treasury and distributing remainder to other stockholders. Holdings in licensee after transfer are: Thomas and Robert L. Chandler, brothers, (12.44% each) and Mr. Sloane, 62.62%. They have no other broadcast interests. Ann. Nov. 3.

■ KRLW(AM) KCAC(FM) Walnut Ridge, AR (AM: 1320 khz, Kw-d; FM:106.3 mhz, 3 kw)—Seeks transfer of control of Lawrence County Broadcasting, Inc. from William H. Cate (40% before; none after) to Danny J. Coker (20% before; 60% after). Consideration: $140,000. Principals: Mr. Cate also owns 51% of Madison County Broadcasting Co., licensee of KFTW(AM) Fredericktown, Mo. Mr. Coker is 9% owner of Madison County Broadcasting. Balance of stock in licensee is held by R. O. Norris. Ann. Nov. 3.

■ WYOK(AM) Soperton, GA (1000 khz, 1kw-D)—Seeks assignment of license from H. Fred Tippett to Center Broadcasting Co. for nothing. Assignment represents formation of corporation to be owned equally by Mr. Tippett and his wife, Dona Jean. They have no other broadcast interests. Ann. Nov. 3.

■ KLEI(AM) Kailua, HI. (1130 khz, 10kw-U);—Seeks assignment of license from K-LEI Corp. to Carland Dorothy Schuele for $238,720.01. Seller is principally owned by William W. Fisher, Cary J. Norman and Joseph A. Rateau (31.17% each). Balance is held by two others. None has other broadcast interests. Buyers married and equal owners, also own KRUX(FM) Santa Barbara, Calif. Ann. Nov. 3.

■ KWNS-AM-FM Pratt, KS (AM: 1290 khz, 5 kw-D, 500 W-N; FM: 93.1 mhz, 29 kw)—Seeks assignment of license from O'Malley-Kieffer Communications Co. to Lesso Inc. for $277,000, plus $99,000 covenant not to compete. Sellers are Donald J. O'Malley (70%) and George D. Kieffer (30%), who have no other broadcast interests. Buyer is owned by Laurence E. Steckline (95%) and William D. Kuhn (5%), owners of KJLS(FM) Hays, Ks. Mr. Steckline is applicant for new FM at Liberal, Ks. Ann. Nov. 3.

■ WLAV-AM-FM Grand Rapids, Mich. (AM: 1340 khz, 1kw-D, 250 W-N; FM: 96.9 mhz, 28 kw)—Seeks transfer of control of Shepard Broadcasting Corp from John J. Shepard and Patricia Duffy (43.75% before; none after) to John J. Shepard (43.75% before; 77.78% after). Consideration: $332,917.10, plus $88,400 in liabilities. Principals: Mrs. Duffy is acting as executrix of estate of her late husband, Daniel J. Duffy. She has no other broadcast interests. Remainder of stock is owned by Michael F. Coyne, who has no other broadcast interests. Mr. Shepard owns 15.34% of KQAM(AM) San Antonio, TX, which has been sold, subject to FCC approval, to Felix H. Morales. Ann. Nov. 3.

■ WXXX(AM) Hattiesburg, MS (1310 khz, 1kw-D);—Seeks assignment of license from Triple X Broadcasting to Timberline Broadcasting Inc. for $150,000 plus $50,000 covenant not to compete. Seller: Triple X is owned by Charles D. Saunders also president and sole stockholder of Leflore Broadcasting Co., WSWG(AM), and Dixie Broadcasting Co. WSWG-(FM). Timberline is owned by Daniel Douglas Noulds (50%), Dr. F. T. McDonald (25%) and David G. Dennie Jr. (25%). Mr. Moulds is salesman for KLRA, Little Rock, AR, Dr. McDonald has medical practice in Pine Bluff, AR. and Mr. Dennie is Pine Bluff business executive. Ann. Nov. 3.

■ KOYN(AM) Billings, MT. (AM: 910 khz, 1kw-D)—Seeks assignment of license from Meyer Broadcasting Co. to R&R Broadcasting for $425,000. Seller: is licensee of KOYN-FM, KFYR-AM-FM-TV, Bismark, ND; KMOT-FM-TV Minot, ND; KUMV-TV Williston, ND; 90% of Meyer Great Falls, Inc and pending CP for new commercial TV broadcast station (ch. 7) to serve Dickinson, ND. Seller is owned principally by Marietta M. Ekberg. Buyer's one third owner, John Stephen Ralls, is former sales manager for KTCM-TV Helena, Mt. Robert J. Robinson and his brother, Michael, are Helena legislative assistant and accountant, respectively. Ann. Nov. 3.

■ WCRV(AM)-WFMV-FM Washington, NJ (AM: 1570 khz, 1kw-D; FM: 106.3 mhz, 265 w)—Seeks transfer of control of Warren Broadcasting Corp from Frank C. Scerba and John J. Land: 66 2/3% before; none after) to Guy T. Bock (none before; 66 2/3% after). Consideration: $70,000 plus assumption of $106,250.01 note and mortage. Principals: Guy T. Bock is 100% owner and president of Phillipsburg plastics firm and 50% owner of burgler alarms firm. He has no other broadcast interests. Remaining 1/3 is held by Nickolas J. Derienzo, president and director of licensee. Ann. Nov. 3.

■ WRAQ(AM) Asheville, NC (AM: 1380 khz, 5 kw-D, 1 kw-N)—Seeks transfer of control of Greater Asheville Broadcasting Corp. from O.W. Myers, Robert M. Hauck and Norman K. Fenstermaker (62.8% before; none after) to John E. Jenskins Jr. (37.2% before; 100% after). Consideration: $96,200. Mr. Jenkins owns 25% of Greater Oscala Broadcasting Corp., licensee of WWKE(AM) and WMEO(FM) both Ocala, FL. and 37.2% of WKKE(AM) Asheville, NC. He is secy/treas of both the above and 85% owner of Huntington, W.Va. law partnership with sellers. None of the other sellers has other broadcast interests. Ann. Nov. 7.

■ WWWJ(FM) Johnstown, OH (103.1 mhz, 3 kw)—Seeks assignment of license from Radio Johnstown to Triple S Communications Inc. for $72,500. Sellers are Richard N. Seiler, Robert G. Shaw and John W. Smith (one-third each), who have no other broadcast interests. Buyer is owned by Mr. Seiler (37.5%), James R. Goldurs (25.83%), Robert A. Cohen (20%) and four others. Mr. Seiler is part-owner of seller, and Mr. Goldurs is announcer there. Mr. Cohen is Ohio State University instructor. None has other broadcast interests. Ann. Nov. 3.

Facilities changes

TV Applications

■ KGOF (ch. 56) Anaheim, CA—seeks MP (BPCT-4113) to change TL to: Skyline Dr. in Puente Hills, 8 miles North of Anaheim, type trans.; type ant.; and HAAT: 1019 ft. (BMPCT-7719). Ann. Nov. 3.

■ K09AG Basalt, CO.—seeks CP to increase power to 10w and change trans. (BPTTV-5959). Ann. Oct. 31.

■ WUNF-TV (ch. 33) Asheville, NC—seeks CP to change ERP to: vis. 91.8kw (max) 3.7kw aur. 0.76kw; make changes in ant. system (BPET-590). Ann. Nov. 3.

■ WPFO-TV (ch. 40) Greensburg, PA—seeks MP (BPCT-4612) to change ERP to 1169kw (max) 488 kw (H); aur. 97kw (H); TL to: Mosside Blvd., 1.65 mi. North of US Hwy No. 30, Wall, PA; type trans.; type ant.; HAAT (977 feet). Ann. Oct. 31.

■ WPCB-TV Pittsburgh—seeks MP (BPCT-4673) change ERP: vis. 5000 kw aur. 500kw; TL to: Dewer Rd., Monroeville, PA; type trans.; type ant.; HAAT: 921 feet. Ann. Oct. 31.

AM applications

■ KDQN DeQueen, AR—seeks CP to change SL and RC and change trans. and ant. location (BP-20,900). Ann. Nov. 2.

■ KBOK Malvern, AR—seeks CP to change TL, install new 210 ft. tower and trans. Ann. Oct. 28.

■ WRGA Rome, GA—seeks mod. of license to operate by remote control from: 2.5 E. Sixth Avenue, Rome (BRC-3951). Ann. Nov. 2.

■ WGOR Toledo, OH—seeks CP to install new aux. trans. move old night tans. to day trans. site for use as day aux. trans. Ann. Oct. 28.

FM applications

■ WMOR-FM Morehead, KY—seeks CP to change TL to: on State Rd. 32, 0.2 mi. W of city limits of Morehead; install new trans.; ant.; make changes in ant. system (increase height); change TPO; ERP: 3 kw (H&V); and HAAT: 300 ft. (H&V). Ann. Nov. 2.

■ KSET-FM El Paso, TX—seeks CP to change type ant.; make change in ant. system (decrease height); change ERP: 91 kw (H&V) and HAAT: 742 ft. (H&V). (BPH-10784). Ann. Nov. 2.

■ *KNCT-FM Killeen, TX—seeks CP to make changes in ant. (BPED-2557). Ann. Nov. 2.

■ KCGL Centerville, UT—seeks CP to change TL: Bonneville Drive just South of Jones Canyon, UT change type trans.; type ant: make changes in ant. system (increase height): ERP: 0.5 kw (H&V) HAAT 651 ft. (H&V). Ann. Oct. 28.

FM action

■ *WERG Erie PA—Broadcast Bureau granted CP to change freq.; change TL to: Learning Resource Center, 619 Sassafras Street, Erie; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 3 kw (H&V), ant. height minus 125 ft. (H&V); condition (BPED-2319). Action Oct. 11.

In contest

Designated for hearing

■ Kalamazoo, MI, **FM proceeding** (Docs. 21374)—Chief, Broadcast designated for hearing mutually exclusive applications of WHW Enterprises for new FM ch. 299 at Kalamazoo and Radio Portage, Air-Borne Group, and Sear Broadcasting for same facilities at Portage, Mich., to determine which of proposals would best provide fair, efficient and equitable distribution of radio service; best serve public interest and be granted. Action Oct. 25.

■ Tupelo, MS., Lee Broadcasting, **AM proceeding:** (Doc. 21430)—Chief ALJ Chester F. Noumowics, Jr. designated ALJ John H. Conlin to serve as presiding judge; set prehearing conference for Dec. 12 and hearing for Jan. 24; hearing to be held in Tupelo. Action Oct. 28.

■ Scottsbluff, NB., **FM proceeding:** (Docs. 21359-60)—Chief, Broadcast Bureau designated for hearing mutually exclusive applications of Tracy Corp. and Hilliard Co. for new FM ch. 225 at Scottsbluff, to determine which of applications would better serve public interest and be granted. Action Oct. 19.

Procedural rulings

■ Springdale and Fayetteville, AR. (Doc. 19879)—on request of Johnston Communications Broadcast Bureau extended through Nov. 25 and Dec. 9 dates for filing comments and replies, respectively, in matter of request for supplemental information regarding FM assignments.

■ Fresno, CA, McClatchy Newspapers (KMJ-TV) and San Joaquin Communications, **TV proceeding:** (Docs. 12174)—ALJ Thomas B. Fitzpatrick set certain procedural dates; set hearing for March 21. Action Oct. 27.

■ Tallahassee, FL., (Doc. 21393)—Broadcast Bureau on request of Capitol City Broadcasting (WTAL) extended from Oct. 28 through Nov. 28, and from Nov. 17 through Dec. 17, time for filing comments and replies in matter of amendment of FM Table of Assignments. Action Oct. 28.

■ Vero Beach, FL., Robert T. Rowland, et al., **FM Proceeding:** (Docs. 20922-4)—ALJ Reuben Lozner cancelled prehearing conference scheduled for Oct. 31 and rescheduled it for Nov. 4. Action October 27.

■ Camilla, GA, (Doc. 21394)—Broadcast Bureau granted request by Enterprise Broadcasting WEBI-FM and extended from Oct. 31 through Nov. 30 and from Nov. 21 through Dec. 21, time for filing comments and replies in the matter of amendment of FM Table of Assignments (Moultrie, Camilla, Cairo and Homerville, GA). Action Oct. 26.

■ Athens, TN, **FM proceeding:** (Docs 21132-33)—commission granted request for extension of time, filed Oct. 21, 1977, by Broadcast Bureau. Action Oct. 31.

■ Mt. Holly, NJ, West Jersey Broadcasting Co. (WJJZ) and Mt. Holly Radio Co., **AM Proceeding:** (Docs. 20738-9)—ALJ Thomas B. Fitzpatrick on motion of Mt. Holly, extended to Nov. 7 date for filing proposed findings of fact. Action Oct. 27.

■ Amherst and Crozet, VA, (Doc. 20954)—Chief, Broadcast Bureau on request of Augusta County Broadcasting extended through Nov. 11 time for filing replies in matter of amendment of FM Table of Assignments.

Review Board decisions

■ Gainesville, FL, **FM proceeding:** (Docs. 20622-24)—Review Board denied request by Gainesville Broadcasting to reopen record and enlarge issues in Gainesville, FM case. Action Oct. 28.

■ Flint, MI—Review Board granted application of Flint Metro Mass Media for new FM station ch. 224 at Flint, denied application of Flint Family Radio and dismissed application of Fuqua Communications for same facilities. Action Oct. 25.

FCC decisions

■ Sumiton, AL.—commission granted application of Sumiton Broadcasting Co., for new AM station on 1540 khz at Sumiton. Action reversed March 12, 1974, FCC Review Board decision, denying Sumiton's application on basis it was "strike" application—filed to obstruct or delay application by Cullman Music Broadcasting Company for new AM station on 1540 khz at Cullman, Ala., approximately 30 miles from Sumiton.

■ Batesville, MS—commission renewed license of Panola Broadcasting Company for its station WBLE, denied objections by North Mississippi Coalition for Better Broadcasting. Coalition contended licensee had conducted inadequate number of interviews with members of black community in Panola County, had not broadcast programing to meet problems of black population in past and did not propose to do so in future, and had discriminated against blacks in employment. Action Oct. 27.

■ Quitman, MS, **FM proceeding:** (Docs. 20196-7)—commission acted on two applications by Melvin Pulley and one by Broadcast Bureau for review of several FCC Review Board orders involving competing applications of Pulley and A.C. Elliott Jr., for a new FM ch. 252 at Quitman. Commission affirmed three Review Board actions denying Pulley reinstatement of his FM application, refusing extension of time to seek review or reconsideration and dismissing petition to enlarge issues; granted Broadcast Bureau review of two Board actions granting Elliott's FM application and accepting ascertainment amendment. Action Nov. 2.

■ Las Vegas—commission accepted for filing proposal by Radio Nevada Corp., to increase nighttime power of its KDWN from 10 kw to 50 kw; denied request by WGN Continental Broadcasting Company, licensee of WGN Chicago, to return application as unacceptable. FCC also waived requirement that standard pattern be proposed. Action Oct. 19.

Fines

■ KATY San Luis Obispo, CA—Broadcast Bureau notified licensee of apparent liability for forfeiture of $500 for apparent repeated violation of section 73.1206 of the rules. Action Oct. 21.

■ WECQ-FM Geneva, NY—Broadcast Bureau ordered licensee to forfeit $500 for repeated violation of rule which provides that within 10 days of receipt of notice or such other period as may be specified,

Call letters

Applications

Call	Sought by
	New TV
KTVW-TV	Cibola Television, Phoenix
	New AM
WPAK	Everette Broadcasting, Farmville, VA
	New FM's
WTUG-FM	Radio South, Tuscaloosa, AL
KAKI	Bridges Broadcasting Services, Benton, AR
KMJD	Maurice J. DaVolt, Castle Rock, CO
WBKF	Woodrow W. Rhoder., Macclenny, FL
WBWB	Indianna Communications, Bloomington, IN
WVNK	Norkey Enterprises, Falmouth, KY
*WWOZ	Nora Blatch Educational Communications Foundation, New Orleans
WKTR	Katahdin Radio, Millinocket, ME
WKHI	Atlantic Broadcasting, Ocean City, MD
KTIG	Minnesota Christian Broadcasters, Pequot Lakes, MN
*KSMR	St. Mary's College, Winona, MN
WOVE	West Shore Broadcasting, Mechanicsburg, PA
	Existing AM's
KLAZ	KALO Little Rock, AR
KFRN	KFOX Long Beach, CA
WUME	WVAK Paoli, IN
WFTO	WNCR Worcester, MA
WYIG	WWUN Jackson, MS
WPJL	WRNC Raleigh, NC
KMND	KNAM Midland, TX
	Existing FM's
WLWI	WKLH Montgomery, AL
KJYK	KAIR-FM Tucson, AZ
KZLA	KPOL-FM Los Angeles
WROX	WMAL-FM Washington
WLVW	WOMA Tallahassee FL
WFXE	WWRH Columbus, GA
WUME-FM	WVAK-FM Paoli, IN
WKOA-FM	WKSD Hopkinsville, KY
WMYO-FM	WGOT Newton, MS
KOXI	KJSK-FM Columbus, NB
WYLR-FM	WWSC-FM Glens Falls, NY
WOXY	WOXR Oxford, OH
KMUZ	KVLG-FM La Grange, TX
KGSU-FM	KCDR-FM Cedar City, UT

Grants

Call	Assigned to
	New TV's
*KBDI-TV	Front Range Educational Media, Broomfield, CO
WGNN-TV	GoodNewsTVNetwork,Winston-Salem,NC
	New AM's
WYIS	Hart Broadcasting, Phoenixville, PA
KOLA	Clay Frank Huntington, Lakewood, MN
WFBZ	Frederick H. Bierbaum, Minocqua, WI
	New FM's
KMDX	B.I.N.A. Broadcasting, Parker, AZ
*WWDS	Delaware Community School, Muncie, IN
*WBRH	East Baton Rouge Parish School Board, Baton Rouge, LA
*WDBY	Duxbury Community Radio, Duxbury, MA
*WBPV	Regional Vocational High School District, Charlton, MA
*KSHI	Zuni Radio Board of Commissioners, Zuni, NM
*WKRB	Kingsborough Community College, Brooklyn, NY
WFCB	FrederickF.&SallyStannard,Chillicothe,OH
*WCVJ	Agape School, Jefferson, OH
WHPA	Cove Broadcasting, Hollidaysburg, PA
WORA	Goldcup Broadcasting, Warrenton, VA

licensee shall send written answer direct to office of commission originating official notice. Action Oct. 21.

■ WFIF New York—Broadcast Bureau notified licensee of apparent liability for forfeiture of $350 for apparent repeated violation of rules including failure to maintain ant. input power within plus five and minus 10 percent of authorized power (5400 w). Action Oct. 21.

■ WCSV Crossville, TN—Broadcast Bureau ordered licensee to forfeit $1,100 for repeated violation of the rules including failure to provide means for nighttime remote control operator to continuously monitor emissions. Action Oct. 21.

■ WJLY(FM) Chesapeake, VA—Broadcast Bureau notified licensee of apparent liability for forfeiture of $250 for apparent repeated or willful violation of rules including failure to perform required equipment performance measurements for calendar year 1976. Action Oct. 21.

Other actions

■ Commission denied review of Sept. 9 ruling by Broadcast Bureau that New Jersey Public Broadcasting Authority's rebroadcast, two days later, of a debate between the Democratic and Republican candidates for Governor was not exempt from equal opportunities provisions of Communications Act. Action Sept. 9.

■ The following recently revised forms are now available for use: form 301, application for authority to construct new broadcast station or make changes in existing station (June 1977. February 1977 edition may also be used); form 314, application for consent to assignment of broadcast construction permit or license (May 1977. August 1975 edition with EEO Supplement may also be used); form 340, application for authority to construct or make changes in noncommercial educational TV, FM, or standard broadcast station (May 1977), and form 701, application for additional time to construct radio station (June 1977. January 1977 edition may also be used). Ann. Nov. 1.

■ Following dates will constitute composite week for use in preparation of annual programing report (FCC form 303-A) for all commercial television licensees and permittees who must file this report by Feb. 1, 1977: Sun. Feb. 6, 1977; Mon. March 14, 1977; Tues. May 24, 1977; Wed. April 6, 1977; Thurs. Sept. 1, 1977; Fri. Oct. 21, 1977; Sat. July 16, 1977. Licensees of commercial television stations with license expiration dates of June 1, and thereafter during calendar year 1978, will also use composite week dates set forth above in answering question nos. 5, 11 and 12 of Section IV television license renewal application (FCC form 303). Additionally, above dates will constitute composite week for use by television applicants in preparing assignment of license and transfer of control applications filed on or after Jan. 1, 1978. Action Nov. 2.

Allocations

Actions

■ Berlin, MD—Broadcast Bureau proposed assigning ch. 280A to Berlin, as that community's first FM. Proposal was response to petition by Musicradio, which said it was ready to apply for channel, if assigned, and to construct and operate station. Comments due Dec. 12, replies Jan. 3; action Oct. 26.

■ Forsyth, MT—Broadcast Bureau assigned class C ch. 267 to Forsyth as community's first FM. Action was response to petition by Gold-Won Radio, licensee of AM station KIKC, Forsyth. Action Oct. 26. Becomes effective Dec. 12.

■ Falls City, NB—Broadcast Bureau proposed assigning ch. 237A to Falls City as that community's first FM. Proposal was response to petition by Southeast Nebraska Broadcasting Company which stated it would apply for CP if channel were assigned. Comments due Dec. 16, replies Jan. 5, action Nov. 1.

■ Kearney, NB—Broadcast Bureau proposed assining ch. 290 to Kearney as that community's second FM. Proposal was response to petition by Central Nebraska Broadcasting, licensee of KGFW, which said if channel were assigned, it will proceed to establish and operate FM station as indicated in petition. Comments due Dec. 12, replies Jan. 3. Action Oct. 26.

■ Norfolk, NB—Broadcast Bureau assigned ch. 234 to Norfolk, as its second class C assignment. Action resulted from petition by Central Media, Nebraska corporation, which reaffirmed its intention to apply for channel, if assigned. Action Nov. 1 becomes effective Dec. 16.

■ Rome, NY—commission for second time proposed assigning FM ch. 273 to Rome in response to petition by Promedia Communications, licensee of daytime WRNY at Rome. FCC Broadcast Bureau on June 23, 1976, proposed assigning Class B FM ch. 273 to either Rome, or Utica, N.Y. Action Oct. 28.

■ Bridgeport, TX—Broadcast Bureau proposed assigning ch. 244A to Bridgeport as community's first FM. Proposal was response to petition by Wise Media Incorporated of Bridgeport, which said it intends to file promptly for CP if channel is assigned. Comments due Dec. 12, replies Jan. 3, action Oct. 28.

■ Walla Walla, WA—Broadcast Bureau proposed assigning class C ch. 239 to Walla Walla, as that community's third FM. Proposal resulted from petition by VBR Broadcasters, licensee of AM station KUJ, Walla Walla. Comments due Dec. 12, replies Jan. 3, action Oct. 26.

■ Moses Lake, WA—Broadcast Bureau proposed assigning ch. 257A to Moses Lake as that community's second FM. Proposal was in response to petition by KSEM, licensee of fulltime AM station KSEM. Action Nov. 1.

Rulemaking

Petition

■ Washington—United Church of Christ requests inquiry and rulemaking to establish goals and standards for delivery of diversified programing on cable systems and determine how revenues from pay cable may be used to ensure attainment of these goals (RM-2985). Ann. Nov. 1.

Translators

Actions

■ K288BH Dunsmuir and Mt. Shasta, CA—Broadcast Bureau granted CP for new FM translator station to rebroadcast signals of KVIP-FM, Redding, CA (BPFT-358). Action Oct. 12.

■ K292BB Yreka, CA—Broadcast Bureau granted CP for a new FM translator station to rebroaecast signals of KVIP, Redding, CA; condition (BPFT-382). Action Oct. 12.

■ W57AF Binghamton & Johnson City, NY—Broadcast Bureau granted mod. of CP to make changes in ant. system for UHF translator station (BMPTT-973). Action Oct. 12.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Nov. 1 (stations listed are TV signals proposed for carriage):

■ Cox Cablevision Corp., for Astoria, Clatsop, Hammond, Seaside, Gearhart, all Oregon (CAC-10355-60); KSTW Tacoma, WA.

■ Cox Cablevision Corp., for Long Beach, Ilwaco, Nahcotta, Ocean Park, Seaview, Pacific, all Washington (CAC-10361-6): KOAP-TV Portland, OR, KING-TV, KOMO-TV Seattle, WA, KSTW Tacoma, WA.

■ West Alabama TV Cable Co., for Winfield, Fayette, Hamilton, all Alabama (CAC-10841-3); certificate of compliance for existing operation.

■ Gulf Coast Teleception, for Port Charlotte, Punta Gorda, both Florida (CAC-10886-8); interim authorization for existing operation.

■ Armstrong Utilities, for Hamlin, WV (CAC-10915): interim authorization for existing operation.

■ Southwest PA Cable TV, for California, PA (CAC-10916): interim authorization for existing operation.

■ Cable TV, for Weatherly, Packer, Lehigh, Black

Creek, North Union, Weston, Rock, Glen, Fern Glen, all Pennsylvania (CAC-10942-50): interim authorization for existing operation.

■ Tower Communications, for Waverly, Lake White, both Ohio (CAC-10964-5): interim authorization for existing operation.

■ McKee TV Enterprises, for Mc Kee, Grayhawk. Wanta, Jackson, all Kentucky (CAC-10966-9); interim authorization for existing operation.

■ Teleprompter of LaCrosse, for La Crescent, MN (CAC-10970): interim authorization for existing operation.

■ Clear Vision TV Co, for Union City, TN (CAC-10971); interm authorization for existing operation.

■ Athens TV Cable of Alabama, for Athens, AL (CAC-10974): interim authorization for existing operation.

■ Teleprompter of Palestine, for Anderson, TX (CAC-10975): interim authorization for existing operation.

■ Tower Cablevision, for Westwood, KY (CAC-10982): interim authorization for existing operation.

■ Falcon Cable TV of Southern California, for Morgan Hill, CA (CAC-10983): interim authorization for existing operation.

■ Service Electric Cable TV, for Freemansburg, PA (CAC-10985): interim authorization for existing operation.

■ Falcon Communications, for Montebello, CA (CAC-10986): interim authorization for existing operation.

■ Sweet Home TV Cable, for Sweet Home OR (CAC-10987): interim authorization for existing operation.

■ Yaquina TV Cable, for Newport, Toledo, both Oregon (CAC-10988-9): interim authorization for existing operation.

■ Corvallis TV Cable, for Philomath, OR (CAC-10992); interim authorization for existing operation.

■ Liberty TV Cable, for Junction City, OR (CAC-10993): interim authorization for existing operation.

■ Lebanon TV Cable, for Lebanon, OR (CAC-10994); interim authorization for existing operation.

■ Liberty TV Cable, for McDonough, IL (CAC-10995); interim authorization for existing operation.

■ Arizona Cable TV, for Phoenix, AZ (CAC-10996); interim authorization for existing operation.

■ Corvallis TV Cable, for Albany, OR (CAC-10997); interim authorization for existing operation.

■ Community Cable Service, for Logan, OH (CAC-10998); interim authorization for existing operation.

■ Community Tele-Communications, for Montrose, CO (CAC-11000): interim authorization for existing operation.

■ Television Enterprises, for Junction, Sonora, both Texas (CAC-11001-2); interim authorization for existing operation.

■ Niagra Community TC Cooperative, for Niagra, WI (CAC-11003); interim authorization for existing operation.

■ Falcon Communications, for Pasadena, CA (CAC-11004); interim authorization for existing operation.

■ Pioneer Valley Cablevision, for Pelham, MA (CAC-11005); interim authorization for existing operation.

■ Liberty TV Cable, for Marysville, Arlington, Snohomish, Richmond Beach, all Washington (CAC-11009-14); interim authorization for existing operation.

■ Continental Cablevision of Michigan, for Jackson, MI (CAC-11015); interim authorization for existing operation.

■ TM Cablevision and Escondido Cablevision, Escondido, CA (CAC-11019); interim authorization for existing operation.

■ Tele-Media Co. of Lake Erie, for Conneaut, North Kingsville, Kingsville, Geneva, Geneva Township, Geneva-on-the-Lake, Madison, Harpersfield, Ashtabula, Saybrook, Plymouth, Austinburg, Jefferson, all Ohio (CAC-12000-15); WYAH-TV Portsmouth, Va.

■ Mass Cablevision, for Famouth, MA (CAC-12018); certificate of compliance for existing operation.

■ Community Tele-Communications, for Faleurias, TX (CAC-12019); WYAH-TV Portsmouth, VA; WTCG Atlanta.

■ Princeton Cable TV, for Princeton, IL (CAC-12020); WTVP Peoria, IL, WSNS Chicago.

■ Wyoming Televents, for Gillette, Campbell, both Wyoming (CAC-12021-2); KSGW-TV Sheridan, WY: KHSD-TV Lead, SD.

■ Louisville Cable, for Wadley, GA (CAC-12023); WATU-TV, WJBF, WRDW-TV, Augusta, GA, WTCG Atlanta, WMAZ-TV Macon, GA, WSAV-TV Savannah, GA, WCES-TV Wrens, GA, WEBA-TV Allendale, SC, WCWB-TV Macon, GA, WJCL Savannah, GA.

■ Ultracom of Haverford, for Haverford, PA (CAC-12026); WNJS Camden, NJ, WNJT Trenton, NJ, WLVT-TV Allentown, PA WVIA-TV Scranton, PA.

■ Nation Wide Cablevision, for Olympia, Lacey, Tumwater, all Washington (CAC-12027-30); WYAH-TV Portsmouth, VA, WTCG Atlanta, to delete: KPTV Portland.

■ Oceanic Cablevision, for North Shore, Honolulu, Oahu Central, all Hawaii (CAC-12031-3); KTVU Oakland, CA.

■ Coastside Cable TV, for Half Moon Bay, El Granada, Moss Beach, Montara, all California (CAC-12034-7); KSTV-TV, KQEC, both San Francisco.

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: St. Lucie Cable, for Port St. Lucie, St. Lucie, Hutchinson Isle, all Florida (CAC-06824-6); Sammons Communications, for Lower Macungie, Emmaus, both Pennsylvania (CAC-07919-20); The Belington TV Cable Co., for Junior, WV (CAC-08008); Turkey Creek Cable TV, for Akachua, FL (CAC-08575); Avenue TV CAble Service, for Ventura, CA (CAC-09019-20); Sammons Communications, for Jerusalem, Milo, both New York (CAC-09086-7); CATV of Pennsylvania, for Vanport, PA (CAC-09221); Video Link LTD, for German, PA (CAC-09222); Mid Hudson Cablevision, for Coeymans, NY (CAC-09232); Stratford, Orange, Woodbridge, Milford, all Connecticut (CAC-09824-8); CATV of Pennsylvania, for Monaca, Bridgewater, Beaver, all Pennsylvania (CAC-09302-4); Jackson Cable TV, for Slidell, LA (CAC-09305); Suffolk Cable Corp., for Brookhaven, NY (CAC-09234); Samson Cablevision, for Islip, NY (CAC-09325); Callais Cablevision, for Cut Off, Golden Meadow, Larose, Galliano, all Louisiana (CAC-09400-3); Total TV of Amarillo, for Amarillo, TX (CAC-09407); Wytheville Corp., for Wythe, Wytheville, both Virginia (CAC-09441-2); Johnstown Cable TV, for Conemaugh, PA (CAC-09468); Coaxial Cable, for Cranberry, Sandycreek, Sugar Creek, all Pennsylvania (CAC-09481-3); Warner Cable of Little Falls, for Little Falls, MN (CAC-09486); Warner Cable of Athol, for Orange, Athol, both Massachusetts (CAC-09496-7); Waycross Cable, for Waycross, GA (CAC-09557); Cable Television Co. of Illinois, for Chatsworth, Fairbury, Forest, all Illinois (CAC-09560-2); International TV Cable Corp., for International Falls, South Inter Falls, Ranier, Koochiching, all Minnesota (CAC-09586-9); Teleprompter Cable Systems, for Johnstown, Benson, Brownstown, Conemaugh, Dale, Ferndale, Gristown, Lorain, Lower Yoder, Richland, Southmont, Stonycreek, Upper Yoder, Westmont, West Taylor, all Pennsylvania (CAC-09592-607); Columbus Cablevision, for Columbus, IN (CAC-097778); Teleprompter Corp., for Islip, Babylon, both New York (CAC-09779-80); Baker Cable TV Co., for Baker, MT (CAC-09971); Saratoga Cable TV Co., for Greenfield, NY (CAC-10012); Garden City Cable TV, for Garden City, KS (CAC-08369); Community Tele-Communications, for Billings, MT (CAC-08873); Centre Video, for Cualeant, Washington, both Pennsylvania (CAC-09165-6); Continental Cablevision of Ohio, for Cresline, OH (CAC-09293); Storer Cable TV of Florida, for Venice, Sarasota, both Florida (CAC-09333-4); Corinth Video Co., for Corinth, MS (CAC-09398); Princeton Telecable, for Princeton, WV (CAC-09421); Cablevision of Topeka, for Topeka, KS (CAC-09445); Warner Cable of Taft, for Taft, Kern, both California (CAC-09475-6); Warner Cable of Victorville, Wrightwood, both California (CAC-09484-5); Warner Cable of Guthrie Center, for Guthrie Center, IA (CAC-09487); Warner CAble of Sac City, for Sac City, IA (CAC-09488); New England Cablevision, for Dixfield, Mexico, Rumford, all Maine (CAC-09520-2); Southern Oregon Cable TV, for Josephine, Douglas, Medford, Grants Pass, Klamath, Jackson, Phoenix, Talent, Ashland, Jacksonville, Eagle Point, all Oregon (CAC-09640-50); First National Bank and Trust Co. of McAlester, for Amadarko, OK (CAC-09708); Valparaiso Communications SYS, for Valparaiso, FL (CAC-09709); Fort Dodge Community Cablevision, for Fort Dodge, IA (CAC-10045); Video Cable Systems, for Steele, Pemiscot, both Missouri (CAC-10141-2).

In contest

■ Auxier, KY, (Doc. 21422)—Cable Bureau directed Auxier Cablevision to show cause why it should not be ordered to cease and desist from further violation of Part 76 of rules; directed Auxier to appear and give evidence at hearing to be specified by subsequent order, unless waived. Action Oct. 21.

■ Saginaw, MI—Cable Bureau denied request for declatory ruling that would permit cable television system in Saginaw, to carry subsidiary communications authorization of WKAR-FM, East Lansing, MI. Action Oct. 26.

■ Lansdowne, PA.—Cable Bureau denied special temporary authority to commence cable televisoin service in lieu of awaiting outcome of certificating process. Action Oct. 26.

■ Central Plains, SD (Doc. 21257)—commission denied Central Plains Cable TV, operator of cable television system at Mitchell, S.D., review of order to show cause issued by FCC's staff for violation of signal carriage rules. Action Oct. 27.

■ Craigsville, W. VA., show cause proceeding, (Doc. 21421—Cable Bureau directed United Cable to show cause why it should not be ordered to cease and desist from further violations of rules; directed United to appear and give evidence at hearing to be specified unless waived. Action Oct. 20.

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

includes off-air licenses

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RADIO

HELP WANTED MANAGEMENT

Operations Manager for new 50 KW automated FM. Person must be experienced in production and basic programming procedures. Excellent fringe benefits. Group owner. Send complete resume to Ross Felton, 1015 Main Street, Wheeling, WV 26003. An Equal Opportunity Employer.

GM for AM/FM, Buffalo. Must have proven sales and administrative talents with strong ability to motivate staff. Excellent opportunity for future growth. Resume and management philosophy to: William B. Chesson, WSTV/WRKY, 320 Market Street, Steubenville, OH 43952. Or call 614—282-0911. EOE.

Sales Manager .... Mid-Atlantic suburban AM/FM station wants a go-getter, on the way up, to head it's five person sales staff. We've got a facility capable of big dollars. If you can help us reach our goal, there's an attractive compensation package and a piece of the action in it for you. Send your resume and earnings history to Box P-26.

Station Manager, New England Medium Market, AM/FM. Requires good administrator-sales person. Solid career opportunity. Send resume and salary required. Box P-34.

Station Manager: To plan and implement the program and development activities of public radio station WUOL-FM; contact, develop and evaluate program sources available to public radio facilities; coordinate activities of individual program divisions; plan and write advertising copy as required; design station promotions and community support activities; requires a Bachelor's degree in Communications or Radio and Television or the equivalent combination of education and experience, an FCC radio-telephone 3rd Class License with broadcasting endorsement and two years experience in radio management. Submit resume and salary history to Mrs. B. W. Miles, University Personnel Services, University of Louisville, 105 W. Brandeis, Louisville, KY 40208. An Equal Opportunity Employer.

HELP WANTED SALES

Can you sell the No. 1 18-34 year old station from 10AM to 7PM in a six station market? We're building a sales staff from scratch. The account list is wide open. Send resume and salary requirements. Equal Opportunity Employer. KNUW, Box 2427, Great Falls, MT 59403.

National and Regional sales director for medium market station in Great Lakes area. Direct calls on regional advertisers and major ad agencies. Solid experience required, but education and potential is equally important. Earnings commensurate with ability and results. An Equal Opportunity Employer. Write Box N-147.

Local sales manager for Midwest medium market—to handle a key account list and provide leadership and creativity within an eight-person sales force. Must have proven success in local radio sales, and management capabilities. Earnings potential to $20,000 or more. Please include complete job history and references for this Equal Opportunity Employer. Write Box N-146.

Midwest medium market looking to expand its sales department. Must have background in small market and medium markets in the Midwest, working knowledge of farm, retail, and agency accounts. First year 13 to $18,000. Reply to Box N-140.

Florida Metro Gulf Coast. Fulltime Sales Person. Must be a pro, a self starter and a proven, successful producer. At least 2 years fulltime experience selling radio advertising. Substantial base plus commission. All replies confidential. An Equal Opportunity Employer. Send complete resume to Box N-122.

Needed Immediately. An account executive with minimum experience in Top-40 AM or FM sales. Qualifications one year in Top-40 sales, proven sales performance, desire to grow fast with new AM/FM Rock combination in young market. Sharp appearance, ability to move now. Please contact Brian Skelly, KASH/KSND, P.O. Box 10767, Eugene, OR 97401.

AM-FM Stations in Nation's fastest growing county needs 2 top sales people immediately. Top salary plus commission plan. Company paid benefits. Call evenings 813—369-6587.

Colorado Rockies: Opening now for experienced go-getter. Beautiful vacationland. Potential unlimited. 402—364-2167.

Wisconsin AM/FM—Has immediate opening for proven salesperson. We're seeking a "go-getter," who knows sales; or an experienced broadcaster, ready to move into sales. Send resume, complete information—including references—to General Manager, WSWW-AM/FM, P.O. Box 1, Platteville, WI 53818.

Wanted—Radio Salesperson looking for future as Sales Manager. Must be aggressive and good idea person with at least 2 years experience in Radio Sales. Position open now. Modern Country & Western Format Top 100 Market. Salary open. Equal Opportunity Employer. Send a complete resume to Box P-6.

Sales Manager wanted: Small Market daytimer soon to be FM also. $10,000 salary plus commission plus overide and bonus system. Plan to stay ten years to life. Box P-19.

Executive Sales. Chapman Associates, media brokers, has opening for an additional Associate in the Eastern states. Applicant must have successful sales record and be of good character. Training will be furnished. Contact Paul Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

Midwest Opening for an aggressive, experienced sales person. Be part of an RAB-oriented 6-person sales team. Growing AM-FM operation. Salary plus commission. Develop territory. Religious staff. Call Ed Moore, 219—875-5166. Resume to WCMR, Elkhart IN 46515.

Sales Manager wanted for leading MOR station in this fast growing community with 70,000 people within 15 miles. Job includes supervising sales force plus selling top list. Person will have authority to revise lists and assign accounts. In house computer offers excellent control and data. Wonderful living in great climate by the ocean. Low cost of living comparatively. Excellent medical plan. Opportunity for growth with small public company. Can advance to a General Manager or to bigger market as we grow. Job immediately or early 1978. Send resume, give your sales by months for last three years and indicate salary guarantee requirement to Randolph Millar, WIRA, Fort Pierce, FL, an Airmedia Station. Equal Opportunity Employer.

Southern California Station .... Looking for an experienced broadcast salesperson. There is unlimited earnings and potential at this EOE station. Howard Fisher, KPRO Radio, Riverside, CA.

WNVY, Pensacola, Florida, needs experienced street fighter. Good list, above average incentive plan. Send resume, billing history. 2070 N. Palafox, Pensacola 32501. EOE.

Combo Wanted... Live in Paradise. Sell and Produce "spec spots". Salary + Commission. Great opportunity. KRUX, Santa Barbara, CA 93101.

HELP WANTED ANNOUNCERS

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.

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

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 P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

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.

Morning Person. Really top flight. Substantial experience mandatory. Easy adult contemporary. Though we're small market 120 miles from NYC, we want to pay top salary, up to 14,000. EOE. Box N-137.

Afternoon drive jock with news and copy capabilities. Maryland Non Metro. Minimum 3 years experience. $145 to $175 range, plus benefits. Credit and references carefully checked. Box N-134.

Major Beautiful Music FM Station owned by major company, top Western market, needs announcer who takes pride in smooth, consistent, disciplined performance. Air and some production. 3rd required. Replies in total confidence. EEO. Resume to Box N-129.

Morning personality. Adult Contemporary. Applicant should have management potential. Contact Steve Samet, WZOE, Box 69, Princeton, IL 61356.

Opportunity opening for creative announcer. We are solid adult-contemporary station near Chicago building staff for increase soon to 50,000 watts. Midday announcing and production position with advancement to production manager for motivated individual with talent. Tape and resume to WBYG, Box 183, Kankakee, IL 60901.

Good voice for evenings on Contemporary MOR in good medium market. Tape and resume to Box 27, Binghamton, NY 13904.

Southern-sounding announcer—versatile voice for program/commercial production. Can be done at your location. Send tape. Box 9232, Providence, RI 02940.

Announcer/News/Production. Non-automated Beautiful Music station. Immediate. Experience required. EEO. Tape & resume to WSRS, West Side Station, Worcester, MA 01602.

DJ-Announcer. Play-By-Play back-up. Experienced only. Contemporary format. No phone calls. Air-check & resume. WFVA, Fredericksburg, VA 22401. EOE.

Bright, refreshing, experienced Morning Personality for Contemporary MOR in excellent market. Immediate opening. Send tape and resume to WINR, Box 27, Binghamton, NY 13904.

Air Personality for Contemporary or Country. Experience a must. Upstate New York. Send resume and salary requirements. Box P-32.

First Phone, Announcer wanted Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest E.O.E. Box D-125.

TM Beautiful music station would like to hear audition tapes from announcers interested in filling immediate part-time openings and future vacancies when they occur. Experience not necessary, just quality, a professional attitude and a third. Top facilities. EOE. Tapes and resumes to: Operations Manager, WEZN, 10 Middle Street, Bridgeport, CT 06604.

HELP WANTED ANNOUNCERS CONTINUED

Announcer—Experienced, warm Beautiful Music announcer needed for morning live and production. Third ticket required. Good pay, good benefits, good facility. Tape and resume to John Davidson, WKEZ, 720 Bush St. Norfolk VA 23510, or 804—446-2700 before Noon. An Equal Opportunity Employer.

Rare opening for top personality at WGR, winner of Billboard's Pop/Adult Radio Station of the Year Award. Good Salary and company benefits. If you're really good, rush tape and resume to Larry Anderson, P.D., WGR, 464 Franklin Street, Buffalo, NY 14202, 716—881-4555.

Rocky Mountain High—AM-FM Stereo in beautiful Rocky Mountain location seeks someone who cares. Must be well rounded in production. Send tape and resume, starting salary to P.O. Box 340, Grand Junction, CO 81501.

Announcer-Salesperson needed to handle morning shift and established account list on personality oriented Top 40 operation. Join our young, growing, professional team. Aircheck and resume to WVOT-WXYY, Box 170, Wilson, NC 27893. EOE.

New York suburban young adult station has openings for Sportscaster, News and DJ. Positions available immediately. E.O.E./M & F. Send tape and resume to: Suite 1204, 655 Madison Avenue, NYC 10021.

Billboard Magazine Top Five Contemporary Rock finalist for 1977 seeks a jock who is equally as professional. Strong production also a must. Midday shift open. Bryan Sargent, WKYX, Box 2397, Paducah, KY 42001.

Immediate Opening Morning Drive. Adult Contemporary. Popular Station in University town. Experienced only. E.O.E. Tape and Resume to WELK Charlottesville, VA.

Radio Station KNPT-AM & FM on the Central Oregon Coast wants a full time experienced M.O.R. Personality Radio Announcer for evening shift. Must have good strong news delivery. Send audition tape with your first resume, to Bob Spangler ... Box 1028, Newport, OR 97365.

Experienced staff announcer for one of Central Ohio's outstanding MOR stations. Send tape and resume to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

HELP WANTED TECHNICAL

Chief Engineer, New Jersey Daytimer. Must have working knowledge of directional arrays, studio and transmitter maintenance. Rules and Regulations. Must be able to handle any type of engineering assignment, including remotes. Five years broadcasting experience required. E.O.E. Box N-78.

Chief Engineer for long established 50,000 watt AM-FM. Must have minimum 5 years experience in all phases of engineering, including transmitter, studio and automated equipment. A group owner with excellent fringe benefits. An Equal Opportunity Employer. Send resume to Box N-148.

Chief Engineer needed for 1 kw AM, non-directional. Must have transmitter and studio maintenance experience. Contact: Bill McRae, General Manager, WMOH, 220 High Street, Hamilton, OH 45011. EOE/MF.

Unique opportunity for First wanting a station to love: Total Engineering responsibility for new facility. Some production, air, television supervisory responsibilities. Dynamic professionally staffed non-typical public/community station in great Chicago Suburb. Excellent salary and benefits for knowledgeable caring Chief. Abilities and enthusiasm as important as length of experience. Resumes: Manager, WDCB FM, College of DuPage, Glen Ellyn, IL 60137. 312—858-2800. EOE.

Great Opportunity for progressive, creative, hard-working Chief Engineer at relatively new, very successful FM. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Send resume to WDIF, P.O. Box 524, Marion, OH 43302.

Immediate opening for Assistant Chief Engineer, studio and transmitter experience are required. Salary commensurate with experience. Send resume to Guy Smith, P.O. Box 3280, Albuquerque, NM 87110.

Transmitter Supervisor—With minimum 3 years experience for an AM 5 KW 3 Tower directional. Break-in period can start immediately. Send resume to Chief Engineer, WMCA, 888 7th Avenue, N.Y., NY 10019. An Equal Opportunity Employer.

Chief Engineer—for AM/FM, with automation and directional array experience. Limited board shift. Contact General Manager, Radio Stations WSWW and WSWW-FM, P.O. Box 1, Platteville, WI 53818.

Coastal Georgia AM & FM needs an experienced C.E. that can handle directional, stereo, automation, and SCA. Good working conditions, no board work or transmitter watch. $200. per week to start. Please send resume to Broadcasting, Box P-31.

Chief Engineer for Midwest AM/FM. Automation experience and willing-to-work attitude essential. Contact Lew Dickey, WOHO/Z-105, 419—255-1470.

Great Opportunity for progressive, creative, hard-working chief engineer at relatively new, very successful FM in medium-sized Mid-Western city. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Position requires a career person. Reply in confidence to Box M-171.

Chief Engineer—Must be organized with maintenance, experience on AM, D-D, FM, STL, Automation, and studio equipment. Self starter who is handy and not affraid of new ideas. Age not a factor, nice town, nice station, good pay, Midwest. Contact Dave Walrod 219—722-4000.

Chief Engineer Wanted for Midwest Daytimer, Must have complete maintenance background and know directional antenna systems. Station filing for 2500 watts full time. $275.00 per week plus fringe. Box P-3.

Chief Engineer—needed for AM-FM Muzak operation. Good salary for a good engineer. Near Detroit. Send resume to Engineering Dept. WHLS Radio, Box 807, Port Huron, MI 48060.

HELP WANTED NEWS

Radio Sportscaster Sportscaster and reporter, with a minimum of three years experience as a sports reporter, with play-by-play broadcasting experience. Applicant must be familiar with all major sports and with all technical aspects of radio. Voice and delivery must be suitable to WGST standards. An equal opportunity employer. Send tape and resume to Mike Wheeler at WGST. No phone calls accepted. **WGST Newsradio 92** 550 Pharr Road, N.E. Atlanta, Georgia 30305.

News/Public Affairs Coordinator for 50kw public station affiliated with AA/EOE University. Responsibilities include producing news, sports and public affairs programs; community ascertainment activities; supervision of student news producers. Professional delivery and ability to work with students required. BA and 3 years experience (one public). Send tape and resume to WEKU-FM, Eastern Kentucky University, Richmond, KY 40475.

Illinois Radio Station has immediate opening in News/Announcing Department. Must have college, minimum 2 years and 4 years commercial radio. Come grow with us. No rookies. Inquiries held in confidence. Reply to Box N-139.

Opening for News Director fulltime AM-FM operation in top 100 market. Send tapes and resumes to William Quigg, KTRM-KIEL, P.O. Box 5425, Beaumont, TX 77702.

Natural, conversational newstyle. Want news reader and interpreter—not a preacher. Pleasant voice important. Send tape and resume to Jim Miller, KFOR, Box 80209, Lincoln, NE 68501. Equal Opportunity Employer.

News Director for Black-programmed station in Connecticut. Local news our strong point. Aggressive department for you to head. Good salary. Liberal benefits. Send resume to Ken Dawson, P.O. Box 1480, Windsor, CT 06095.

News Professional. Must have three to five years experience, great voice. Good writer and digger. Good salary in beautiful resort area. Tape, resume and salary requirements, first letter to Bill White, WOCB, South Sea Ave., West Yarmouth, MA 02673.

News Director wanted to develop new project for major New York firm. Experience at All News station required. Resume to Box P-23.

Award winning all-news still seeking an Editor. If you have experience, dedication, and the ability to motivate others, we offer a mid-management high growth potential position in Western New York's No. 1 News Department. Call (no collect) or write our former Editor: Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo NY 14202. We believe the best is worth waiting for. An equal opportunity affirmative action employer.

Reporting/Anchoring. Experienced broadcast journalist to join us as beat-reporter and anchor person in rapidly-expanding medium market. Resumes and tapes to Jim Ribble, News Director, KVET/KASE, 705 North Lamar, Austin, TX 78703. An equal opportunity employer.

"Small Market" newsperson needed to cover local news five and a half days a week, Monday-Saturday for AM & FM. Must know and understand small market coverage, actualities. No jock work. Good market by the ocean. Rust tape and resume to Mike Minor, P.D., WGIG/WSBI FM, 801 Mansfield Street, Brunswick, GA 31520. $160 per week.

Spanish Language News Broadcaster for Texas wide radio news network. Must be expert translator English to Spanish, experienced writer, knowledgeable in current affairs and English terminology. Authority in deliver, capable of reporting, interviewing and anchoring statewide newscasts in Spanish. Reliability imperative. Once in a lifetime opportunity with a solid company. Send English copy, translation of English copy to Spanish, five minute tape in Spanish using Spanish copy, and resume to: P.O. Box 1317, Fort Worth, TX 76101.

Broadcast journalist who can put together a news operation in Southern California market. Must eat, sleep, and love news, on the air and off. Tape and resume to Dave Ruleman, P.O.B. 398, Escondido, CA 92025.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Farm News Broadcaster The Illinois Farm Bureau is seeking an experienced farm news broadcaster. The successful candidate will have a farm background and a good basic understanding of the American farmer and American agriculture. Duties of the position include the identification and analyzation of farm news and putting together daily complete farm news broadcasts. The position requires some travel. Minimum requirements are a minimum of a bachelor's degree in agriculture, agriculture-related field, journalism, or equivalent experience. A minimum of two years of broadcast experience is preferred. If interested and qualified, please submit a complete resume, salary requirements and sample tape in confidence to: Jack Fowler Director of Employment Illinois Farm Bureau, 1701 Towanda Avenue, Bloomington, IL 61701. An Equal Opportunity Employer.

Rare Opportunity! Rapid growth and company expansion creates great opportunity for Beautiful Music programmer. West Coast based syndication leader seeks experienced Beautiful Music programmer. Must have solid background in radio with thorough knowledge of standard and contemporary good music repertoire. Outstanding company benefits package and a chance to work in a creative atmosphere. Only experienced professionals should apply. Send complete resume with letter explaining your qualifications to: Director of Programming, Box N-158.

Promotion Manager wanted for outstanding AM/FM stations in top 40 Southeast market. Equal Opportunity Employer. Send resume to Box N-112.

Program Director. 100,000 watt automated FM-24HR Contemporary. Top production capabilities—Promotion minded, good voice. Must be organized! Initiative and follow-through a must. Send resume, salary requirements. Box N-120.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Modern Country PD ... top, old line station in medium Louisiana market. $10-15,000 to start ... advancement with group operation. Write Box N-155.

TM Programming is looking for the best people in the country to produce the highest quality music tapes in the country. If doing your best work is the rule and not the exception; send some production samples and a resume to: Jim White, TM Programming, 1349 Regal Row, Dallas 75247.

Adult Contemporary Illinois Automated AM seeks creative Production Director with good voice, initiative and follow-through ability. Finest production aides, equipment. Stable operation. Excellent starting pay. Many fringe benefits. Don Hoover 815—937-2750. EOE.

Super place to live and work! We need a special person to combine afternoon drive (MOR) with strong production. Experience is a must. Send tapes and resume to Jim Choudoir, WHBY, Box 1519, Appleton, WI 54911.

Music Director for 15KW stereo public station broadcasting Classical, Jazz, must have Bachelor's Degree or equivalent, music training, and endorsed FCC 3rd. Must be a professional broadcaster with pleasant, mature air personality for hosting daily classical show. Must know records and record companies and be willing to build programs around standard concert repertory. $10,500-$11,700 plus excellent benefits. Resumes only to Dr. Walter Sheppard, Manager, WITF-FM, P.O. Box Z, Hershey, PA 17033. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

Business Manager After 10 years successful experience with a major TV/Radio Group I am ready to move on to greater challenges. I am a C.P.A. with developed bottom-line orientation and excellent references. Prefer South or Southwest but all interesting offers will be considered. Reply Box P-44.

Results Proven track record! I can deliver PROFIT, revenue and ratings. Presently manager of extremely successful station in highly comeptitive market. Strong sales and programming background. This is the second station back-to-back for which I have increased sales nearly 100%! My reason for placing this ad is simple: Present ownership has decided to sell. I am seeking a permanent management position either at a station or group level which will provide me with an opportunity for financial growth. I am under 40 and have been in broadcasting for more than 18-years, including top-10 markets. If you are interested in talking, plese reply in ABSOLUTE confidence to: Box P-13.

Manager-Engineer seeking another position as same. Good deal for you! Box N-124.

General Manager—Small & Large market background, 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. Family man, prefer the West Coast, but any solid offer considered. Resume and references all available on request. Presently employed in Oregon. Broadcasting Box N-123.

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.

Broadcaster with 14 years small market radio seeks management position. Believe in Community involvement and sales promotions. Have variety of solid experience. Prefer locating in MD, Virginia or TN. All replys will be answered. Write Broadcasting Box P-7.

Selling Manager—Former owner with 20 years experience. 44, single. Now managing Cable TV, want Radio. Any location—give me challenge. Box P-33.

Small Market Station owner with extensive natl. rep. spot sales background available shortly. Can stimulate natl. spot sales, help with administrative details, local sales. West Coast preferred. Reply Box M-46.

SITUATIONS WANTED ANNOUNCERS

Proven 20 Year Old personality with 4 years experience seeking full time MOR or Top 40 announcing position in Michigan, Indiana, or Ohio. Super-tight board, active imagination. Currently working in community of 80,000 plus near Dayton-Cincinnati, Ohio. Call Paul at 513—529-4092.

Announcer-Newscaster, 2 yrs. exp. B.A. in Journalism/Communications. Have worked all music formats, talkshow, field reporting, PBP, exceptional production, impeccable references. Prefer Northeast. Call Rick after 5, 315—387-3050.

Sportscaster, 27 seeking new position. One year play by play football, basketball, baseball, color commentary, sportscasts, actualities. B.A. degree. Articulate. Will relocate for right offer. Call (John) 714—435-2574.

Experienced Country jock. 10 years experience. Call 1—707—839-3336.

Versatile Announcer looking for first commercial job. 3 1/2 years of college experience. Third endorsed. TV Sports intern, Sports play by play, news, tight contemporary and country board. Available immediately, will relocate. Call Skip at 608—348-3620 or write: Box 143, RR No. 2, Platteville, WI 53818.

First Phone and Telegraph. Desire part time Phoenix area. Nominal experience. 602—974-2979.

Female announcer, 2 years radio experience seeking job at a contemporary station, medium market, 3rd. Box P-20.

Eight Years Experienced Black male jock with deep mellow voice and third class endorsed. Production experience too. Box P-37.

Young ambitious jock with two years experience and 1st phone looking for small to medium market top 40 gig. Randy K. Hatcher 714—280-8165.

Experienced sportscaster/Play by play announcer. Excellent delivery. Seeking sports oriented station. Contact Chuck Thomas. 3036 Larkin Rd., Pebble Beach, CA 408—373-5082, 408—624-9683.

Ski Country—1st. Phone Announcer—Six years experience in Top-40 and Rock. Looking for Air Shift or Operations Manager Position or both. Will also consider Operations Manager of Automated Station. 904—438-6141—5406 Glass Dr., Lot-4, Pensacola, FL 32505.

Experienced MOR, AOR personality. Including production, news. Dedicated to professionalism. Seeking position in small to medium market. Will relocate. Call Stuart, 516—938-1184. After 5 P.M.

Polished, mature, communicative second generation announcer seeks contemporary, or MOR station in a large or good medium market, preferably in West. 2½ years experience, good to strong production, tight board. Interested? Call Tim Higgins 602—865-2971.

Available Now! 3rd phone endorsed, ½year experienced announcer, good voice, reliable, dependable. Mike Allen 614—820-8372.

Personality If you're looking for a high voiced time and temp. man, lets not waste each other's time. But if you're interested in personality, lets talk. 1st Phone. Medium to Large Market Adult Contemp desired. Call 316—227-6821.

D.J. Looking for first job anywhere. No experience, honest, ready now. 3rd endorsed, Thomas Matriciano, 1323 S. Kenilworth, Berwyn, IL 60402. Phone 312—788-5068, call between 9 AM and 10 PM.

SITUATIONS WANTED TECHNICAL

Engineering Director/Chief Engineer available with proven engineering and management skills. Extensive experience includes AM directional and 50KW FM studio, transmitter facility, and audio system design and construction. Remote control, the latest in audio processing, STL's, automation, and RF and audio proofs. Directional antenna installation and adjustment plus contractor and staff supervision. Currently engaged with well regarded Top-40 operation. Box N-97.

Experienced Chief Engineer seeks position with quality station. Box N-104.

SITUATIONS WANTED NEWS

Newsman with outstanding record as Newscaster and Government reporter including Presidential Convention & Campaigns—Best of References—Plenty of experience—Relocate in any Major Market—Reply Box P-18.

Sports Director: desire Comprehensive and Creative sports director position in Competitive market. Six years PBP experience of college & high school football, basketball, hockey, plus morning sports' and talk shows. All these harmonized with "intangibles". Presently Sports Director & Sales in small market. Appreciate thorough interview. Peter Cooney 802—388-6077, evenings.

Virginia is Home, but this experienced researcher, reporter, and news director will shelve sectional preferences for a responsible position. Y'all write, alright? Box N-126.

Strong News Department wanted. Working now. 3-yrs. Cal. Sm. & Med. Mkt. Exper. Single. No Top-40. P.O. Box 9227. Stockton, CA 95208.

Sports—Exciting communicator ready, willing and available. 4 years experience—TV, radio, pbp reporting, photography. Relocate anytime, anywhere. Contact George after 5, 312—743-5828.

Newscaster, seeking first full-time position. Air experience in news/announcing. Good communicator. Prefer East. Call John Rydell. 301—439-3680.

Award Winning Journalist, 6 years experience in Top 20 market. Excellent references. 305—444-2713.

Proven News Talent seeks greener pastures. Over 5 years experience in field reporting and public affairs coverage. Knows whats important to your audience. Has experience with big city and small town markets. Box P-8.

Experienced Reporter-Anchorman. Have produced features for national feeds. Seeking serious, professional operation. Major market. Box P-12.

News Director, Midwest major market, news radio, ready for new challenge, radio or T.V. Station being sold and new format will follow. Great track record as reporter, and news director, Rod Fowler 913—888-news or 816—373-2497 after 5PM.

Sportscaster—Radio & TV—Recent college grad looking for first break. I've written & produced daily sports programs. PBP all sports. Good voice goes with the cred. I carry. Will relocate from Alaska to anywhere. Don't pass me by. Call Ed 618—654-8543 After 5.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Top Talkers Are hard to find. Highly experienced, educated, ready, willing, and able. Call 513—435-2210.

Ten Year Pro-D.J. in majors with extensive (RKO) top 40 adult and teen formats. Seeks Program Director position. Can make your station number one and increase sales. Solid track record. Box P-4.

Program/News Director—Returning to Broadcasting after much successful night-club ownership in Pennsylvania. Seek competitive Medium/Major Market station(s) with growth potential. Experienced in Country, Rock, MOR, Automation. Totally promotional and sales oriented. 15 years in Broadcasting. In ADI No. 1, No. 9, No. 5, No. 11. Call Karnes 717—322-7916.

Copy No. 1 Rated Communicator and Music Director seeks PD or Assistant PD job with an aggressive country station. 12 year professional. 1st Family man. Call 319—365-9431. 9AM-5PM.

TELEVISION

HELP WANTED MANAGEMENT

TV Manager for PBS Affiliate. Masters Degree desired. Five years in Public Broadcasting plus management experience required. Background in programming and production needed. Send resumes to Personnel Dept., WXXI TV-FM, P.O. Box 21, Rochester NY 14601. E.O.E.

HELP WANTED MANAGEMENT CONTINUED

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

Sales oriented Producer/Director to sell commercial production and head up retail services etc. Major market independent and excellent opportunity for creative service individual. Equal Opportunity Employment-M/F. Reply Box N-163.

Top 50 Northeastern VHF affiliate seeks aggressive, highly-motivated account exec. Proven list will delivery $25,000 minimum. The rest is up to you. E.O.E. Send resume to Box N-96.

Creative salesperson to sell primarily direct to local prospects. No order takers. Generous commission set-up. Full-time CBS station on air since 1952. Send resume and initial income requirements to: H. David Berlin, WSBA-TV, Box 1868, York, PA 17405. An Equal Opportunity Employer.

Experienced Account Executive with ABC Affiliate in growing Mid Central market. The retail growth and low unemployment in market will assure your growth. Equal opportunity employer, M/F. Send confidential, detailed resume to Box P-14.

National Sales Manager. Group owned VHF network affiliate in fast growing, most appealing top 25 markets. Unexcelled life style, weather and outdoor recreation facilities. Must be aggressive, mature, responsible ... good follow through. Want an achiever to work with major rep firm and on sales management team. Box P-15.

HELP WANTED TECHNICAL

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.

Assistant Chief Engineer of Maintenance, independent video-tape production facility. Emphasis on digital controlled equipment. Send resume and salary requirements to Box N-74.

We are looking for a first rate experienced technician capable of caring for a wide range of modern equipment in a large network affiliate. Must have a solid technical background and be heavy on Experience in most of the following: cameras, switchers and production facilities: transmission equipment and microwave: quad and helical VTR; audio mixing and recording equipment; digital devices; E.N.G.: etc. 1st Phone required. Swing and some night shifts. Send full resume to Bob Plummer, KOMO-TV, 100-4th Ave. No., Seattle, WA 98109. 206—223-4027. Equal Employment Opportunity Employer.

Video and Audio Engineers needed immediately for expanding tele-production facility. Experience with remote, commercial and sports productions preferred. Submit resumes to Box N-79.

Television Studio Maintenance Supervisor. Midwest Market, new equipment, including ACR-25. Must have digital background and maintenance experience. EOE. Box N-119.

Chief Engineer for Florida UHF ABC affiliate, good management, leadership and maintenance background a must. Expansion program now in progress. Resume to Gary Adler, VP and General Manager, WJKS-TV, Box 17000 Jacksonville, FL 32216. An Equal Opportunity Employer.

TV Engineer—EE or Electronics graduate (or equivalent military). Experienced all phases. Start as Assistant Engineer. Consideration for chief in future. 3-5 years experience. Career opportunity. Excellent benefits. Contact C.A. Perkins, Box 8887, Jackson, MS 39204. Phone 601—372-6311. Equal Opportunity Employer.

Maintenance and video operations engineer for Western Kentucky University's color television production center. A minimum of three years experience with broadcast type equipment is required. Salary commensurate with experience. 12 month faculty position open immediately. Send application to Dr. Charles M. Anderson, Director of Media Services, 153 Academic Complex, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action, Equal Opportunity Employer.

Experienced engineer with first phone for Southwestern VHF. Some operations, including remote controlled transmitter, but emphasis is on maintenance of studio and ENG equipment with minimum supervision. Duties could include some light travel involving microwave maintenance plus maintenance and development of extensive translator system. A current airman's certificate would be helpful. Qualified applicants please send resume with references and salary requirements to Chief Engineer, KOAT-TV, PO Box 4156, Albuquerque, NM 87106. EOE.

Camera and VTR Maintenance Engineer for TV Station/Production House in major market. E.O.E. Box N-66.

We are presently seeking a competent maintenance technician to occupy a supervisory position at our remote controlled transmitter. Studio experience helpful; professionalism necessary. Call 304—525-7661. Equal Opportunity Employer.

Maintenance Engineer with background and schooling in Quad Tape with F.C.C. First Class. E.O.E. M/F. Box P-42.

Help Wanted (Male/Female). Broadcast Engineer, 1st Phone, experienced in Remote, Studio and XMTR operations and maintenance. Send resume to Director of Engineering, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Maintenance Engineer. Immediate opening in Pacific Northwest. Experience maintenance and digital technology. Experience with quad, helical VTR's, camera, switching, audio and remote transmitter control equipment preferred. Contact Jack Shawcroft, King Broadcasting Company, PO Box 24525, Seattle, Wa. 98124. 206—223-5141. EOE.

Television Maintenance Engineer. Howard University, School of Communications, Department of Radio, Television, and Film requires experienced maintenance person for full complement of color industrial and broadcast television equipment. First class license and maintenance experience a must. Contact A.R. Ford, Chairman, Department of Radio, Television and Film. 2600-4th Street. N.W., Washington, DC 20059; 202—636-7927-28.

Instructional Television Engineer. Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity, 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED NEWS

Two immediate openings-anchor and ENG camera person/editor for strong news-oriented Wyoming station. Send tape and resume to John Field, KYCU-TV, 2923 East Lincolnway, Cheyenne, WY 82001. An Equal Opportunity Employer.

We're looking for a strong Anchor to handle prime-time newscasts in our Medium Market in the Deep South. Resume and salary first letter. Box N-145.

News Director/Anchorperson for major group owned Florida UHF ABC affiliate station. Total ENG operation. Administration and leadership quality a must. Send resume and audition cassette to Herb Gold, Assistant General Manager, WJKS-TV, Box 17000, Jacksonville, FL 32216. An Equal Opportunity Employer.

Certified Meteorologist: Wanted by oustanding ABC Affiliate whose credentials meteorologically are the finest. Must be certified with reputation for accuracy in computing local forecasts. Must have proven track record. Send VTR cassette, resume, and salary requirements in first letter. No beginners. Replies to News Director, WYTV, Inc., 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

WKRG, Mobile, is expanding its news staff. We're looking for three people—a Field Reporter, an ENG photographer and a Sports Reporter/Anchor. Tape, resume and salary requirements to Bob Horner, News Director, WKRG-TV, Mobile, AL 36601. Females and Minorities are encouraged to apply.

News Director needed to take over News Department of Southeast top 40 market, No. 1 news station. Extensive experience in supervision, administration and budgeting a definite requirement. Excellent fringe benefits. Send resume to Business Manager, Post Office Box 1833, Orlando, FL 32802. We are an EQual Opportunity Employer.

TV News Producer/Reporter weeknightly newscast. Public TV station WBGU-TV. Bachelor's degree in broadcast journalism and two years experience in broadcast news reporting/announcing. Salary $9,500-$10,000. Deadline for submission of applications November 25. Send letter of application, resume, official college transcript, three letters of recommendation, audition tape to Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Medium market Midwest station seeking weather person who combines meteorological knowledge with ability to communicate it entertainingly and authoritatively. Equal Opportunity Employer. Write Box P-9.

Aggressive reporter photographer for No. 1 rated, fully equipped ENG station in beautiful mountain West. Resume, salary requirement and VTR to News Director, KOTA-TV, Box 1760, Rapid City, SD 57709.

Reporter Personality—Host for market leader. Experienced only. Send confidential audition tape to: PO Box 4432, Madison 53711. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Commercial Producer/Director with extensive experience needed immediately for expanding tele-production facility. EOE, M/F, Affirmative Action Employer. Send Resume and salary requirements to Box N-73.

Production Openings: Operator/Technician sought for all night shift at production house. Some tape editing, some maintenance. Should have quad or technical experience. Also seeking studio production assistant. Entry level position requiring some TV camera plus audio-visual experience. Resume and salary history to Oliver Peters, Manager Production Services, Ted Johnson Productions, 150 Riverside Avenue, Jacksonville, FL 32202. No calls.

Graphic Designer for WHA-TV, University of Wisconsin—Extension, Madison. Responsible for design and preparation of art work for use in public television production and print materials, including newspaper ads, TV station break slides, posters, direct mail pieces, monthly publications, TV illustrations, charts, maps and title and credit sequences. Bachelor's degree or equivalent required, and minimum of two years successful experience as a designer of print, TV or AV materials. TV graphic experience preferred. Applications to close December 1, 1977. Salary $11,000. For an application write Richard Hiner, Station Manager, WHA-TV, 821 University Ave., Madison, WI 53706. An Affirmative Action/ Equal Opportunity Employer.

Producer-Director position in Western Kentucky University's color television production center open Jan. 2, 1978. Minimum qualifications for the position are a bachelor's degree and two years experience in a color production facility. Salary commensurate with education and experience. Send applications and videotape of recent work to Dr. Charles M. Anderson, Director of Media Services, 153 Academic Complex, Western Kentucky University, Bowling Green, KY 42101. An Affirmative Action, Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Program Director for public station KUID-TV who also will teach television production. Visiting faculty appointment through July of 1979. By December 1, letter, resume and names of references should reach Doctor Don H. Coombs, School of Communications, University of Idaho, Moscow, ID 83843. Representatives of the University will be available at NAEB convention. (AA/EOE Educational Institution).

Director, progressive Southern station rebuilding image and staff, needs quick, creative director with recent switcher and vtr experience for newscast and production, EOE send resume and salary requirements. Box P-17.

Production Manager. CBS affiliate in New York State owned by broadcast group. Directing experience—plus essential. Full operation for CML and program production. Equal Opportunity Employer M/F. Box P-27.

Instructional Television Producer/Director. Originates, produces, directs, edits, duplicates, and promotes utilization of a wide variety of Closed Circuit Instructional Television/Audio productions. Bachelor's in Television, with a minimum of three years experience in television. Beginning salary: $13,416. Send resume to Dr. Tom Perry, Director of Instructional Media, University of West Florida, Pensacola, FL 32504. An Equal Opportunity Employer.

Production manager for religious format T.V. Must be experienced in all phases of TV production work and be able to work in harmony with people. Reply to WGGS-TV, P.O. Box 1616, Greenville, SC 29602 or call 803—244-1616. E.O.E.

SITUATIONS WANTED MANAGEMENT

Executive Vice President-General Manager. Outstanding credentials! Thoroughly experienced all phases. Top producer of ratings, sales, profits and prestige! Box P-10.

SITUATIONS WANTED SALES

TV sales position wanted—experienced, aggressive sales person in top 75 market looking for larger market and challenge. Box P-41.

SITUATIONS WANTED ANNOUNCERS

Videotape Available. Professional actor, 10 years experience (leading man type). Now broadcast trained as TV newscaster. Available all markets. First Phone. 516—283-6936/516—283-0684. Box N-101.

SITUATIONS WANTED TECHNICAL

First Phone B.A., 27, hard working, needs start, will relocate anywhere. Box N-164.

T.V. Engineer, female, 1st Phone, strong interest in production, some training, willing to relocate. Eager to learn. Mary Jo Cinnater, 2160 Lawrence, St. Louis, MO 63110.

SITUATIONS WANTED NEWS

Award winning anchor/producer with reporting, writing and ENG experience seeks right move. Box N-9.

Award Winning Journalist, 6 years radio experience in top 20 market. Excellent references. 305—444-2713.

Law Degree, Major Market experience, Talk Show Host, consumer and news reporter, young, enthusiastic. 516—223-4934.

Desire Switch to Television as sports or news reporter-anchor after 1 1/2 years as Radio-News Director in medium market. 1st ticket, B.A. degree, National Amateur Boxing champion, good-looking, dedicated. Box P-5.

Conscientious male with casual on-camera style seeking broadcasting position; MA, Communication and Television Production, University of Texas; former Special Assistant, Congressman William Cohen; willing to travel, relocate. Box P-11.

Major Market Reporter. Radio ND, top-notch woman. East. Box P-16.

Sports, Sharp, young sportscaster well-versed in all sports willing to relocate for promising opportunity. Combine experience with unlimited potential and you get success. Box P-30.

Is Something Missing from your news coverage ... talk shows? Have you caught up with the trend to consumer and food reporting? Let's talk. Box P-40.

TV Combo Reporter in Top Thirty needs immediate employment. 901—362-1252.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Young, multi-racial, Christian, female. Children's or community program orientation. MA Instructional Design Technology. BS TV-Speech; Biology-Spanish minor. Versatile, effervescent personality, graphics talent, writing, research, oral interpretation, learn quickly, presently consult in media and adult education. Box N-98.

Creative Documentary—Magazine Format Producer/Writer/Cinematographer with 5 yrs. experience news/production, M.S. Communications, awards, publication, seeks challenging position in news/public affairs. Box N-166.

Female First Class seeks entry level position in TV production or engineering. Knowledge of studio operations. Will relocate for opportunity. Reply Box P-21.

Directing assignments sought by experienced tech. 12 years, cameraman, audio, videotape. Heavy community theater. Prefer drama, musicals, NY area. Box P-22.

Producer-Director/Production Specialist. Seeking interesting creative position in enterprising organization with outstanding facilities. 7 years Studio/Remote experience. Several flashy superlatives, plus consistently innovative Television. Graham Brinton, 215—664-3346.

Hot director looking for cool climate in the Top 50. 5 years experience in commercial-news directing. Exproduction manager. Will accept offers for either position. Box P-45.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

5 or 10 KW AM transmitter, good condition. Barry, WAMB Nashville, TN 615—889-1960.

Used crane in good condition, similar to a Chapman Nike. Counterbalanced boom arm to -B-Deight. Contact Tom Scott 612—546-1111.

Wanted: Ampex VR2000, 1200, 1100 or AVR series to rent for at least six months or to buy. We will move, install and return machine. Mr. Lindsey. One Pass Video, Inc., 900 Third Street, San Francisco, CA 94107. 415—777-5777 collect.

10 or 20KW FM Transmitter under 10 years old in good operating condition. Call Jim Somich 216—781-1420.

Need - 10 Watt FM Exciter or Transmitter Antenna, studio equipment, and Coxial Cable for a Black community center. Donations are tax deductable. Contact Mr. H. Johnson, Booker T. Washington Center, 24 Chapman Ave. Auburn, NY 13021, 315—252-1842.

Automation Systems—Top dollar for used systems. Call or write, Eastern Broadcast Supply, 419 Boylston St., Boston 02116. 617—534-8987.

FOR SALE EQUIPMENT

340 Feet 3-1/8" Transmission line RCA type MI-27791-D1B T 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.

Complete Stereo Production studio, includes two Ampex 601-2 Recorders, all for $2.000. Priced for quick sale. 404—934-2742 evenings.

Three Norelco PC-70 Studio Cameras, one TK-27 & TP-15 Multiplexer, one Ampex 1200, one Microtime 640 TBC, one Ward TS200 Video Switcher, one CDL VSA-102 Video/Audio Switcher. Call Bill Orr 614—460-3912.

FM Transmitters: Gates FM-20H3-20KW, Collins 831G2B-20KW, Bauer 610-10KW, CCA FM-10000D-10KW, Gates FM-10-H3-10KW, Collins 830F1A-10KW, Gates FM-10G-10KW, Bauer 605-5KW, Collins 830E-1B-5KW, RCA BTA-5E1-5KW, RCA BTF-5B-5KW, Gates FM-5G-5KW, Gates FM-5B-5KW, RCA BTF-5G-5KW, ITA FM-5000B-5KW, Gates FM-1G-1KW, Collins 830D-1A-1KW, RCA BTF-1E1-1KW Gates FM-1C-1KW, ITA FM-1000C-1KW, ITA FM-250B-250W, Gates FM-250C-250W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-6097.

Videotape Recorder Ampex VR3000 under 100 hours, spare head $35,000 available Now. Box P-35.

RCA Color Film Island, TK-27 Camera, TP-15 Multiplexer, (2) Eastman 2B5 Projectors, TP-7 Slide Projector, excellent condition, 205—956-2200, $35,-000.

1-Spotmaster 3200 R/P; 1-Gates; Stereo Generator with SCA; Gates FM Exciter model No. M5534; Ampex 400 R/P; 2-RL-10 remote control; Call 206—636-5645.

GE 240 Color Film Cameras, (2), excellent condition, $8,000 each, 205—956-2200.

One—RCA TR4 MI43301A1 Serial No. 40207, Two headwheel panels MI40760. Contact Carland, Inc. 816—842-6098.

Color Film Island, GE 240, Telemation Multiplexer, (2) Eastman 285 Projectors, excellent condition, $22,-500. 205—956-2200.

Gates 7.5 KW FM Transmitter, Gates 5 Bay Antenna, 300; 1-5/8" Transmission Line, Collins 1 KW AM Transmitter, Ultimate 10 Channel Console, QRK 5 channel Stereo Console, Gates 4 Channel Stereo Console, Gates Gatesway Mono Console, CBS Stereo Limiter, Ampex 440 Recorder, 2 SMC Carousels, Automation Brain. Call: 404—487-9559.

Ampex VR3000's 2 available, top condition, $33,000 ea. $63,000 the pair. Merlin Engineering Works. Palo Alto, CA. Call 800—227-1980 or 415—329-0198.

Ampex Manuals. For all Video and Pro Audio products $5 to $20 ea. Most brand new. Merlin Engineering Works. 800—227-1980 or 415—329-0198.

General Radio 916-A RF Bridge $450. General Radio 1606-A RF Bridge $650. General Radio 916-AL RF Bridge $450. General Radio 1330-A Bridge Oscillator $350. All bridges have 874 type connectors. General Radio 1310-A Audio Oscillator $225. Hewlett Packard 200CD Audio Oscillator $175. Hewlett Packard 330B Distortion Meter $300. Hewlett Packard 330D Distortion Meter $450. Ballantine 300 Audio VTVM $50. Krohn-Hite 440-AR, 001-Hz-100kHz Oscillator $250. Krohn-Hite 330-AR .02Hz-2kHz Band-Pass Filter $125. Tektronix RM 502A Scope, Dual Beam, Differential, High Sensitivity, for audio, medical, strain-gauge, etc., mint condition, $550. Singer NF-105 Field Strength Meter. Excellent. Inquire. 20 sections RCA Rigid 3-1/8 inch coax. Inquire. Much other gear. 703—389-7473.

5" Air Heliax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312—266-2600.

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.

COMEDY CONTINUED

Hundreds Renewed Again! Guaranteed funnier! Current issue $4.00. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Bionic Boffos: Funny. Intelligent. Affordable! Free sample: Bionic Boffos, Box 457 Capitola, CA 95010.

FRUITBOWL: world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept "C", Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Have a client who needs a jingle? Call us. 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.

Horoscope Program, two minutes daily, written and produced with quality female voice to grab radio audiences and sponsors. Available many markets. Ed Fritts, Box 450, Paducah, KY 42001, 502—442-8231.

TV P.I. Southeast. Golf product. Good payout. Cash up front. BA, MC, 800 No, Box P-28.

Attention Station Managers: quality mail order firm seeks commercial time in return for share of sales through your station. For details, write Alan Christian, Box P-39.

THE PRIZE CABINET supplies name brand merchandise for your next contest. Cost - 20% of retail. Call collect (319) 326-2023. Write: THE PRIZE CABINET, 304 Union Arcade, Davenport, IA 52801.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin October 24, January 3. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813—955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703—373-1441.

"Tests-Answers" for FCC First Class License. Plus "Self-Study Ability Test." Proven! $9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126.

1st class FCC, 6 wks, $450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312—321-9400.

Don Martin School—40th Yr. providing training in FCC 1st Class License. 4 mo. course-Jan., May, Sept. 8 wk. course-Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., LA 90028, 213—462-3281.

Free booklets on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets. benefits.

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut, Philadelphia 19106. Phone 215—922-0605.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

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RADIO

Help Wanted News

RADIO SPORTSCASTER

Sportscaster and reporter, with a minimum of three years experience as a sports reporter, with play-by-play broadcasting experience. Applicant must be familiar with all major sports and with all technical aspects of radio. Voice and delivery must be suitable to WGST standards. An equal opportunity employer. Send tape and resume to Mike Wheeler at WGST. No phone calls accepted.

WGST NEWSRADIO 92
550 Pharr Road, N.E.
Atlanta, Georgia 30305

Help Wanted Programing, Production, Others

RARE OPPORTUNITY!

Rapid growth and company expansion creates great opportunity for Beautiful Music programmer. West Coast based syndication leader seeks experienced Beautiful Music programmer. Must have solid background in radio with thorough knowledge of standard and contemporary good music repertoire. Outstanding company benefits package and a chance to work in a creative atmosphere. Only experienced professionals should apply. Send complete resume with letter explaining your qualifications to: Director of Programming, Box N-158.

FARM NEWS BROADCASTER

The Illinois Farm Bureau is seeking an experienced farm news broadcaster. The successful candidate will have a farm background and a good basic understanding of the American farmer and American agriculture.

Duties of the position include the identification and analyzation of farm news and putting together daily complete farm news broadcasts. The position requires some travel.

Minimum requirements are a minimum of a bachelor's degree in agriculture, agriculture-related field, journalism, or equivalent experience. A minimum of two years of broadcast experience is preferred.

If interested and qualified, please submit a complete resume, salary requirements and sample tape in confidence to: Jack Fowler
Director of Employment
Illinois Farm Bureau
1701 Towanda Avenue
Bloomington, IL 61701
An Equal Opportunity Employer

Help Wanted Technical

SALES ENGINEER

for broadcast automation equipment. Sales experienced desired but will consider qualified broadcast engineer, program director or station manager wishing to pursue a sales career. Must be aggressive and willing to travel. Degree helpful. Excellent nine state Midwest territory headquartered in Chicago area. Salary: commission and expenses. Send resume to IGM/NTI, 4041 Home Road, Bellingham, WA 98225.

Situations Wanted Management

DOES YOUR STATION NEED

a skilled, effective General Manager ... a productive, energetic Sales Manager? If you believe your station(s) could benefit from an infusion of proven managerial talent, I'd like to meet with you. I have the ability and experience to make good things happen—and the references to prove it. Medium and large markets only please. Box N-132

BUSINESS MANAGER

After 10 years successful experience with a major TV/Radio group I am ready to move on to greater challenges. I am a C.P.A. with developed bottom-line orientation and excellent references. Prefer South or Southwest but all interesting offers will be considered. Reply Box P-44.

RESULTS

Proven track record! I can deliver PROFIT, revenue and ratings. Presently manager of extremely successful station in highly competitive market. Strong sales and programming background. This is the second station back-to-back for which I have increased sales nearly 100%! My reason for placing this ad is simple: Present ownership has decided to sell. I am seeking a permanent management position either at a station or group level which will provide me with an opportunity for financial growth. I am under 40 and have been in broadcasting for more than 18-years, including top-10 markets. If you are interested in talking, please reply in ABSOLUTE confidence to:

Box P-13

Situations Wanted News

NEWSMAN

with outstanding record as Newscaster and Government reporter including Presidential Convention & Campaigns—Best of References—Plenty of experience—Relocate in any Major Market—Reply Box P-18.

TELEVISION

Help Wanted Management

GROUND FLOOR OPPORTUNITY

Aggressive man or woman general manager to build and manage new top 75 market Midwest independent UHF from gound up. Success means money and part ownership. Independent experience important. If you're a street seller, know the business, and want to be an owner, send complete background to Box P-2.

Help Wanted Technical

Studio Supervisor

F.C.C. first class license, knowledge F.C.C. Regulations, maintenance experience TCR 100, Ampex VR1200 and 2000. Call Jack Mahoney, WTVR-TV, Richmond, Virginia 23230. (804) 355-8611. E.O.E.

Help Wanted Technical Continued

TV ENGINEERING SUPERVISOR

Immediate opening for individual to supervise technicians assigned to TV production and maintenance. Solid technical background, an FCC First Class License and a minimum of 5 years of TV broadcast experience is required. Previous supervisory experience is desirable. This position involves rotation to day and evening shifts.

Please send resume to the Personnel Department.

WNAC-TV

RKO GENERAL

RKO General Building
Government Center
Boston, MA 02114
Equal Opportunity Employer
M-F-H-Vets

IMMEDIATE OPENING

Experienced Television Technician/Operator and Technician Supervisor

Must have First Class FCC License and good background in Solid State technology.

Send resume or call:

KMOL-TV
P.O. Box 2641
San Antonio, Texas 78299
512—226-4251

An Equal Opportunity Employer

SALES AND APPLICATION ENGINEERING

Western Region. If you can work with broadcast engineers, helping them to apply our digital remote control systems; if you can increase sales by motivating Reps; if you combine strong technical know-how with proven sales ability, send your resume and salary requirements to: Bob Cochran, Time and Frequency Technology, 3000 Olcott St., Santa Clara, CA 95051.

Sales Engineer

The Grass Valley Group, Inc. has an opening for a Sales Engineer for the western states. We are looking for a capable and creative individual to work out of our LA sales office. This key sales engineering position requires an individual with a solid technical background in broadcasting. Preference will be given to individuals with proven sales performance.

Our compensation package includes excellent company benefits in addition to our salary and commission programs.

Interested applicants, please submit a resume in confidence to Val Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An EQual Opportunity Employer M/F.

A Tektronix Company

The Grass Valley Group

At last, the right job in the right location

The Grass Valley Group is offering some unusual job opportunities in a rural setting—the serene, recreationally abundant foothills of California's Sierra-Nevada mountains. Located approximately 70 miles northeast of Sacramento near the historical communities of Grass Valley and Nevada City, the Grass Valley Group is a leading manufacturer of television broadcast equipment. The job opportunities are challenging and require individuals with proven experience, initiative and self-confidence.

ENGINEERING PROJECT MANAGER

A challenging position with an expanding company! Individual chosen will assume responsibility for specific R & D projects. This position requires an individual with management experience in addition to a comprehensive background in television broadcasting switching systems.

SYSTEMS TEST ENGINEERS

You will perform comprehensive testing of television systems. Applicants must have theoretical knowledge at the BS level or equivalent practical experience.

DIGITAL VIDEO CIRCUIT DEVELOPMENT ENGINEERS

We are looking for creative individuals experienced with digital video systems. Requirements include BSEE and 5 years design experience.

FIELD SERVICE ENGINEERS

We need an individual with a BSEE or equivalent who is willing to travel in the U.S. and abroad. Position offers both marketing and engineering career opportunities.

SALES ENGINEER

This key sales engineering position requires an individual with a solid technical background in broadcasting. Based in Los Angeles, your territory will include the western states. Compensation package includes excellent company benefits in addition to our Sales, Salary and Compenstion Program.

TECHNICAL WRITER

We need an experienced technical writer to produce commercial type, operating and maintenance manuals for our products. Requires thorough knowledge of circuitry, including both analog and digital.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

The Grass Valley Group

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted News

SOF/ENG CAMERA CHIEF

Want to step up to a medium market? You can if you KNOW sound cameras, editing and newsfilm composition. We want a guy to head our SOF camera division. ENG experience is helpful but we will teach you if you don't know it. You must have minimum two years experience to qualify.

We require resume, sample of your film work on cassette or mag film and when you can come to work. Great opportunity for the right person. We are EOE. Write NEWS DIRECTOR, P.O. Box 1548, Mobile, Alabama 36601.

Help Wanted News Continued

TV-Radio Reporter WMBD-Peoria

Must be experienced. Rush tapes and resume to Duane Wallace, News Director, WMBD-3131 N. University, Peoria, Illinois 61604. E.O.E.

Top 10 Market

News Department is looking for an engineer with experience in all phases of E.N.G., maintenance, as well as, practical field experience with microwave. If you are a hustler and enjoy beating the competition every night on live news stories, you are the person we are looking for. Please send resumes to Box P-1.

NEWS DIRECTOR

Top network affiliate in the Sun Belt, has an opening for an aggressive News Director to head a growing news operation. This position requires extensive management and broadcast journalism experience. E.O.E. Reply in confidence to Box P-29.

METEOROLOGIST

Number 2 spot in top twenty market. AMS Seal desired. Send resume and cassette to News Director, WFLA-TV, P.O. Box 1410, Tampa, FL 33601. E.O.E.

TV NEWS PRODUCER

Strong on production. Able to work with ENG, film, and people. We're looking for flexibility, but primarily we want talent and strength. Send VTR and script of current broadcast to: Chris Antoniacci, WWJ-TV, 622 Lafayette, Detroit, Michigan, 48231.

Help Wanted Programing, Production, Others

VICE PRESIDENT Program Production

Major-market public broadcasting station seeking Vice President for Program Production with overall responsibilities for local and national programming. Opportunities to conceive, coordinate and execute programs, especially in areas of current and cultural affairs and dramatic productions. Proven ability required in program/production management and proposal development. EXCELLENT SALARY AND BENEFITS.

Box P-25

AN EQUAL OPPORTUNITY EMPLOYER

Situations Wanted Management

RESPONSIBLE, CREATIVE

L.A. based Producer/writer, experience in all areas of TV, including network production. Many awards, Emmy's, etc. Seek Creative/Management position in TV, Academia, or Industry. Primary prerequisites are challenge, promise and stability. Will move. Box P-24.

Situations Wanted News

AVAILABLE IMMEDIATELY AWARD WINNING

reporter-producer-anchor-assignment editor with 17 years in broadcasting and top 20 market experience. Now in municipal government public relations but desire return to TV news in producing or management capacity. Contact Jack Moore, Rt. 1, Box 175, McAllen, TX 78501 (512—682-3347)

REPORTER

Investigative awards. Network exposure. Large market experience on beat, general assignment and mini-docs. Additional experience as medium market TV News Director. Missouri grad. Prefer South, Southwest or West.

Box P-36

Miscellaneous

100% ID TRADE

Gwinsound of Dallas IDs free for major market radio in return for broadcasting Top quality, 30 minute Church program on Sunday. Send coverage map, 52 time 30 minute rate, and musical format .... No obligation. DeMunck Simmelink & Co., 914 Center Avenue, Oostburg, Wisconsin 53070.

Radio Programing

FREE

one hour Christmas Special with your order of "The Radio Theatre" ... old time radio at its best, a different program each week. Deadline December 1. Other Nostalgia features available .... Sound Factory, Box 85, Sauk Rapids, MN 56379.

The Original Radio Network Series BACK ON THE AIR!

Now available for local purchase:

CHARLES MICHELSON, inc.

9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

CABLE

Help Wanted Management

REUTERS

Requires a Manager for its Cable Services

Applicants should have a good knowledge of CATV and must be able to show a good sales record.

The successful applicant will be joining an organization that is not only well-established as a major supplier of news services for CATV, but has also developed unique computerized information systems for the industry. The Manager for Cable Services will be responsible for the marketing throughout the U.S., of REUTERS NEWS-VIEW, our news service for CATV.

We require somebody who knows the top people in the industry and can conduct contract negotiations at all levels. A knowledge of communications and computers would be a distinct advantage. The ability to maintain good relations with people, and to control a budget is essential. The manager for Cable Services is based in New York, but is expected to travel. Starting salary is in the thirties. These are excellent fringe benefits. For consideration, please forward your resume, in confidence, including salary history, to:

DEPT. 339766

101 Park Avenue, New York, N.Y. 10017

An equal opportunity employer M/F

Free Film

FREE FILMS? CALL

MODERN TV

The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Audience Research

Professional Research Services

SURVEYS from $339.00 · Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd Tempe, Az. 85283 (602) 839-4003

Cable

TV SLIDES: $6 EA

* HAPPY THANKSGIVING
* SEASON'S GREETINGS
* CHRISTMAS GREETINGS
* MERRY CHRISTMAS
* HAPPY NEW YEAR

SEND FOR COMPLETE LIST

BOB LEBAR FILMS 240 E. 55 ST. NYC 10022

Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions
and /or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

RADIO STATION WANTED
A.M. OR F.M.

Young broadcasting executive wishes to buy part interest. Location optional. Active role in programming and announcing. Must be break even or profitable operation. Broker's protected. Box P-43.

For Sale Stations

CHAPMAN ASSOCIATES®
media brokerage service

STATIONS					CONTACT	
MdAtl	Sm	Daytime	$138k	$40k	Bill Chapman	(404) 458-9226
NW	Med	AM/FM	$1,100k	$300k	Ray Stanfield	(213) 363-5764
W	Med	FM	$600k	$540k	Ray Stanfield	(213) 363-5764
E	Maj	AM/FM	$1,700k	Terms	Art Simmers	(617) 848-4893
S	Met	Fulltime	$1,450k	29%	Bill Hammond	(214) 243-6043

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Georgia, 30341

For Sale Stations Continued

- **Daytimer, Sou. Calif. Exclusive programing. Billing $200,000. Positive cash flow of $65,000. County pop 350,000. $520,000. Liberal terms.**
- **Powerful ethnic daytimer with good billing. Central Georgia metro area. $810,000. Assume corporate note.**
- **AM/FM near major Northeastern metro market. Cash billing about $800,000. Pop 2 1/2 million. Real Estate Excellent buy for $2,000,000. Terms.**
- **Daytimer. Sou. Central Florida. Power increase and nighttime available. Good buy. $180,000. 15 year terms.**
- **Fulltimer. Near coast of Maine. FM on file. Billing $80,000. Real estate. $160,000.**
- **Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.**
- **Powerful stereo. Near Canada. Solid investment. $400,000. Assume note.**
- **No down payment. Covering big S.E. Tenn. city. 1,000 watt daytimer. Payment $3,965 per month.**
- **Oregon fulltimer. Profitable. $180,000. Terms.**
- **AM/FM Utah. 11,000 city. 30,000 trade area. $230,000. First two years pay $1100 per month. $30,000 d.p.**
- **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 $560,000. 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.**
- **Daytimer. Within 25 miles of Albany, Ga. Billed $85,000 with no salesmen. $265,000. Terms.**
- **Powerful fulltimer in New Mexico. $725,000.**

All stations listed every week until sold. Let us list your station Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

Books for Broadcasters

304. **AUDIO CONTROL HANDBOOK—for radio and television broadcasting, 4th edition. Revised and Expanded** by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index **$10.00**

324. **TELEVISION NEWS, 2nd Edition, Revised and Enlarged** by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations. **$12.50**

332. **THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary. **$14.50.**

307. **CLASSROOM TELEVISION: New Frontiers in ITV** by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it 320 pages, 6" x 9", 133 ill **$8.95**

312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography **$14.50.**

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

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers ________
my check in the amount of ______ is enclosed.

Name ____________________

Firm or Call Letters ____________

____

Address ____________________

City ____________________

State ____________Zip________

NEW ASSOCIATE: *We are pleased to announce a new associate has joined Keith Horton and Dick Kozacko in the Elmira office. He is Keith Horton, Jr. Like all our men of action, he will offer the kind of confidential, personalized service you've learned to depend on from the Horton team.*

MODEST-PRICE FM'S: *Ken Chapin of our Syracuse office can give you details on a growing mid-west operation with excellent potential. Absentee-owned Class A borders larger market: priced at $300,000.*

In Pennsylvania, you can own a beautifully-equipped FM unit operation; underdeveloped and ideal for owner-operation. Building and land included; $200,000 or less. Qualified buyer might assume existing debt as part of purchase price. Contact Keith Horton, Jr., at the Elmira office.

THE KEITH W. HORTON CO., INC.
Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

Kenneth Chapin
1100 Malden Rd
Syracuse, N.Y 13211
(315) 454-4144

William S. Cook
Box 425
Newark, Del. 19711
(302) 737-4772

Robert I. Kimel
Box 270
St. Albans, Vt. 05478
(802) 524-5963

Elmira Office
Keith W. Horton
Richard Kozacko

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
Los Angeles — **Contact:** — **Washington**
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202—223-1553

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Accurate step-by-step instruction for non-profit public service groups who want to use advertising media.

MEDIABILITY

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AND MUCH MORE
Authors Len Biegel and Aileen Lubin

Clip this ad and send to: Broadcasting Book Division
1735 DeSales St. N.W.
Washington, D.C. 20036

Enclose $7.50 for each copy of Mediability, along with your name and address. Payment must accompany order

MEDIA BROKER, APPRAISER...
318-865-8668
JOHN mitchell
P.O. Box 1065 Shreveport, LA 71163

H.B. La Rue, Media Broker
RADIO . TV . CATV . APPRAISALS

WEST COAST: 1204 RUSS BUILDING . SAN FRANCISCO, CALIFORNIA 94104
415/673-4474

EAST COAST: 210 EAST 53RD ST., NO. 5D, New York 10022
212/288-0737

MEDIA BROKERS
APPRAISERS
RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312·467·0040

KANSAS Daytime AM with PSA. Small market. Agricultural area. FM-possibility. Good real estate. $185,000. Terms.

ARIZONA AM-FM. Outstanding climate. Growing area. Well equipped including automation and new AM transmitter. Real estate includes station building and 3-bedroom home. $300,000 with flexible terms.

SOUTH DAKOTA Daytime AM with PSA. No competition within 50 miles. One roof operation with 15 acres. Revenue far below potential. $115,000 cash.

MOUNTAIN STATES MEDIA BROKERS
Box 99 Broomfield, Colorado 80020
(303) 466-3851

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: 70¢ per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. $5.00 weekly minimum. All other classifications: 80¢ 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

Broadcasting

	Stock symbol	Exch.	Closing Wed. Nov. 9	Closing Wed. Nov. 2	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
ABC	ABC	N	40 1/4	38	+ 2 1/4	+ 5.92	46 3/4	36 3/4	8	18,107	728,806
CAPITAL CITIES	CCB	N	55	51	+ 4	+ 7.84	57	44 3/4	11	7,481	411,455
CBS	CBS	N	50 1/4	48	+ 2 1/4	+ 4.68	62	47 1/8	8	28,100	1,412,025
COX	COX	N	29	27 7/8	+ 1 1/8	+ 4.03	33 5/8	25 1/2	8	6,360	184,440
GROSS TELECASTING	GGG	A	14	14 1/2	− 1/2	− 3.44	15 1/2	13 5/8	7	800	11,200
KINGSTIP COMMUN.	KTVV	O	5 3/4	5 3/4			5 3/4	3 7/8	10	461	2,650
LIN	LINB	O	21 1/8	19 1/8	+ 2	+ 10.45	21 1/8	16 1/2	8	2,745	57,988
MOONEY	MOON	O	2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115
RAHALL	RAHL	O	18 1/2	18 1/2			19	8 5/8	20	1,281	23,698
SCRIPPS-HOWARD	SCRP	O	33 1/2	33 1/2			37	31 1/2	8	2,589	86,731
STARR**	SBG	M	6 1/8	6 1/8			7	3 1/2		1,418	8,685
STORER	SBK	N	20	19 3/8	+ 5/8	+ 3.22	26 7/8	19 3/8	5	4,876	97,520
TAFT	TFB	N	28 3/4	28 3/8	+ 3/8	+ 1.32	33 7/8	24 5/8	7	4,070	117,012
									TOTAL	78,713	3,143,325

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Nov. 9	Closing Wed. Nov. 2	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
ADAMS-RUSSELL	AAR	A	6	5 3/4	+ 1/4	+ 4.34	6	3 3/4	8	1,232	7,392
AVCO	AV	N	14	13 1/8	+ 7/8	+ 6.66	17 7/8	13 1/8	3	11,656	163,184
JOHN BLAIR	BJ	N	17 1/4	17 3/4	− 1/2	− 2.81	19	11 1/8	5	2,432	41,952
CHRIS-CRAFT	CCN	N	7 7/8	6 3/8	+ 1 1/2	+ 23.52	9 3/8	4 1/2	6	5,810	45,753
COMBINED COMM.	CCA	N	25 1/4	24	+ 1 1/4	+ 5.20	25 1/4	19	8	6,799	171,674
COWLES	CWL	N	16 1/8	14 7/8	+ 1 1/4	+ 8.40	16 1/8	12 1/2	19	3,969	64,000
DUN & BRADSTREET	DNB	N	29 3/4	29	+ 3/4	+ 2.58	30 7/8	26 1/4	15	26,356	784,091
FAIRCHILD IND.	FEN	N	14 5/8	12 3/4	+ 1 7/8	+ 14.70	15 5/8	9 1/2	12	5,708	83,479
FUQUA	FQA	N	8 1/2	8	+ 1/2	+ 6.25	13	8	5	9,293	78,990
GANNETT CO.	GCI	N	36	35 1/4	+ 3/4	+ 2.12	40 3/4	32 3/4	15	22,430	807,480
GENERAL TIRE	GY	N	22 7/8	23 1/8	− 1/4	− 1.08	29 1/4	22 3/8	4	22,242	508,785
GLOBE BROADCASTING**	GLBTA	O	4 1/8	4 1/8			4 3/8	2 1/8		2,772	11,434
GRAY COMMUN.		O	10 1/2	11	− 1/2	− 4.54	12 3/4	8	5	475	4,987
HARTE-HANKS	HHN	N	29 3/4	30	− 1/4	− .83	32 7/8	26	11	4,477	133,190
JEFFERSON-PILOT	JP	N	29	27 3/4	+ 1 1/4	+ 4.50	32 3/8	26 5/8	10	24,056	697,624
MARVIN JOSEPHSON	MRVN	O	12	10 3/4	+ 1 1/4	+ 11.62	17 1/4	10 1/4	6	1,981	23,772
KANSAS STATE NET.	KSN	O	6 3/4	7 1/4	− 1/2	− 6.89	8 1/2	4 3/4	8	1,716	11,583
LEE ENTERPRISES	LNT	A	23 3/4	23 1/8	+ 5/8	+ 2.70	28 1/8	22 1/4	11	5,010	118,987
LIBERTY	LC	N	22 1/4	21 3/4	+ 1/2	+ 2.29	23 1/8	18	7	6,762	150,454
MCGRAW-HILL	MHP	N	18 3/4	18 1/4	+ 1/2	+ 2.73	19 5/8	15 5/8	10	24,675	462,656
MEDIA GENERAL	MEG	A	14	14			20	13 5/8	6	7,277	101,878
MEREDITH	MDP	N	22 5/8	22 3/4	− 1/8	− .54	22 7/8	17 3/8	6	3,074	69,549
METROMEDIA	MET	N	31	29	+ 2	+ 6.89	31 1/8	25 1/4	7	6,707	207,917
MULTIMEDIA	MMED	O	24 1/4	24 1/4			25 1/2	21 1/2	10	4,394	106,554
NEW YORK TIMES CO.	NYKA	A	18 3/8	17 1/4	+ 1 1/8	+ 6.52	19 1/2	15 3/4	8	11,207	205,928
OUTLET CO.	OTU	N	18 5/8	18 3/4	− 1/8	− .66	24 1/4	16 5/8	8	2,140	39,857
POST CORP.	POST	O	22 3/4	21 3/4	+ 1	+ 4.59	22 3/4	16 1/4	8	867	19,724
REEVES TELECOM	RBT	A	2 3/8	2 1/2	− 1/8	− 5.00	3	1 3/4	24	2,380	5,652
ROLLINS	ROL	N	19 3/4	18 3/8	+ 1 3/8	+ 7.48	24 1/4	17 1/8	11	33,000	651,750
RUST CRAFT	RUS	A	21 1/8	21 3/8	− 1/4	− 1.16	23 1/2	8 1/2	13	2,291	48,397
SAN JUAN RACING	SJR	N	9 7/8	9 5/8	+ 1/4	+ 2.59	11 3/4	7 5/8	12	2,509	24,776
SCHERING-PLOUGH	SGP	N	29 5/8	28 1/4	+ 1 3/8	+ 4.86	44 3/4	28 1/4	10	54,084	1,602,238
SONDERLING	SDB	A	11 1/2	9 1/2	+ 2	+ 21.05	12 7/8	8 3/8	5	1,103	12,684
TECH OPERATIONS**	TO	A	3 7/8	3 7/8			4 3/4	2 3/8		1,344	5,208
TIMES MIRROR CO.	TMC	N	23 5/8	22 3/4	+ 7/8	+ 3.84	25 3/8	20 3/4	10	33,911	801,147
WASHINGTON POST CO..	WPO	A	30 1/4	29 1/2	+ 3/4	+ 2.54	30 1/4	21 3/4	9	8,545	258,486
WOMETCO	WOM	N	11 1/4	11 1/8	+ 1/8	+ 1.12	12 3/4	10 7/8	8	9,404	105,795
									TOTAL	374,088	8,639,007

Cablecasting

	Stock symbol	Exch.	Closing Wed. Nov. 9	Closing Wed. Nov. 2	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
ACTON CORP.	ATN	A	7 1/4	6 7/8	+ 3/8	+ 5.45	7 3/8	3 1/8	8	2,757	19,988
AMECO** *	ACO	O	1/8	1/8			1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O	29 1/2	29 1/2			32	19 3/4	18	3,856	113,752
ATHENA COMM.** *		O	3/8	3/8			3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	4 1/8	3 3/4	+ 3/8	+ 10.00	4 3/4	3 1/8	21	8,309	34,274
CABLE INFO.*		O	5/8	5/8			7/8	1/2	3	663	414
COMCAST		O	5 1/8	4 1/2	+ 5/8	+ 13.88	5 1/4	3 3/4	9	1,662	8,517
COMMUN. PROPERTIES	COMU	O	6 7/8	6 7/8			7 3/4	3 5/8	17	4,761	32,731
ENTRON*	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRL	N	18 1/4	17 5/8	+ 5/8	+ 3.54	23	17 5/8	7	7,504	136,948
GENEVE CORP.	GENV	O	8 1/2	8 3/4	− 1/4	− 2.85	9 1/4	7 1/2	57	1,121	9,528
TELE-COMMUNICATION	TCOM	O	6 1/8	5 3/4	+ 3/8	+ 6.52	7 3/8	2 7/8	38	5,281	32,346
TELEPROMPTER	TP	N	8 1/8	7 1/4	+ 7/8	+ 12.06	9 3/8	6 3/4	24	16,793	136,443
TEXSCAN	TEXS	O	1 7/8	1 7/8			2	1 1/4	11	786	1,473
TIME INC.	TL	N	32 7/8	33 1/4	− 3/8	− 1.12	38 1/4	31 3/4	9	20,349	668,973
TOCOM	TOCM	O	3 5/8	3 1/2	+ 1/8	+ 3.57	4 5/8	2 1/4	8	632	2,291
UA-COLUMBIA CABLE	UACC	O	21 1/2	21	+ 1/2	+ 2.38	23 1/2	15 1/2	15	1,679	36,098
UNITED CABLE TV	UCTV	O	6 7/8	4 7/8	+ 2	+ 41.02	6 7/8	3 7/8	172	1,880	12,925
VIACOM	VIA	N	16 1/4	15 3/4	+ 1/2	+ 3.17	17 7/8	9 1/2	14	3,750	60,937
									TOTAL	86,087	1,310,786

	Stock symbol	Exch.	Closing Wed. Nov. 9	Closing Wed. Nov. 2	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)

Programing

	Stock symbol	Exch.	Closing Wed. Nov. 9	Closing Wed. Nov. 2	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
COLUMBIA PICTURES	CPS	N	18 1/2	17 1/4	+ 1 1/4	+ 7.24	18 3/4	7 3/8	11	6,748	124,838
DISNEY	DIS	N	35 5/8	35	+ 5/8	+ 1.78	47 5/8	32 1/2	15	31,895	1,136,259
FILMWAYS	FWY	A	8 5/8	8 1/8	+ 1/2	+ 6.15	9 7/8	6 7/8	8	2,275	19,621
FOUR STAR			1	1			1 1/8	3/4	10	666	666
GULF + WESTERN	GW	N	10 3/4	10 1/4	+ 1/2	+ 4.87	18 3/8	10 1/4	3	48,215	518,311
MCA	MCA	N	33 1/2	32	+ 1 1/2	+ 4.68	42 3/4	32	8	18,024	603,804
MGM	MGM	N	23 1/4	21 1/2	+ 1 3/4	+ 8.13	24 1/8	16	9	13,102	304,621
TELETRONICS INTL.		O	4	4			6 1/2	3 1/2	6	1,018	4,072
TRANSAMERICA	TA	N	14 7/8	14 3/8	+ 1/2	+ 3.47	16 1/2	13 5/8	7	66,928	995,554
20TH CENTURY-FOX	TF	N	22 1/2	21 3/4	+ 3/4	+ 3.44	25	10	8	7,684	172,890
WARNER	WCI	N	28 1/4	27 1/4	+ 1	+ 3.66	32 1/2	25 3/4	6	14,352	405,444
WRATHER	WCO	A	7 3/8	7	+ 3/8	+ 5.35	8 3/8	4 1/2	10	2,243	16,542
									TOTAL	213,150	4,302,622

Service

	Stock symbol	Exch.	Closing Wed. Nov. 9	Closing Wed. Nov. 2	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
BBDO INC.	BBDO	O	26 1/2	25 3/4	+ 3/4	+ 2.91	29 3/4	22 1/2	8	2,513	66,594
COMSAT	CQ	N	31 1/4	30	+ 1 1/4	+ 4.16	36 3/4	28 3/4	9	10,000	312,500
DOYLE DANE BERNBACH	DOYL	O	20 1/8	20 1/4	- 1/8	- .61	22	16 3/4	6	1,866	37,553
FOOTE CONE & BELDING	FCB	N	17 1/2	16 3/4	+ 3/4	+ 4.47	18	14 3/4	7	2,304	40,320
GREY ADVERTISING	GREY	O	22 3/4	22 1/2	+ 1/4	+ 1.11	28	16 1/2	5	821	18,677
INTERPUBLIC GROUP	IPG	N	25	22 1/2	+ 2 1/2	+ 11.11	39 1/4	22 1/2	5	2,387	59,675
MCI COMMUNICATIONS**	MCIC	O	3 1/4	2 7/8	+ 3/8	+ 13.04	3 1/4	7/8	46	20,137	65,445
MOVIELAB	MOV	A	3	1 1/8	+ 1 7/8	+ 166.66	3	1 1/8	17	1,410	4,230
MPO VIDEOTRONICS*	MPO	A	4 7/8	4 7/8			9	4	8	520	2,535
A. C. NIELSEN	NIELB	O	21 1/4	21 1/8	+ 1/8	+ .59	22 1/4	18 7/8	12	10,762	228,692
OGILVY & MATHER	OGIL	O	36	34 1/2	+ 1 1/2	+ 4.34	38 1/4	31	8	1,805	64,980
J. WALTER THOMPSON	JWT	N	20 3/8	19 1/8	+ 1 1/4	+ 6.53	20 3/8	15 1/8	8	2,649	53,973
									TOTAL	57,174	955,174

Electronics/Manufacturing

	Stock symbol	Exch.	Closing Wed. Nov. 9	Closing Wed. Nov. 2	Net change in week	% change in week	1977 High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
AEL INDUSTRIES	AELBA	O	4 1/8	3 7/8	+ 1/4	+ 6.45	6	2 3/8	6	1,672	6,897
AMPEX	APX	N	9 1/8	8 3/4	+ 3/8	+ 4.28	11	7 3/8	10	10,885	99,325
ARVIN INDUSTRIES	ARV	N	19 3/8	19 3/8			20 3/8	14 1/2	4	5,959	115,455
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	3	2 3/4	+ 1/4	+ 9.09	3 1/4	1 3/4	11	1,654	4,962
COHU	COH	A	3 1/8	3	+ 1/8	+ 4.16	3 1/2	2 1/8	11	1,779	5,559
CONRAC	CAX	N	20 5/8	19 5/8	+ 1	+ 5.09	27 1/4	19 5/8	7	1,803	37,186
EASTMAN KODAK	EASKO	N	51 5/8	49 7/8	+ 1 3/4	+ 3.50	86 3/4	49 7/8	13	161,369	8,330,674
FARINON	FARN	O	8 1/2	8 1/4	+ 1/4	+ 3.03	12	8	9	4,628	39,338
GENERAL ELECTRIC	GE	N	51	45	+ 6	+ 13.33	56 5/8	45	11	184,581	9,413,631
HARRIS CORP.	HRS	N	41 7/8	37 3/4	+ 4 1/8	+ 10.92	41 7/8	28	13	12,164	509,367
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.**	IVCP	O	1	1 1/4	- 1/4	- 20.00	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	26 1/2	24 3/8	+ 2 1/8	+ 8.71	26 1/2	20 1/4	11	1,320	34,980
3M	MMM	N	48 1/4	46 1/4	+ 2	+ 4.32	57	46 1/4	15	115,265	5,561,536
MOTOROLA	MOT	N	37 7/8	37 1/2	+ 3/8	+ 1.00	56 7/8	36 3/4	11	28,544	1,081,104
N. AMERICAN PHILIPS	NPH	N	29	28 3/8	+ 5/8	+ 2.20	36	28 1/4	6	12,033	348,957
OAK INDUSTRIES	OAK	N	13 1/2	12 1/4	+ 1 1/4	+ 10.20	17 7/8	9 5/8	12	1,639	22,126
RCA	RCA	N	28	25 3/4	+ 2 1/4	+ 8.73	31 3/4	25 3/8	10	74,812	2,094,736
ROCKWELL INTL.	ROK	N	28 1/4	28 1/4			36 3/4	28 1/4	7	32,400	915,300
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8			2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	21 3/8	21 1/4	+ 1/8	+ .58	23 1/2	16 3/4	13	1,646	35,183
SONY CORP.	SNE	N	7 5/8	8 1/4	- 5/8	- 7.57	10 3/8	7 5/8	14	172,500	1,315,312
TEKTRONIX	TEK	N	37 1/8	36 7/8	+ 1/4	+ .67	68 1/2	28 1/4	14	17,342	643,821
TELEMATION	TIMT	O	7/8	7/8			1	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	17 1/4	16 5/8	+ 5/8	+ 3.75	21	14 3/4	11	6,838	117,955
WESTINGHOUSE	WX	N	17 3/4	17	+ 3/4	+ 4.41	22	16 1/4	7	87,492	1,552,983
ZENITH	ZE	N	14 1/8	13 5/8	+ 1/2	+ 3.66	28	13 5/8	7	18,818	265,804
									TOTAL	964,961	32,563,453
									GRAND TOTAL	1,774,173	50,914,367

Standard & Poor's Industrial Average	102.3	99.8	+2.5

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting*'s own research. Earnings figures are exclusive of extraordinary gains or losses.

Profile

Barry Jagoda: media man in the Carter White House

In an administration whose leader seems bent on demystifying and deglamorizing the Presidency, what is there for his so-called television adviser to do? For Barry Jagoda, an energetic man given to sparking ideas and following them up with memos, the answer seems to be a lot.

Notice, first, the vagueness of Mr. Jagoda's official title—special assistant to the President for media and public affairs. It's about as well defined as communications, which is what Mr. Jagoda says is his field. Then take a look at the White House table of organization. The sides of those boxes are semipermeable membrane, permitting a flow back and forth.

And Mr. Jagoda flows.

As a former news producer for CBS News (he had won an Emmy for his part in CBS's coverage of the Watergate scandal), Mr. Jagoda is the White House resident expert on how the commercial and public broadcasting networks operate. As such, he was the key man, for instance, in dealing with CBS on its idea for a radio call-in show featuring President Carter (with Walter Cronkite) in the Oval Office. He was also one of the first figures in the new Carter administration to call for an overhaul of the public broadcasting system.

Mr. Jagoda is not in the policy-making loop dealing with the "information revolution"—"that still needs to be put in quotes," he says—which includes matters such as privacy, concentration of media power and the like. But he feels free to send memos to people who are making policy. He has played a role in the selection process leading to the appointment of FCC commissioners and Corporation for Public Broadcasting directors. The U.S. Information Agency is at least to a degree part of his beat. Television captioning for the deaf is within his area of concern. He is White House liaison with The Advertising Council. And he takes paternal pride in the effort now under way to root out waste and duplication in the production of films for the government; that project was largely his idea.

Now, for the rest of his time—about one third of it is left, he says—there are cultural affairs. His qualifications do not seem overwhelming. Basically, they include an affection for books and music and "two years of art history" and other courses in literature and history at the University of Texas. (He calls himself an "amateur culture vulture.") But, he says, "Everybody else was busy, so Carter asked me to take a look at the National Endowment for the Humanities, which seemed to be [and was] controversial." Mr. Jagoda helped set up an NEH advisory committee, on which he serves and for which he is spokesman.

Barry Lionel Jagoda—special assistant to the President for media and public affairs; b. Feb. 5, 1944, Youngstown, Ohio; University of Texas, BA, with honors, 1966; copyboy, NBC News, summer of 1966; Columbia Graduate School of Journalism, MA, 1967; NBC News, writer and news editor, 1967-1969; CBS News, associate producer (one year) and then producer, 1969-75; Houston/Ritz/Cohen/Jagoda, Dallas and New York (television production company specializing in public affairs), 1975-1976; Carter presidential campaign aide, 1976; Carter transition press relations, November 1976-January 1977; present post since January; divorced.

So Mr. Jagoda's job could be said to include a lot of things—helping to prepare for presidential trips, among them. (Last Monday, he was one of a group of White House aides, Secret Servicemen and network news representatives who returned from a journey that included stops in nine countries to make news-coverage and other preparations for the trip that the politics of the energy program forced President Carter to postpone.)

But one thing that this so-called television adviser to the President doesn't do, he says, is advise the President on how to act in front of the television camera. Mr. Jagoda feels the President does just fine without coaching. In fact, it was that kind of advice that helped convince Mr. Carter, when he was campaigning in New Hampshire, to ask Mr. Jagoda to sign on with the campaign.

Mr. Carter's news secretary, Jody Powell, had asked Mr. Jagoda to spend 10 days with the campaign; they had met originally in 1972, at the governors conference in Houston, when Mr. Jagoda produced the first network interview with Mr. Carter. They met again at the Democratic miniconvention, in 1974, when Mr. Powell told Mr. Jagoda Mr. Carter was running for the presidential nomination. Mr. Jagoda had been impressed with Mr. Carter in 1972, but, demonstrating the political shrewdness typical of Washington-based journalists in 1974, thought talk of Carter presidential hopes was "crazy."

But if Mr. Jagoda's political astuteness in that matter was not impressive, his ability to take advantage of situations is. Scenes from his career read like plot devices in the stories that caused more than one young boy to commit his life to journalism.

In the summer of 1966, Mr. Jagoda, a recent graduate of the University of Texas, was working as a copyboy at NBC News in New York while waiting to enter the Columbia School of Journalism, when he saw a bulletin on the newswire: A sniper was on a killing rampage, firing from the top of a tower at the University of Texas. The copyboy phoned his former classics professor, whose office was in the tower building, one floor below the tower. "He did a two-hour description of the carnage—it was phenomenal—on the network", Mr. Jagoda recalls. "We won a bunch of awards ... I think that left an impact on the people running NBC News."

One might think that a man who had become a presidential adviser at age 33 and whose energy keeps him moving and filling vacuums might rub some people the wrong way. And one would be right. One who knew him during his days at CBS says he managed to "get under some people's skin, he irked them."

However, Sandy Socolow, who heads CBS's Washington news bureau and who knew Mr. Jagoda when he was with CBS, is a fan. "He's a terrific guy," Mr. Socolow says. "An energetic, can-do guy. He's super effective, with lots of initiative." What's more, Mr. Socolow sees Mr. Jagoda as "more plugged-in in every way at the White House than others who had occupied his position in previous administrations. "He gets answers. His recommendations seem to be listened to."

And for a man with the mobility to expend his energy in a variety of areas, that's saying a lot.

Editorials

Clean sweeper

Charles D. Ferris had hardly warmed the seat in the chairman's office at the FCC when he had his first close encounter with the bureaucracy. He proposed to change the agency's working hours to correspond more conveniently with those of people the FCC does business with. The civil servants were outraged.

There is something to be said in defense of the employes. Mr. Ferris's first word was unnecessarily peremptory, imparting the impression that there would be little time to adjust to the change from 8a.m.-4:30p.m. to 9a.m.-5:30p.m. In the face of threatened revolt, Mr. Ferris has put off the effective date until Jan. 1 and has made it clear that supervisors will cooperate with employes who have good reason to continue working on the present schedule.

Mr. Ferris may have created an employe-relations problem with his schedule change, but he will be applauded for it by the public and those the FCC regulates. A similar reaction may be aroused by another housekeeping order: to keep the FCC building heated on weekends in the winter and air conditioned in the summer so professionals may work if they wish. If weekend building maintenance accelerates the flow of paper, Mr. Ferris will have earned a niche in history.

A third project that Mr. Ferris has undertaken presents the largest challenge of all. Aghast at the labored composition of agenda items that have confronted him, he has ordered the staff to start writing with clarity. If declaratory sentences begin creeping into FCC prose, we'll know a revolutionary has indeed taken over.

The new ratings competition

For the first time since early days, broadcasters are in the process of setting up their own audience measurement services. As described in these pages last week, radio is committed to set up its own through the Radio Advertising Bureau, and the idea of developing one for TV is being studied by the Television Bureau of Advertising.

A word of caution would not be out of place. Above all, any measurement service controlled by broadcasters—radio or TV—would be subject to strains unshared by independent services. If it reported larger audiences than those measured by other researchers, advertisers and agencies would accuse it of inflation. If it reported smaller audiences, its broadcaster support would vanish. For practical reasons, therefore, control must be isolated from ownership.

The RAB plan seems to have anticipated this problem. Radio's industry-owned organization, to be called Radio Marketing Research Inc., would not itself conduct the research. Broadcasters, along with agencies and advertisers, would have a say in setting RMRI standards, but an independent company would be hired to handle the execution. The independent company, having its reputation on the line, would not be likely to jeopardize other business by engaging in questionable practices.

RAB developed its plan out of a desire to have two widely accepted measurement services in radio. At present only one, Arbitron, is used by most agencies. But the RMRI plan contemplates more than a duplication of the kind of services Arbitron offers: It envisions several others as well, and this is sensible because new products do not often succeed without offering something extra.

In TVB's case everything so far is exploratory. But if TVB decides to go ahead, the new TV service will be up against not one entrenched service but two, Arbitron and Nielsen. Perhaps even more than RMRI, therefore, it would seem to need to offer something new and different. And of course in either case—radio or TV—the new and different will have to be something of value.

RAB thinks it has the answer for radio, and to the extent that it does have, its chances for success are improved. In neither radio nor TV, however, should success be expected to come quickly—or inexpensively. New services have to establish themselves alongside those already on the market. That's the way competition works. But if the new ones succeed, the established services also must improve or lose share of market, because that, too, is the way competition works. The trick, as always, is to offer a product that users need, want, will use—and trust.

Off on a heavy foot

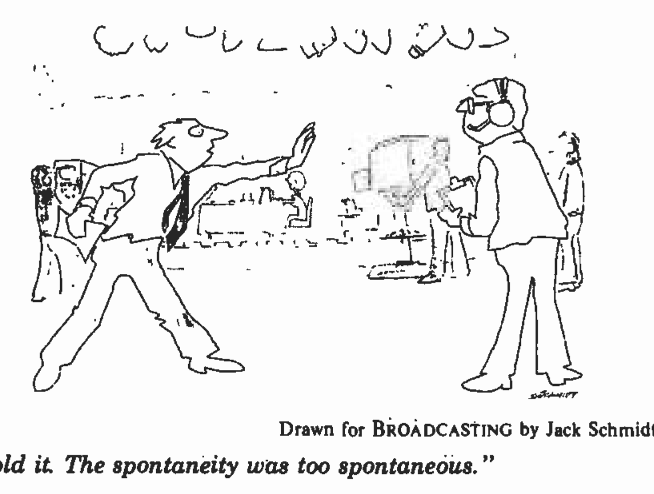
Among all the businesses that are subject to the regulation of the Federal Trade Commission, there is cause for genuine alarm. The new chairman of the agency has delivered a speech that raises questions about his qualifications for office.

In addressing a "research conference" sponsored by Action for Children's Television, Michael Pertschuk seriously questioned whether all television advertising directed to children ought not be outlawed. Two conclusions may be drawn from the speech: Mr. Pertschuk is inexcusably simplistic in his approach to his new job, or he has in mind an effective way to eliminate all the children's programing on commercial television.

By his own calculation, Mr. Pertschuk would ban $600 million a year in television advertising. He is not without experience at that sort of thing, if on a smaller scale. As staff director for the Senate Commerce Committee, he was influential in the preparation of legislation that in 1970 outlawed cigarette advertising, then worth some $200 million a year, on radio and television. The towering success of that act has been measured by the steady increase in cigarette consumption.

In his speech last week, Mr. Pertschuk decreed that all television advertising directed to children is immoral. That is an evangelistic appraisal that might be swallowed if administered to a revival meeting in a tent. Elsewhere, and especially coming from a high official with federal responsibility, it is a gross libel.

Mr. Pertschuk is too old to have suffered childhood scars from watching TV, so we may only conjecture where he got the notion that the world is divided between white hats and black. It is a notion he must outgrow if he is to be an effective chairman.



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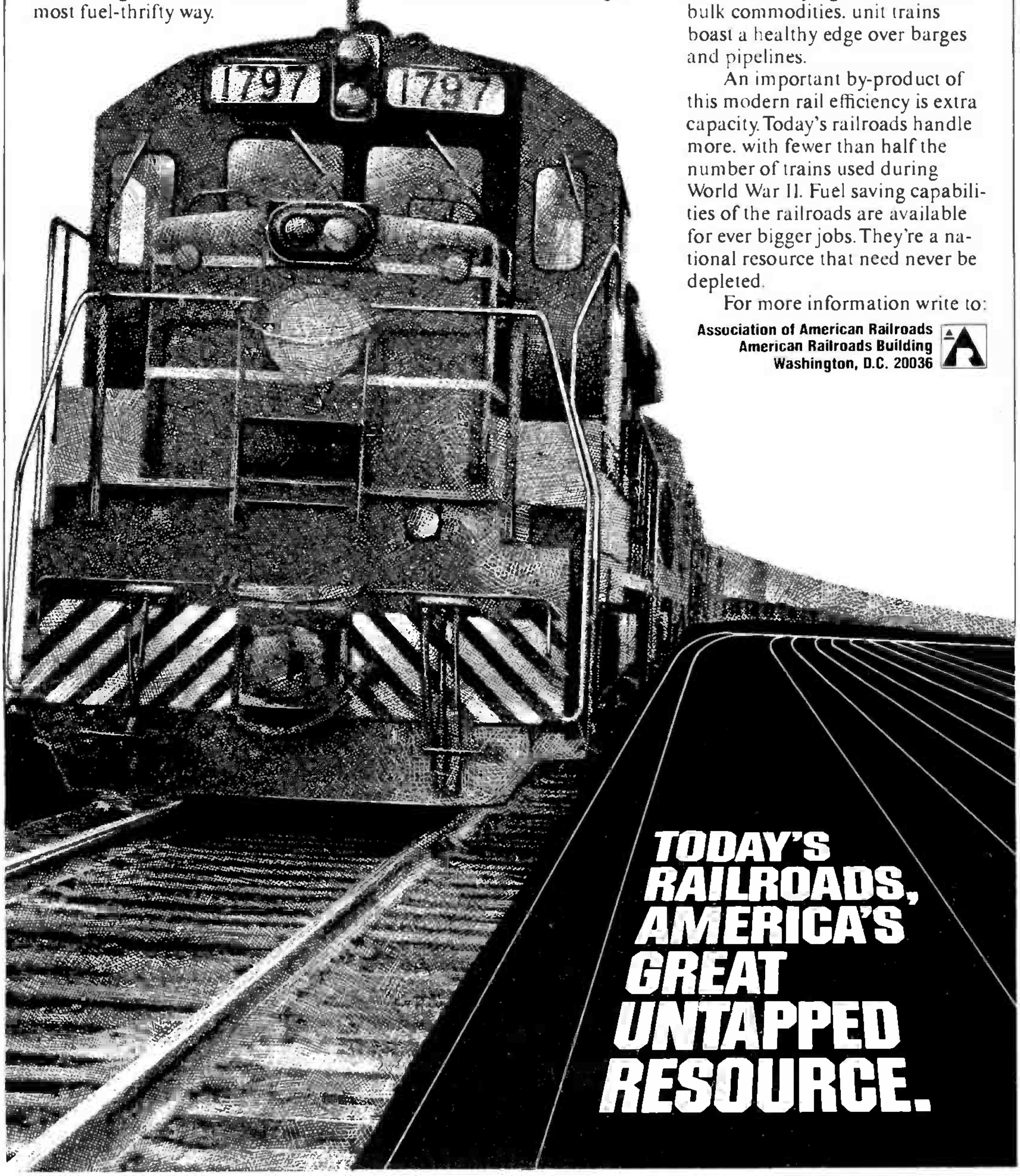

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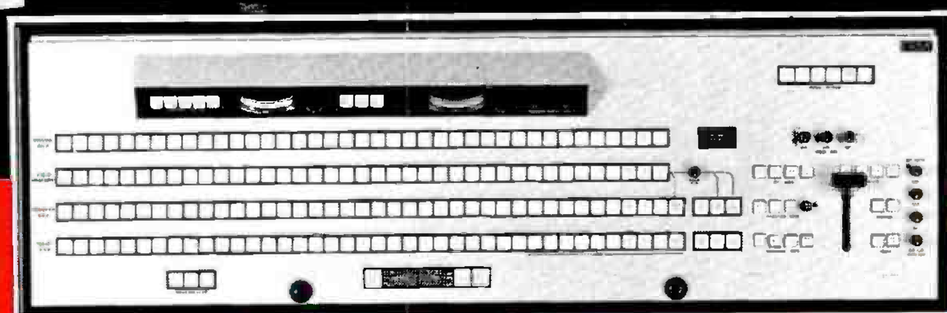

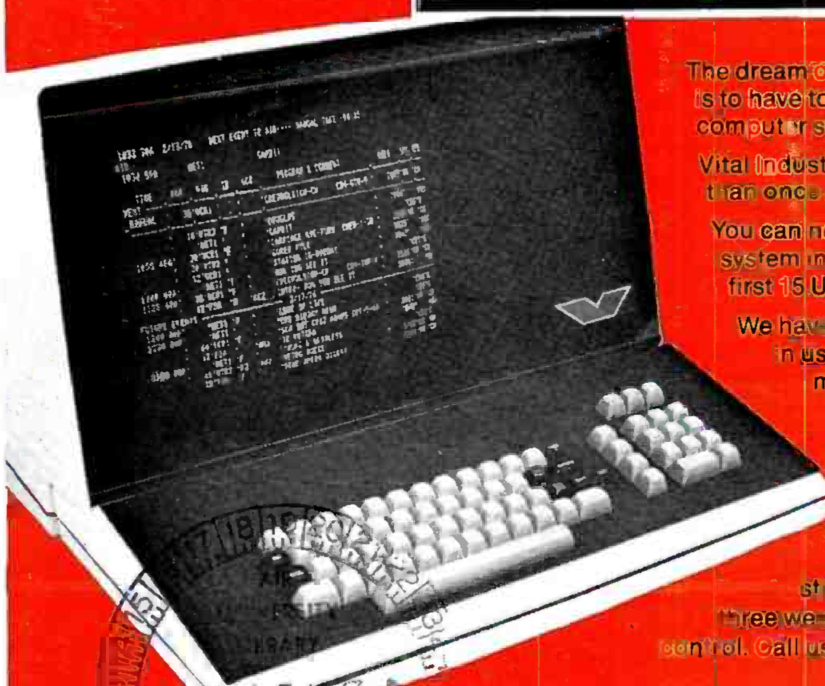

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