

The November sweeps: another runaway for ABC  
Van Deerlin rejects NAB's olive branch

# Broadcasting Jan 9

The newsworthy of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

## KSTP-TV NEWS: #1 in every demo at both 6 and 10 p.m.\*

In the Twin Cities KSTP-TV Eyewitness News is your going-and-growing best choice! It's the news that swept the sweep more than ever, winning 43 out of 43 demos at 10 p.m. and 41 out of 43 (with 2 ties) at 6 p.m. That's dominance! Dominance so great that we delivered a huge 43% of metro TV households at 10 p.m. (the other stations got 25%, 15% and 12%) and a new high of 36% at 6 p.m. Now more than ever, go with the clean-sweep leader: KSTP-TV Eyewitness News.



**EYEWITNESS NEWS**  
**KSTP-TV**

MINNEAPOLIS • ST. PAUL



Division of Hubbard Broadcasting, Inc. For more information call KSTP-TV's Jim Blake, General Manager, or Mark Simonsen, National Sales Manager, at (612) 645-2724, or your nearest Petry rep. \*Source: Arbitron, November, 1977, program audiences, 7-day averages. Estimates subject to limitations in said report.

Yesterday we were a contender  
in the Baltimore-Washington market.

# TODAY...WE'RE THE MOST POWERFUL TV STATION IN THE WORLD!\*

**5,000,000 watts  
reaching 8,000,000 people.**

WBFF-TV (Channel 45 Baltimore) is now the most powerful TV station in the world with a 5,000,000 watt signal reaching out to 8,000,000 potential buyers.

#### **What does all this power mean to you?**

It gives you a quick, easy one-station-buy that will beam your message to 5 states: Maryland, Delaware, Virginia, West Virginia and Pennsylvania. This includes "city-grade" coverage in the Baltimore-Washington-Annapolis City-Suburban areas. It means super-sharp, snow-free brilliant color pictures with a potential audience increase of 25% to 50%.

#### **New programming to attract and keep our new, bigger audience.**

We've added Dinah, The Flintstones, Sanford & Son, Super Movies, plus live sports, local and national, football and basketball, to our growing list of stars, show favorites and movie packages. And we're promoting vigorously in our main coverage areas.

#### **You'll like our CPM's.**

Becoming the most powerful TV station in the world hasn't changed our friendly disposition. Our rates are still astonishingly reasonable for the amount of buying-viewers we'll deliver.

#### **We've got it all . . . the power . . . the programming . . . the promotion.**

Contact your Adam Young rep and learn how the young contender became the world's most powerful TV station.

#### **BOGNER BROADCASTING EQUIPMENT CORP.**

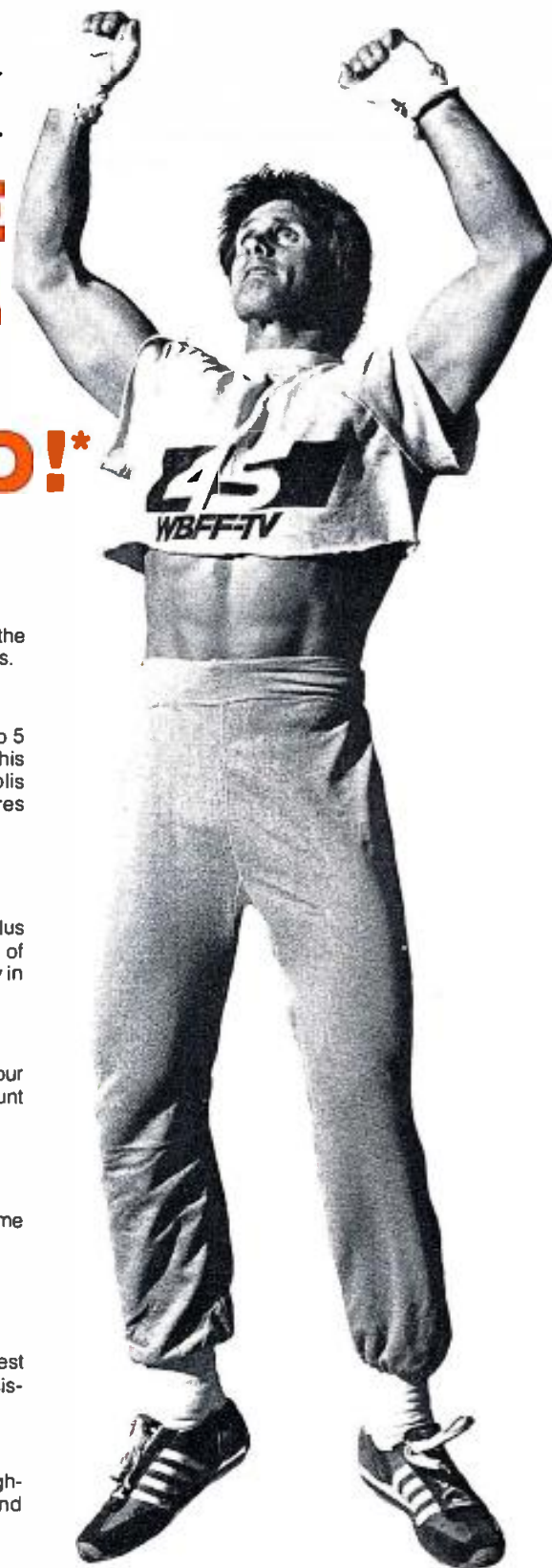
WBFF analyzed all available antennas, seeking the one which would best handle the tremendously high input power with moderate gain, low wind resistance and minimum weight, contributing to a clearer, sharper picture.

#### **CCA ELECTRONICS CORP.**

CCA's conservative design and engineering expertise provided the high-powered transmitting amplifiers to multiply WBFF-TV's coverage area and thus achieve this major milestone in television broadcasting history.

#### **COMARK INDUSTRIES INC.**

Suppliers of WBFF TV's Transmitter Diplexing and Combining Systems which include the most modern technology possible.



\*Statement based on measured input power at the antenna terminal. Our greater power transmission will commence on or about January 15, 1978.



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# **HARRIS DOESN'T HAVE IT. RCA DOESN'T HAVE IT. ONLY CCA HAS IT.**

**The UHF-TV transmitter delivering the highest output power-220,000 Watts-for WBFF-TV to go to 5,000,000 Watts, ERP.**

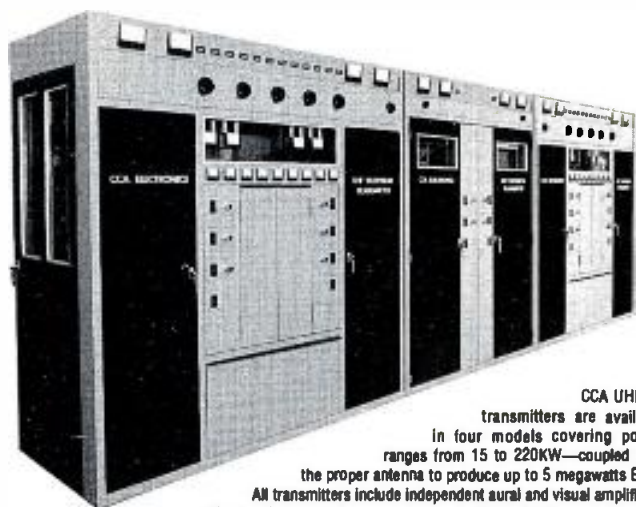
NEC, Thompson, Pye, Marconi, Telefunken and Toshiba don't have it either, Anywhere. CCA is first with this achievement.

When WBFF-TV decided to increase power to 5 megawatts, they ordered from CCA three additional klystron amplifiers to raise the power of their CCA transmitter to 220kw. Simply because their original CCA transmitter has been providing excellent performance since the station went on the air over five years ago. Easier to maintain. Less costly. And WBFF-TV found CCA service and parts delivery to be

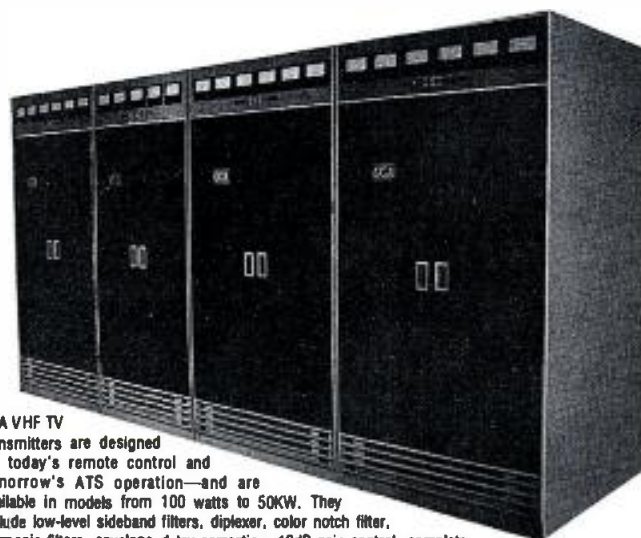
excellent, prompt and reliable.

CCA builds UHF and VHF TV transmitters with power level rated through 220kw. Modular design allows field modification to higher power levels with no interruption in service. And they can be ordered to meet all domestic and most international operating specifications.

There are now more than 1,360 CCA broadcast transmitters in operation worldwide. For complete details on the full line of reliable CCA television transmitters, write or call toll-free.



CCA UHF TV transmitters are available in four models covering power ranges from 15 to 220KW—coupled with the proper antenna to produce up to 5 megawatts ERP. All transmitters include independent aural and visual amplifiers, weatherproof heat exchangers, low-level sideband filters, high power diplexer, color notch and harmonic filters, unitized klystron power supply, multi-position video test switcher, integral video and picture monitors, all prewired to a test switcher and color equalizers.



CCA VHF TV transmitters are designed for today's remote control and tomorrow's ATS operation—and are available in models from 100 watts to 50KW. They include low-level sideband filters, diplexer, color notch filter, harmonic filters, envelope delay correction, 10dB gain control, complete site customer engineering checkout and proof of performance measurements.

## ***The New CCA***

CCA Electronics Corporation • Broadcast Plaza • Box 5500 • Cherry Hill, New Jersey 08034

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# 866 TV & RADIO STATIONS AND THE FCC JUST RECEIVED THIS...

## THE TOBACCO INSTITUTE

1776 K STREET, NORTHWEST WASHINGTON, D. C. 20006  
OUR NEW GENERAL OFFICE NUMBER IS 202/457-4800

HORACE R. KORNEGAY  
President

TOLL FREE 800/424-9876

December 13, 1977

During 1977 you asked for and aired our industry's point of view on public issues involving tobacco use.

Such balancing of broadcast presentations indicates to us your commitment to full--and fair--treatment of controversy.

With that in mind, I am sharing a copy of this letter with the Federal Communications Commission and requesting it be made part of your license renewal file.

Sincerely,

*Horace R. Kornegay*

cc: FCC Renewal Branch

# The Week in Brief

**VAN DEERLIN JABS** □ In a 'Dear Vince' letter to NAB President Wasilewski, the congressman turns away latter's effort to quiet the uproar over the advisory committee's refusal to list rewrite priorities. The chairman still talks of 'trade-offs.' **PAGE 24.**

**ITS STAR SHINES BRIGHTER** □ ABC-TV now dominates in 58 of the top-100 markets, according to the November 1977 local measurement sweeps. CBS-TV is on top in 25, NBC-TV in 14. **PAGE 25.**

**TWO CHANNELS ARE BETTER THAN ONE** □ Everyone's in agreement: AM stereo is a great idea. But, no one's sure which system is the best to use. **PAGE 27.**

**SECOND SEASON STRATEGIES** □ For the three programming chiefs of the television networks, it's a continuing game of programming chess going into the new year. ABC-TV's Fred Silverman will be counting heavily on present strength. **PAGE 29.** CBS-TV's Bud Grant says there will be concentration on series with more schedule changes. **PAGE 29.** NBC-TV's Paul Klein is aiming for programming that will lure audiences with the choicest demographics. **PAGE 32.**

**CBS-TV'S GOOD WEEK** □ It won the ratings race in Christmas week and climbed past NBC-TV into second place for the prime-time season to date. **PAGE 34.**

**SETTLED** □ ABC and CBS come to terms in their dispute over coverage of several European ski events. **PAGE 34.**

**CROSSOWNERSHIP** □ With oral arguments on its docket for next week, the Supreme Court gets another round of briefs. In them, citizen groups, Justice and affected broadcasters stick to their earlier stances. **PAGE 36.**

**SHAKEUP** □ Wcov-TV Montgomery, Ala., asks the FCC to switch competitor wsfa-TV from channel 12 to channel 45 and thus make the state capital an all-UHF battleground for network affiliates. The proposal also involves switches in nearby Selma, Ala., and Columbus, Ga. **PAGE 37.**

**ALASKA ATTACK** □ A coalition of citizen groups there two months ago asked the FCC to stop the sale of three TV and four radio stations. Last week, it stepped up its

opposition by filing a 591-page petition to deny renewals for the seven outlets. **PAGE 41.**

**'TASTELESS MONSTROSITY'** □ That was the description by an FCC administrative law judge of the 25-year-old battle for channel 9 in Orlando, Fla., as he recommended the grant be made to Mid-Florida Television. **PAGE 42.**

**DIARY TAMPERING** □ The Denver district attorney is investigating charges that there were attempts to doctor the Arbitron radio ratings count. **PAGE 44.**

**PROXIMITY OBJECTS** □ He's nearly alone in opposition to the Small Business Administration's proposal for broadcaster loans. **PAGE 45.**

**HESSE AT HELM** □ The AAAA names its Washington executive as interim president while the search committee hunts for a successor to the late John Crichton. **PAGE 45.**

**SPOT TV'S PERFORMANCE** □ In the third quarter of 1977, Procter & Gamble's \$31.2-million investment leads the way. **PAGE 46.**

**SEVAREID RECALLS** □ The retired CBS commentator looks back at the McCarthy era and says the Murrow expose came late. **PAGE 46.**

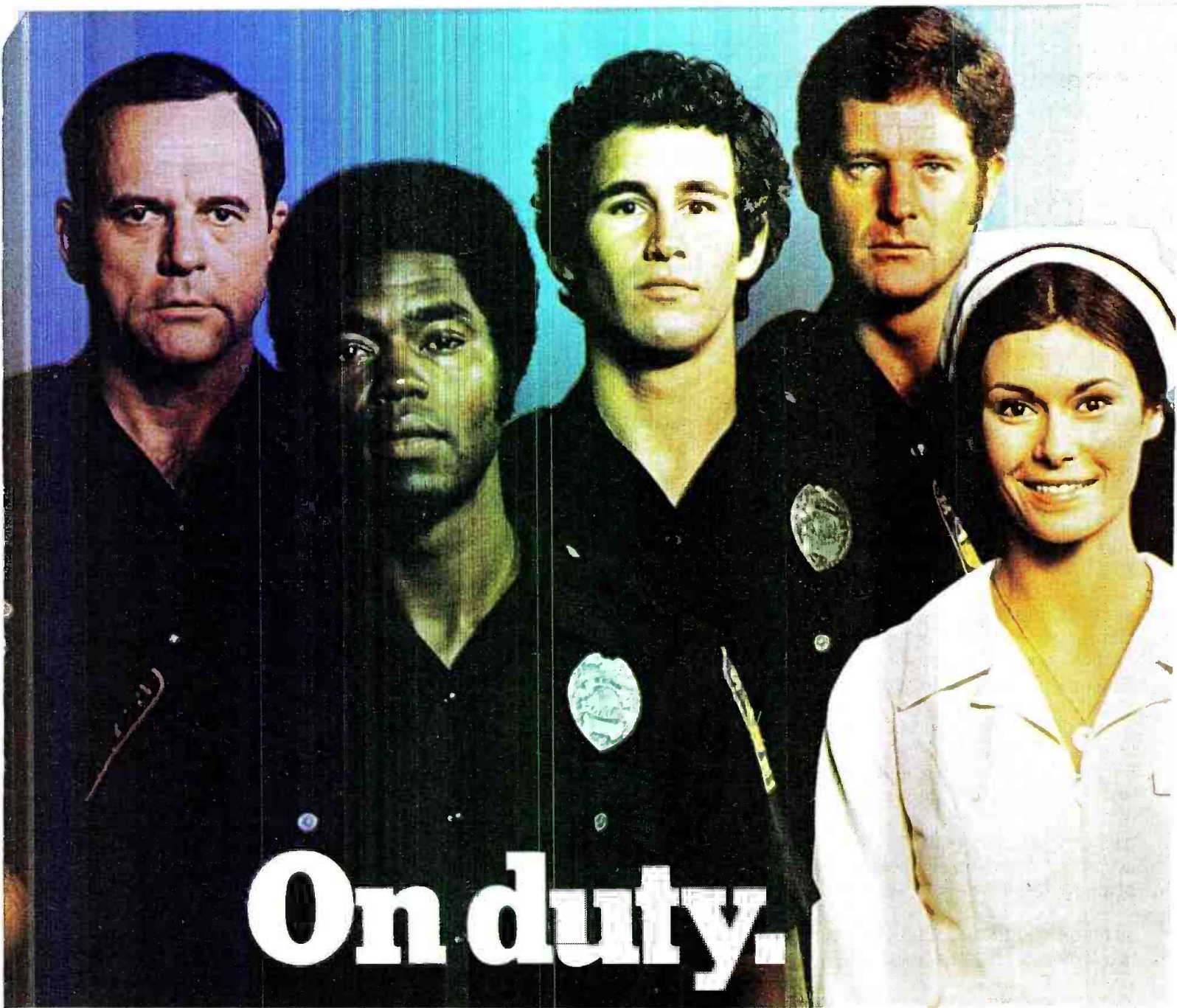
**CAR RADIO PRICES** □ That Booz Allen study of markups of AM and AM-FM receivers by auto makers is finally out, but analysts are not sure it was worth the wait. **PAGE 49.**

**THIRD-CLASS TICKETS** □ Battle lines form at the FCC in comments on the proposal to redraw its regulations. The NAB suggests a new permit for routine technical duties by personnel who would be given special instructions. **PAGE 51.**

**PILOT FOR JEFFERSON-PILOT** □ On New Year's Day, Wallace Jorgenson succeeded Charles Crutchfield as president of the Charlotte, N.C.-based broadcast group. It's the high point of a career with that organization that began in 1948 and which includes experience in practically every facet of the Jefferson-Pilot operation. **PAGE 73.**

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# On duty.

KTVA Anchorage  
 WHMA-TV Anniston  
 WSB-TV Atlanta  
 WCBI-TV Boise  
 WLVI-TV Boston  
 WCIA Champaign-Sp-Dec  
 WCSC-TV Charleston, S.C.  
 WDEF-TV Chattanooga  
 WKRC-TV Cincinnati  
 WQAD-TV Day-RI-Moline  
 WDTN Dayton  
 WJBK-TV Detroit

WSEE-TV Erie  
 WJRT-TV Flint-S-Bay City  
 KMPH-TV Fresno  
 WFRV-TV Green Bay  
 WGHP-TV Greensboro-WS-H P  
 WNCT-TV Gr'ville-NB-Wash  
 WLYH-TV H'burg-York-Lan-Leb  
 KDOG Houston  
 WISH-TV Indianapolis  
 WTLV Jacksonville  
 KBMA-TV Kansas City  
 KTHV Little Rock

Spelling/Goldberg's sensational team of young cops are putting a lock on young adult audiences for stations in 48 markets.

This is the same great action-adventure series that captured the highest average number of young women and men viewers, both 18-34 and 18-49, in its time period over the course of a 4-year run on ABC.

During the same period, two-thirds of all "The Rookies" viewers were adults! Two-thirds of all women were 18-49! And two-thirds of all men were 18-49!

Now "The Rookies" are back on duty. Serving local stations in late-fringe, late-night and (for independents) prime-time periods.

If young adult viewers are important to you, isn't it time you assigned "The Rookies" to protect this key audience?

Call Viacom today.

# **"The Rookies"**

In half-hour and one-hour formats.

KCOP Los Angeles  
WLKY-TV Louisville  
WREG-TV Memphis  
WITI-TV Milwaukee  
WCCO-TV Minneapolis-SP  
WTVF Nashville  
WVUE New Orleans  
WPIX New York  
WAVY-TV Norfolk  
WPHL-TV Philadelphia  
KPHO-TV Phoenix  
WMBD-TV Peoria

WIC-TV Pittsburgh  
WXEX-TV Richmond  
WOKR Rochester  
WSLS-TV Roanoke-Lynchburg  
KCRA-TV Sacramento  
XETV San Diego  
KTVU San Francisco  
KCOY-TV Santa Barbara  
WSPD-TV Toledo  
KOLD-TV Tucson  
KTUL-TV Tulsa  
WDAU-TV WB-Scranton





# Over 45 top radio stations have a competitive edge with The Wall Street Journal Business Report.

## Get the edge in your market.

The Wall Street Journal Business Report—eight timely and authoritative newscasts every business day prepared by the editors of The Wall Street Journal. They're wired directly to stations via The Journal's own communications circuits. *And only one major quality station in each market broadcasts them!*

### Exclusive business news coverage that builds your audience.

The Wall Street Journal Business Report ranges freely over a broad spectrum of business and business-related topics, and includes stock market highlights. It's as lively, timely and informative as The Wall Street Journal itself... the kind of reporting you just can't find anywhere else. It complements and rounds off your regular news coverage. And gives listeners a real incentive to tune in to *your* station—and to *stay* tuned.

### Eight opportunities a day to boost business.

Lots of advertisers are eager to reach the upscale audience attracted to The Wall Street Journal Business Report. And you'll have eight opportunities a day to sell those prospective clients—with morning and evening drive-time newscasts, and with six newscasts (on an hourly basis) in between. Also, The Wall Street Journal Business

Report is the kind of "something extra" programming that instantly upgrades a station's *total* image...and its appeal to advertisers.

### It won't cost you a cent in cash.

Selected stations in 46 markets—including the country's most prestigious stations—are already broadcasting The Wall Street Journal Business Report on an exclusive basis. We're now expanding our base to include all of *the top 150 markets*. In exchange for exclusive rights to the Business Report, we are looking for a credit line with each newscast, and air time (to be negotiated) for commercials promoting The Wall Street Journal.

### Call or write for detailed information.

We're sure you'll want to explore this unique opportunity further, so we've prepared an information kit which spells out all the details and includes samples of actual newscasts. For more information, write Donald Sutphen or John Potulny. Or call them collect at (609) 452-2000.

#### Stations broadcasting The Wall Street Journal Business Report on an exclusive basis are:

|                       |                        |
|-----------------------|------------------------|
| WOR New York          | WALL Middletown (N.Y.) |
| WBBM Chicago          | WWTG Worcester         |
| KNX Los Angeles       | WNOG Naples (Fla.)     |
| WCN3 Philadelphia     | WAMB Nashville         |
| WEEI Boston           | WWL-FM New Orleans     |
| KMOX St. Louis        | WKIS Orlando           |
| KRLD Dallas           | KTAR Phoenix           |
| WJW Cleveland         | KYX Portland           |
| KIRO Seattle          | WHPM Poughkeepsie      |
| WTOP Washington, D.C. | WEAN Providence        |
| WHLO Akron            | KFBK Sacramento        |
| WRNG Atlanta          | WISW Saginaw (Mich.)   |
| WSOC Charlotte        | KSEJ San Francisco     |
| WLQA-FM Cincinnati    | KXRX San Jose (Cal.)   |
| WRFD Columbus         | WQSA Sarasota (Fla.)   |
| WVEG Coral Gables     | KSAQ Spokane           |
| KDEN Denver           | WNUS West              |
| WWJ Detroit           | Springfield (Mass.)    |
| WBQ Greensboro        | KFH Wichita            |
| KEYH Houston          | WARM Wilkes-Barre      |
| WRBC Jackson (Miss.)  | Scranton (Pa.)         |
| KMBR-FM Kansas City   | WILM Wilmington        |
| WTOU Kokomo (Ind.)    | WSBA York (Pa.)        |
| WWEE Memphis          | WSMX Winston-Salem     |

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## 17th man

Authorship of controversial statement by 15-man broadcast advisory committee (one absentee) that has provoked escalating bitterness on part of Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee (story page 24), is attributed to Ernest W. Jennes, partner in Covington & Burling law firm, Washington, and counsel to, among others, Association of Maximum Service Telecasters. Mr. Jennes, who with National Association of Broadcasters Senior Vice President Donald Zeifang was in Chicago as adviser to advisory group's deliberations (BROADCASTING, Dec. 12 et seq.), insists "the paper was the committee's"; others present say he arrived with draft of document that survived essentially intact.

Jennes participation has become issue as others have sought to disengage from statement that has so inflamed relationship between industry and key subcommittee chairman. Whom was he representing in Chicago? Mr. Jennes says he was invited by Charles K. Murdock of WLW(AM) Cincinnati, group's nominal chairman. Who paid his way? It was AMST, which has followed general "hard line" approach to rewrite reflected in advisory group's statement. All agree, however, that sentiments expressed in statement were held unanimously by participants; there's no suggestion anyone forced them upon group.

## Settlement in sight?

FCC staff reportedly thinks it can come up with formula for partial refund of fees that FCC began collecting in 1970 but that were twice declared excessive by courts. Under former FCC Chairman Richard E. Wiley, FCC proposed to refund all money, but chairmen of congressional subcommittees on communications stopped that. New FCC general counsel, Robert Bruce, has made fee problem top priority, now is said to be ready with fee schedule that he thinks will satisfy court.

Amount of money that may be refunded is yet to be calculated. In all, \$47.5 million was collected from broadcasters. Staff says recalculation can be done and mechanism for making refunds set in place in about six months.

## More measuring

Arbitron Radio is shooting for April start of three-market pilot project to test extension of local radio measurement periods to 12 weeks from current four and do at least two a year in each measured market. It'll be done without enlarging current samples, which Arbitron officials

say are large enough in some markets to permit three 12-week measurements and in some, four. While measurements are under way, Arbitron would provide monthly top-line reports (without demographics) and full-scale report, with detailed demographics, based on 24 weeks of diaries.

Pilot test is scheduled to run in San Diego, Seattle and New Orleans—if stations there give their support. Arbitron officials say initial reactions are encouraging. They hope to measure in April, May and June and again in September, October and November. If it works, they'll start promoting concept generally, in hopes of expanding it across country by 1980. Among other consequences, it would make hypoing much more difficult, or at least more expensive.

## Ambitious entry

Group W Productions this week will announce plans for *EveryDay*, daily 90-minute entertainment/information series, to start Labor Day. Program, targeted primarily for late-afternoon audience, will feature Stephanie Edwards (formerly of *A.M. America*) and singer/actor John Bennett Perry as hosts, joining "family" of six other regulars. "Arena-in-round" set will be used, with no conventional talk-show area, according to David Salzman, Group W Productions chairman, who is serving as executive producer and taping pilot at NBC studios in Burbank, Calif. He expects show to be "most expensive daily long-form series produced for syndication," at minimum of \$200,000 a week, but adds that price will be "middle-of-road."

## Restricted company

Planning committee for annual Radio and Television Correspondents Association dinner, one of biggest broadcasting events of Washington social year, meets this week to tackle what is becoming ticklish problem of bruised egos. Several smaller news bureaus in capital have registered complaints about new association rule, passed by referendum last year, limiting attendance at this year's event, March 9, to active association members, one guest each, and associate members, no guests. Among reasons for changes, said Paul Duke of noncommercial WETA-TV Washington, association president: "We see no reason for two tables of salesmen from the networks in New York... It just out out of hand."

Networks, however, won't suffer much from change. Their big bureaus are loaded with active association members. It's

bureaus with one or two correspondents on Capitol Hill—WGN Continental, Storer, Bonneville, RKO General and such—that are accustomed to entertain guests, including their own executives and government officials, and that under new rule will be cut off. Planning committee will consider some kind of waiver to take care of them.

## Ferris's wheel

Public appearance by FCC's new chairman, Charles D. Ferris, is scheduled for Tuesday, Jan. 24, but it won't be for speech that would breach his self-imposed moratorium on addresses during first six months in office. He will introduce fellow commissioner, Robert E. Lee, who will deliver luncheon address before 35th annual convention of National Religious Broadcasters in Washington. First full-dress address by chairman is scheduled for closing session of annual convention of National Association of Broadcasters in Las Vegas April 12.

Among celebrities at NRB convention will be Anita Bryant, Florida's controversial citrus spokeswoman, mainly for concert appearance on opening day, Jan. 22, but with prospect of addressing assemblage too.

## Message in a message

FCC Chairman Charles D. Ferris appears to fancy suggestion designed to make it easier for viewers to address advertisers directly with complaints or praise about programs in which their commercials appear, as well as about commercials themselves: Require identification of advertisers—by name, address and person to contact—in commercials. Proposal was contained in letter to chairman's office from family in Adams, Neb., and chairman thought it sufficiently "interesting" to circulate among commissioners, along with answering letter in which he said direct complaints to producers or advertisers by public may be preferable to requests for government regulation of broadcast content.

Chairman's letter also said commission this year will deal with "over-all question" of television commercialization in considering whether to grant petition for rulemaking—now almost four years old—in which Watchers Against Television Commercial Harassment proposes reduction in amount of television time that could be devoted to commercials. Chairman noted that one party commenting on petitions (National Citizens Committee for Broadcasting) has suggested broadening inquiry to include consideration of proposal similar to one Nebraska family offered.

# Business Briefly

## TV only

**Procter & Gamble** □ Company will sponsor CBS-TV special, *People's Command Performance*, Friday, Jan. 13 (9-11 p.m. NYT), through Wells, Rich, Greene. Buddy Ebsen (Barnaby Jones) will host broadcast taped at locations including California and Paris.

**Borden** □ Company will sponsor NBC-TV special, *Highlights of Ringling Bros. and Barnum & Bailey Circus*, Wednesday, March 8 (8-9 p.m. NYT). Dick Van Dyke will host special, joining circus stars from 23 countries. The special will be under full sponsorship of Borden Inc. through Conahay & Lyon Inc., New York.

**Associates Financial Services Co.** □ Subsidiary of Associates Corp. of North America places five-month TV campaign beginning late this month. Glenn, Bozell & Jacobs, Dallas, is selecting spots in about 50 markets during prime and late fringe

time. Target: adults, 18-49.

**Southwestern Bell** □ Telephone company is planning 19-week TV promotion starting this month. D'Arcy-MacManus & Masius, St. Louis, is buying spots in 32 markets during day, fringe and prime time. Target: women, 25-49.

**Amana** □ Consumer appliances branch slates 15-week TV buy beginning this month. Grey-North, Chicago, is seeking spots in 30 markets during fringe time. Target: women, 25-54.

**ADA** □ American Dairy Association places 11-week TV promotion for milk starting this month. D'Arcy-MacManus & Masius, Chicago, is buying spots in at least 100 markets during fringe, day and prime time. Target: women, 28-49, and children, 2-11.

**Kelly Foods** □ Canned meat products are highlighted in nine-week TV drive starting this month. Noble-Dury & Associates, Nashville, is seeking spots in 11 markets during day, late news and late

## Rep appointments

- KMPH(TV) Tulare (Fresno), Calif.: Bolton Broadcasting Ltd., New York.
- WLIB (AM)-WBLS(FM) New York: McGavren-Guild, New York.
- WPLR(FM) New Haven, Conn.: Eastman Radio, New York.
- WJAK(AM) Jackson, Tenn.: Jack Bolton Associates, Atlanta.



**All smiles.** On hand for the signing of a national representation contract for WTIC-AM-FM Hartford, Conn., with Katz Radio are (l to r): Sal Agovino, Katz Radio president; James Greenwald, Katz Agency president; Perry Ury, wtic sales vice president; Gordon Hastings, Katz Agency vice president-director of new business development; Roger Freedman, Chase Corp. (wtic parent) vice president, and Ken Swetz, Katz Radio vice president-general manager.

fringe time. Target: women, 18-49.

**Bryan Packing Co.** □ Division of Consolidated Foods plans eight-week TV promotion for its canned meat products beginning this month. Maris West & Baker, Jackson, Miss., is scheduling spots in 13 markets during prime time. Target: women, 18-49.

**John Paton** □ Golden Blossom honey is scheduled for six-week TV push beginning this month, buying approximately 125 points per week. Dilorie, Wergeles, New York, is handling spots in New York, Boston, Philadelphia and Providence, R.I., during fringe and prime time. Target: total women.

**Van Raalte** □ Hosiery manufacturer highlights its panty-hose in six-week TV campaign beginning in late February. Keller Crescent, Evansville, Ind., is placing spots in about 10 markets during day and fringe time. Target: women, 18 and over.

**Seabrook Farms** □ U.S. Style vegetables get six-week TV promotion beginning this month. Tucker Wayne & Co., Atlanta, is purchasing spots in seven markets during day and prime time.

# Wild Wild West



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



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



Target: women, 18-49.

**Archway** □ Cookie company is arranging six-week TV drive beginning this month. Terry Buying Service, Chicago, is placing spots in approximately 25 markets during all day parts. Target: women, 25-64.

**San Giorgio** □ Company will focus on its spaghetti in six-week TV drive beginning this month. Creamer Lois/FSR, New York, will seek spots in nine markets during fringe, day and prime time. Target: women, 25-49.

**Seneca Foods** □ Seneca apple juice gets six-week TV push starting this month. Mathieu, Gerfen & Bresner, New York, is arranging spots in 12 markets during day and early fringe time. Target: women, 18-49.

**Teledyne** □ Water Pik gets five-week TV buy starting this month. A. Eicoff & Co., Chicago, is buying spots in three markets during all day parts. Target: adults, 18-49.

**Beatrice Foods** □ La Choy division plans four-week TV push beginning this month. Post-Keyes-Gardner, Chicago, is placing spots in approximately 50 markets during fringe time. Target: women, 25-49.

**Vidal Sassoon** □ Shampoo and rinses will be highlighted in four-week TV campaign beginning this month. Peter Rogers Associates, New York, will place spots in 13 markets during day, fringe and prime time. Target: women, 18-34.

**Underwood** □ Accent division focuses on its food flavor enhancer in three-to-four-week TV flight beginning this month. Kenyon & Eckhardt, Boston, is placing spots in 27 markets during fringe time. Target: women, 18-49.

**Norcliff-Thayer** □ Subsidiary of Revlon Inc. features its Orabrite denture cleaner in three-week TV buy beginning late this month. Case & McGrath, New York, is buying spots in approximately 15 markets during early fringe time. Target: adults, 50 and over.

**Bell Telephone of Pennsylvania** □ Company is arranging three-week TV flight focusing on its long-distance calls, starting in early February. Lewis & Gilman, Philadelphia, is buying spots in six markets including Philadelphia and Pittsburgh, during all day parts. Target: total adults.

## Radio only

**Lander's** □ Bagel bakery slates 52-week radio promotion starting this month. L. Schulze Flanagan, New York, is handling spots in Omaha, Minneapolis, New York, Denver, and Milwaukee. Target: women, 18-49.

**SAS** □ Scandinavian Airlines System

places 11-week radio buy starting in early February. Scali, McCabe, Sloves, New York, is handling spots in five markets including Los Angeles and San Francisco. Target: men, 35 and over.

**Life Savers** □ Subsidiary of Squibb Corp. will feature its candy in four-to-six-week radio promotion starting this month. Dancer-Fitzgerald-Sample, New York, will schedule spots in about 50 markets including Baltimore, Dallas, Houston, Miami and San Francisco. Target: teenagers.

**U.S. Air Force** □ Recruiting arm slates five-week radio push beginning this month. Ted Bates, New York, is placing spots in about 80 markets including, Boston, New Orleans, St. Louis, Seattle and Washington. Target: men, 18-24.

**Cadillac** □ General Motors division slates four-week radio buy beginning this month. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., will seek spots in 31 markets including Atlanta, Chicago, Los Angeles and Pittsburgh. Target: men, 25 and over.

**Hormel** □ Deli meats division schedules four-week radio promotion starting in early February. Creamer Lois/FSR, New York, is buying spots in 13 markets including Cleveland, Philadelphia and Syracuse, N.Y. Target: women, 25-49.

**Gulf** □ Super G motor oil gets four-week radio flight beginning this month. Young & Rubicam, New York, is buying spots in three markets. Target: men, 18-49.

## Radio-TV

**Tuffy Service Centers** □ Automotive franchise service will focus on its mufflers

in four-month TV and radio campaign starting this month. Jackson & Maclean, Southfield, Mich., is buying spots in 20 markets including Cleveland, Dallas and Fort Lauderdale, Fla. Target: men, 18 and over.

**Dodge** □ Division of Chrysler focuses on its Omni car in two-week radio and TV flight beginning this month. BBDO, Troy,



Mich., is buying spots in at least 32 markets including Nashville and Kansas City, Mo. Target: adults, 25-54.

**Allied Artists** □ Motion picture distributor will feature its latest film, "The Betsy" by Harold Robbins, in network and spot-TV-radio campaign starting in early February. Diener-Hauser-Greenthal, New York, will place radio spots in about 100 markets and TV spots in 60 markets during day, fringe and late night time. Spot campaign will cost approximately \$800,000 excluding New York and Los Angeles. Target: adults, 18-49.

**Greek National Tourism** □ Tourism office takes four-week TV and radio flight beginning in late February. Mediators, New York, will arrange TV and radio spots in four markets, including Boston and Chicago. Target: adults, 18 and over.

## BAR reports television-network sales as of Dec. 11

ABC \$1,172,503,700 (34.3%) □ CBS \$1,140,122,500 (33.3%) □ NBC \$1,109,265,800 (32.4%)

| Day parts                        | Total minutes week ended Dec. 11 | Total dollars week ended Dec. 11 | 1977 total minutes | 1977 total dollars year to date | 1976 total dollars year to date | % change from 1976 |
|----------------------------------|----------------------------------|----------------------------------|--------------------|---------------------------------|---------------------------------|--------------------|
| Monday-Friday Sign-on-10 a.m.    | 180                              | \$1,178,300                      | 7,409              | \$ 48,971,300                   | \$ 37,238,500                   | +31.5              |
| Monday-Friday 10 a.m.-6 p.m.     | 1,047                            | 18,220,300                       | 49,371             | 753,221,700                     | 609,974,500                     | +23.5              |
| Saturday-Sunday Sign-on-6 p.m.   | 310                              | 11,221,300                       | 14,885             | 390,483,900                     | 322,985,500                     | +20.9              |
| Monday-Saturday 6 p.m.-7:30 p.m. | 104                              | 4,648,300                        | 4,910              | 191,066,500                     | 151,813,800                     | +25.9              |
| Sunday 6 p.m.-7:30 p.m.          | 21                               | 1,582,700                        | 1,036              | 55,916,400                      | 45,821,300                      | +22.0              |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 404                              | 41,271,400                       | 20,584             | 1,746,803,700                   | 1,449,718,600                   | +20.5              |
| Monday-Sunday 11 p.m.-Sign-off   | 222                              | 5,272,000                        | 10,318             | 235,428,500                     | 210,000,700                     | +12.1              |
| <b>Total</b>                     | <b>2,288</b>                     | <b>\$83,394,300</b>              | <b>108,513</b>     | <b>\$3,421,892,000</b>          | <b>\$2,827,552,900</b>          | <b>+21.0</b>       |

Source: Broadcast Advertisers Reports





The following radio stations are airing this news service — exclusive in their areas.

|                         |         |           |                          |         |           |                           |           |           |
|-------------------------|---------|-----------|--------------------------|---------|-----------|---------------------------|-----------|-----------|
| AL, Birmingham          | WKXX-FM | 106.9 mhz | MI, Grand Rapids         | WMAX    | 1480 khz  | NY, Ticonderoga           | WIPS      | 1250 khz  |
| AK, Fairbanks           | KFRB    | 900 khz   | MI, Lansing              | WITL    | 1010 khz  | OH, Bowling Green         | WKIQ-FM   | 93.5 mhz  |
| AR, Little Rock         | KXXA-FM | 95.7 mhz  | MI, Lansing              | WITL-FM | 100.7 mhz | OH, Cleveland             | WCLV-FM   | 95.5 mhz  |
| AZ, Flagstaff           | KEOS    | 690 khz   | MN, Austin               | KAUS    | 1480 khz  | OH, Columbus              | WMNI      | 920 khz   |
| AZ, Kingman             | KAAA    | 1230 khz  | MN, Austin               | KAUS-FM | 99.9 mhz  | OH, Columbus              | WMNI-FM   | 99.7 mhz  |
| AZ, Phoenix             | KRUX    | 1360 khz  | MN, Rochester            | KWEB    | 1270 khz  | OH, Lima                  | WCIT      | 940 khz   |
| AZ, Tucson              | KUAT    | 1550 khz  | MN, Thief River Falls    | KOSN-FM | 99.3 mhz  | OH, Lima                  | WLSR-FM   | 104.9 mhz |
| AZ, Tucson              | KUAT-FM | 90.5 mhz  | MO, Cape Girardeau       | KGMO    | 1550 khz  | OH, Newark                | WCLT      | 1430 khz  |
| CA, Bakersfield         | KGEE    | 1230 khz  | MO, Cape Girardeau       | KGMO-FM | 100.7 mhz | OH, Youngstown            | WBBW      | 1240 khz  |
| CA, Escondido           | KOWN    | 1450 khz  | MS, Greenville           | WODT    | 900 khz   | OR, Portland              | KYXI      | 1520 khz  |
| CA, Escondido           | KOWN-FM | 92.1 mhz  | MS, Meridian             | WOKK    | 910 khz   | PA, Lancaster             | WDDL      | 1490 khz  |
| CA, Palm Desert         | KGUY    | 1270 khz  | MS, Meridian             | WALT-FM | 97.1 mhz  | PA, Philadelphia          | WCAU      | 1210 khz  |
| CA, Riverside           | KPRO    | 1440 khz  | NC, Chapel Hill          | WCHL    | 1360 khz  | PA, Wilkes Barre          | WBRE      | 1340 khz  |
| CA, Ventura             | KVEN    | 1450 khz  | NC, Charlotte            | WFAE-FM | 90.9 mhz  | PA, Wilkes Barre          | WBRE-FM   | 98.5 mhz  |
| CA, Ventura             | KHAY-FM | 100.7 mhz | NC, Fayetteville         | WFNC    | 940 khz   | RI, Providence            | WEAN      | 790 khz   |
| CO, Denver (Aurora)     | KOSI    | 1430 khz  | NB, Grand Island         | KMMJ    | 750 khz   | SD, Aberdeen              | KABR      | 1420 khz  |
| CT, Bridgeport          | WDJZ    | 1530 khz  | ND, Fargo                | WDAY    | 970 khz   | SD, Mitchell              | KORN      | 1490 khz  |
| CT, Groton              | WSUB    | 980 khz   | NH, Berlin               | WBRL    | 1400 khz  | SD, Watertown             | KSDR      | 1480 khz  |
| CT, Groton              | WSUB-FM | 105.5 mhz | NH, Hanover              | WDCR    | 1340 khz  | TN, Knoxville             | WIVK      | 850 khz   |
| CT, Middletown          | WCNX    | 1150 khz  | NH, Hanover              | WFRD-FM | 99.3 mhz  | TN, Nashville             | WMAK      | 1300 khz  |
| CT, Stamford            | WSTC    | 1400 khz  | NH, Manchester           | WGIR    | 610 khz   | TX, Bellville             | KACO      | 1090 khz  |
| CT, Waterbury           | WWCO    | 1240 khz  | NJ, Dover                | WRAN    | 1510 khz  | TX, Dallas                | WRR       | 1310 khz  |
| FL, Boynton Beach       | WKAQ    | 1510 khz  | NM, Albuquerque          | KZIA    | 1580 khz  | TX, El Paso               | KTSM      | 1380 khz  |
| FL, Jacksonville        | WEXI    | 1280 khz  | NM, Albuquerque          | KHFM-FM | 96.3 mhz  | TX, Houston               | KEYH      | 850 khz   |
| FL, Sarasota            | WQSA    | 1220 khz  | NM, Las Cruces           | KOBE    | 1450 khz  | TX, Victoria              | KTXN-FM   | 98.7 mhz  |
| FL, Tallahassee         | WTNT    | 1270 khz  | NM, Las Cruces           | KOPE-FM | 104.9 mhz | UT, Salt Lake City        | KWMS      | 1280 khz  |
| FL, Tallahassee         | WOMA-FM | 94.9 mhz  | NV, Las Vegas            | KNUU    | 970 khz   | VA, Bluefield             | WBDY-FM   | 106.3 mhz |
| FL, West Palm Beach     | WWRN-FM | 92.1 mhz  | NV, Reno                 | KRL     | 780 khz   | VA, Charlottesville       | WQMC-FM   | 95.3 mhz  |
| GA, Atlanta             | WGST    | 920 khz   | NY, Albany               | WABY    | 1400 khz  | VT, Brattleboro           | WKVT      | 1490 khz  |
| HI, Hilo                | KIPA    | 620 khz   | NY, Amster-dam           | WKOL    | 1570 khz  | VT, Stowe                 | WRFB-FM   | 101.7 mhz |
| HI, Honolulu            | KHVH    | 1040 khz  | NY, Auburn               | WAUB    | 1590 khz  | VT, Wells River           | WYKR      | 1490 khz  |
| HI, Honolulu (Waipahu)  | KULA-FM | 92.3 mhz  | NY, Bath                 | WVIN    | 1380 khz  | WA, Tacoma                | KTNT      | 1400 khz  |
| IA, Des Moines          | KLYF-FM | 100.3 mhz | NY, Binghamton           | WKOP    | 1360 khz  | WI, Eau Claire            | WEAQ      | 790 khz   |
| IA, Des Moines          | WHO     | 1040 khz  | NY, Buffalo              | WHL     | 1270 khz  | WI, Eau Claire            | WIAL-FM   | 94.1 mhz  |
| ID, Idaho Falls         | KID-FM  | 96.1 mhz  | NY, Canandaigua          | WGR     | 1550 khz  | WI, La Crosse             | WIZM      | 1410 khz  |
| IL, Danville            | WDAN    | 1490 khz  | NY, Canandaigua          | WFLC-FM | 102.3 mhz | WI, La Crosse             | WIZM-FM   | 93.3 mhz  |
| IL, Mount Vernon        | WMIX    | 940 khz   | NY, Dunkirk-Fredonia     | WBUZ    | 1570 khz  | WI, Milwaukee             | WFMR-FM   | 96.5 mhz  |
| IL, Mount Vernon        | WMIX-FM | 94.1 mhz  | NY, Ellenville           | WELV    | 1370 khz  | WV, Wheeling              | WNEU      | 1600 khz  |
| IN, Crawfordsville      | WNOY-FM | 106.3 mhz | NY, Ellenville           | WELV-FM | 99.3 mhz  | WY, Casper                | KTWO      | 1030 khz  |
| IN, Michigan City       | WMCB-FM | 95.9 mhz  | NY, Hammondsport         | WVIN-FM | 98.3 mhz  |                           |           |           |
| IN, Terra Haute         | WBOW    | 1230 khz  | NY, Hornell              | WLEA    | 1480 khz  |                           |           |           |
| IN, Terra Haute         | WBOQ-FM | 107.5 mhz | NY, Hyde Park            | WHPN    | 950 khz   |                           |           |           |
| KS, Dodge City          | KEDO    | 1550 khz  | NY, Hyde Park            | WHVS-FM | 97.7 mhz  |                           |           |           |
| KS, Mission             | KBEA    | 1480 khz  | NY, Little Falls-Herk.   | WLFH    | 1230 khz  |                           |           |           |
| KS, Wichita             | KFH     | 1330 khz  | NY, Lake Placid-Sar. Lk. | WIRO    | 920 khz   |                           |           |           |
| MA, Boston              | WEEI    | 590 khz   | NY, Massena              | WYBG    | 1050 khz  |                           |           |           |
| MA, Orleans             | WVLC    | 1170 khz  | NY, Malone               | WICY    | 1490 khz  |                           |           |           |
| MA, Orleans             | WLOM-FM | 104.7 mhz | NY, Middletown           | WALL    | 1340 khz  |                           |           |           |
| MA, West Springfield    | WNUS    | 1490 khz  | NY, Middletown           | WALL-FM | 92.7 mhz  |                           |           |           |
| ME, Portland (Scarboro) | WCSH    | 970 khz   | NY, Plattsb.-Burl.       | WKDR    | 1070 khz  |                           |           |           |
| MI, Alpena              | WATZ-FM | 93.5 mhz  | NY, Rochester            | WRQC    | 1280 khz  |                           |           |           |
| MI, Battle Creek        | WWKQ    | 1500 khz  | NY, Rochester            | WCMF-FM | 96.5 mhz  |                           |           |           |
|                         |         |           |                          |         |           | CANADA                    |           |           |
|                         |         |           |                          |         |           | ALTA, Edmonton            | CKUA      | 580 khz   |
|                         |         |           |                          |         |           | ALTA, Calgary             | KCO-FM    | 103.1 mhz |
|                         |         |           |                          |         |           | ALTA, Calgary             | CKUA-FM 1 | 93.7 mhz  |
|                         |         |           |                          |         |           | ALTA, Edmonton            | CKUA-FM   | 94.9 mhz  |
|                         |         |           |                          |         |           | ALTA, Lethbridge          | CKUA-FM 2 | 99.3 mhz  |
|                         |         |           |                          |         |           | ALTA, Medicine Hat        | CKUA-FM 3 | 97.3 mhz  |
|                         |         |           |                          |         |           | BC, Vancouver             | CCKO-FM   | 96.1 mhz  |
|                         |         |           |                          |         |           | ONT, Ottawa               | CCKO-FM   | 106.9 mhz |
|                         |         |           |                          |         |           | ONT, London               | CCKO-FM   | 97.5 mhz  |
|                         |         |           |                          |         |           | ONT, Toronto              | CCKO-FM   | 99.1 mhz  |
|                         |         |           |                          |         |           | PQ, Montreal (Pt. Claire) | CKO       | 1470 khz  |

# SCIENCE MONITOR IS ON THE AIR.

A radio news syndication service is now available from The Christian Science Monitor to selected radio stations throughout the United States and Canada. The Monitor, an award-winning international daily newspaper, guarantees *exclusive* use of the service to one AM and one FM station in every market area.

## From Portland, Maine, to Honolulu

Weekly tapes of 20 news stories that appear in the Monitor and are especially adapted to radio broadcast are sent to contracted stations. The mix includes interviews, news analyses, consumer reports, and stories about education, urban problems, energy solutions, and other current topics of interest. These stories range from 45 seconds to 2½ minutes and are already being used as "special reports" in newscasts by some 150 stations in top markets across the country.

## "an outstanding service"

Program director, Bob Gifford, of WHO and KLYF-FM in Des Moines notes that the Monitor's Radio News Service is "... an outstanding service offering good material, on-time service, and very professional moderators. [It] complements our newscasts."

In Houston, Program Director Jarrett Day of KEYH says the Monitor's service covers material, and in depth, which everyone else is "either ignoring or doesn't know how to do." KEYH recently won the Texas Associated Press Broadcasters award for the best extended newscast, an hour of listening which included a story from The Christian Science Monitor Radio News Service.



**Radio News Service**

**News.**

**The way you need it.**

## Three announcers prepare tapes

Dave Dunbar, editor of the radio syndication service, is a former news director from California where he won the Golden Mike Award from the Southern California Broadcasters Association. He alternates with Fay McKenzie, a long-time actress with extensive experience in films, on Broadway, and on radio, and with Paul Cunningham, veteran news writer and broadcaster from Massachusetts.

## Choice of payment methods

Radio stations subscribing to the service have two options for payment. They may subscribe in exchange for commercial time for the Monitor or choose a cash payment.

For more information about this syndication service, just call Dave Dunbar, toll free at 800-225-7090. Or return the coupon below.

The Christian Science Monitor  
Radio News Service  
One Norway Street  
Boston, MA, U.S.A. 02115  
Please send me further details about  
The Christian Science Monitor Radio News Service.

Name (please print) \_\_\_\_\_

Title/Station/Network \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

ZIP \_\_\_\_\_

Telephone \_\_\_\_\_



# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Marion Preston, vice president, J. Walter Thompson, New York

## Sitting down to talk: advertising world and performers' unions

Existing contracts with the Screen Actors Guild, Screen Extras Guild and the American Federation of Television and Radio Artists covering television and radio commercials expire Nov. 15. Already the unions and the industry are hard at work preparing for what promises to be another strenuous round of negotiations.

In these negotiations, the advertising industry is represented by the Joint Policy Committee (JPC). The JPC consists of an equal number of agency and advertiser members and it is the body that must approve all new union agreements. More than 320 advertisers have authorized the JPC to appoint a committee to negotiate new agreements and those advertisers have agreed to be bound by the new agreements.

In the past, direct, across-the-table dealings were conducted by a negotiating committee appointed by the JPC. However, as talent costs escalated well beyond \$100 million a year, it became apparent that part-time negotiators, no matter how capable and dedicated, could no longer continue to devote the ever-increasing time and energy to prolonged and difficult bargaining sessions.

Therefore, the Association of National Advertisers, at the recommendation of the JPC agency committee members, decided to hire a specialist in labor negotiations. John McGuinn, a Washington attorney, who is a partner in the law firm of Farmer, Shibley, McGuinn & Flood, was chosen. Mr. McGuinn has worked closely with Guy Farmer, ANA's consultant to the JPC since its beginning in the early 1960's.

Mr. McGuinn was the industry's chief spokesman in the commercial negotiations with the American Federation of Musicians last spring. We look forward to working with him again in 1978. A team of experienced agency advisers will support Mr. McGuinn throughout those negotiations.

What can the industry expect in 1978? Obviously, the unions will demand increased compensation. Just recently SAG concluded a contract with the motion picture and television producers calling for a 30% increase in basic rates, plus changes in working conditions, etc., that will contribute to hidden additional costs. There is no doubt that in the negotiations compensation is sure to be a difficult and thorny issue. However, the JPC is prepared to resist any undue escalation in talent costs.

One subject guaranteed to be important concerns the use of "real people" in commercials. The term real people refers to



Marion Preston joined J. Walter Thompson in 1948 as a secretary in broadcast traffic. Within two months she moved into the talent and program contract area and became a specialist in music rights and broadcast talent union contracts. She now serves as administrator of JWT's media department and manager of the labor relations section. She was named a vice president in 1970.

nonprofessionals who give testimonials or endorsements in commercials. They are not actors; they play themselves. In many cases, from an advertiser's viewpoint, real people commercials are very effective. From the unions' viewpoint, they take away employment from the professional actors who are trying to earn a living in the acting field. Complicating the issue further are Federal Trade Commission and television network requirements that real people deliver their own testimonials and endorsements.

Ideally, the unions would like to preclude the use of real people in commercials or to require a premium payment for their use. Obviously, advertisers and agencies cannot agree to any limitations or restrictions on whom they use in commercials. And so the battle goes on.

One of the biggest problems for the industry in the talent union agreements is the payment structure for off-camera group singers. If the group is not a "named" group, it consists of unidentifiable singers and voices. Unlike on-camera performers and off-camera announcers and actors, group singers can accept employment from competitive advertisers because they are not identifiable in any way.

Group singers are paid additionally for multiple tracking (live or mechanical overdubbing of the same material) and for

sweetening (overdubbing different material). Today's sound requires at least one multiple tracking and, hence, scale plus 25% is usually the standard minimum payment to group singers. As a result, the top group singers in New York, Chicago and Los Angeles can earn at minimum scale somewhere between \$250,000 and \$500,000 annually.

This fact has far-reaching effects in other segments of our industry. Composers of original music, which is heavily used, are unhappy about watching each group singer receive thousands of dollars more than the composer. In most cases, the composer receives a substantial one-time rights payment from the agency for the rights to the original composition. In addition, he may receive performance royalties from the American Society of Composers, Authors and Publishers and payments under the American Federation of Musicians commercials agreement because the composer is usually one of the musicians who records the composition. Even so, depending upon use, the composer may or may not earn more than a group singer. The basic difference in his payment structure is that his rights payment is guaranteed up front, whereas the group singer's payment depends totally upon use. Many composers want to maintain their up-front rights payment and at the same time receive additional payments for use of the composition. There is considerable industry opposition to paying composers on this dual basis.

Generally, all performers in commercials are already well compensated. The commercials contract generated 52.7% of the income received by performers in 1976 from all SAG collective bargaining agreements (including motion picture and television programs) and totaled more than \$110 million. Performers in AFTRA television recorded commercials earned more than \$8 million and in radio recorded commercials performers earned approximately \$19 million. When costs of \$15 million for musicians are added, the total paid to performers and musicians in commercials will exceed the staggering amount of \$152 million this year.

Inasmuch as we are sure to be faced with proposals for increased talent compensation rates in 1978, we will want something in return. This may include more flexibility in production, in making creative changes, in the editorial process, etc. Also, the industry will be seeking relief for retail and co-op advertisers as well as other advertisers who use commercials for very short periods of time.

In any event, the outcome must be one that is fair to performers and not prohibitive to advertisers.



# VIDEOCASSETTE EDITING. MADE FOR SPEED. MADE FOR ACCURACY. MADE FOR QUALITY. MADE by JVC.

MODEL GR-5500S Recorder





# JVC INTRODUCES THE CR-8300U FULL EDITING VIDEOCASSETTE RECORDER...

## FOR FASTER EDITS

Now you can significantly cut the time you spend editing 3/4U-format tapes, thanks to JVC.

The unique bi-directional search control of the CR-8300U Electronic Editing Recorder lets you fast-forward at 7 times normal speed. Reverse at 10 times normal.

And you can do it while the tape is threaded on the head. You don't have to stop to rethread.

The unique preview feature lets you pass the signal from a second source through the CR-8300U while it's playing, without erasing the tape. You'll cut down on false starts by knowing what your edit will be like.

## FOR MORE ACCURATE EDITS

Accuracy is what the JVC CR-8300U is designed for.

The unique built-in Pre-Roll rewinds tape for about 4 seconds from the actual editing point, and puts the recorder in stand-by mode. When you push "Edit Start" the CR-8300U first plays back about 4 seconds of rewind program, then goes automatically into the recording mode at the edit point. You're assured of the highest accuracy.

When you assemble edit, video and audio signals are edited simultaneously. When you insert, you can edit video and either audio channel independently or in any combination. Either way, accuracy is  $\pm 5$  frames.

You want still frame and slow motion? You've got them. The forward speed can be adjusted from 0 to 1/15th normal speed. You'll always find the exact frame you want.

And the tape counter doesn't just count. It has a memory. When you know you'll want to find a particular point again you reset the counter to "000". Then when you rewind, it will automatically stop the CR-8300U right there.

No other moderately priced videocassette editor has this combination of features to give you the accuracy you're looking for.

## FOR THE HIGHEST QUALITY PICTURE

But speed and accuracy are nothing without quality. And quality is what the JVC CR-8300U has most of. It has everything you need for NTSC-type color video *built-in*.

Automatic Phase Control and patented Color Dubbing assure generation after generation of duplicates with stable color lock and highest quality.

There's a built-in Dropout Compensator. There's a video S/N ratio

of better than 45dB (unweighted) on the Rohde & Schwarz noise meter. An audio S/N ratio of better than 45dB. Independent Audio VU Meters and Controls for both channels (which can be operated either automatically or manually) help you upgrade the quality of low-level audio recordings.

Black & white resolution is better than 320 lines; color, better than 240.

And if "flag-waving" turns you off, all you have to do is turn on the CR-8300U. The frame servo locks on the odd field, so every edit is smooth and clean.

## JVC WORKS WITH YOU

JVC has worked with broadcasters and producers to give you what you want, what you say you really need. Speed, accuracy, quality. And the features you need to get them.

Features like an external sync input for V-locking other sources. A built-in capstan servo mechanism for jitter-free, stable tape speed. An internal time-lapse meter to make

regular maintenance easier. And a new remote-control system you can learn about by reading the next page.







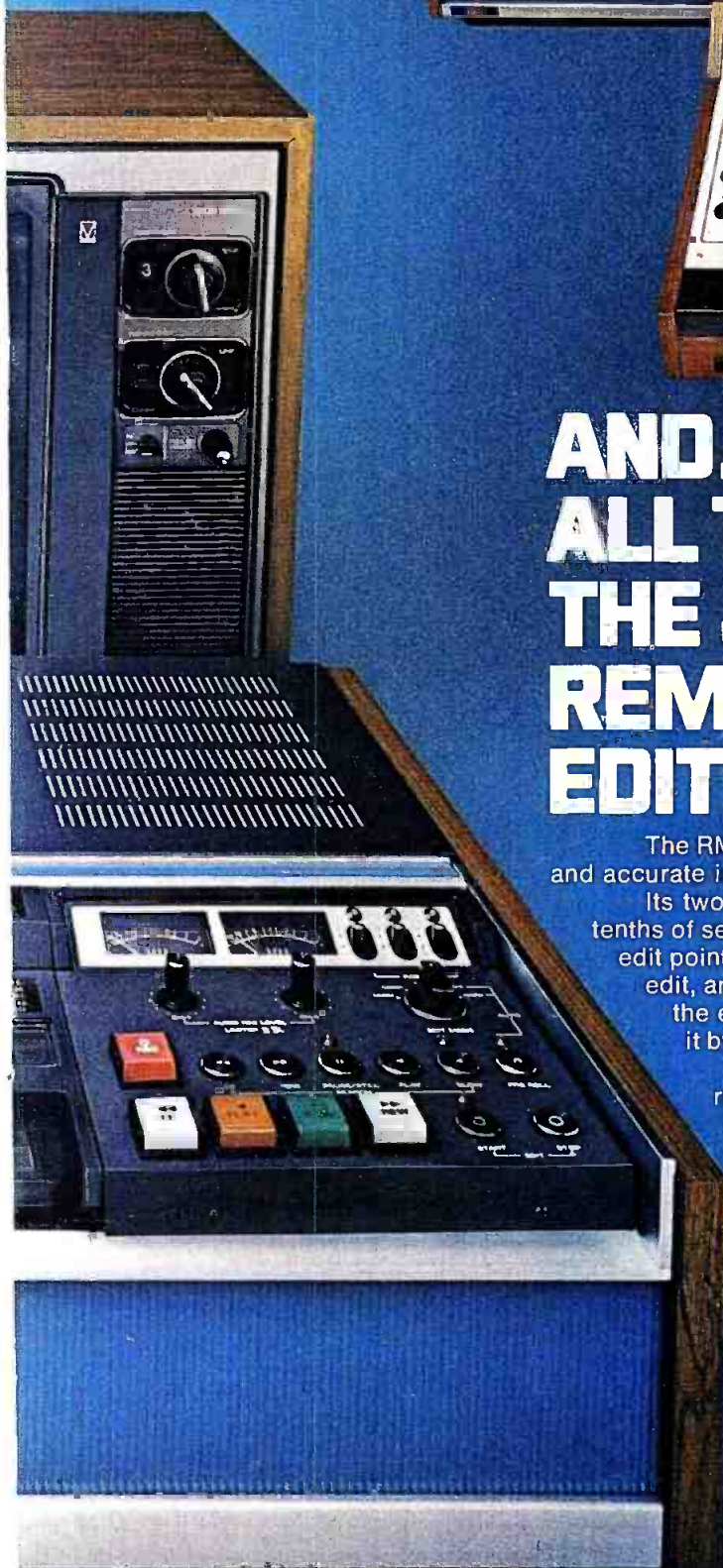
# AND...TO TIE IT ALL TOGETHER... THE JVC RM-83U REMOTE AUTOMATIC EDITING CONTROL UNIT.

The RM-83U completely controls two JVC CR-8300U recorders for fast and accurate insert and assemble editing.

Its two independent LED timers (indicating minutes, seconds, and tenths of seconds) can be put on "Hold," so you can precisely identify the edit point. They then return to real time. "Hold" again at the end of the edit, and you've timed the length of your insert. Both clocks memorize the edit point—for fast and accurate review, you quickly return to it by touching "Search".

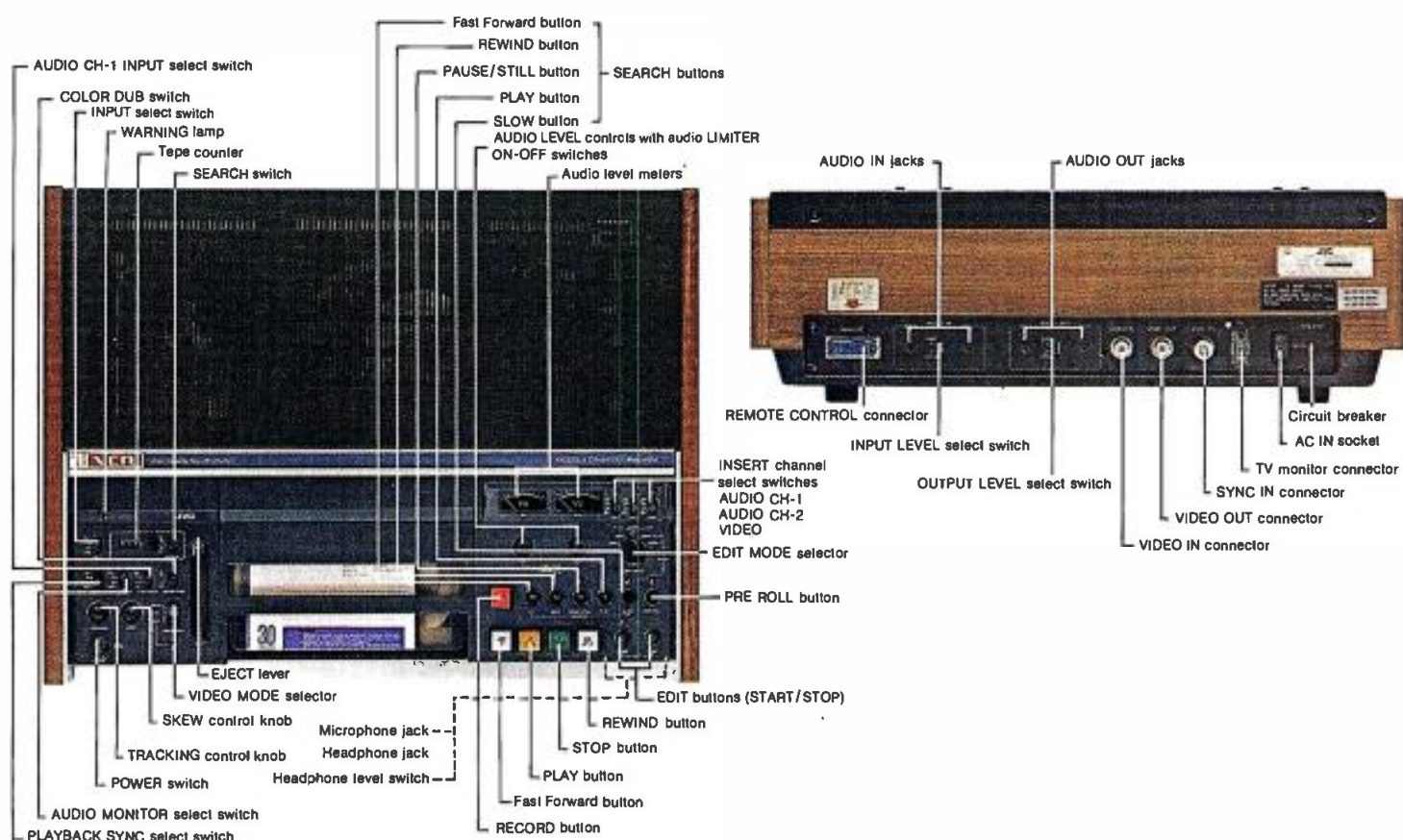
Not only can you *review*, you can *preview*. A unique rehearsal editing feature lets you see your edit without putting a signal on the tape. You can be sure you've got exactly what you want, exactly where you want it. After you've previewed, both machines go back to the edit point automatically. If you like what you saw, just push "Start" and you have it.

There are many more great features, such as the automatic safety device that shuts off both recorders if a tape is left in still-frame for 10 minutes. Get all the details on both the RM-83U and the CR-8300U by writing today to the address listed on the back page.





# SPECIFICATIONS OF THE CR-8300U EDITING COLOR VIDEOCASSETTE RECORDER



## GENERAL

|                        |                                                                                    |
|------------------------|------------------------------------------------------------------------------------|
| Video Recording System | : Rotary two-head, helical scan system                                             |
| Luminance              | : FM recording                                                                     |
| Color Signal           | : Converted subcarrier direct recording                                            |
| Video Signal System    | : NTSC-type color signal                                                           |
| Power Requirement      | : 120 V AC, 60 Hz<br>120 watts                                                     |
| Temperature Operating  | : 41°F to 104°F<br>(5°C to 40°C)                                                   |
| Storage                | : -4°F to 140°F<br>(-20°C to 60°C)                                                 |
| Operating Position     | : Horizontal only                                                                  |
| Weight                 | : 67.5 lbs. (30.6 kg)                                                              |
| Dimensions             | : 24-1/16" (W) x<br>7-11/16" (H) x<br>17-3/4" (D)<br>(610 mm x 195 mm<br>x 450 mm) |

## Tape Transport

|                   |                                        |
|-------------------|----------------------------------------|
| Tape Speed        | : 3-3/4 ips (95.3 mm/s)                |
| Fast Forward Time | : Less than 6 min. for<br>60 min. tape |
| Rewind Time       | : Less than 5 min. for<br>60 min. tape |
| Wow & Flutter     | : Less than 0.2% RMS                   |

## Video Signals

|                       |                                                        |
|-----------------------|--------------------------------------------------------|
| Input                 | : 0.5 V to 2.0 Vp-p,<br>75 ohms unbalanced             |
| Output                | : 1 V p-p, 75 ohms<br>unbalanced                       |
| Signal-to-Noise Ratio | : More than 45 dBs<br>(Rohde & Schwarz<br>noise meter) |
| Horizontal Resolution | : Color 240 lines<br>Monochrome<br>320 lines           |

## Audio Signals

|                       |                                                  |
|-----------------------|--------------------------------------------------|
| Input                 | : Mic -70 dBs,<br>600 ohms<br>unbalanced         |
|                       | : Line -20/0 dBs,<br>10k ohms<br>unbalanced      |
| Line Output Level     | : -20/0 dBs<br>(600 ohms<br>unbalanced load)     |
| Headphone Output      | : -28 dBs/-37 dBs,<br>(8 ohms unbalanced)        |
| Signal-to-Noise Ratio | : More than 45 dBs<br>(@ 3% distortion<br>level) |
| Frequency Response    | : 80 Hz to 15 kHz                                |

Be sure to write today to JVC for more information on the CR-8300U Electronic Editing Color Videocassette Recorder and also for a copy of JVC's new Glossary of Video Terms.

# JVC



# Datebook

■ indicates new or revised listing

## This week

**Jan. 6-10**—*California Broadcasters Association* midwinter meeting. Gordon Hough, Pacific Telephone Co. board chairman, will speak Jan. 10. Palm Springs Spa, Palm Springs, Calif.

**Jan. 9**—Deadline for entries in competition for Peabody Awards of *Henry W. Grady School of Journalism and Mass Communications*, University of Georgia, Athens, Ga. 30602.

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

**Jan. 10**—*Nebraska Broadcasters Association* annual dinner honoring the state legislature, including presentation of 1978 inductees into NBA Hall of Fame. NBA membership meeting will be held earlier in the day. Nebraska Club, First National Bank building, Lincoln, Neb.

**Jan. 10**—*Tennessee Association of Broadcasters* annual legislative reception. National Life Center, Nashville.

**Jan. 10**—*Radio Advertising Bureau* sales clinic. Fairmont hotel, Dallas.

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

**Jan. 11**—*Radio Advertising Bureau* sales clinic. Regency-Denver hotel, Denver.

**Jan. 11-13**—Special winter meeting of the *Association of Maximum Service Telecasters board of directors*. Agenda will include reports on the short-separation drop-in case before the FCC; report on plans for the 1979 World Administrative Radio Conference in Geneva; report on association work in connection with improvement of UHF reception and capabilities, and plans for the meeting in Las Vegas during the National Association of Broadcasters convention. Mauna Kea Beach hotel, island of Hawaii.

**Jan. 12**—*Radio Advertising Bureau* sales clinic. Crown Center, Kansas City, Mo.

**Jan. 15**—Deadline for entries for The 1977 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1977 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H. 03755.

**Jan. 15-17**—*Florida Cable Television Association* midwinter management conference. Hyatt House, Sarasota, Fla.

## Also in January

**Jan. 16**—Oral arguments in crossownership case. *U.S. Supreme Court*, Washington.

**Jan. 16**—Deadline for submission of entries by TV stations and cable television firms for the 1977 competition of the *National Academy of Television Arts and Sciences* for its national award for community service. Entry forms: NATAS, 110 West 57th Street, New York 10019.

**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. 17**—*Radio Advertising Bureau* sales clinic. Sheraton-L.A. Airport, Los Angeles.

**Jan. 17-19**—*Georgia Association of Broadcasters* Radio-TV Institute. Speakers will include former FCC Chairman Richard Wiley. University of Georgia, Athens, Ga.

**Jan. 18**—*Radio Advertising Bureau* sales clinic. Hyatt Regency, San Francisco.

**Jan. 18**—*New Jersey Broadcasters Association* midwinter managers' meeting. American hotel and National Broadcasters Hall of Fame, Freehold, N.J.

**Jan. 18-19**—National foreign policy conference for editors and broadcasters conducted by the *Department of State*. Maximum possible information on current foreign policy information will be afforded by top government officials to domestic organization informing the general public in this respect. Department of State building, C and 22nd Street, N.W., Washington. For invitations: Mrs. Doris Williams, conference coordinator, office of public affairs, room 5825, Bureau of Public Affairs, Department of State, Washington 20520.

**Jan. 19**—*Radio Advertising Bureau* sales clinic. Airport Hilton, Seattle.

**Jan. 19**—Dr. George Gerbner, professor of communications and dean of Annenberg School, University of Pennsylvania, who created violence profile and index for TV, will meet with the *Caucus for Producers, Writers and Directors*. Los Angeles.

**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. 19-21**—*Alabama Broadcasters Association* winter conference. Ramada Inn, South, Tuscaloosa, Ala.

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

**Jan. 20-21**—*Mississippi Broadcasters Association*

annual sales seminar. Coliseum Ramada Inn, Jackson, Miss.

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

**Jan. 22-24**—*South Carolina Broadcasters Association* winter convention. Scheduled speakers include Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), South Carolina Supreme Court Justice Littlejohn, Dan Redmond of Washington law firm of Dow, Lohnes & Albertson, and Richard Shiben, chief of FCC renewal and transfer division. Sheraton Inn I-85, Hearon Circle, Spartanburg, S.C.

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

**Jan. 23**—FCC's deadline for comments on proposal to amend form 395—commission's annual employment report. Commission is considering changes in form's job categories and definitions to reflect more accurately job positions in broadcast industry (Docket 21374). Replies are due Feb. 22. FCC, Washington.

**Jan. 23**—FCC's deadline for comments in inquiry on problems encountered by "saturated" cable systems in complying with FCC's mandatory signal carriage rules (Docket 21472). Replies are due Feb. 22. FCC, Washington.

**Jan. 25**—Deadline for nominations for *Sigma Delta Chi* Distinguished Service Awards. Sigma Delta Chi Awards in Journalism, 35 East Wacker Drive, suite 3108, Chicago 60601.

■ **Jan. 25**—New York City chapter of *American Women in Radio and Television's* luncheon, featuring former FCC Commissioner Benjamin Hooks, who is now executive director of the National Association for the Advancement of Colored People, speaking on "Women and Minorities in Television." Women's Republican Club, 3 West 51st Street, New York.

**Jan. 26**—*Southern Cable Television Association* financial seminar to acquaint lending institutions in Southern states with cable television. Capitol Airport Inn, Atlanta.

## Major meetings

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

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

**March 4-8**—*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**—*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 21-27**—*MIP-TV* 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

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

**May 9-10**—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 14-17**—Annual meeting of *NBC-TV affiliates*. St. Francis hotel, San Francisco.

**June 1-3**—*Associated Press Broadcasters* annual

meeting. Stouffer's Twin Towers, Cincinnati.

**June 7-10**—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul. 1979 convention will be June 6-10. Nashville.

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

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

**Sept. 17-20**—*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**—*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**—*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.

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

**Jan. 27-28**—*Utah Broadcasters Association* convention. The Four Seasons motel and convention center, St. George, Utah.

**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. 29-30**—Eighth conference on weathercasting (radio and TV) as part of the *American Meteorological Society's* 58th annual meeting (Jan. 29-Feb. 2). De Soto Hilton hotel, Savannah, Ga.

**Jan. 29-30**—Public meeting, *Carnegie Commission on Future of Public Broadcasting*. Los Angeles.

**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.

**Jan. 31**—*Radio Advertising Bureau* sales clinic. White Plains hotel, White Plains, N.Y. (for New York City area).

## February

**Feb. 1**—*Radio Advertising Bureau* sales clinic. Sheraton Airport Inn, Bloomington, Minn. (For Minneapolis area).

■ **Feb. 1**—Deadline for entries for Awards in Connecticut Business Journalism to recognize writers and media serving Connecticut for distinguished business and financial journalism last year. Prizes of \$500 will be granted writers and producers in eight media categories. Information and entries: *Connecticut Business Journalism Awards*, P.O. Box 3598, Hartford, Conn. 06103.

**Feb. 1-2**—*American Advertising Federation* public affairs conference. Federal Trade Commission Chairman Michael Pertschuk will be keynote speaker. Hyatt-Regency hotel, Washington.

**Feb. 1-2**—*Ohio Association of Broadcasters'* professional sales school. Carousel Inn, Columbus, Ohio.

**Feb. 2**—*Radio Advertising Bureau* sales clinic. Pick-Congress, Chicago.

**Feb. 2-3**—*Arkansas Broadcasters Association* winter convention. Speakers will include Arkansas candidates for the U.S. Senate and Jim Gabbert of the National Radio Broadcasters Association. Pine Bluff Convention Center and Holiday Inn South, Pine Bluff, Ark.

**Feb. 2-6**—*International Radio and Television Society's* faculty/industry seminar. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 3-4**—*Society of Motion Picture and Television Engineers* 12th annual television conference. Sheraton-Atlanta hotel, Atlanta.

**Feb. 4**—Regional conference of *Northeast Region of National Federation of Local Cable Programmers* which will include seminars on funding, media access, production and media for social change. Boston Film and Video Foundation, Boston. Contact: Sallie Fischer, region coordinator, P.O. Box 75, Derby, Conn. 06418.

**Feb. 5-7**—Seminar on impact of cameras in courtrooms, cosponsored by *Florida Association of Broadcasters* and *Florida Press Association* and presented by University of Florida College of Journalism and Communications. Hilton hotel, Gainesville. Contact: Pamela M. Zimpher, division of continuing education, University of Florida, 2012 West University Avenue, Gainesville 32603.

**Feb. 6-7**—*South Carolina Cable Television Association* annual meeting. Wade Hampton inn, Columbia. Information: Vic Nicholls, (803) 271-8526.

**Feb. 7**—*Radio Advertising Bureau* sales clinic. Holiday Inn, Charlotte, N.C.

**Feb. 8**—*Radio Advertising Bureau* sales clinic. Omni International, Atlanta.

**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.

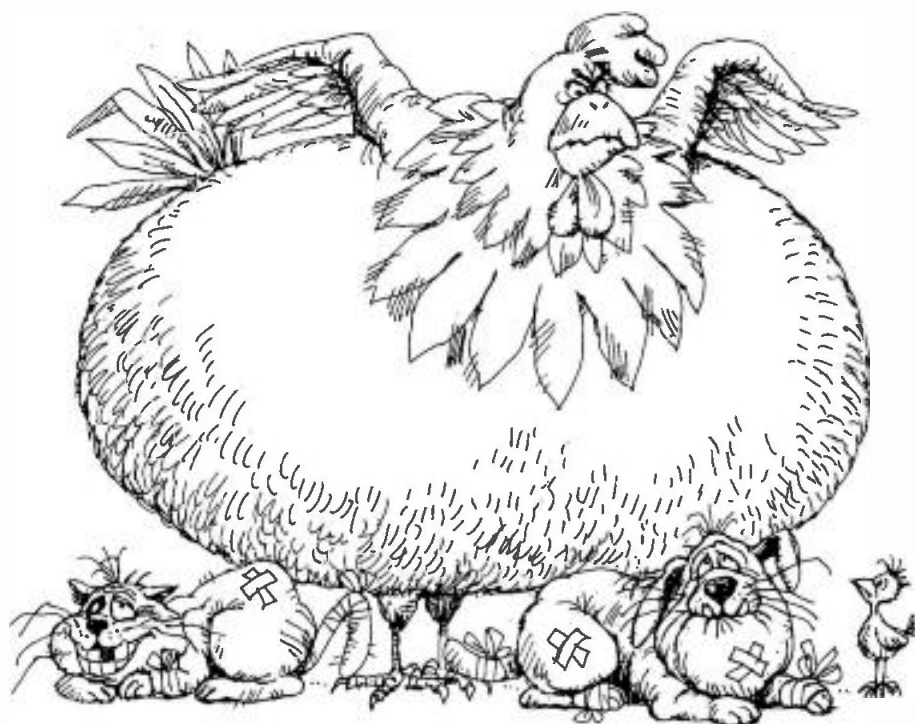
**Feb. 12-14**—*National Cable Television Association* board of directors meeting. Boca Raton hotel, Boca Raton, Fla.

**Feb. 13**—New deadline for comments to be filed on a proposal by the ethics committee of *District of Columbia Bar Association* to amend the association's rules to make it more difficult to pass through the so-called "revolving door" between government and regulated industries. Previous deadline was Jan. 6.

**Feb. 15**—*Radio Advertising Bureau* sales clinic. Pittsburgh Hyatt House, Pittsburgh.

**Feb. 16**—*Radio Advertising Bureau* sales clinic. Sheraton Boston, Boston.

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



## You may never see the world's largest chicken\*...

...but you can lay a message on Western Michigan farmers with WKZO.

Last year, the N.A.F.B.—Doane Market Area Study showed farmers in Western Michigan preferred WKZO to its next closest competitor by as much as 4-to-1.

And this year, the audience figures are better than ever. The April/May 1977 Arbitron study shows WKZO's adult audience continues on the upswing. With a 26% increase,

WKZO's adult 18+ total is almost equal to that of the second and third-ranked stations combined.

When you consider nearly half the farmers in lower Michigan (36,000 farms) are in WKZO primary area, it becomes clear that the best way to reach them is through their favorite radio station—WKZO.

\*The heaviest chicken on record is "Weirdo," a four-year-old White Sulley of 22 lbs. reported in Calveras County, California, in January, 1973. Weirdo, notorious for his "fowl moods," has clobbered a dog, two cats, and injured his owner to the extent of 8 stitches.



# WKZO

CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives



**Feb. 17**—Deadline for entries in 1977 Charles Stewart Mott Awards competition, sponsored by the *Education Writers Association*, to honor education writing. Radio and television category awards will be for single programs or series of reports on the same subject or theme, but not to exceed 60 minutes. Information: EWA, P.O. Box 281, Woodstown, N.J. 09098; (609)769-1313.

**Feb. 17-18**—Open call-for-membership meeting of the new *National UHF Broadcasters Association* (BROADCASTING, Nov. 21). Atlanta. Contact: Cy Bahakel, Bahakel Broadcasting, Box 2449, Charlotte, N.C. 28234. (704) 372-4434.

**Feb. 17-18**—*Nebraska Associated Press Broadcasters Association* annual convention. Omaha.

**Feb. 21-23**—*National Association of Evangelicals* 36th annual convention. Radisson South hotel, Minneapolis.

**Feb. 22**—*Radio Advertising Bureau* sales clinic. Hilton Inn-Detroit Metropolitan Airport, Detroit.

**Feb. 23**—*Radio Advertising Bureau* sales clinic. Carousel Inn, Cincinnati.

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

■ **Feb. 27-March 3**—Annual Public Radio Conference, sponsored by the *Corporation for Public Broadcasting* and *National Public Radio*. St. Francis hotel, San Francisco.

**Feb. 28**—*Radio Advertising Bureau* sales clinic. Hilton Gateway, Kissimmee, Fla. (for Orlando area).

## March

**March 1**—Deadline for entries for *American Bar Association's* Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1977 to increase public understanding of the American system of law and justice. Committee on Gavel Awards, ABA, 77 South Wacker Drive, Chicago 60606.

**March 1**—*Radio Advertising Bureau* sales clinic. Holiday Inn-National Airport, Washington.

**March 1**—Deadline for entries in competition for distinguished service in health reporting, sponsored by the *American Chiropractic Association*. Cash prizes and medallions of merit will be awarded in radio, television, newspaper and magazine categories. Entry forms: Journalism Awards, ACA, 2200 Grand Avenue, Des Moines 50312.

■ **March 1**—Deadline for entries in the 1977 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and \$2,500 will be given the over-all broadcast winner with \$1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: F. Ben Hevel, *The Scripps-Howard Foundation*, 500 Central Avenue, Cincinnati 45202.

**March 1-2**—Combined television and media workshops of *Association of National Advertisers*. Plaza hotel, New York. Contact: William Kistler, ANA, 155 East 44th Street, New York 10017.

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

**March 5-8**—*Ohio Cable Television Association* annual convention. Marriott inn, Columbus, Ohio.

■ **March 11**—Joint meeting of *Radio Television News Directors Association* region 13 and *Chesapeake AP Broadcasters* with workshops on broadcast writing, elocution and legal pitfalls. Annapolis Hilton hotel, Annapolis, Md. Contact: Ted Landphair, WMAL(AM) Washington.

■ **March 13**—Deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC, Washington.

**March 13-15**—*Indiana Broadcasters Association* spring meeting. Hyatt (Regency) hotel Indianapolis.

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

**March 14**—*New York State Broadcasters Association* 24th annual meeting. The Turf Inn, Albany. The NYSBA legislative dinner will be held that evening at Convention Hall, Empire State Plaza, Albany.

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

**March 21**—Fifth symposium on microwave mobile communication as precede to *Institute of Electrical and Electronics Engineers* Vehicular Technology Conference. Denver.

## April

**April 5**—New England Advertising Research Day, sponsored by the *Advertising Research Foundation*. Sheraton Boston, Boston.

**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 7-9**—*Broadcast Education Association* 24th annual convention. Convention Center, Las Vegas.

■ **April 9**—*Society of Broadcast Engineers* annual meeting. Las Vegas Hilton, Las Vegas.

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

■ **April 12**—Deadline for reply comments in FCC inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

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

**April 14-15**—*Radio Television News Directors* region one seminar. Seattle.

**April 15**—Regional workshop of *Radio Television News Directors Association* and *Department of Journalism, Duquesne University*. Duquesne University, Pittsburgh.

**April 19-21**—Spring convention of *Kentucky Broadcasters Association*. Senator Wendell Ford (D-Ky) will be the principal speaker. Executive West Inn, Louisville, Ky.

**April 23-27**—Seventh *American Institute of Aeronautics and Astronautics* communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3786.

**April 21-27**—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

■ **April 22**—Regional workshop by *Radio Television News Directors Association* and *Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

**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 2**—*Chamber of Commerce of the United States* 66th annual meeting. Washington.

**April 29-30**—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque, N.M.

**April 30-May 2**—*Action for Children's Television* seventh annual symposium on children's TV. Washington.

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

## May

**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 9-10**—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

## BROADCASTING PUBLICATIONS INC.

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# Broadcasting TELEVISION

Executive and publication headquarters  
Broadcasting-Telecasting building  
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Phone: 202-638-1022.

Sol Talshoff, editor.  
Lawrence B. Talshoff, publisher.

## EDITORIAL

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Donald West, managing editor.  
Rufus Crater, (New York), chief correspondent.  
Leonard Zeldenberg, senior correspondent.  
J. Daniel Rudy, assistant to the managing editor.  
Frederick M. Fitzgerald, senior editor.  
Randall Moskop, associate editor.  
Mark Miller, assistant editor.  
Barbara Chase, J. David Crook, staff writers.  
Barbara Buoymaster, Kira Greene, editorial assistants.  
Pat Vance, secretary to the editor.

## YEARBOOK □ SOURCEBOOK

John Mercurio, manager.  
Joseph A. Esser, assistant editor.

## ADVERTISING

David Whitcombe, director of sales and marketing.  
Winfield R. Levi, general sales manager (New York).  
John Andre, sales manager—equipment and engineering (Washington).  
David Berlyn, Eastern sales manager (New York).  
Ruth Lindstrom, account supervisor (New York).  
Bill Merritt, Western sales manager (Hollywood).  
Peter V. O'Reilly, Southern sales manager (Washington).  
Sally Stewart, classified advertising.  
Doris Kelly, secretary.

## CIRCULATION

Bill Criger, circulation manager.  
Kwentin Keenan, subscription manager.  
Shella Chamberlain, Denise Ehdavand,  
Patricia Waldron, Kevin Thomson, Bruce Weiler.

## PRODUCTION

Harry Stevens, production manager.

## ADMINISTRATION

Irving C. Miller, business manager.  
Philippe E. Boucher.

## BUREAUS

New York: 75 Rockefeller Plaza, 10019.  
Phone: 212-757-3260.  
Rufus Crater, chief correspondent.  
Rocco Famighetti, senior editor.  
Douglas Hill, Jay Rubin, staff writers.  
Diane Burstein, editorial assistant.

Winfield R. Levi, general sales manager.  
David Berlyn, Eastern sales manager.  
Ruth Lindstrom, account supervisor.  
Harriette Weinberg, Priscilla K. Johnson, advertising assistants.

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. □ \*Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.

## Let the seller beware

EDITOR: I think your editorial ("Who's Responsible?", Dec. 12, 1977) does a considerable disservice to advertisers, advertising agencies and ultimately to stations.

The circumstances in the bankruptcies of the agencies handling Sears regional business are certainly serious. Whether they warrant the conclusions the editorial draws is quite another matter.

You are perfectly correct in saying that the position of the American Association of Advertising Agencies has been that the agency is liable for payment of media bills. This is because this compels the agency to scrutinize the payment practices and credit of the advertiser, and because it is clearly easier for media to be informed about the payments and credit of a few hundred agencies rather than thousands of advertisers.

There are certainly instances in which advertising agencies have gone bankrupt; the point which your editorial fails to make is that there are many more instances in which the advertiser has gone bankrupt, and in which the agency has paid the advertising bills which it incurred.

After all, someone has to check the credit of the advertiser. Would it really be easier for the stations to do so? Would the stations in fact, check that credit? Broadcast credit policies are remarkably lax. The evidence suggests that stations have repeatedly extended credit to agencies—and advertisers and buying services—whose payments were months in arrears.

In fact, in broadcasting as in other business, the person who grants the credit sets the terms. If stations wish to have a strict credit policy, they can certainly have one. If they wish to have a lax credit policy, they may have one. But the essential of sole liability is that at least the agency will be conscious of credit problems. It remains for the station to be equally conscious of credit problems as far as agencies are concerned.

Finally, the principle of the agency's being solely liable for payment to media is a protection for the advertiser, who is not placed in jeopardy after he has paid his money in good faith to the agency.—*John Crichton, president, AAAA, New York.*

As BROADCASTING's readers are aware, Mr. Crichton died of a heart attack at his desk on Dec. 27—four days after writing this letter, which arrived too late for inclusion in the issue that reported his death (BROADCASTING, Jan. 2).

EDITOR: Your Dec. 12 editorial regarding the recent collapse of two agencies handling regional advertising for Sears seems to miss the key point. As a 30-year veteran

of all three elements of this mix—station, agency and client—I have had the misfortune to be involved in this problem as station manager and as client. I have little sympathy for the station.

Stations, usually reasoning that the sale is worth the risk, opt to extend credit to agencies that later prove to be unworthy of it. Why attempt to saddle the advertiser, who has paid his bill in good faith, with responsibility for the station's unsound business practice?

The bottom line would seem to be: When in doubt, bill and remit.—*W.J. Taylor, McMahan's Furniture Stores, Los Angeles.*

## 'Mail Bag' mail

EDITOR: BROADCASTING must understand both history and logic better than your editorial, "Mail Bag" (Dec. 12), suggests. You use the number of letters received by FCC on various broadcasting matters as a measure of whether or not a problem exists in that area. Finding that the agency received only 20 letters critical of advertising to children and 102 critical of children's programming, you suggest that the Federal Trade Commission and the FCC are wrong in giving these subjects serious consideration. Presumably their action would be right if somebody organized a letter-writing campaign, satisfying the numbers requirement which would prove that the issue is a problem.

BROADCASTING's method for determining the existence of problems has many intriguing possibilities. Applying it to other social questions, one could, for example, learn that there was no problem regarding unequal treatment of women before, say, 1968; nothing wrong with the U.S. economy in the spring of 1929 and nothing to worry about in our treatment of blacks prior to the establishment of the National Association for the Advancement of Colored People in 1909.

In my opinion BROADCASTING is wrong in thinking that the interests of either the industry or the public are served by lying low and hoping that the deluge will never come.—*Ralph Lee Smith, communications consultant, Washington.*

EDITOR: BROADCASTING's Dec. 12 editorial expressed surprise that the FCC has made the impact of television on children a priority issue when the FCC received last year only 102 complaints about, in its own categorization, "children's programming" and only 20 complaints about "advertising to children." The FCC categorized all complaints, comments and inquiries received

into more than 70 categories. As stated in the FCC report, single complaints were not tabulated under more than one category. There was no category for complaints about "impact of television on children." Consequently, many complaints about this impact were tabulated in [other] categories. Since only 16% of children's viewing occurs during periods when most programs are directed at youngsters, and many of these programs could not be truthfully labeled children's programs as they were not originally designed for children (e.g., reruns of situation comedies), it is not surprising that so few complaints were categorized under "children's programming." Since there is little programming specifically designed for children, most of what children watch is adult programming.

With this situation it is not surprising that the impact of television on children has now been given a high priority by the FCC. Broadcasters who are meeting their obligations to children would not be concerned about an FCC investigation.—*Nancy Forbord and Townes L. Osborn, Washington [D.C.] Association for Television and Children.*

## Suit themselves

EDITOR: The history of technology is also the history of attempts to suppress technology. Such attempts are usually delaying actions for profit. The social waste can be enormous.

The most recent example, under the guise of copyright protection, is Universal/Disney's action against Sony's Betamax technology, which comes to trial in Los Angeles this month.

All public and professional weight and opinion ought to be mustered against this ambitious legal lynching.

TV's vast wasteland is usually excused by media apologists as a necessary common denominator for our free airwaves system. But now some programmers appear to want it both ways. Claiming to protect the viewer against himself, Universal/Disney would strangle the very technology that begins to offer a freer choice under the existing TV transmission system—while they themselves rush to perfect proprietary devices that could eventually destroy it.

The court should assert viewer interest above private cupidity. It should allow the suit to enter the history books alongside Edison's frustrated attempt to control the phonograph disk, Marconi's to monopolize wireless and AT&T's to throttle early network radio.—*Lincoln Diamant, president, Spots Alive Inc., New York.*





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## Top of the Week

### Van Deerlin widens the rift over rewrite

**In a 'Dear Vince' letter to NAB's Wasilewski, congressman turns away effort to gloss over uproar over advisory committee; talk is still of 'trade-offs'**

In mocking tones, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has rejected the National Association of Broadcasters effort at conciliation on the subcommittee's rewrite of the Communications Act, indicating that any serious cooperation between subcommittee and industry will rest on the latter's willingness to talk about "trade-offs."

NAB President Vincent Wasilewski had written Mr. Van Deerlin seeking to squelch any impression that the broadcasting industry is stonewalling the rewrite. NAB had cooperated from the start of the project, Mr. Wasilewski said—supplying witnesses for hearings and a list of priorities for the rewrite.

The latter claim did not impress the subcommittee chairman, however, who characterized the association's "Statement of Principles" for the rewrite as having one single purpose: to "keep the gold in Fort Knox."

The NAB statement, adopted by the association board last February, takes the position that a dramatic overhaul of the Communications Act is not in broadcasting's interest, indeed "might seriously impair or destroy a system that has successfully fulfilled its mandate to the public." Among changes it proposes for the act are: repeal of the fairness doctrine and equal time for broadcasters; lengthening station license terms from three to five years, removal of government authority to interfere in broadcast advertising and continued regulation of cable television as an ancillary service to broadcasting.

"Vince," Mr. Van Deerlin said in his reply Dec. 30, "do you seriously ask us to look upon the 'Statement of Principles' . . . as an effort to help our subcommittee adjust old law to new needs?"

Frankly, the congressman added, he could not have expected the NAB official to behave otherwise: "The broadcasters didn't elect you to uncouple their gravy train."

Words like those raised a few temperatures again last week, just when the NAB thought it had begun to cool down. Said one member of the NAB executive committee, "What the hell is he jabbing the lions in their cages for?"

The executive committee members registered their displeasure with the tone and message of Mr. Van Deerlin's letter, but decided not to answer it. The association will keep quiet, said one, until it sees what the rewrite legislation looks like. According to Mr. Van Deerlin, a draft may not materialize until late March or later.

The whole flare-up between broadcasters and subcommittee began when the

subcommittee's 15-broadcaster rewrite advisory committee decided not to comply with Mr. Van Deerlin's request for a list of priorities for the rewrite. That action, reason enough to evoke Mr. Van Deerlin's displeasure, was further complicated when word of it failed to reach him directly, an oversight he took as an insult. The episode and the subcommittee chairman's subsequent harsh retorts constituted really "a relatively minor past misunderstanding," Mr. Wasilewski had said in his letter. He added he hoped it could "now be wiped off the slate."

Mr. Van Deerlin's newest reply indicated he is not willing to let it go so easily

### The Van Deerlin Letter

Dear Vince:

Thanks for your letter of December 28, in the ongoing dialogue over communications legislation. I much appreciate the consideration and courtesy always shown by the NAB generally, and by you personally, in these matters.

The temptation is simply to say Happy New Year (which of course I do) and let matters ride over to the second session (which of course they will).

But Vince—do you seriously ask us to look upon the "Statement of Principles" adopted by your board on the island of Maui last February as an effort to help our subcommittee adjust old law to new needs?

Just to make sure, I re-read that statement at home the other night. And although it contains much that I can agree with, the document's main thrust seems to be—Keep the gold in Fort Knox. It reads like the report of a committee project co-chaired by King Midas and Marie Antoinette, with Barbara Fritchie penciling in the rhetoric.

Believe me, I don't criticize you or the board for this. The broadcasters didn't elect you to uncouple their gravy train.

But enlightened self-interest may impose some hard choices—yes, even "trade-offs," though this word seems to startle many of your associates almost as if they were hearing it the first time.

I have tried to focus on some of the changes which lie ahead for broadcasters, and for communications generally—changes likely to occur quite apart from your ability, and mine, to agree on anything.

It was not Lionel Van Deerlin, but Jerry Ford's Office of Telecommunications Policy which saw the possibility of broadcast services without *over-the-air signals* by the year 1990.

It is not Van Deerlin, but the courts which have struck down regulatory restrictions on cable (restrictions that NAB's Statement of Principles would restore as Holy Writ).

It is Ted Turner [of WTCG(TV) Atlanta] whose blend of cable with satellite technology has spread consternation in the smaller TV markets.

It is Paramount Pictures which talks of delivering new offerings direct to broadcast and cable outlets by satellite.

It is the Japanese who will shortly test delivery of satellite signals direct to home receivers via rooftop antennas.

It is the telephone company and its competitors whose sophisticated home terminals could greatly broaden the daily offering of news and entertainment in the American home. And it is the Texas Instruments Co. whose new television tuner promises absolute parity for UHF stations with VHF—a development which alone could change the economics of television as much as anything in the last two decades.

Finally, not even Chip Shooshan had a hand in the Nielsen rating system's discovery that about one million Americans turned off their TV sets altogether in 1977.

Try to picture this when you're watching the Super Bowl, Vince . . . A million people would fill the Superdome nearly 14 times over.

That candle still burns brightly.

Sincerely,  
Lionel Van Deerlin  
Chairman



# ABC-TV shows continued gains in latest sweeps

**It now dominates in 58 of the top-100 markets, five more than a year ago; CBS-TV is on top in 25, NBC-TV in 14**

ABC-TV's prime time powerhouse extended the lead of ABC affiliates in the November 1977 local measurement sweeps, putting them on top in 58 of the 97 top-100 markets where all three networks have primary affiliates.

This represented a gain of five markets for ABC affiliates since the November 1976 sweeps. It also represented leadership in more markets than were led by CBS and NBC stations combined: CBS led in prime time in 25 of the 96 markets and NBC in 14.

A year earlier, ABC was on top in 53 markets, CBS in 23 and NBC in 17. There were also three ties in the 98 markets where all had primary affiliations at that time (BROADCASTING, Jan. 10, 1977).

The new figures were compiled from Arbitron measurement reports by ABC researchers, who also found other bits of encouragement for their stations:

■ Although over-all homes-using-television levels were down 5% in the 100 markets during the measurement period, ABC affiliates "showed only a 1% decline"

while NBC had an "8% decline and CBS a 4% decline."

■ ABC affiliates had a 36% share of the three-network prime time audience, up a share point from a year earlier, while NBC dropped a share point to 32% and CBS remained unchanged at 32%.

ABC said the new affiliates it picked up from other networks in the top-100 markets in 1977 "each registered increases [in audience share] for ABC," in one case by more than 100%. For instance:

In Providence, R.I., where ABC picked up WPRI-TV from CBS, ABC's share went from 29.5% to 36.5%. In San Diego, the addition of KGTV(TV) from NBC boosted ABC's share from 30.2% to 39.6%. In Baton Rouge, where ABC added WBRZ-TV from NBC, the ABC share rose from 20.4% to 44.4%. In Milwaukee, the addition of WISN-TV from CBS resulted in a share decline from 36.1% to 35.9% but also produced, ABC said, a 12,000 increase in households while retaining ABC's number one position in the market. In Albany, N.Y., the addition of WTEN-TV from CBS lifted ABC's share slightly, from 30.6% to 31.9%, but ABC said this affiliation shift occurred too late—only two weeks before the start of the sweep measurements—to affect the sweep results.

In total, ABC researchers said the sweeps showed ABC with 12,884,000 prime-time homes in the 99 top-100 markets in which ABC has primary affiliates; CBS with 11,486,000 in 98 of the top 100, and NBC, with affiliates in all 100, with 11,492,000. In the November 1976 sweeps the figures were ABC 13,029,000, CBS 11,996,000 and NBC 12,495,000.

In terms of shares, ABC reported that 65 of its top-100-market affiliates showed increases over their 1976 levels, as compared with 24 showing declines and 10 unchanged. For CBS the comparable figures were put at 66 with increases, 28 with declines and four unchanged, and for NBC they were 17 with increases, 80 with declines and three unchanged.

On a households basis, the November drop-off in HUT levels was more apparent. An independent count there showed declines outnumbered increases at all three networks.

BROADCASTING's tally showed gains and losses in households as follows:

ABC—Increases in 35 markets, declines in 59 (five unchanged).

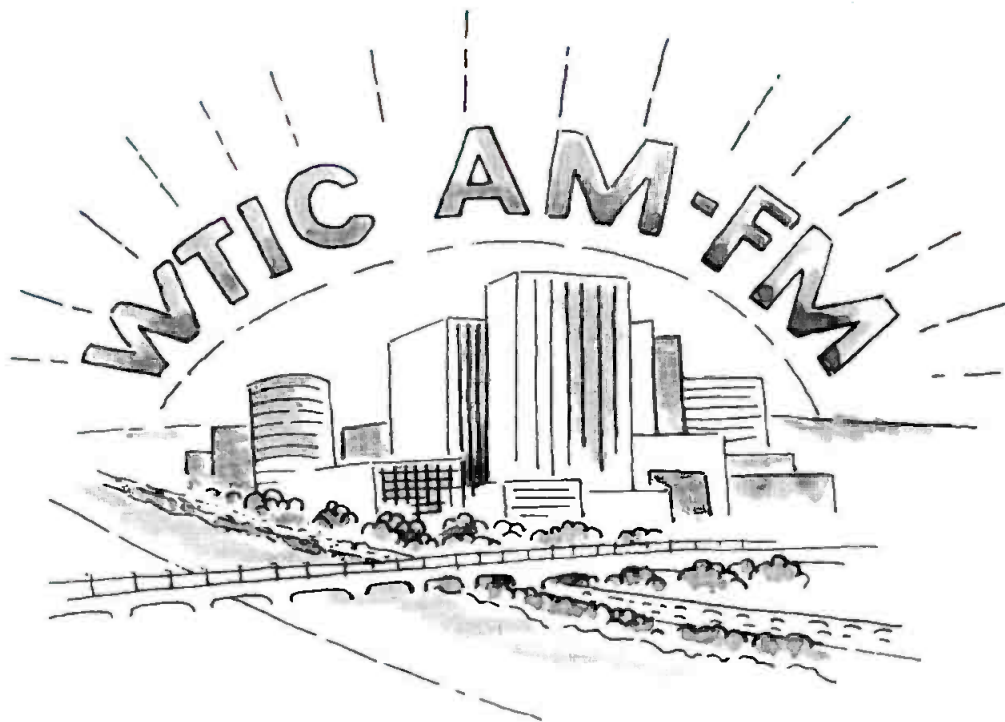
CBS—Increases in 34 markets, declines in 59 (five unchanged).

NBC—Increases in six markets, declines in 89 (five unchanged).

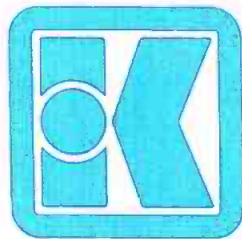
**Tale of the top 100.** The following figures show how affiliates fared in each of the top 100 markets in Arbitron's November sweep measurement, as compiled by ABC researchers from the Arbitron reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers show percentage of change in the household figures as compared with the November 1976 sweep. ABC researchers said the household figures are Arbitron's "pure" network averages, covering the hours from 7:30 to 11 p.m. NYT Monday through Saturday and 6-11 p.m. Sunday but excluding all access programs or other local programing presented during those hours. The sweep period was Nov. 2-29, 1977.

|                                 | ABC   |          | CBS   |          | NBC   |          |
|---------------------------------|-------|----------|-------|----------|-------|----------|
|                                 | HH    | % change | HH    | % change | HH    | % change |
| 1. New York                     | 1,365 | +13      | 1,136 | -9       | 1,258 | +13      |
| 2. Los Angeles                  | 791   | -7       | 495   | -10      | 604   | -20      |
| 3. Chicago                      | 609   | -4       | 476   | -2       | 481   | -3       |
| 4. Philadelphia                 | 551   | -1       | 405   | -3       | 392   | -9       |
| 5. Boston                       | 336   | -8       | 295   | -6       | 325   | +1       |
| 6. San Francisco                | 296   | -8       | 256   | -13      | 276   | -11      |
| 7. Detroit                      | 344   | -7       | 309   | -5       | 317   | -11      |
| 8. Washington                   | 255   | -6       | 232   | -6       | 205   | -14      |
| 9. Cleveland                    | 315   | +2       | 253   | +7       | 275   | -3       |
| 10. Pittsburgh                  | 289   | -9       | 241   | -1       | 191   | -1       |
| 11. Dallas-Fort Worth           | 260   | -4       | 227   | +9       | 187   | -15      |
| 12. St. Louis                   | 190   | +3       | 185   | -12      | 161   | -13      |
| 13. Houston                     | 205   | -3       | 173   | +3       | 175   | -19      |
| 14. Minneapolis-St. Paul        | 182   | -5       | 172   | -8       | 160   | -14      |
| 15. Miami                       | 176   | -2       | 191   | -11      | 169   | -1       |
| 16. Atlanta                     | 163   | -4       | 155   | -8       | 168   | -21      |
| 17. Tampa-St. Petersburg, Fla.  | 99    | -10      | 176   | -11      | 172   | -9       |
| 18. Seattle-Tacoma              | 195   | +1       | 119   | +4       | 159   | -4       |
| 19. Baltimore                   | 179   | -10      | 156   | -10      | 169   | -2       |
| 20. Indianapolis                | 145   | -3       | 130   | -11      | 137   | -18      |
| 21. Denver                      | 151   | -8       | 114   | -4       | 124   | -5       |
| 22. Hartford-New Haven, Conn.   | 166   | +4       | 186   | -3       | 66    | -3       |
| 23. Sacramento-Stockton, Calif. | 141   | -2       | 96    | -6       | 128   | -15      |
| 24. Portland, Ore.              | 120   | -2       | 114   | -7       | 101   | -16      |
| 25. Cincinnati                  | 136   | -1       | 132   | -3       | 119   | -11      |

|                                               | ABC |          | CBS |          | NBC |          |
|-----------------------------------------------|-----|----------|-----|----------|-----|----------|
|                                               | HH  | % change | HH  | % change | HH  | % change |
| 26. Milwaukee                                 | 134 | -6       | 117 | +5       | 122 | -14      |
| 27. Kansas City, Mo.                          | 137 | -9       | 121 | -8       | 129 | -4       |
| 28. Buffalo, N.Y.                             | 133 | -1       | 108 | -9       | 110 | -8       |
| 29. Providence, R.I.                          | 110 | +16      | 74  | -30      | 117 | -4       |
| 30. San Diego                                 | 108 | +17      | 91  | -10      | 74  | -34      |
| 31. Nashville                                 | 102 | +16      | 122 | +3       | 119 | -6       |
| 32. Columbus, Ohio                            | 125 | -9       | 126 | +1       | 103 | -10      |
| 33. Charlotte, N.C.                           | 54  | -11      | 121 | -3       | 98  | -10      |
| 34. Phoenix                                   | 107 | +1       | 97  | -6       | 83  | -17      |
| 35. Memphis                                   | 105 | -3       | 112 | NC       | 105 | -2       |
| 36. New Orleans                               | 104 | -14      | 112 | -2       | 93  | -18      |
| 37. Greenville, S.C.-Asheville, N.C.          | 101 | -3       | 93  | -1       | 95  | -22      |
| 38. Grand Rapids-Kalamazoo, Mich.             | 66  | -4       | 91  | +5       | 90  | -8       |
| 39. Oklahoma City                             | 100 | -5       | 83  | -10      | 95  | -11      |
| 40. Orlando-Daytona Beach, Fla.               | 105 | -1       | 91  | -3       | 97  | -10      |
| 41. Albany-Schenectady-Troy, N.Y.             | 83  | -10      | 78  | -24      | 99  | -7       |
| 42. Wilkes-Barre-Scranton, Pa.                | 111 | +6       | 66  | -1       | 96  | NC       |
| 43. Charleston-Huntington, W.Va.              | 83  | -1       | 82  | -2       | 108 | -10      |
| 44. Salt Lake City                            | 101 | -3       | 85  | +9       | 80  | -6       |
| 45. Louisville, Ky.                           | 66  | -11      | 91  | -5       | 90  | -16      |
| 46. Norfolk, Va.                              | 96  | -1       | 95  | +4       | 66  | -14      |
| 47. San Antonio, Tex.                         | 100 | -11      | 87  | NC       | 70  | -23      |
| 48. Birmingham, Ala.                          | 145 | +1       | 37  | -3       | 85  | -2       |
| 49. Dayton, Ohio                              | 74  | +4       | 111 | +1       | 88  | -6       |
| 50. Harrisburg-Lancaster-York-Lebanon, Pa.    | 72  | +9       | 82  | +5       | 89  | -13      |
| 51. Raleigh-Durham, N.C.                      | 98  | +5       | 90  | -3       | 13  | -24      |
| 52. Flint-Saginaw-Bay City, Mich.             | 106 | -4       | 44  | +7       | 87  | -9       |
| 53. Greensboro-Winston Salem-High Point, N.C. | 108 | +5       | 80  | -8       | 66  | -11      |
| 54. Toledo, Ohio                              | 72  | -5       | 84  | -3       | 74  | -11      |
| 55. Little Rock, Ark.                         | 100 | +11      | 67  | +5       | 81  | -9       |
| 56. Wichita-Hutchinson, Kan.                  | 72  | NC       | 80  | +7       | 67  | -8       |
| 57. Tulsa, Okla.                              | 97  | -1       | 76  | +10      | 55  | -13      |



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| ABC            |                                                         |    |     | CBS            |     |    |     | NBC            |                                                |    |      | ABC            |     |    |     | CBS            |  |  |  | NBC            |  |  |  |
|----------------|---------------------------------------------------------|----|-----|----------------|-----|----|-----|----------------|------------------------------------------------|----|------|----------------|-----|----|-----|----------------|--|--|--|----------------|--|--|--|
| %<br>HH change |                                                         |    |     | %<br>HH change |     |    |     | %<br>HH change |                                                |    |      | %<br>HH change |     |    |     | %<br>HH change |  |  |  | %<br>HH change |  |  |  |
| 58.            | Richmond, Va.                                           | 62 | - 7 | 76             | - 7 | 57 | -12 | 78.            | Youngstown, Ohio                               | 55 | - 8  | 56             | +10 | 50 | -12 |                |  |  |  |                |  |  |  |
| 59.            | Shreveport,La.-<br>Texarkana, Tex.                      | 90 | + 7 | 50             | -37 | 65 | - 6 | 79.            | Albuquerque, N.M.                              | 67 | NC   | 44             | - 2 | 47 | -13 |                |  |  |  |                |  |  |  |
| 60.            | Knoxville, Tenn.                                        | 30 | - 9 | 73             | - 8 | 83 | - 1 | 80.            | West Palm Beach, Fla.                          | 36 | -20  | —              | —   | 52 | -12 |                |  |  |  |                |  |  |  |
| 61.            | Syracuse, N.Y.                                          | 69 | + 1 | 85             | + 6 | 86 | -16 | 81.            | Jackson, Miss.                                 | 38 | + 6  | 46             | NC  | 57 | -16 |                |  |  |  |                |  |  |  |
| 62.            | Des Moines, Iowa                                        | 72 | + 4 | 76             | +15 | 59 | - 6 | 82.            | Chattanooga                                    | 64 | + 8  | 48             | + 4 | 51 | - 2 |                |  |  |  |                |  |  |  |
| 63.            | Mobile,Ala.-Pensacola,<br>Fla.                          | 74 | - 1 | 72             | + 3 | 57 | -14 | 83.            | Bristol, Va.-Kingsport,<br>Johnson City, Tenn. | 32 | + 7  | 46             | + 7 | 57 | + 6 |                |  |  |  |                |  |  |  |
| 64.            | Jacksonville, Fla.                                      | 48 | + 2 | 80             | NC  | 65 | - 8 | 84.            | Springfield, Mo.                               | 24 | - 4  | 49             | - 4 | 62 | -15 |                |  |  |  |                |  |  |  |
| 65.            | Omaha                                                   | 90 | - 1 | 74             | +10 | 67 | -16 | 85.            | Lincoln-Kearney-<br>Hastings, Neb.             | 41 | +11  | 50             | -11 | 17 | -11 |                |  |  |  |                |  |  |  |
| 66.            | Rochester, N.Y.                                         | 68 | -13 | 67             | - 1 | 59 | - 6 | 86.            | Springfield, Mass.                             | 58 | - 5  | —              | —   | 46 | -18 |                |  |  |  |                |  |  |  |
| 67.            | Green Bay, Wis.                                         | 82 | +15 | 68             | + 3 | 69 | + 1 | 87.            | Greenville-New Bern,<br>N.C.                   | 29 | + 7  | 44             | -12 | 56 | - 8 |                |  |  |  |                |  |  |  |
| 68.            | Roanoke, Va.                                            | 47 | NC  | 79             | - 2 | 60 | - 6 | 88.            | Lexington, Ky.                                 | 41 | NC   | 44             | - 2 | 43 | - 9 |                |  |  |  |                |  |  |  |
| 69.            | Davenport, Iowa-Moline,<br>Ill.-Rock Island, Ill.       | 64 | - 6 | 61             | + 7 | 62 | - 5 | 89.            | Fort Wayne, Ind.                               | 49 | + 9  | 40             | - 7 | 33 | -21 |                |  |  |  |                |  |  |  |
| 70.            | Fresno, Calif.                                          | 53 | - 4 | 47             | - 2 | 52 | - 7 | 90.            | Peoria, Ill.                                   | 53 | + 6  | 35             | + 3 | 41 | NC  |                |  |  |  |                |  |  |  |
| 71.            | Springfield-Decatur, Ill.                               | 59 | + 5 | 62             | + 5 | 53 | -16 | 91.            | Evansville, Ind.                               | 61 | - 2  | 38             | NC  | 30 | - 3 |                |  |  |  |                |  |  |  |
| 72.            | Spokane, Wash.                                          | 61 | + 2 | 49             | + 4 | 52 | -12 | 92.            | Huntsville-Decatur, Ala.                       | 35 | NC   | 48             | + 7 | 36 | - 3 |                |  |  |  |                |  |  |  |
| 73.            | Cedar Rapids, Iowa                                      | 63 | + 3 | 52             | - 5 | 55 | + 4 | 93.            | Tucson, Ariz.                                  | 45 | - 4  | 32             | - 3 | 41 | NC  |                |  |  |  |                |  |  |  |
| 74.            | Portland-Poland<br>Springs, Me.                         | 57 | - 3 | 42             | + 8 | 52 | - 9 | 94.            | Lansing, Mich.                                 | —  | —    | 56             | - 3 | 38 | - 7 |                |  |  |  |                |  |  |  |
| 75.            | Johnstown-Altoona,<br>Pa.                               | 12 | -14 | 61             | + 2 | 68 | NC  | 95.            | Sioux Falls, S.D.                              | 18 | + 6  | 56             | -14 | 42 | - 2 |                |  |  |  |                |  |  |  |
| 76.            | South Bend-Elkhart,<br>Ind.                             | 56 | - 2 | 51             | -11 | 46 | -12 | 96.            | Fargo, N.D.                                    | 31 | + 3  | 41             | + 8 | 39 | - 9 |                |  |  |  |                |  |  |  |
| 77.            | Paducah, Ky.-Harrisburg,<br>Ill.-Cape Girardeau,<br>Mo. | 34 | - 3 | 68             | - 4 | 63 | - 7 | 97.            | Columbia, S.C.                                 | 31 | + 3  | 26             | +18 | 60 | -13 |                |  |  |  |                |  |  |  |
|                |                                                         |    |     |                |     |    |     | 98.            | Austin, Tex.                                   | 36 | -20  | 47             | - 4 | 24 | - 8 |                |  |  |  |                |  |  |  |
|                |                                                         |    |     |                |     |    |     | 99.            | Baton Rouge                                    | 63 | +117 | 51             | + 4 | 28 | -56 |                |  |  |  |                |  |  |  |
|                |                                                         |    |     |                |     |    |     | 100.           | Colorado Springs                               | 46 | -12  | 34             | -13 | 34 | NC  |                |  |  |  |                |  |  |  |

**Hypo helper.** Here is the Advertising Research Foundation's so-called "antihypoing" index for the Arbitron and Nielsen November sweep measurements of all local TV markets. The numbers correlate prime time audiences during the sweep period with those immediately before and immediately after the sweeps. For instance, for regular programming at 8-8:30 p.m. on Mondays, ABC-TV's audience share was 87% as large as the average during the before/after period; CBS-TV's was 5% higher

than its average before and after and NBC-TV's was 1% higher than before/after. ARF suggests to spot-TV buyers that when the index is "significantly" above or below 100, they should "investigate the programming in the local market" to see whether the sweep numbers are really typical. ARF didn't say how much variation should be considered "significant," but in the past it has indicated 25% or more would be. The index, the fifth sponsored by ARF, was developed by Nielsen to ARF specifications.

|            | Monday |     |     | Tuesday |     |     | Wednesday |     |     | Thursday |      |     | Friday |     |      | Saturday |     |      | Sunday |      |      |
|------------|--------|-----|-----|---------|-----|-----|-----------|-----|-----|----------|------|-----|--------|-----|------|----------|-----|------|--------|------|------|
|            | ABC    | CBS | NBC | ABC     | CBS | NBC | ABC       | CBS | NBC | ABC      | CBS  | NBC | ABC    | CBS | NBC  | ABC      | CBS | NBC  | ABC    | CBS  | NBC  |
| 7:00 p.m.  |        |     |     |         |     |     |           |     |     |          |      |     |        |     |      |          |     |      | 103    | 108* | 95*  |
| 7:30 p.m.  |        |     |     |         |     |     |           |     |     |          |      |     |        |     |      |          |     |      | 100    | 108  | 94   |
| 8 p.m.     | 87     | 105 | 101 | 98      | 88* | 84  | 108       | 93  | 113 | 86       | 108  | 101 | 97     | 112 | 110* | 120*     | 96  | 101* | 78*    | 113* | 100* |
| 8:30 p.m.  |        | 107 | 106 | 98      | 87* | 88  | 106       | 91* | 110 | 85       | 111  | 105 | 102    | 111 | 106* | 112      | 92* | 105* | 77*    | 107* | 106* |
| 9 p.m.     | 82     | 90  | 105 | 94      | 86  | 92  | 95*       | 104 | **  | 95*      | 102* | 95* | 130    | 99* | 103  | 96       | 92  | 125  | 88     | 94*  | 110  |
| 9:30 p.m.  | 88     | 88  | 107 | 97*     | 87* | 96  | 96*       | 107 | **  | 101*     | 95*  | 93* | 128    | 98* | 95   | 93       | 96* | 127  | 84     | 92*  | 112* |
| 10 p.m.    | 87     | 89* | 115 | 89*     | 102 | 92  | 98*       | 113 | 83  | 98       | 94   | 85* | 130    | 83* | 99   | 101      | 95  | 122  | 87     | 84*  | 103* |
| 10:30 p.m. | 90     | 86* | 116 | 85      | 108 | 101 | 94*       | 113 | 87  | 102      | 94   | 89* | 133    | 80* | 99   | 98       | 96  | 127  | 92     | 89*  | 105* |

\*Includes more than one regularly scheduled program.

\*\*No regularly scheduled programs telecast during sweep period.

Sweep period: Nov. 2, 1977, through Nov. 30, 1977. Base period: Oct. 2 through Nov. 1; Dec. 1 through Dec. 9. "One-time-only" specials not included in analysis. All data based on Nielsen multinet area shares. Performance in individual markets can differ significantly.

## AM stereo: how, not whether

**Comments to FCC are all in favor, but NAMSRC can't decide among proposed systems—they all work**

Overwhelmingly favorable comments were filed at the FCC last week in its inquiry into the feasibility and acceptability of AM stereo. The National AM Stereophonic Radio Committee, broadcasters and the public, as well as equipment manufacturers and automobile companies, urged the commission to adopt AM stereo standards.

The stereo committee released its report earlier and concluded that the systems it tested—Magnavox, Motorola and Belar—"are capable of transmitting and receiving stereophonic sound with fidelity nearly comparable to FM stereo." The report said all three systems "are basically compatible with existing radio receivers and radio stations, are generally practical and econom-

ically feasible to implement for both transmitting and receiving and do not occupy substantially more spectrum space than standard AM."

Differences among the three systems, the committee concluded, were a "consequence of the proponents' system-design philosophy." The committee's report was jointly sponsored by the Electronic Industries Association, National Association of Broadcasters, National Radio Broadcasters Association and the Broadcast, Cable and Consumer Electronics Society of the Institute of Electrical and Electronics Engineers.

In separate comments, the NAB told the commission that with the advent of AM stereo there may again "be a change in the listener and programming equilibrium between AM and FM." In five years, that could result in a situation wherein "the two services will be somewhat inter-

changeable," the association said.

NAB called AM stereo "an extremely significant improvement to the AM broadcasting service" and said the commission should treat the issue as a matter of "top priority."

NARB said, "Both the public and the broadcasting industry have a clear interest in AM stereo, and it is apparent that the technology now exists to make AM stereo a reality without serious degradation of existing standards of broadcast service." It said the lack of stereo service on the AM band has been "a substantial disservice to listeners."

"As long as the technology exists to permit AM stereo, AM broadcasters should be permitted to provide such a service to their listeners," NARB insisted. It added that approval of an AM stereo system would be "clearly consistent" with the FCC's mandate to "generally encourage the larger and more effective use of radio in the public interest."

## In Brief

**Landmark Communications Inc. has agreed to purchase KNTV(TV) San Jose, Calif., for price said to be in excess of \$12 million.** Seller is Gill Industries (Allen T. Gilliland), which also owns cable television system in San Jose. Largest stockholders of buyer, publisher of daily newspapers in Norfolk and Roanoke, both Virginia, and in Greensboro, N.C., are Bessie G. Marshall and Leonard R. Sargent Jr. Frank Batten is chairman, and William Gietz is president of broadcasting division that includes WTAR-AM-TV-WKEZ(FM) Norfolk. KNTV is ABC affiliate on channel 11.

Board of directors of **Cowles Communications Inc.** voted unanimously Friday to **liquidate company** and to distribute assets to shareholders. Principal assets are 2.6 million shares of common stock of The New York Times Co. (approximately 23%) and WESH-TV Daytona Beach, Fla., and KCCI-TV Des Moines, Iowa. Under announced terms of liquidation, shareholders receive .655 shares of Times stock for every one now held. Stations will be transferred to new company, Cowles Broadcasting, which presently exists as subsidiary, and shareholders will receive one share on it for each share held in Cowles Communications. Marvin C. Whatmore, chairman and chief executive of Cowles, said arrangements are subject to favorable tax ruling, FCC approval of station transfers and stockholder approval. Present corporate officers are expected to retain "comparable" positions with new company. John Haberman is president.

Trading was halted last week in stock of **Starr Broadcasting Group Inc.** amid rumors that largest stockholders—William F. Buckley Jr., Jim Long and Thomas Merriman (who hold approximately 40% of outstanding shares)—were attempting to sell their holdings. Company's board was considering situation at regularly scheduled meeting in San Francisco late Friday.

**Representative John Moss** (D-Calif.), whose curmudgeonish manner and championing of consumer rights made him unpopular with broadcasters, announced last week he **plans to retire** at end of this year after 26 years in House. As member of House Commerce Committee, he became known to broadcasters for his participation in investigation of TV quiz scandals and of corruption at FCC in late 1950's. Since then he has developed **reputation as regulatory agency-balter**, often butting heads with FCC for among other things: over-regulation of cable television, nonregulation of major networks, weak enforcement of equal employment rules in broadcasting industry and failure to award attorneys fees for citizen groups' participation in license rulemaking proceedings. He is also champion of openness in government having been father to law requiring government to open files to public. In 1975, he led movement on Commerce Committee to wrestle Oversight and Investigations Subcommittee from full committee Chairman Harley Staggers (D-W.Va.). Mr. Moss was then elected chairman, secured biggest budget of any Commerce subcommittee, and began aggressive oversight and investigation of regulatory agencies. When he retires at 63, vacancy may be filled by another senior Commerce Committee Democrat, but some observers think it's more likely Mr. Staggers will take back subcommittee chairmanship.

Broadcast industry representatives were given preview at White House meeting last week of **suggestions for promoting minority ownership of broadcast properties** that Carter administration is expected to submit to FCC later this month. List was disclosed by **Henry Geller**, who is serving as consultant to Commerce for telecommunications and information. It is said to include proposals that applicants in comparative hearings be given credit for minority participation, that requirement that applicant for new station show resources, exclusive of advertising, to keep station on air for 12 months be reduced to six months, and that licensees facing renewal or revocation hearings be allowed (as suggested by Congressional Black Caucus) to sell property at reduced price to minority group. List also contained suggestions for encouraging banks to provide station financing (banks would be permitted to move in faster than they can now to assert control when station runs into serious financial trouble), and for promoting use of time brokerage, under which minorities would have access to more time. Mr. Geller also said **administration would support NAB**

**suggestion** that licensees who sell to minority groups be given tax certificates. Meeting was called by presidential aide, Martha Mitchell, to hear what industry and administration are doing to increase minority ownership of broadcast properties. Vincent Wasilewski, president of NAB; Bill Leonard, of CBS, member of NAB task force working on problem, and Thomas Schattenfield, counsel for National Radio Broadcasters Association, were among those participating in meeting.

**FCC Chairman Charles D. Ferris** is instituting **experiment in scheduling meetings.** Instead of weekly agenda meetings and special meetings either squeezed in on agenda days or held on another day, commission **will hold two-day agenda meetings every other week**, with special meetings normally held in alternate weeks. New schedule starts this week.

National Association of Broadcasters executive committee approved **revised budget of NAB staff** at meeting in Washington last week. Over-all income for 1978 fiscal year (beginning in April) is projected at \$5,638,750; expenses add up to \$5,501,575, yielding surplus of \$137,175. Budgets, broken down by department: station services, \$1.2 million; government relations, \$538,450; public affairs, \$315,030; legal, \$264,920; TV code, \$727,900; research, \$263,880, and general administrative, which is largest of departments, \$1.8 million. Among major sources of income are: TV dues, \$2.2 million; radio dues, \$1.9 million; associate member dues, \$235,000; building rental \$185,000. Radio code dues, which under proposal before joint board would be combined with general fund dues, are projected at \$243,750. Final approval of budget is up to full NAB board meeting in Puerto Rico, Jan. 17-20.

FCC has granted application for new station on UHF **ch. 24 in Memphis, Tenn.**, to Delta Television Corp., 80% owned by **Petry Television Inc.**, rep firm, Arthur E. Muth and Martin F. Connelly (10% each), executive vice president and president, respectively, of Petry. Call is expected to be WPTY(TV), and Petry is aiming for Aug. 1 on-air date.

**Louis Harris Survey** dealing with confidence in leadership of major institutions shows **30% of U.S. population expressed "great confidence" in those running television news**, up from 28% in 1976 but down from 41% in 1973. TV news leaders trailed those in medicine, higher education, organized religion, U.S. Supreme Court and military establishment but led those in White House and executive branch, major companies, and local government. Survey revealed that confidence in leadership of press in general slipped to 19% in 1977 from 20% in 1976 and 29% in 1966. Report also showed that **leaders in advertising are at bottom of list** of six institutions, with 11% "high confidence" rating, up from 7% in 1976 but down from 21% in 1966.

Another television-newspaper **crossownership was dissolved** last week with announced \$1.7-million **sale of WSEE(TV) Erie, Pa.**, CBS affiliate on channel 35, to **George N. Gillett**. Transfer, subject to FCC approval, will cause ninth break-up of TV-newspaper crossownership in past 12 months (BROADCASTING, Dec. 12, 1977). Mead family of Erie, 33% owner of station, also owns *Erie Morning News* and *Times*. Broker: Ted Hepburn Co.

**ABC Evening News** Co-anchor **Harry Reasoner** last week said he **"expects" to exercise June 1 option out of network contract**, but added that letter of resignation had not been signed and his leanings could change. Mr. Reasoner explained he's been contemplating move for several months, claimed changes proposed early on by ABC News and Sports President Roone Arledge did not seem to leave him much to do. He would not discuss where he might go after ABC. There also was speculation that Mr. Reasoner's on-air partner, **Barbara Walters**, **might have change in store**, perhaps moving from network news to upcoming ABC News magazine show. Departure from ABC News, however, is definite for **Marlene Sanders**, vice president and director of television documentaries, who **will join CBS News** Feb. 6 as producer and correspondent on documentaries. Miss Sanders, who is expected to be replaced by ABC News producer Pamela Hill, said she anticipates being "more comfortable" with CBS, citing a "certain restlessness" in terms of her administrative work at ABC and changes by Mr. Arledge. She will be working on *CBS Reports* with correspondent Bill Moyers, who, in yet another possible job switch, is understood to be considering move back to public television community.



**Second-season strategies.** For the three television networks and their program captains, it's not quite a whole new ball game as the new year begins, but there's enough putting and taking, shifting and switching going on in their prime time schedules to warrant a look at their line-ups and how and why they've changed. ABC-TV's Fred Silverman, CBS-TV's Bud Grant and NBC-TV's Paul Klein discuss their tactics on this and following pages. The schedule they're talking about is presented in full on page 30.

## ABC, Silverman: leading from present strength

**Some of next fall's shows will have tryouts in slots now occupied by the network's strongest regular programs**

It might be said that one of the worst things to have happened to ABC Entertainment's Fred Silverman in 1977 was that he had the flu during Christmas week, keeping him from enjoying quite as many congratulatory toasts as he undoubtedly could have.

Besides ABC-TV's three-rating-point lead in prime time, the network has made competitive gains in daytime, weekday mornings, Saturday morning and late night. "In my opinion," Mr. Silverman said, "everything is going according to plan."

The network's prime-time strength is such that Mr. Silverman is readying his bench reserves for some early spring exposure, and an announcement is expected shortly that five or six potential fall series will be tried out in limited runs this spring. "If you have the momentum going," Mr. Silverman said, "you might as well use that strength to develop some new shows."

This is a continuation of the strategy that started last spring with the successful on-air tests of *Eight is Enough* and *Three's Company* and was intensified during the fall with such shows as *Tabitha* and *Lucan* (both of which will have their futures decided after their current trial runs end in a few weeks, Mr. Silverman said). CBS is also using the limited series approach this spring, but Mr. Silverman, without referring to that network by name, pointedly emphasized that ABC's tryouts will be placed in already secure time periods, not "thrown into a disaster situation where you're just trying to turn something around."

"ABC's concept of trying out limited series is to put them in situations where they really have got a fair shake, where they have an opportunity to really succeed

or fail," he said. Nonetheless, even that opportunity seems a long way from the slow building process of several seasons that has in the past lifted some of television's biggest hits from Nielsen limbo. But Mr. Silverman said that "four to six episodes can give you enough of a reading so you can make an enlightened judgement."

Mr. Silverman declined to give any advance hints as to what his new series tryouts will be. He did say however, that *That Thing on ABC*, a "zany comedy variety special" which pre-empted *Eight is Enough* on Jan. 4 (8-9 p.m.), might be promoted to limited series status if its ratings are satisfactory in that first outing. He added that the new series hopefuls already slated for spring runs will not be tested in the new ABC *Special Monday* time period (9-11 p.m.).

Although ABC's new Monday specials slot bears a suspicious resemblance to the events programming seen on NBC this season, Mr. Silverman denied any connection. In fact, while NBC has been stressing that its events and movie hours are established parts of its prime-time line-up, Mr. Silverman claims that his *Special Monday* represents nothing more than a temporary scheduling convenience.

"We had about a dozen weeks to fill," he said, "and we felt that this was the best way to fill them. As far as ABC is concerned, the staples of our schedule are still the week-in, week-out program series, and the punctuation is the specials and miniseries." The network plans no sustained increase in its use of miniseries, Mr. Silverman said, although three of them are to be announced for airing this spring.

Mr. Silverman also scoffs at the theory professed by NBC's head programmer, Paul Klein, that advertisers who are buying time on ABC's programs are in many cases getting an audience of "kids and dummies" for their money. "Our program philosophy is very simple," he said. "The network that has the most shows in the top 10, week in and week out, is the most successful network in prime time and the most profitable network. And that's the way we're operating. All this talk about de-



Silverman

mographics is a bunch of nonsense."

Mr. Silverman feels differently about daytime demographics. ABC's new daytime schedule, to be introduced Jan. 16, will feature a continuous serial block from 12:30 to 4:30 p.m., the result of expanding the serials *One Life to Live* and *General Hospital* from 45 minutes to one hour each. This is part of an ABC campaign to win 18-49-year-old women, a category in which ABC has increased its audience this year by 4%, while CBS has dropped 13% and NBC 22%, according to ABC. Since ABC figures it also has lost less of its audience to the decline in daytime viewing than has its competitors (a ratings loss of 3% from 1976 levels, versus a 12% drop for CBS and 15% for NBC), Mr. Silverman said he is not particularly concerned about the theories that the one-hour serial format might be driving viewers, particularly older viewers, away from their sets.

"Although there may very well be an industrywide problem, at this point in time, fortunately, it isn't an ABC problem," Mr. Silverman said. "Maybe what NBC ought to do is to go to game shows in the afternoon. For better or worse, we decided we're going after the serial audience in the afternoon, and I think we've been quite successful in doing that. My feeling is that when we go to the total serial block, that block will build relentlessly and we will have a dominant position in daytime. It won't be any horserace." (ABC is currently less than a rating point behind CBS in the season-to-date daytime standings.)

## CBS-TV: sticking with the series

**Grant says his network will concentrate its efforts in that format; he expects more schedule changes throughout the first part of the year**

Regular series will remain the backbone of CBS-TV's prime-time schedule, according to head programmer B. Donald Grant, but they're less likely to remain on the schedule quite as long as they used to.

Of the four new shows going on the air in CBS's "late January" line-up, three have been ordered in limited quantities of from four to six episodes each, Mr. Grant said. These are *Sam*, the police-dog show from Jack Webb (Tuesday, 8-9 p.m.), *Shields and Yarnell*, the variety show featuring a husband and wife mime team (Tuesday, 8:30-9 p.m.) and *Celebrity Challenge of the Sexes* (Wednesday, 8-8:30 p.m.).

*Shields and Yarnell* and *Celebrity Challenge of the Sexes* are both ready to go back into production now, Mr. Grant said, and *Sam* could do so at any time. But none of these shows has by any means a guarantee that their runs will be longer than six weeks, and other potential series with just as many episodes in the can—such as *Spiderman* and *The Incredible*

## Sunday

|       | ABC                                               | CBS                        | NBC                                   |
|-------|---------------------------------------------------|----------------------------|---------------------------------------|
| 7:00  | Hardy Boys/<br>Nancy Drew                         | 60<br>Minutes              | Wonderful<br>World of<br>Disney       |
| 8:00  |                                                   |                            |                                       |
| 8:30  | How the West<br>Was Won<br>(premieres<br>Feb. 12) | Rhoda<br><br>On Our<br>Own | Project UFO<br>(premieres<br>Feb. 19) |
| 9:00  |                                                   |                            |                                       |
| 9:30  |                                                   | All in<br>the Family       |                                       |
| 10:00 | Sunday<br>Night<br>Movie                          | Carol<br>Burnett           | Big<br>Event                          |
| 10:30 |                                                   |                            |                                       |

*Hulk*—are waiting to go in as replacements.

"It's really a form of program development," Mr. Grant said. "We feel these shows have great potential—*Celebrity Challenge of the Sexes* might not fall into that category, quite honestly—and by putting them on the air we let the audience decide whether the shows can work or not. If they work, then they're candidates for the fall schedule. Our spring schedule will be sprinkled with that kind of operation."

Considering the competition those shows will face in their trial-run time periods, it seems logical to experiment with them there, trying for at least a few weeks' worth of decent ratings and national exposure. The Friday night movie slot also is an experiment, Mr. Grant said, and it, too, may be gone by the end of the season.

So CBS's prime-time line-up has a tentative feel to it on several nights, and CBS Entertainment President Robert Daly has promised his affiliates, in a closed circuit telecast Dec. 16, that there will be further changes from March through May.

Also in that closed circuit telecast, program planning vice president Harvey Shephard mentioned some demographic considerations behind the network's most recent schedule shuffle. The Tuesday night movie slot, for example, will be filled with action-oriented films with the hope of offering men an alternative to the more feminine appeal of ABC's *Family* and NBC's miniseries. But, generally, CBS is not talking about "quality" demographics as an over-all programming

*Continued on page 32*

## Monday

|       | ABC                             | CBS                                      | NBC                               |
|-------|---------------------------------|------------------------------------------|-----------------------------------|
| 8:00  |                                 | Good<br>Times                            |                                   |
| 8:30  | Six<br>Million<br>Dollar<br>Man | Baby, I'm Back<br>(premieres<br>Jan. 30) | Little<br>House on<br>the Prairie |
| 9:00  |                                 | One Day<br>at a Time                     |                                   |
| 9:30  |                                 | M*A*S*H                                  |                                   |
| 10:00 | ABC<br>Special<br>Monday        | Lou<br>Grant                             | Monday<br>Night<br>Movie          |

## Tuesday

|       | ABC                    | CBS                                                 | NBC                                          |
|-------|------------------------|-----------------------------------------------------|----------------------------------------------|
| 8:00  | Happy<br>Days          | Sam<br>(premieres<br>Jan. 31)                       |                                              |
| 8:30  | Laverne and<br>Shirley | Shields and<br>Yarnell<br>(premieres<br>Jan. 31)    | Hanna-Barbera<br>Hour (premieres<br>Feb. 14) |
| 9:00  | Three's<br>Company     |                                                     |                                              |
| 9:30  |                        |                                                     |                                              |
| 10:00 | Soap                   | Tuesday<br>Night<br>Movie<br>(premieres<br>Jan. 31) | Movies/<br>Events                            |
|       | Family                 |                                                     |                                              |

## Wednesday

|       | ABC                     | CBS                                                       | NBC                        |
|-------|-------------------------|-----------------------------------------------------------|----------------------------|
| 8:00  |                         | Celeb. Challenge<br>of the Sexes<br>(premieres<br>Feb. 1) |                            |
| 8:30  | Eight is<br>Enough      | Szyszyk                                                   | Grizzly<br>Adams           |
| 9:00  |                         |                                                           |                            |
| 9:30  | Charlie's<br>Angels     |                                                           | Black<br>Sheep<br>Squadron |
| 10:00 | Starsky<br>and<br>Hulch | Wednesday<br>Night<br>Movies                              | Police<br>Woman            |

## Thursday

|       | ABC                     | CBS              | NBC                |
|-------|-------------------------|------------------|--------------------|
| 8:00  | Welcome<br>Back, Kotler |                  |                    |
| 8:30  | Fish                    | Waltons          | CHiPs              |
| 9:00  |                         |                  |                    |
| 9:30  | Barney<br>Miller        | Hawaii<br>Five-O | James<br>at<br>15  |
| 10:00 | Carter<br>Country       |                  |                    |
|       | Baretta                 | Barnaby<br>Jones | Class<br>of<br>'65 |

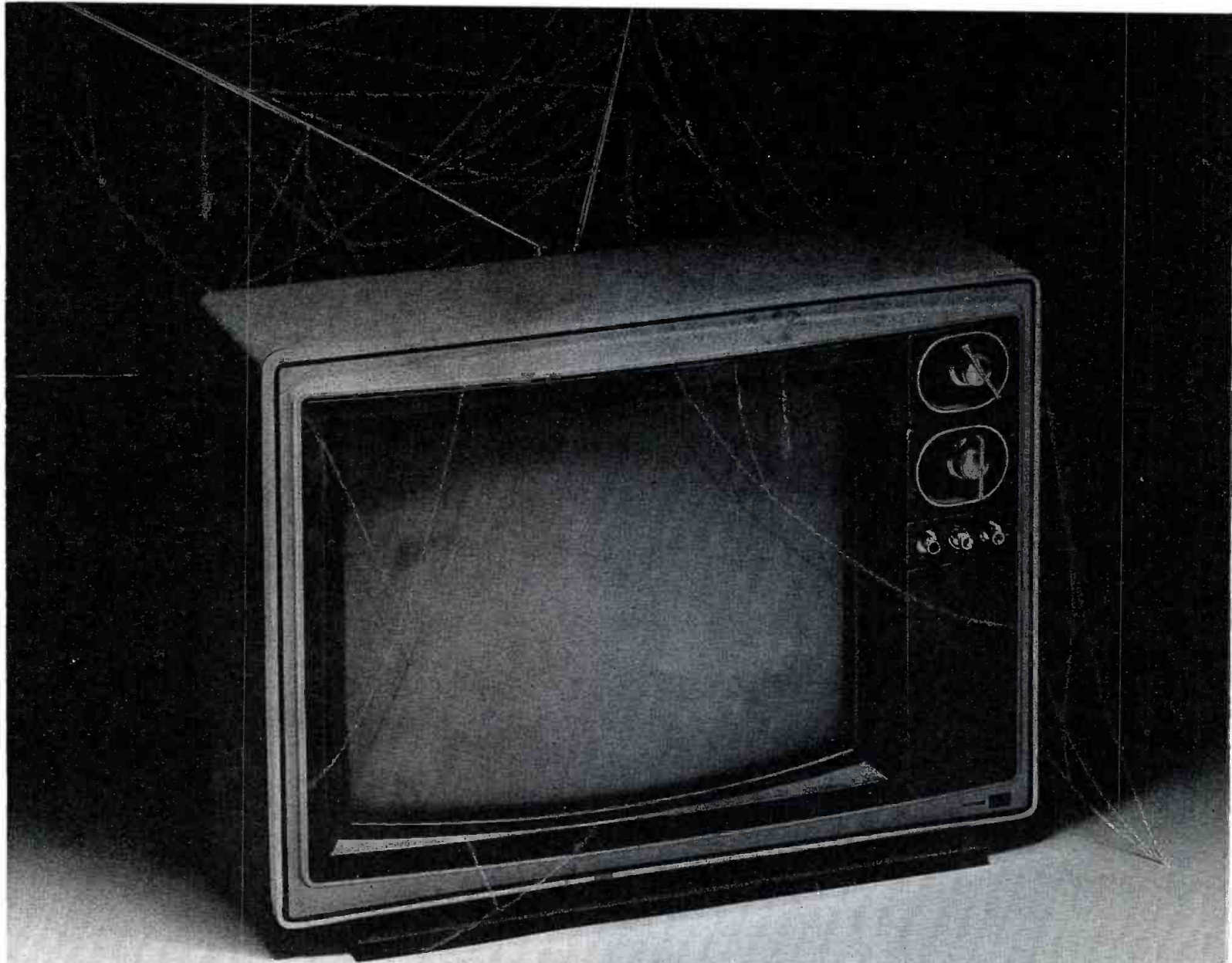
## Friday

|       | ABC                   | CBS                    | NBC                          |
|-------|-----------------------|------------------------|------------------------------|
| 8:00  |                       |                        | CPO Sharkey                  |
| 8:30  | Donny<br>and Marie    | Wonder<br>Woman        | Chico and<br>the Man         |
| 9:00  |                       |                        |                              |
| 10:00 | Friday Night<br>Movie | Friday Night<br>Movies | Rockford Files<br><br>Quincy |

## Saturday

|       | ABC                                         | CBS             | NBC                                   |
|-------|---------------------------------------------|-----------------|---------------------------------------|
| 8:00  | What's<br>Happening                         | Bob<br>Newhart  |                                       |
| 8:30  | Operation<br>Petticoat                      | Tony<br>Randall | Bionic<br>Woman                       |
| 9:00  |                                             | Jeffersons      |                                       |
| 9:30  | Love<br>Boat                                | Maude           |                                       |
| 10:00 | Fantasy<br>Island<br>(premieres<br>Jan. 28) | Kojak           | Saturday<br>Night<br>at the<br>Movies |





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KSEA-FM . . . . . Seattle  
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ARB, Syracuse, November/1977, TV Households, Average Quarter Hour, Total Survey Area, Sign On to Sign Off, Sunday thru Saturday.



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philosophy, as is NBC's Paul Klein. "We go for the largest possible audience at all times," Mr. Grant said. "We recognize that the 18 to 49, or really the 25 to 49 group is a desirable audience for most advertisers, so there's nothing new there. But if you get a 50 share, you get all age groups."

Thus, the network has scheduled two of its most powerful series blocks on the two nights of the week when sets in use are traditionally at their highest levels—Sunday and Monday. But in its search for the largest audiences, will CBS be reaching for the lowest common denominator type of program, as some critics have accused ABC of doing? Mr. Grant was asked to respond to a column by John O'Connor, television critic for the *New York Times*, in which Mr. O'Connor wrote, "The Tiffany network [CBS] can now be found shopping in the five-and-dime stores of popular entertainment."

"What do you call the *Beverly Hillbillies*, *Petticoat Junction* and *Green Acres*?" Mr. Grant sniffed. "I guess CBS was being called the Tiffany network when those shows were on the air eight years ago. We're commercial, and we're interested in putting on popular programs



Grant

that attract a mass audience. We program for that audience and for our buyers, the advertising agencies."

In daytime, CBS has slipped from what had been a one-rating-point lead last year at this time into a dead heat battle with ABC, and CBS now leads by just 0.2 of a rating point in the season-to-date standings. Mr. Grant attributes CBS's decline in part to a scheduling "error." When *Guiding Light* (2:30-3:30 p.m.) was expanded to one hour on Nov. 7, a quiz show, *The Match Game*, was moved from the 3:30-4 p.m. time slot to 11 a.m. The program was weakened by a clearance problem there, Mr. Grant said, and on Dec. 12 it was moved to 4-4:30 p.m. (soon to be the only network game show on the air later than 1:30 p.m. Another change in the works is a new half-hour serial to take yet another game show off the schedule, but that move may not come for another year, according to Mr. Grant. "That's just

around the corner in daytime," he said. As far as the other dayparts are concerned, Mr. Grant envisions no immediate changes in early morning or late night, but expects to tinker a bit with his Saturday morning 8-9 a.m. lead-off hours.

## Not who's got the most; who's got the best?

**ABC sparks exchange with NBC with its claim to the choicest demographics in viewership**

ABC-TV has presented advertisers with a new prime time sales booklet that contains a section arguing that ABC not only has the biggest audiences but the most desirable demographics as well. The section is labeled, "Some people are more valuable than others."

Ironically, that phrase expressed exactly the program philosophy being espoused by NBC-TV's program chief, Paul Klein, who said ABC's audience basically appeals to "kids and dummies."

"What I'm saying is that ABC gets a certain audience," Mr. Klein said. "[ABC Entertainment's Fred] Silverman says, 'Look at the big ratings we get in homes making \$20,000 and over.' Well, that is the kids watching in those homes, and sometimes the adults—but only on a least objectionable program basis. We think that they [the adults] are the most vulnerable audience. We would like to pull away those adults, and leave ABC with the children. They [ABC] may still have a very big audience, but their audience will be worthless."

More specifically, Mr. Klein defined as his target audience 18-to-49-year-old women who are in reasonably secure financial situations—"the women with some money to buy product and the necessity to buy it." Since the cardinal rule of program demographics is that people like to watch people like themselves, Mr. Klein is pouring females into his prime-time programs, from *Chico and the Man*'s Charo to the lathesome noncoms of *Black Sheep Squadron* and *CPO Sharkey*.

Sexually oriented plots also are becoming increasingly prominent, from the "bad" girls portrayed in *79 Park Avenue* and the premiere of *Class of '65* (entitled "Everybody's Girl") to an upcoming episode of *James at 15*, in which James is chased by a 12-year-old girl at the same time his father is chased by "a beguiling coed." These are some of the themes Mr. Klein described, when he first took over as NBC's head programmer in October, as "interpersonal relationships." But there are other themes as well. The second episode of *Class of '65*, for example, portrayed the Rockiesque story of a Vietnam amputee who swims the 26-mile channel to Catalina, Calif., while another episode of *James at 15* had a close friend of James dying from cancer. Other reflec-



tions of NBC's new image-in-the-making: an upcoming series by Dick Clark, and the recent signings of cult figure Louise (Mary Hartman) Lasser and British personality David Frost, who according to Mr. Klein is to develop a series of topical specials that "will cause the public to laugh and cheer, raise an eyebrow or a fist, shed a tear or write to Congress."

Miniseries—which Mr. Klein said attract "sensational demographics, the best in television"—will play an important part in NBC's courtship of the young woman, with *Wheels, King, Awakening Land, Harvest Home* and *Loose Change* among those scheduled for early 1978.

Regular series will be developed with time and rewriting, Mr. Klein said, although he expects more prime-time schedule changes will be made next March. The network has two shows that will be given short tryout runs in the spring—*Richie Brockleman*, a private eye show, and *Quark*, a science fiction comedy. Likely to give way for those experiments are *Black Sheep Squadron*, of which the network has just six episodes, and either *Chico and the Man* or *CPO Sharkey*.

So the strategy will be to lure the young



Klein

audience to the network with miniseries and events and to keep it there by offering less objectionable series than those on the other networks, thereby allowing NBC to charge better rates for a "premium" audience. "We'll get them by default, partially, and by what we do with the shows," Mr. Klein said. "But I think the thing that will do it are the miniseries. But that's a long hard process to get going."

Plans for NBC's daytime programs—which are in third place—are apparently less well defined at the moment. Michael Brockman, a former daytime programmer at ABC, took the position of vice president in charge of daytime for NBC just a few weeks ago. He and his chief assistant, Mary Alice Dwyer (an associate of Mr. Brockman at ABC), are in the process of analyzing the network's schedule to determine where to begin making changes. One thing Mr. Brockman knows, he said, is that NBC needs more women

**In the numbers.** In prime-time demographics, NBC-TV's Paul Klein has almost as far to go to overtake ABC-TV as he does in the ratings.

The demographic breakdowns for the three networks support the theory that the most desirable consumers tend to come somewhat naturally with higher total numbers. As shown by this chart, no network's audience contains a commandingly heavier density of 18-to-49-year-old men and women viewers than the other networks, but ABC—with larger gross audiences—has more 18-to-49-year-olds. ABC claims to have 27% more women 18-49 than NBC and 33% more than CBS, and 32% more men 18-49 than NBC and 52% more than CBS. Somewhat played down in a prime-time demographics presentation ABC has given to advertisers are the figures that show the network has 89.7% more teen-agers than CBS and 81.5% more than NBC.

ABC also says it is ahead in households inhabited by the more upscale consumers. In homes where the head of the household earns \$20,000 or more a year, the network claims to have 52% more viewers than NBC and 53% more than CBS; in homes where the head of the household earns \$15,000 or more annually and is a business owner, professional or a manager, ABC beats out NBC by 60% and CBS by 50%, according to ABC. ABC also says it's ahead among homes headed by college-educated viewers, with a 58% margin over NBC and a 37% margin over CBS.

These figures compare each network's audience composition by age group from Sept. 5 to Nov. 20. Except for the percentage of total audience category at the bottom, these figures disregard relative numbers of viewers among the networks.

| Age group                 | ABC  | CBS  | NBC  |
|---------------------------|------|------|------|
| Men 18-49                 | 22.8 | 20.3 | 21.4 |
| Men 50+                   | 10.9 | 13.6 | 14.4 |
| Women 18-49               | 26.3 | 25.5 | 25   |
| Men 50+                   | 12.0 | 18.8 | 17.2 |
| Teens (12-17)             | 13.1 | 9.6  | 9.2  |
| Children (3-11)           | 14.9 | 17.2 | 12.3 |
| Percent of total audience | 37.6 | 30.2 | 32.2 |

18-49 (NBC is currently last in that category in daytime). "Whatever you design," he said, "has to fundamentally appeal to that demographic." He indicated, however, that he is less concerned with the network's afternoon serial block than he is with its morning game show and rerun mix, and, like his counterparts at the other networks, Mr. Brockman discounts the notion that recent drops in daytime viewership may be attributable to the one-hour serial form.

Mr. Brockman is also in charge of NBC's Saturday morning schedule, where the network also runs third in the ratings, and he just announced a revision of the network's lineup. Four new shows will be added—*The Think Pink Panther Show* (10:30-11 a.m.), *Go Go Globetrotters* (8:30-10:30 a.m.), *Hong Kong Phooey* (8-8:30 a.m.) and *Land of the Lost* (noon-12:30 p.m.). Three shows get new time periods: *Baggy Pants and Nitwits* (11-11:30 p.m.), *Space Sentinels* (11:30 a.m.-noon) and *Thunder* (12:30-1 p.m.).

# NSI

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Nielsen, Syracuse, November/1977, TV Households, Average Quarter Hour, Station Total Area, 7 a.m. to 1 a.m., Sunday thru Saturday.



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# CBS climbs over NBC in ratings

**Former wins Christmas week, and by all accounts now stands second for season to date**

It's now official by everybody's count: CBS-TV has taken over second place in the season-to-date prime-time ratings.

The network has been and still is neck-and-neck with NBC-TV, with just a hundredth of a rating point separating them at times. But since each network chose a different starting date for its respective season, there was some disagreement over which held the distinction of being third.

But CBS beat both ABC-TV and NBC-TV for the week of Dec. 26-Jan. 1, its first weekly win of the season, while NBC scored its lowest average yet. Thus, NBC slipped into third by even its own reckoning, with the averages of Sept. 5-Jan. 1 at 20.5 for ABC, 18.0 for CBS and 17.9 for NBC.

The exact degree of CBS's win for the week of Dec. 26-Jan. 1 was also a matter of some disagreement because of a Nielsen technicality. The network covered the National Football Conference championship game on Sunday (Jan. 1), beginning at 5:30 p.m. Previously, Nielsen has not counted any part of a program that started before prime time as part of its averages. But CBS sought a change of that rule so that the portion of the game that ran in prime time would be credited in its average, and Nielsen agreed that would be more equitable.

The ratings service is now working to incorporate the change formally into its policies. Counting the game, which averaged a 57 share, CBS's weekly average was 20.7, versus ABC's 18.6 and NBC's 15.5. Not counting the game, CBS still won with a 19.4.

## TV directors get money hike

The Directors Guild of America has approved a new four-year contract with the two producers' organizations—the Association of Motion Picture and Television Producers and The Alliance—calling for increases in wages and residual payments for directors of entertainment TV programs.

In television for example, a director of a 90-minute TV program will receive a raise in weekly salary from \$10,000 to \$15,000 on projects that entail a minimum of 25 days work. In the residual area, the payment will climb from \$1,500 to \$4,620 for the re-run showing of a one-hour show. The union said that salaries and residual payment for directors, unit production managers and assistant directors will show comfortable increases.

The agreement, which also covers directors employed in theatrical feature films, averted a strike.

## Program Briefs

**Another look.** Syndicast Services has signed 26 markets representing about 42% coverage after two weeks of sales for *The Kennedy Assassination: What Do We Know That We Didn't Know Then?* Show, planned for late January or mid-February airings, is work of Witness Productions, New York/Washington. Program is available on cash basis.

**Bowl on.** ABC Sports signed new three-year contract with Professional Bowlers Association. Deal calls for 16 Saturday telecasts starting Jan. 7. ABC has covered the Professional Bowlers Tour for 17 consecutive years.

**Revival.** With kick-off sales to WOR-TV New York and KTLA-TV Los Angeles, Firestone Program Syndication, New York, has announced "firm go" for *New Dating Game*, which will begin in September. Daily half-hour show will be produced by Chuck Barris Productions, will have Jim Lange, from original *Dating Game*, as host. Planned are 35 original weeks of 175 episodes.

**Up early.** NBC-TV has begun feeding its Saturday morning schedule in same order on West Coast as in rest of country, but one hour earlier. Lead-off show, *C. B. Bears*, will now begin 7-8 a.m. PST and usual 8-9 a.m. NYT. Schedule had been interrupted in past to accommodate local sports coverage in Pacific zone.

**Lasser signs.** Louise Lasser, former star of *Mary Hartman, Mary Hartman*, has signed three-picture nonexclusive contract with NBC-TV. First production is to be "Just Me and You," written by Ms. Lasser. She is to star in first and second made-for-TV movies and direct third.

**Hot Seller.** Worldvision Enterprises reports 125 stations, covering almost 90% of U.S. television homes, on board for pilot of *Next Step Beyond*, revival of *One Step Beyond* (BROADCASTING, Oct. 17, 1977). Line-up, including ABC-owned TV's, has taken show under barter arrangement, with Procter & Gamble as sponsor. Most stations plan broadcast this month. On another Worldvision front, *Newlywed Game*, station tally is put at 54 markets so far.

**Frost for NBC-TV.** NBC-TV and British interviewer David Frost have entered into long-term agreement, whereby Mr. Frost will produce and appear in series of prime-time specials focusing on "topical and provocative people and events," according to NBC-TV's head programmer, Paul Klein. First of six one-hour programs is to air in May.

**All money.** CBS Sports will reportedly pay \$4.1 million for TV rights to Muhammad Ali-Leon Spinks heavyweight championship fight on Feb. 15. Of total, Mr. Ali is said to be getting \$3 million plus \$100,000 in training expenses, Mr. Spinks is to receive \$300,000 and \$20,000 expense allowance.

**Studying noncommercial.** Caucus for Pro-

ducers, Writers and Directors has formed committee to "examine the complexities of the present public broadcasting system" and will present findings at hearings expected to be held this year in both houses of Congress.

## ABC, CBS come to terms in dispute over ski coverage

**Two networks settle out of court over international events; ABC, at least, won't be broadcasting them, but it's still undetermined whether CBS will**

ABC Sports has agreed to refrain temporarily from broadcasting several European ski events that, if shown in this country, would have threatened an exclusive contract between the U.S. ski team and CBS Sports. It is apparently still undetermined, however, whether ABC will allow CBS to show the events.

The agreement was part of an out-of-court settlement between ABC and the ski team, reached as the two organizations were about to go to trial over the issue last month. The team, claiming it has the power to sell U.S. rights to World Cup tournaments in which it participates, had awarded an exclusive three-year contract to CBS in return for \$550,000. Meanwhile, ABC signed its own agreements with the actual organizers of six of the tournaments, but the team obtained an injunction prohibiting the network from broadcasting them here (BROADCASTING, Dec. 12, 1977).

ABC and the team were still working last week to draft a public statement describing the settlement.

But documents obtained by BROADCASTING last week show that ABC has agreed not to broadcast any International Ski Association event in which the U.S. team participates during the 1977-78 season, except for the nordic and alpine world championships (which are not under contract to CBS).

Also in the documents, ABC acknowledged that present International Ski Association rules prohibit broadcasts into a country of the federation's events without the explicit approval of that country's ski association, and that the national association can charge rights fees for those events. ABC has previously contended that the rules did not grant the U.S. team right of approval, and the network described payments in previous years to the team as "contributions."

The documents do not say, however, what, if anything, ABC is expected to receive in return for its concessions. Also unexplained is whether ABC will be willing to sell or otherwise release its rights under contract with the six event organizers. A CBS Sports executive said last week that his network is interested in obtaining the rights from the organizers, but that ABC has as yet been unwilling to release them.



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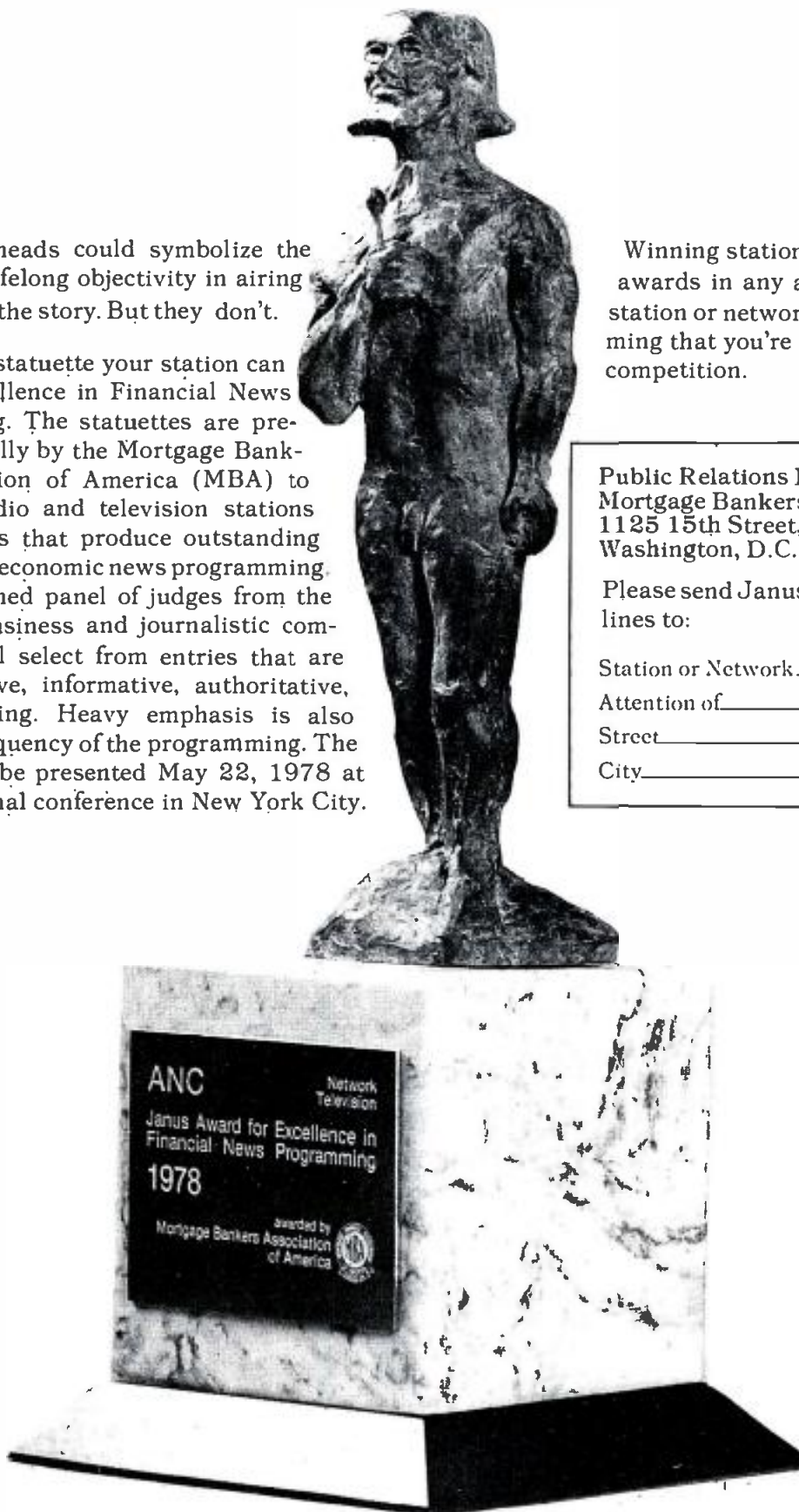
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## Supreme Court gets some yea's, some nay's on crossownership

**Second round of briefs finds citizen group supporting earlier appeals court decision, Justice agreeing with most of it and 'egregious' broadcasters backing anti-breakup provision**

The U.S. Supreme Court, which is scheduled to hear oral arguments in the case on Jan. 16, has received conflicting advice in a second round of briefs filed in connection with the appeals of broadcasters, publishers and the FCC attacking the decision of the U.S. Court of Appeals in Washington calling for the breakup of all local newspaper-broadcast crossownerships.

The National Citizens Committee for Broadcasting, whose appeal of the FCC's decision in the case led to the court opinion now under review, found no quarrel with the appeals court's decision. The Department of Justice agreed with most but not all sections of the lower court's

opinion. And a group of five small-market publishers and broadcasters supported that part of the opinion reversing a commission order that they break up their co-located crossownerships (BROADCASTING, Jan. 2). Broadcasters, publishers and the FCC filed their briefs in November (BROADCASTING, Nov. 21 and 28, 1977).

NCCB said the appeal court's opinion would encourage a diversity of viewpoints and thereby serve the goals of the First Amendment. "This case," NCCB added, "is simply a court reversal of arbitrary and capricious action by a federal agency which has lost sight of its mandate to regulate in the public, not private, interest."

It said the court was correct in upholding the commission rule barring the creation of new co-located newspaper-broadcast combinations (such a rule represents "a reasonable exercise of the agency's authority") and in reversing the commission's decision to grandfather most existing crossownerships ("the commission ignored its own presumptions and policies").

As for the most controversial aspect of the appeals court's opinion—the order to the commission to initiate a rulemaking aimed at breaking up all such crossownerships, except where a clear public interest showing can be made—NCCB disputed arguments that the order exceeded the court's authority and amounted to a usurpation of the commission's administrative function. Rather, NCCB said, the order "required the commission to act reason-

ably in applying its own standards, and to explain its departure from prior norms in the relative weights accorded diversity and the lesser factors the commission considered." Furthermore, NCCB said, the court left the commission with "discretion" as to the form the rule it adopted would take.

The Department of Justice sided with broadcasters, publishers and the FCC in contending that that aspect of the opinion was in error.

The department agreed with the court's conclusion regarding the prospective rule (the rule "is a reasoned and reasonable exercise of [the commission's] statutory responsibility to promote the public interest"), and said that although the commission has the authority to grandfather existing co-located crossownerships, it did not rationally support its decision; it said the grandfather provision represents an arbitrary compromise of commission policy designed to promote the diversity of media ownership.

But, Justice said in its brief, the appeals court should not have entered an order effectively requiring divestiture of existing crossownerships. "The court's function ended once it exposed the error of the commission's reasoning," Justice said. Having done that, it added, the court should simply have sent the case back to the commission "to formulate a new rule based on a reasoned application of the governing legal principles."

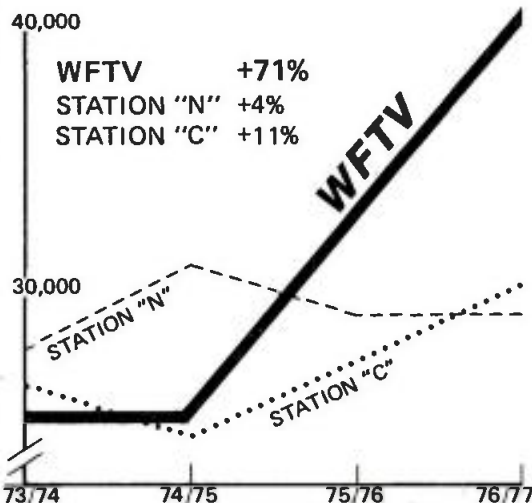
Justice disagreed with another element of the lower court's opinion—the reversal of the commission order requiring the breakup of 16 co-located crossownerships the commission considers "egregious" media monopolies. The court said the order was arbitrary. But Justice, which has supported that portion of the commission's order before the appeals court, said the commission's determination that the need for diversity in a monopoly market is especially great "is unquestionably rational as a matter of policy." Justice noted, however, that the section of the order dealing with the "egregious" cases would be unimportant if the Supreme Court agrees with the appeals court that "all" existing crossownerships that do not qualify for a waiver should be broken up.

The five media parties filing in the second round are among the 16 facing the order requiring divestiture by Jan. 1, 1980. The companies involved own the only newspaper and the only television or radio outlet in a community. And their brief supports the appeals court's conclusion that the commission decision requiring them but no other crossowners to divest was not supported by the record. The brief described the divestiture order as "highly selective and idiosyncratic."

But the media parties found nothing else in the appeals court's opinion to support. They said the court "exceeded the bounds of proper judicial review of agency action when it reversed the commission's decision to grandfather most existing local newspaper-broadcast combinations." The commission was within its authority and acted properly in refusing to order

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divestiture in the absence of "tangible public interest harm," the brief said.

The parties represented by the brief are Gray Communications Systems Inc., The Brockway Co., Daily Telegraph Printing Co., WJAG Inc. and Owosso Broadcasting Inc.

Those three were not the only briefs filed in the case in the closing days of 1977. The FCC, in a reply brief, defended its prospective rule against the appeals of the National Association of Broadcasters and the American Newspaper Publishers Association. "The policy of promoting diversity outweighed the need to continue to solicit entry by other media owners to develop what was no longer an infant industry," the commission said. "This response to changed conditions was entirely rational, particularly since it would not cause any disruption to existing services operating in the public interest."

Two friend-of-the court briefs, along with motions urging their acceptance, were filed, one by the United Church of Christ, the National Association for the Advancement of Colored People and the American Civil Liberties Union, and the other by the Emergency Civil Liberties Foundation. Both supported NCCB's brief urging the appeals court's opinion be upheld.

However, both the NAB and the ANPA withheld the consent needed from all parties to assure automatic acceptance of the NECLF brief, and NAB filed an opposition to the court's acceptance of the three-party brief.

NAB's opposition was based on allega-

tions in the brief that the grandfather provision of the commission's rule had been improperly applied in three license-renewal proceedings involving WSYR-TV Syracuse, N.Y., WAPI-TV Birmingham, Ala., and WSB-TV Atlanta. The NAB said those matters are not before the Supreme Court and, therefore, should not be considered in resolving the crossownership appeals.

## Musical chairs in Alabama

**WCOV-TV wants the FCC to change a number of allocations resulting in all V's for Columbus, Ga., and all U's for Montgomery-Selma**

A Montgomery, Ala., UHF broadcaster has petitioned the FCC to rewrite the "tortured history" of Alabama television. WCOV Inc., licensee of WCOV-TV has asked the commission to reallocate the VHF assignment of its competitor WSFA-TV from channel 12 to channel 45, to move channel 8 from not-too-distant Selma to Tuscaloosa for educational purposes to switch WSLA-TV Selma from channel 8 to channel 29 and to bump WYEA-TV Columbus, Ga., from channel 38 to channel 12.

All that, said WCOV-TV, will help to rectify the "unique television problems of central Alabama"—problems that "re-

quire unique solutions even if they may sometimes differ with conventional thinking."

The unconventional "deintermixtures" of the Montgomery-Selma and Columbus markets would result in the former having all UHF stations and the latter having all VHF's. Tuscaloosa would receive its first VHF education allocation.

At present there are four stations in Montgomery, the state capital, two commercial UHF's, one educational UHF and one commercial VHF, WSFA-TV. According to the petition, WSFA-TV, which is an NBC affiliate owned by Cosmos Broadcasting Corp., accounts for 92% of the total television income in the market. WCOV-TV, a CBS affiliate on channel 20, reported its first profit in 1976—\$64,666—and accounts for 0.9% of the market income. The petition estimated that WKAB-TV, The ABC affiliate on channel 32, contributes about 7.1% of the total income of Montgomery television stations.

"The competitive margin enjoyed by the VHF station because of its superior facilities is so decisive that, without question, it may be said that competition in Montgomery is nonexistent," WCOV-TV argued. "There can be no doubt that channel 12 has an unfair competitive advantage over the two UHF stations in Montgomery."

At least one involved broadcaster wasted no time in getting his comments on the proposal on the record. Charles Batson, chairman and president of Cosmos, said he was "shocked" at the suggestion

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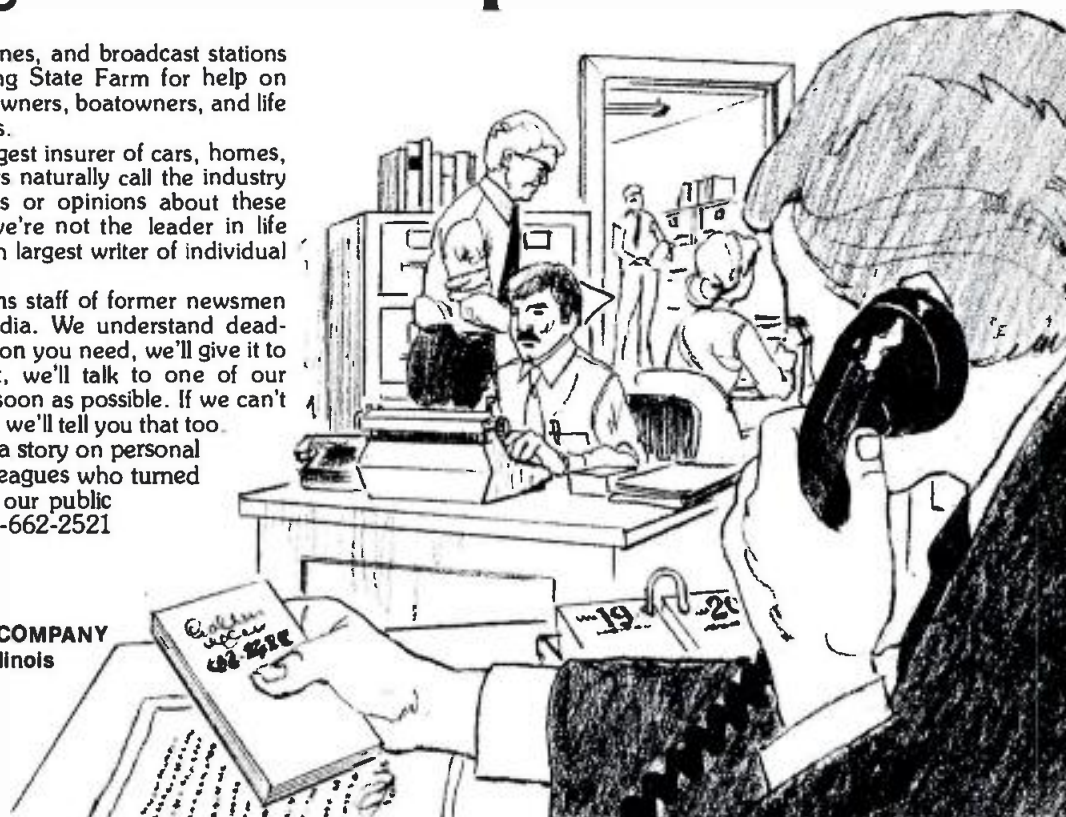
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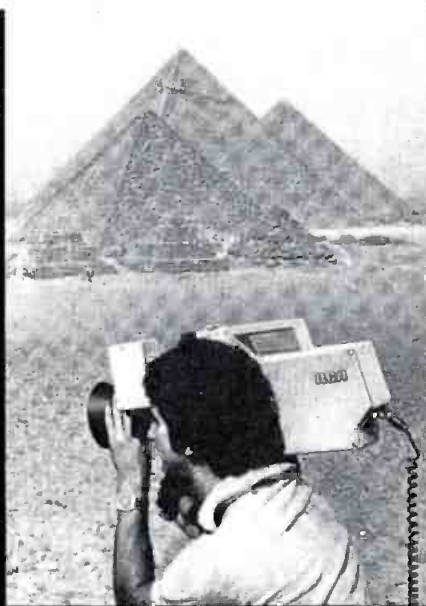
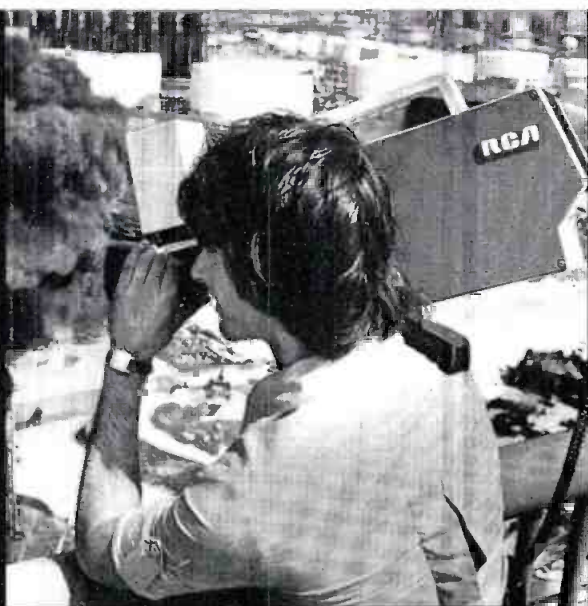
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that his station give up its VHF allocation. "Montgomery, as a state capital, is clearly entitled to a wide coverage VHF station operating at maximum height and power," he said.

"The people of Montgomery and Alabama deserve a maximum service television station operating from their capital city ... We hope they [the FCC] will dismiss this petition promptly," Mr. Batson said.

In Columbus, there are two network affiliated VHF stations and one UHF—WYEA-TV. The reassignment of channel 12 to that station, an NBC outlet channel 38, "would comply with all of the commission's rules on spacing and would have enormous public interest benefits at virtually no cost to the public," the petition said. WCOV-TV estimated that a channel 12 NBC affiliate would take that network into the homes of an additional 24,785 persons.

By the petitioner's own calculations, however, the juggling will result in a "net grade B service loss to 216,735" Montgomery area viewers and a gain of only 90,195 in the Columbus market.

### Changing Hands

#### Announced

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

■ KIQQ(FM) Los Angeles: Sold by Cosmic

Communications to Outlet Co. for \$4.5 million. Seller is principally owned by Bill Drake and L.E. (Gene) Chenault, owners of Drake-Chenault Enterprises Inc., major radio program syndicator. Mr. Chenault also owns KYNO-AM-FM Fresno, Calif. Pat Shaughnessy, vice president and general manager of station, will remain so under new ownership. Buyer is publicly held retailer and owner of four VHF stations, two AM's and one other FM. It is also applicant for new UHF facility at Oklahoma City and has bought, subject to FCC approval, Post-Newsweek's WTOP(AM) Washington for \$6,675,000 (BROADCASTING, Nov. 7, 1977). Outlet recently received FCC approval of its sale of WNYS-TV Syracuse, N.Y., to group headed by Larry H. Israel for \$11 million (BROADCASTING, Nov. 21, 1977). Outlet's station group now includes: WJAR-AM-FM-TV Providence, R.I.; WDBO-AM-TV Orlando, Fla.; WCMH-TV Columbus, Ohio, and KSAT-TV San Antonio, Tex. David Henderson is president of broadcasting division. KIQQ is on 100.3 mhz with 58 kw and antenna 1,130 feet above average terrain. Broker: Howard E. Stark.

■ KPAR-AM-FM Albuquerque, N.M., and KSET-AM-FM El Paso: Sold by Financial Computer Services Inc. to Broadcast Associates of New Mexico and Broadcast Associates of Texas, respectively, for \$585,000 and \$765,000. Seller is subsidiary of Sun World Corp., which is principally owned by Fred Hervey and Sam

Hawkes, who recently sold KSCR(AM)-KDOT-FM Scottsdale, Ariz. (Phoenix), to First Media Corp. for \$750,000, plus \$250,000 covenant not to compete (BROADCASTING, Nov. 14, 1977). Sellers have no other broadcast interests. Buyers are partnerships formed by Steven J. Gold, Len Howard, Alwyn A. Cohen, Jack Abell, Louis Wiener Jr. and Sy Husney, all of Las Vegas area. Messrs. Gold, Howard and Wiener are partners in Broadcast Associates of Nevada, licensee of KBMI(AM) Henderson and KFMS(AM) Las Vegas. Messrs. Cohen and Abell are KBMI executives, and Mr. Husney is businessman with no other broadcast interests. KPAR is 1 kw daytimer on 1190 khz. KPAR-FM is on 100.3 mhz with 9 kw and antenna 4,110 feet above average terrain. KSET is on 1340 khz with 1 kw day and 250 w night. KSET-FM is on 94.7 mhz with 100 kw and antenna 730 feet above average terrain. Broker: Blackburn & Co.

■ KPTL(AM)-KKBC(FM) Carson-City-Reno, Nev.: Sold by Kelly Broadcasting to Robert and Charles Mortimer for \$550,000. Seller is owned by William Cody Kelly, Cincinnati attorney, who has no other broadcast interest. Sellers are brothers and owners of warehouses in Chicago, Kansas City, Mo., and Los Angeles. They also own Corm Enterprises, broadcast production firm in Pacific Palisades, Calif. Mortimers have no other broadcast interests. KPTL is on 1300 khz with 5 kw day and 500 w night. KKBC is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain. Broker: R. C. Crisler & Co.

■ WDSR(AM)-WTLD-FM Lake City, Fla.: Sold by Deep South Radioways Inc. to Lake City Broadcasting Co. for \$450,000. Sale is partial disposition of estate of Miles Ferguson, part owner of stations. Other sellers are Joe L. Duckett and W.C. Woodall Jr. Mr. Duckett has no other broadcast interests. Mr. Woodall is owner of WPFA(AM) Pensacola, Fla. (51%) and WMEN(AM) Tallahassee (40%), both Florida; WBBK(AM) Blakely (51%), WDW-AM-FM Dawson (100%) and WWNS(AM)-WMCD(FM) Statesboro (28%), all Georgia, and WGSW(AM) Greenwood, S.C. (37.5%). Buyer is owned by Edwin L. Bouchelle, general manager of WVOP(AM)-WTCQ(FM) Vidalia, Ga. Mr. Bouchelle has no other broadcast interests. WDSR is on 1340 khz with 1 kw day and 250 w night. WTLD-FM is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other station sales announced last week include: KAZA(AM) Gilroy, Calif.; KSNN-AM-FM Pocatello, Idaho, and KMVI-TV Wailuku, Hawaii (see page 58).

#### Approved

Approved last week by the FCC:

■ WJRT-TV Flint, Mich.; WTEN(TV) Albany, N.Y.; WPRI-TV Providence, R.I., and WDCD(TV) Adams, Mass.: Sold by Poole Broadcasting Co. to Northwest Publications Inc. for \$49,631,950. Seller is principally owned by John B. Poole, chairman (65.5%). Albert J. Gillen, company president, owns 4.5%. Neither has other

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broadcast interests. Buyer is subsidiary of Knight-Ridder Newspapers Inc., publicly held newspaper group owner. Last May it was discovered that Knight-Ridder had quietly sold its 45% interest in Group One Broadcasting (BROADCASTING, May 2, 1977); since then it has been without broadcast interests until now. Knight-Ridder is reported to be fourth largest newspaper chain and publishes dailies in California, Southeast and Midwest. Alvah H. Chapman Jr. is president and chief operating officer of Miami-based company. WJRT-TV is CBS affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 940 feet above average terrain. WTEN is ABC affiliate on channel 10 with 200 kw visual, 30 kw aural and antenna 1,000 feet above average terrain. WPRI-TV is ABC affiliate on channel 12 with 316 kw visual, 31.6 kw aural and antenna 910 feet above average terrain. WDCB is satellite of WTEN on channel 19 with 116 kw visual, 229 kw aural and antenna 2,100 feet above average terrain.

■ WMTS-AM-FM Murfreesboro, Tenn.: WMTS Inc., licensee, sold by Mary Reeves Davis and Tom Perryman and his wife, Billie, to Hale Broadcasting Corp. for \$1,159,431.66. Sellers have no other broadcast interests. Buyer is owned by Monte I. Hale and his wife, Bernice. Mr. Hale owns 32% of WGNS(AM) Murfreesboro and formerly held a minor interest in WULA-AM-FM Eufala, Ala. He will dispose of his holdings in WGNS. Hales have no other broadcast interests. WMTS is 5 kw daytimer on 810 khz. WMTS-FM is on 96.3 mhz with 20 kw and antenna 170 feet above average terrain.

■ KLPR(AM)-KATT(FM) Oklahoma City: Sold by Murray Cohen, receiver of SGI Broadcasting Inc., to Sun Broadcasting Co. for \$866,000. SGI, in bankruptcy, is owned by Edwin J. Sossen, who has no other broadcast interests. Buyer is owned by John S. Tyler, former president of Pacific & Southern Broadcasting Co., now Dallas broadcast consultant. KLPR is 1 kw daytimer on 1140 khz. KATT is on 100.5 mhz with 100 kw and antenna 480 feet above average terrain.

■ KQFM(FM) Portland, Ore.: Sold by Point-O-Salecast Inc. to WCAR Inc. for \$500,000, plus \$90,000 consultancy agreement. Seller is principally owned by David M. Myers, who has no other broadcast interests. Buyer is owned by Golden West Broadcasters, major group owner, which recently acquired WCAR-AM-FM Detroit for \$5.5 million (BROADCASTING, May 30, 1977). Its other stations are KEX(AM) Portland; KMPC(AM)-KTLA(TV) Los Angeles; KSFO(AM) San Francisco, and KVI-AM-FM Seattle. Golden West is owned by Gene and Ina Mae Autry (50.1%) and Signal Companies (49.9%). Mr. Autry, one-time western movie and TV star, now with many diversified business interests, also has interests in KOOL-AM-FM-TV Phoenix and KOPO(AM) Tucson, Ariz. KQFM is on 100.3 mhz with 100 kw and antenna 930 feet above average terrain.

■ Other station sales approved by the

FCC last week include: WZZA(AM) Tusculumbia, Ala.; KCUZ(AM) Clifton, Ariz.; KWUN(AM) Concord, Calif., and KQCA(FM) Canton, Mo. (see page 56).

## Alaska stations continue under heavy fire

**First, sale of outlets there was protested, now renewals are hit with petitions to deny; also filed against are stations in Washington state and Hawaii**

A coalition of Alaskan citizen groups that two months ago filed a petition to deny the sale of three television and four radio stations in that state last week presented the FCC with a 591-page petition to deny the same stations renewal of license. That was one of a handful of petitions submitted last week opposing the Feb. 1 renewals of stations in Alaska, Hawaii, Guam, Washington and Oregon.

Alaskans for Better Media (ABM) filed the three-inch thick petition opposing renewals of Midnight Sun Broadcasters Inc.'s KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KINY-AM-TV Juneau and KTKN(AM) Ketchikan, stations which have been sold, pending FCC approval, for \$3.5 million to Midnight Sun Broadcasting

Corp. (BROADCASTING, Nov. 28, 1977). An FCC staffer called the huge document "very unusual" and was impressed by the "specificity" of the allegations raised—including charges of clipping network programs, employment discrimination and mislogging.

Elsewhere, another citizen group, Northwest Citizens for Better Broadcasting (NCBB) filed in opposition to the renewal of Wometco Enterprises' KVO5-TV Bellingham, Wash. Other petitions were presented opposing renewals for KJRB(AM) Spokane, Wash., KXL-AM-FM Portland, Ore. and KHVH(AM) and KHON-TV, both Honolulu.

Some of the more serious charges raised by the ABM petition involved the question of the stations clipping network programs, especially at KENI-TV. "Since the station was not receiving instantaneous network feeds," ABM claimed, "it was able to literally stop its machines at desired times" to expand station breaks. The group claimed the station's practice was "premeditated with the express intention of airing as many local commercials as possible."

Comparing the KENI-TV logs with other NBC-TV outlets (including KOA-TV Denver and WRC-TV Washington, the latter an O&O, ABM claimed to find numerous examples of expanded station breaks on KENI-TV. During the airing of part three of "The Godfather" on Dec. 5, 1977, for example, the station "regularly increased 64- or 94-second breaks to over

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three minutes," said the group. ABM called the alleged clippings "violations that directly and adversely affect the public, the network and network advertisers."

The NCBB paper argued that KVOs-TV "caters" to nearby Vancouver, B.C., and has all but deserted "both its community of license and its listeners." According to the petition, the station does not even subscribe to American rating companies and devotes the bulk of its public affairs programming to Canadian subjects.

"The main concern of this group," said the NCBB petition, "is that KVOs-TV does not have a high enough percentage of news and public affairs programs." They said the station has virtually no local news and that its regular programs devoted to news usually either originate at CBS-TV or are wire stories read during short, infrequent breaks in entertainment programming.

NCBB also complained about the manner in which the station conducted its ascertainment surveys. They said the interviews were made "because it is an FCC requirement and not because of their [the station officials'] sincere desire to find out issues of concern." NCBB called KVOs-TV's ascertainment process "defective."

The other petitions filed dealt with a variety of concerns. Vincent L. Hoffart, a former chief engineer and engineering director for Kaye-Smith Enterprises, accused three of its stations, KJRB and KXL-AM-FM, of purposeful disregard for the FCC's technical rules and of unfair employment practices. William E. H. Tagupa leveled charges of employment discrimination against the Honolulu stations.

## FCC blasted in latest round of Orlando TV fight

**ALJ calls 25-year-old battle for channel 9 a 'tasteless monstrosity' and recommends a grant to Mid-Florida Television**

When critics of the FCC's adjudicatory procedures say those procedures are better described as "undue," the 15-year-old Orlando, Fla., channel 9 case is one they often have in mind. Certainly the administrative law judge currently presiding—the fourth in the history of the case—feels that way. For Judge David I. Kraushaar's sense of outrage at the "litigiousness" of the lawyers and parties involved boiled over, in a supplemental initial decision in which he recommended a grant to Mid-Florida Television Corp.—the applicant favored by the FCC after three previous rounds of hearings.

The commission's comparative hearing process, he said, has been "contorted or twisted for the benefit of the few at the expense of the many." He called the case a "tasteless monstrosity" and said it has

produced no visible public benefit, "other than the probable enrichment of those members of his [the presiding judge's] profession who have participated in this legalistic catastrophe..." And, in a reference to the interim operation in effect at the station involved—WFTV(TV)—he said the station "has been operated [since 1969] by all five applicants, presumably to their profit and, as far as the present record is concerned, for the benefit of the community..."

Judge Kraushaar concluded his review with a footnote reference to Chief Justice Warren E. Burger's expression of concern that, if "unrestrained," lawyers and judges "can aggravate" society's problems. Then he added: "The presiding judge [alleges] that the parties herein and their lawyers have been 'unrestrained' in their litigiousness to a degree that can only bring public contumely upon the comparative hearing processes of this commission."

Judge Kraushaar includes in his criticism the commission and even the panel of the U.S. Court of Appeals in Washington that sent the case back to the commission in 1974 for further proceedings. The court had remanded the case in part because of allegations concerning an Orlando attorney, Martin Segal, who had been a director, secretary and 1.5% stockholder of Mid-Florida. He had been accused in a federal indictment issued in 1971 of being involved in illegal gambling, and the court said a further hearing was necessary to determine whether the charges reflected on Mid-Florida's character qualifications.

But Judge Kraushaar said the Segal issue raises a question as to whether the commission is the proper forum for examining Mr. Segal's character, particularly since "his delinquencies, if established," were not shown to have had any relationship to the applicant. Accordingly, he said, "the commissioners (and the court) should understand" the presiding officer if they discern "on his part a greater stress than they might themselves have employed on the need for clear, persuasive convincing proof of Mr. Segal's 'bad character.'"

A professional man's standing and career ought not to be muddled for the benefit of applicants before the FCC for a TV authorization in the absence of persuasive evidence against him... at least where other forums exist that are perhaps more appropriate for adjudging questions of professional morality or misconduct," Judge Kraushaar said.

Mr. Segal, who resigned his positions with Mid-Florida after he was indicted, was never brought to trial, and the charges against him were dismissed because of his health. And Judge Kraushaar said he agreed with the Broadcast Bureau's view that, even if Mr. Segal's reputation proved to be bad, the "record is barren" of proof that the alleged misbehavior was attributable to Mid-Florida. Furthermore, Judge Kraushaar said he was unable to conclude from the record that Mr. Segal was disqualified from holding a 1.5% interest in Mid-Florida.

The court's remand—which the Supreme Court refused to review—raised another issue, one of broader significance to the broadcasting court's ruling that minority ownership should be accorded a merit, in comparative hearings, when "it is likely to increase diversity of content, especially of opinion and viewpoint." The ruling resulted from the commission's failure to give any weight to the fact that two blacks own a total of 14% of one of the other applicants, Comint Corp.

Judge Kraushaar made no attempt to resolve the issue. He passed it, without recommendation, to the commission. He said it might be considered unfair for the commission to be changing the ground rules at the present stage of the case; he noted that times had changed since the case began—at a time "when black people were not even referred to as 'black.'" He also said that "this is an important matter of national telecommunications policy that only presidential appointees are properly qualified to resolve."

But although unwilling to tackle the question head-on, Judge Kraushaar said he was ranking Comint number two among the applicants "solely because of the presence of the highly qualified black stockholders in its composition."

And he offered a suggestion—"for whatever it may (or may not) be worth"—for resolving the case that would assure an ownership interest for the blacks: a compromise, in which all five applicants would acquire an equal share of the station, or one in which at least the two blacks would become owners. Considering the history of the case, he said a compromise would be the "best thing that could happen at this late date."

The case began in 1953, when Mid-Florida, then as now principally owned by Joseph Brechner and his wife, Marion, with several others, applied for channel 9. Three times since then the commission granted Mid-Florida's application. But each time, the court remanded the case.

The Brechners put the station on the air in 1957. But in 1969, as a result of one of the court decisions in the case, the commission granted joint interim operating authority to the applicants then competing for the frequency—Central Nine Corp., Florida Heartland Television and TV Nine, as well as Mid-Florida and Comint.

Judge Kraushaar, in his initial decision, said the record provides no basis for reaching a conclusion different from that stated by the review board, on Jan. 10, 1972, and later affirmed by the commission, that Mid-Florida's proposal "still 'offers the best practical service to the public because of... integration of ownership with management.'"

Short of starting all over again after 25 years with a new hearing to take account of the changes that have occurred, or nullifying the proceeding entirely and inviting new applicants, he said, the commission's grant to Mid-Florida should be affirmed.

The supplemental initial decision is subject to appeal to the commission.



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

| Company                        | Period Ended   | Revenues      | Current and change |             |          |           | Year earlier  |             |           |
|--------------------------------|----------------|---------------|--------------------|-------------|----------|-----------|---------------|-------------|-----------|
|                                |                |               | % Change           | Net Income  | % Change | Per Share | Revenues      | Net Income  | Per Share |
| Doyle Dane Bernbach.....       | 9 mo. 9/30/77  | 49,478,000    | +14.8              | 3,259,000   | +14.4    | 1.74      | 43,118,000    | 2,850,000   | 1.57      |
| Filmways.....                  | 9 mo. 11/30/77 | 103,291,000   | +12.4              | 2,576,000   | +20.9    | 1.02      | 91,857,000    | 2,130,000   | .86       |
| Grey Advertising.....          | 9 mo. 9/30/77  | 295,835,000   | + 5.9              | 2,748,000   | +30.0    | 3.84      | 279,300,000   | 2,147,000   | 2.08      |
| Gulf & Western.....            | 3 mo. 10/31/77 | 1,010,597,000 | +15.3              | 39,101,000  | -27.5    | .58       | 876,494,000   | 53,940,000  | .75       |
| MGM.....                       | Year 8/31/77   | 288,545,000   | + 8.5              | 33,188,000  | - 6.7    | 2.35      | 266,008,000   | 35,557,000  | 2.24      |
| Rust Craft.....                | 9 mo. 11/30/77 | 70,188,000    | + 7.0              | 5,300,000   | +38.2    | .93       | 65,591,000    | 3,836,000   | .68       |
| Sony.....                      | 10/31/77       | 2,108,433,000 | + 9.2              | 144,342,000 | +12.0    | .67       | 1,931,367,000 | 127,892,000 | .59       |
| Teletronics International..... | Year 6/30/77   | 6,903,000     | + 8.4              | 698,000     | + 6.2    | .69       | 6,369,000     | 657,000     | .66       |

## Abe Lincoln Awards: certificates for 21

**Broadcasters recognized for public service; top nominees still pend**

Twenty-one broadcasters have been designated to receive certificates of excellence from the Southern Baptist Radio and Television Commission. Another nine nominees, whose names are not being announced at this time, will be competing for the two top Abe Lincoln Awards that the commission will confer Feb. 9 at the Tarrant County Convention Center in Fort Worth.

The 21 to receive certificates of excellence: Norman Bagwell, KTVY(TV) Oklahoma City; Walter E. Bartlett, Multimedia Broadcasting and its WLWT(TV) Cincinnati; Eugene Bohi, WGHP-TV High Point, N.C.; Don Chaney, KTBB(AM) Tyler, Tex.; Jeff Davidson, WXIA-TV Atlanta; Rick Devlin, WOR(AM) New York; Leta Powell Drake, KOLN-TV/KGIN-TV Lincoln, Neb.; Harry M. Durning, WBZ-TV Boston; Billy Evans, WQXE(FM) Elizabethtown, Ky.; A.B. Hartman, KDKA(AM) Pittsburgh; Fred Heckman, WIBC(AM)-WNAP(FM) Indianapolis; Al Hobbs, WTLC(FM) Indianapolis; Father Don Kimball, KFRC(AM) San Francisco; Norman Knight, Knight Quality Stations, Boston; James L. Loper, Community Television of Southern California, Los Angeles; Joseph B. Riley, WWNH(AM) Rochester, N.H.; John Salisbury, KXL-AM-FM Portland, Ore.; Fred von Stade, WTVN-TV Columbus, Ohio; Gene Strul, WCKT(TV) Miami; Paul K. Taff, Connecticut Public Television, Hartford; Cullie M. Tarleton, WBT-AM-FM Charlotte, N.C.

This is the ninth year for the Lincoln awards, which were created to honor broadcasters for achievements in advancing the quality of life in America and for helping the industry to enrich its service to the public.

Keynote speaker at the Feb. 9 awards will be Dr. Billy Graham, who earlier had been designated to receive the commission's Distinguished Communications Medal.

Also to be honored is G. Richard

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Shafro, retired president of Cosmos Broadcasting Co., group owner headquartered in Columbia, S.C. Mr. Shafro is to receive the commission's second annual award for outstanding improvement in broadcasting and the related arts, presented in the name of Vincent T. Wasilewski, president of the National Association of Broadcasters ("Closed Circuit," Dec. 19, 1977).

## Tax refunds will bring Taft about \$2.6 million

Long-standing claims for refunds of federal income taxes from investment tax credits on certain shows produced by its Hanna-Barbera subsidiary will be realized "on or about Feb. 1," according to Taft Broadcasting officials. In a decision of the U.S. District Court for the central district of California, Hanna-Barbera is entitled to refunds of previously paid income taxes of approximately \$1,670,000 for its years ended May 25, 1963, through Jan. 2, 1971, Taft said, plus interest which amounts to about \$930,000.

Taft, which acquired H-B in 1967, said that tax refunds and interest for periods prior to the acquisition will be treated as a reduction of Taft's original investment in the production company. The excess will be reflected as ordinary income and reported in net earnings for the quarter ended Dec. 31, 1977. Taft expects this transaction will increase net earnings per share for the quarter by about 33 cents.

However, the company also expects a 29-cent reduction in earnings per share for the quarter, which will reduce net income after taxes by about \$1.2 million. This reduction, Taft said, will result from the company's decision to abandon plans for a proposed theme park near Elgin, Ill., in which Taft had already invested \$2.2 million. Company officials said the Illinois location is not being abandoned as a site for potential park development, but the concept developed when the property was purchased in 1973 and 1974, "is no longer feasible due to the impact of inflation on construction costs." Taft said it plans to evaluate alternative park concepts and designs.

## CPB tells where it all went

**Annual report to White House details disbursements by public broadcasting organization**

The Corporation for Public Broadcasting paid out \$116,844,954 for the period from July 1, 1976, to Sept. 30, 1977, according to its annual report, submitted last week to the White House. (Because CPB has followed the lead of the government and realigned its fiscal year, the report covers a 15-month period.) Some of the financial

highlights of the report include:

- A total of \$67,659,805 was distributed in the form of direct support to local television and radio stations.

- \$14,351,952 went to the research and development of pilot programs and public television series.

- \$15,144,853 was spent to distribute public television programs, and \$8,383,670 went toward the distribution of public radio shows.

- \$3,017,058 was paid in salaries to "support costs to administer" the other programs, and CPB's expenses "required to provide the over-all direction and administration" of the corporation totalled \$3,610,543.

- Miscellaneous grants and projects costs the corporation \$4,677,073.

In the various categories of its grants, the corporation allocated considerable sums to stations and to other production and research firms. To provide programs to public television stations, CPB made several large awards: The Public Broadcasting Service received \$3,106,683 for production of programs and another \$15,098,263 for distribution. Other principal production centers and the amounts received: WNET(TV) New York, \$2,661,073; KQED Inc., San Francisco, \$1,993,269; KCET(TV) Los Angeles, \$1,164,260, and WETA-TV Washington, \$932,159. For the production and distribution of radio programming, National Public Radio received \$7,729,312 for the 15-month period.

According to the annual report, approximately \$450 million in income was reported to have been received in fiscal 1977 by the various elements of the public broadcasting community.

## FCC is asked to start rulemaking designed to encourage hiring of the handicapped

The California Association for the Physically Handicapped has asked the FCC to institute a rulemaking that, it says, will help to open some of the closed doors in broadcasting, to the handicapped. It has asked the commission to include the handicapped among those groups, such as minorities and women, that are covered by the FCC's equal employment opportunity guidelines.

The petition has been supported by Galesburg Broadcasting Co. (licensee of WGIL(AM)-WAAG(FM) Galesburg, Ill.) and organizations for the handicapped. ABC has filed against the petition, however.

The association asked the commission to see that licensees "take affirmative action setting forth goals" for the hiring of the handicapped. The group also asked that the commission "explore methods of increasing ownership and management opportunities for physically handicapped persons." The FCC should also "consider giving preference," the petition said, to

groups applying for stations if the handicapped "constitute a substantial portion of ownership and management."

Galesburg said the commission "should recognize its duty" and institute the rulemaking. But ABC tried to remind the FCC that it "is not a primary federal agency for the enforcement of nondiscrimination policies" and that consideration of the proposals would divert the FCC "from its own primary responsibilities" of regulating broadcasting.

## Posse formed in Denver

**DA is investigating charges of Arbitron diary tampering by several top radio stations there**

Charges that the leading radio station in Denver tampered with Arbitron ratings diaries are under investigation by the district attorney in that city. Other stations there are also said to be under suspicion.

The charges were made by former employees of KHOW(AM) Denver, who reportedly knew of and perhaps participated in the alleged fraud before their terminations. In question are Arbitron's April-May report for 1976. Gary Stevens, president of Doubleday Broadcasting Co., owner of KHOW, said that he was told by the district attorney that the most recent Arbitron survey is also suspected of being manipulated by stations in the market other than KHOW.

District Attorney Dale Tooley last week would only confirm that the investigation involved "various suspects" and "not a single episode." He said he has assigned his chief investigator to the case and that formal indictments may be handed down by the middle of this month. Possible charges range from theft by deception to false statement of circulation and criminal impersonation.

Doubleday's Mr. Stevens said that, upon hearing of the allegations, the company instituted its own investigation by bringing its attorneys from Washington in to interview members of the KHOW staff. "While we consider our investigation to be an ongoing one," he said, "there has been no evidence thus far to indicate any improprieties." He also said that the former employees who made the charges apparently hold grudges against the station, and that one of them had previously filed a reverse discrimination suit and other legal charges against it. Program Manager Harold Moore, who is among those accused of tampering with the diaries, is still with the station, and Mr. Stevens said recent management-level turnovers there had no connection with the current investigation.

KHOW, which has an MOR format, has been the number-one ranked Denver station for several years. According to Arbitron, the station's rating jumped from a 9.4 in the October-November 1975 report to a 12.7 in the April-May 1976 report before dropping back to a 9.6 in the October-November 1976 report. The actual di-



aries in question have been destroyed by Arbitron in accordance with its standard procedures not to keep them for longer than 11 months.

## Proxmire nearly alone as objector to SBA broadcast-loan proposal

**Senator fears government intrusion; NAACP and NABOB urge that minorities not be overlooked**

Senator William Proxmire (D-Wis.), chairman of the Committee on Banking, Housing and Urban Affairs, has blasted a Small Business Administration proposal to make funds available for broadcasters (BROADCASTING, Dec. 19, 1977). The senator said he was "emphatically opposed" to the idea and declared it "simply outrageous for the government to get into the opinion business."

Mr. Proxmire's letter was one of several received at the SBA after the official deadline for comments passed Dec. 12, 1977. Other major late filings were the comments of the National Association for the Advancement of Colored People and of the National Association of Black-Owned Broadcasters.

The senator's letter to the SBA said the proposed program of providing funds for the acquisition and construction of broadcast and cable facilities "would mean a diversion of resources that are already too limited." He also called the SBA's rationale for considering the proposal—that the FCC's presence in broadcasting had already involved government in the industry—a "feeble reason" for SBA participation. Mr. Proxmire said there was ample reason to suspect that "at least some degree of government influence might very well follow this kind of financing."

Edwin T. Holloway, acting associate administrator for finance and investment, attempted to defend the SBA's position in a letter of reply to the senator. "We firmly believe that this policy, if adopted, will have a relatively minor impact on the dollar and other resources available to us," Mr. Holloway wrote. He also said that the SBA had received "only one negative comment" in addition to that of Mr. Proxmire, a letter from the Conservative Caucus that opposed the plan on First Amendment grounds.

The NAACP and NABOB comments filed by attorney Clarence V. McKee (who was legal assistant to former FCC Commissioner Benjamin Hooks) urged the SBA "to clarify the proposal so that its main emphasis is directed towards assisting minority small-business concerns."

"The problems and concerns of minority small-business concerns must not become 'incidental' in the adoption and subsequent implementation of a final rule in this proceeding," the brief said.

The groups also said the SBA should establish a new office to implement the processing of applications under the new pro-

**Moving right along.** A comparative-renewal case involving WPIX(TV) New York reaches the oral argument stage next week, almost eight years after a competing application was filed by Forum Communications Inc. The FCC has scheduled the argument for Jan. 18 at 9:30 a.m. The first round in the case came on Dec. 10, 1974, in an initial decision by Administrative Law Judge James Tierney, which recommended renewal of the license of WPIX Inc., which is owned by the Tribune Co. Judge Tierney resolved the issues involving WPIX's news practices, as well as sponsorship identification and ascertainment of community problems in WPIX's favor. He found Forum, which is made up of a number of television professionals, civic leaders and businessmen, basically disqualified for failing to meet the commission's financial and community ascertainment standards. He also favored WPIX on a comparative basis.

gram. They said the SBA should "affirmatively encourage banks and other lending institutions to participate" in the program.

### Media Briefs

**Rust Craft acquisition.** Rust Craft Greeting Cards Co. and Ziff-Davis Publishing Co. have signed "definitive agreement" to transfer ownership of most of Rust Craft's stations to New York publisher (BROADCASTING, Sept. 9, 1977). Deal, Rust Craft officials said, "incorporates terms previously announced." Ziff-Davis will offer \$26.50 or \$24 per share plus stock in new company, Associated Communications Corp., which will own Rust Craft's radio stations, its interest in cable company, Telecommunications Inc., and New York art gallery. Total value of deal is about \$70 million. Indications are that members of Berkman family, who own something in excess of 45% of Rust Craft's 2.3 million outstanding shares, will opt for deal involving spun-off company, while public shareholders will accept \$26.50 offer.

**New post, new office.** Steven Effros, Washington attorney and associate general counsel of Community Antenna Television Association, named CATA executive director. He has established Washington office at 1100 17th Street, N.W., Suite 506; (202) 659-2612.

**Pledges top 1976's total.** Public Broadcasting Service reported 91 member stations received pledges totaling \$4,538,244 from 157,607 viewers during nationwide membership campaign (Nov. 27-Dec. 6). Total compares to \$3,952,007 raised by 82 stations in 1976 during same time. For year PBS reported that four national campaigns have raised \$17 million from viewers.

## Broadcast Advertising\*

## Hesse fills in at 4A helm as hunt starts for Crichton successor

**Marsteller's Christian named to head search committee for new association president**

William R. Hesse, senior vice president in charge of the Washington office of the American Association of Advertising Agencies, has been named AAAA president on an interim basis. He will serve pending selection of a permanent replacement for President John Crichton, who died two weeks ago (BROADCASTING, Jan. 2).



Hesse

Richard C. Christian, chairman of Marsteller Inc., Chicago, was named chairman of a committee to seek a new president. Other members of the search committee are Edward N. Ney, president of Young & Rubicam and chairman of the association; John Elliott Jr., chairman of Ogilvy & Mather, and John S. Pingel, chairman of Ross Roy, Detroit.

Mr. Hesse, who will be 64 later this month, had advised the AAAA that he planned to retire in 1979. He is a former president of Benton & Bowles and has headed the AAAA's Washington office for the past two years. AAAA sources said he planned to keep his home in Washington, commuting to the New York headquarters for two or three days a week as needed during his presidency.

The AAAA meanwhile announced that "a John Crichton Fund of major dimension will be established within the AAAA Educational Foundation." Ogilvy & Mather's Mr. Elliott will direct the special fund's activities.

## Midwest outlets under scrutiny by Justice for price fixing

**Case also involves the FCC, but apparently is limited to antitrust allegations**

Licenses of three television stations in the Joplin, Mo.-Pittsburg, Kan., market are still awaiting the outcome of investigations by the Department of Justice and the FCC into allegations that the stations conspired to fix advertising rates. But in the

meantime, their concern over reports that the FCC was also looking into allegations that they had violated a number of commission rules apparently may be dissipating. Only the antitrust issues appear to be under investigation.

But that is cause for enough concern, and not only because those charges, if substantiated, could lead to the commission's denial of the stations' license renewal applications. (Action on the renewals is being deferred.) The Communications Act also authorizes federal judges to revoke the license of a station found guilty of violating antitrust law, and directs the commission not to issue a license to anyone who has lost a license in that manner.

Allegations of television broadcasters engaging in price fixing are rare, if only because the business does not lend itself to such activities. A Justice Department Antitrust Division official pointed out that the cost of television time is generally set by the size of a station's audience, which is known to advertisers.

The antitrust charges involving Gilmore Stations' KODE-TV and Kansas State Network's KTVJ(TV), both Joplin, and Pittsburgh Broadcasting Co.'s KOAM-TV Pittsburgh have been under scrutiny for months. Word that a federal grand jury in Kansas City, Mo., was looking into them surfaced in July ("Closed Circuit," July 25, 1977).

The Justice Department investigation reportedly grew out of an inquiry begun by the FCC, which is continuing. And the commission began looking into the practices of the three stations, according to government officials, after receiving allegations of wrongdoing on the part of KODE-TV from a former long-time employee of that station, John Holmes, who had been sales manager until he took early retirement in July 1976.

There was no hard information last week as to when either investigation would be concluded. The grand jury probe could continue for months. But some sources indicated the commission's inquiry might be concluded within two months.

The reports that the commission was looking into allegations other than price-fixing—double billing, time brokering, and network clipping—appeared in the *Washington Post* and *Wall Street Journal*. However, information available in Washington indicates that the inquiry does not include the other charges. Officials of some of the stations were said to have no knowledge of investigations other than those dealing with alleged price fixing. And William Ray, chief of the commission's Complaints and Compliance Division, said the commission makes no investigation without informing the station involved. (He also noted there is no rule prohibiting time brokering.) At the request of KOAM-TV's local attorney, John Monica, Mr. Ray wrote the station a letter saying it was not being investigated for anything but price fixing.

All three stations are known to have supplied documents to investigators for both agencies.

## Perennial P&G tops spot list in third quarter

**It's biggest spender; four firms are new to top-100 rankings**

Procter & Gamble retained its number-one position in spot television in 1977's third quarter with spot TV investments totaling \$31,279,700, according to estimates compiled for the Television Bureau of Advertising by Broadcast Advertisers Reports.

TVB said four advertisers appeared among the quarter's top-100 spot TV users for the first time: Crane Norris Marketing (records), whose \$3,063,900 ranked 36th; Federal Express Corp., whose \$1,588,100 was 70th; National Enquirer Inc., whose \$1,300,400 came in 89th, and Chrysler-Plymouth Auto Dealers Association, whose \$1,210,400 was 96th.

Total spot TV investments for the quarter were put at \$515.2 million, up 2% from a year ago, while the total for the year's first nine months reached \$1.636 billion, a 4% rise (BROADCASTING, Dec. 12).

The TVB/BAR list of spot TV's third-quarter top-100 advertisers breaks down as follows:

| Company                           | Expenditure   |
|-----------------------------------|---------------|
| 1. Procter & Gamble               | \$ 31,379,700 |
| 2. General Foods                  | 16,736,400    |
| 3. Pepsico                        | 12,093,800    |
| 4. William Wrigley Jr.            | 9,557,400     |
| 5. Lever Brothers                 | 9,498,400     |
| 6. American Home Products         | 9,024,300     |
| 7. General Mills                  | 8,982,100     |
| 8. Colgate Palmolive              | 8,743,300     |
| 9. Kraftco                        | 7,712,900     |
| 10. Coca-Cola                     | 7,115,900     |
| 11. A.H. Robins Co.               | 6,921,000     |
| 12. Quaker Oats                   | 6,665,100     |
| 13. AT&T                          | 6,659,500     |
| 14. Time                          | 6,374,700     |
| 15. Ford Motor                    | 6,035,100     |
| 16. General Motors                | 5,219,800     |
| 17. ITT                           | 5,177,300     |
| 18. Borden                        | 4,351,800     |
| 19. Nestle                        | 4,324,200     |
| 20. Bristol Myers                 | 4,305,000     |
| 21. Mars                          | 4,294,000     |
| 22. Scott Paper                   | 4,285,800     |
| 23. Kellogg                       | 4,153,900     |
| 24. Norton Simon                  | 3,937,400     |
| 25. Mego International            | 3,887,500     |
| 26. Warner-Lambert                | 3,817,900     |
| 27. Triangle Publications         | 3,811,400     |
| 28. Nissan Motor USA              | 3,511,000     |
| 29. Dial Media                    | 3,440,400     |
| 30. Toyota Motor Distributors     | 3,340,400     |
| 31. Audio Research                | 3,292,600     |
| 32. Maltel                        | 3,249,800     |
| 33. Philip Morris                 | 3,213,300     |
| 34. Royal Crown Cola              | 3,139,300     |
| 35. Nabisco                       | 3,125,100     |
| 36. Crane Norris Marketing        | 3,063,900     |
| 37. Alberto Culver                | 2,876,600     |
| 38. Chrysler                      | 2,574,000     |
| 39. Action Marketing              | 2,447,000     |
| 40. RCA                           | 2,341,400     |
| 41. CPC International             | 2,332,900     |
| 42. Beatrice Foods                | 2,274,500     |
| 43. American Dairy Association    | 2,230,400     |
| 44. North American Philips        | 2,204,900     |
| 45. FAS International             | 2,069,300     |
| 46. Ford Auto Dealers Association | 2,062,200     |
| 47. Gillette                      | 2,044,000     |
| 48. Phillips Petroleum            | 2,016,600     |
| 49. Seven Up                      | 2,015,100     |
| 50. Ideal Toy                     | 2,010,700     |
| 51. Kimberly Clark                | 1,993,500     |

|                                    |           |
|------------------------------------|-----------|
| 52. Ralston Purina                 | 1,955,200 |
| 53. Brookville Marketing           | 1,953,300 |
| 54. American Can                   | 1,932,200 |
| 55. Schering-Plough                | 1,910,000 |
| 56. Revlon                         | 1,904,400 |
| 57. Faberge                        | 1,861,500 |
| 58. Block Drug                     | 1,820,400 |
| 59. Carnation                      | 1,817,900 |
| 60. Consolidated Foods             | 1,809,200 |
| 61. Firestone                      | 1,776,100 |
| 62. Standard Oil of Indiana        | 1,751,900 |
| 63. Esmark                         | 1,723,400 |
| 64. Dr. Pepper                     | 1,720,400 |
| 65. Standard Oil of Calif.         | 1,719,900 |
| 66. Greyhound                      | 1,716,200 |
| 67. Johnson & Johnson              | 1,692,300 |
| 68. American Express               | 1,687,000 |
| 69. Melville                       | 1,632,200 |
| 70. Federal Express                | 1,588,100 |
| 71. Liggett Group                  | 1,581,600 |
| 72. Chesebrough Ponds              | 1,580,900 |
| 73. Anheuser Busch                 | 1,562,600 |
| 74. Richardson Merrell             | 1,531,600 |
| 75. Union Oil of California        | 1,517,100 |
| 76. K-Tel International            | 1,495,400 |
| 77. Stroh Brewery                  | 1,486,400 |
| 78. Exxon                          | 1,474,000 |
| 79. GRT                            | 1,472,100 |
| 80. Schlitz                        | 1,460,700 |
| 81. Sterling Drug                  | 1,456,100 |
| 82. CBS                            | 1,431,700 |
| 83. UAL                            | 1,421,000 |
| 84. IC Industries                  | 1,409,000 |
| 85. Reed-Union                     | 1,396,200 |
| 86. G. Heileman Brewing            | 1,369,200 |
| 87. Morton-Norwich Products        | 1,340,200 |
| 88. Comerco                        | 1,313,600 |
| 89. National Enquirer              | 1,300,400 |
| 90. Fuji Heavy Industries          | 1,274,000 |
| 91. Hartz Mountain                 | 1,273,800 |
| 92. Owens Illinois                 | 1,271,000 |
| 93. Goodyear                       | 1,245,500 |
| 94. Dodge Auto Dealers Association | 1,241,400 |
| 95. Hasbro Industries              | 1,211,800 |
| 96. Chrysler Plymouth Auto Dealers | 1,210,400 |
| 97. Gulf Oil                       | 1,207,100 |
| 98. S.C. Johnson & Son             | 1,199,000 |
| 99. Campbell Soup                  | 1,187,600 |
| 100. H.J. Heinz                    | 1,185,600 |

## He won't play

**Loevinger turns down request to join Cox, Johnson and Lloyd in forum on children's ads**

Communications attorney and former FCC Commissioner Lee Loevinger has turned down an invitation to participate in a Feb. 27 panel on children and advertising sponsored by the Ford Foundation at Georgetown University. He thinks the make-up of the panel looks like a stacked deck, and he objects to being labeled in the invitation as a "conservative."

Professor Gerald J. Thain, director of the series, said in inviting Mr. Loevinger that another attorney and former FCC commissioner, Kenneth A. Cox, will serve as moderator, while Frank Lloyd, administrative assistant to FCC Chairman Charles D. Ferris and former director of the Citizens Communications Center, will present his views on what the commission's role should be, and another former commissioner, Nicholas Johnson, now chairman of the National Citizens Committee for Broadcasting, will treat the subject from the "liberal" or "activist" viewpoint. Mr. Loevinger, Professor Thain said, was being sought to represent the "conservative" viewpoint.

That line-up, Mr. Loevinger wrote in reply, "is slightly less objective or less unbiased than having a panel composed of representatives of the Association of National Advertisers, the American Association of Advertising Agencies and the



American Federation of Advertisers." He called Mr. Johnson "a professional advocate of an extreme interventionist position"; Mr. Lloyd, "a former professional advocate of the same position," and Mr. Cox, with whom Mr. Loevinger debated vigorously and often when both served on the commission in the 1960's, an ideological adherent of that position.

Furthermore, Mr. Loevinger said, he will not be characterized as a "conservative" on the issue. He said he occupies "a moderate or middle position," and noted that Mr. Cox, in debate, once characterized him as a "First Amendment buff."

Simply put, Mr. Loevinger said, it seems that the panel "is loaded on one side and that I would merely be a token nod in the other direction."

Professor Thain said he was "disappointed" at the rejection of his invitation, and added, "We try to get people who represent different points of view. He also stressed that he always uses "liberal" or "conservative" in quotes and only as a form of "shorthand."

What about a replacement for Mr. Loevinger? Professor Thain said he was extending an invitation to former FCC Chairman Richard E. Wiley, now a partner in the firm of Kirkland & Ellis in Washington. As of last week, Mr. Wiley had not received one.

## Nutrition and TV: Hill unit wants more information

The television networks and the National Association of Broadcasters have been asked to testify at hearings on nutritional advertising tentatively set for Feb. 8 before a House Agriculture subcommittee.

Although having no jurisdiction over advertising or other communications matters, Representative Frederick Richmond's (D-N.Y.) Subcommittee on Domestic Marketing, Consumer Relations and Nutrition is including a segment on TV advertising in its hearings on the federal government's role in nutrition education.

The networks, NAB and selected advertising agencies and producers of commercials will be quizzed on such matters as nutritional public service announcements and whether major advertisers should donate funds and the networks should give time for them; what standards or judgments are applied by advertisers and self regulatory codes such as the NAB's to encourage nutritional information, and how much nutritional information can be included in a commercial of, say, 30 seconds length.

Subcommittee staff members say that subcommittee Chairman Richmond makes no pretense at having regulatory authority in the area of advertising, but has had discussions on nutrition matters he is concerned about with Federal Trade Commission Chairman Michael Pertschuk and Food and Drug Administration Commissioner Donald Kennedy.

## Advertising Briefs

**Funding for ACT.** Action for Children's Television, Newtonville, Mass., has received two grants totalling \$60,000 "to continue its legal advocacy activities before the Federal Trade Commission and the FCC." Rockefeller Family Fund gave a two-year \$40,000 grant and Robert Sterling Clark Foundation donated \$20,000. Money will be used to allow ACT to pursue its petition to FTC to prohibit candy advertising to children and to seek FCC limits on amount of ads permitted on children's TV programs.

**FM share growing.** CBS Radio analysis of RADAR spring/fall 1977 data shows FM's share of nationwide radio audience at

44.6% for Monday-through-Sunday average quarter hour for all day parts. CBS said FM's share is strongest in evening hours (7 p.m.-midnight) where it reaches 50.5%.

**Go East.** Doyle Dane Bernbach, New York, announced it has acquired "a small minority interest" in Dai-ichi Kikaku, Tokyo, said to be fourth largest advertising agency in Far East. In addition, DDB said, DIK is buying 25,000 DDB shares on open market in separate transaction "about equal" to DDB's investment in DIK. That would make each transaction worth close to \$500,000, since DDB shares have traded recently in \$19-\$20 range on over-counter market. DIK bills about \$150 million annually and has full-service offices in Taiwan, Hong Kong and Bangkok as well as Tokyo.

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## Sevareid recalls how McCarthyism hurt journalists

**In CBS-TV special he says Murrow expose came late; he also looks at media today**

"This idea that [journalistic] objectivity is a myth I think is a disastrous notion. There is no such thing as total objectivity of course—in education, in anything. But you mustn't abandon the idea of it as a goal."

The speaker was Eric Sevareid, retired *CBS Evening News* commentator, in discussion with CBS News correspondent Charles Kuralt on a one-hour special, *A Conversation With Eric Sevareid*, on CBS-TV.

The *Conversation*, edited down from five hours of taped conversation, was wide-ranging. Among the highlights:

■ Recalling the days of McCarthyism, Mr. Sevareid said he'd been "a kid socialist in college" but "thank God, I was never a member of the Young Communist League . . . The idea [in the McCarthyism era] seemed to be that every liberal was a socialist, every socialist a Communist and every Communist a spy. No part of which was true, but that was the feeling."

"I didn't have any money. I had a chronically and dreadfully ill wife, two small children. The networks were pretty scared. Trying their best to keep some dignity and face up to it, but you can't imagine the neurotic state of the country and of Washington. I'd have my phone disconnected or taken out of the book. I used to get, you know, threatening calls at night. You're attacked on the floor of Congress frequently, and you have an Army general with all his medals denouncing you as a Communist. . ."

■ Edward R. Murrow's famed broadcast on Senator Joseph R. McCarthy, later credited as largely responsible for the senator's downfall, "was effective, it was important, it took a lot of courage, but it came very late in the day," Mr. Sevareid said. "The youngsters read back and they think only one person in broadcasting and the press stood up to McCarthy and this has made a lot of people feel very upset, including me, because that program came awfully late. Coincided with the Army charges against McCarthy."

"But in the meantime the place was strewn with the walking wounded and the bodies of journalists who'd been under fire from McCarthy people, quite a few people. There were people like Elmer Davis, Ray Swing. Some people lost their jobs. Martin Agronsky was doing morning broadcasts in radio for ABC, I think. His income depended on the number of stations that took his broadcast. And in one broadcast about Joe McCarthy, I think Martin lost half his income. This idea to-

**Open mikes.** The President's words to Secretary of State Cyrus Vance were supposed to be private but nearby network radio microphones let the world know that Mr. Carter wasn't pleased with every aspect of his discussions with Indian Prime Minister Morarji R. Desai. The remarks were picked up and recorded during a break in talks between the two leaders in New Delhi, part of Mr. Carter's nine-day, seven-country summit meetings. Oblivious to the microphones, Mr. Carter told his cabinet member that there was disagreement regarding the U.S. demands to safeguard that U.S.-sold nuclear fuel would be used for peaceful purposes. Among other things, Mr. Carter was picked up as saying that Mr. Desai had been "pretty adamant about that nuclear fuel thing" and ought to be written a "cold and very blunt" letter when the President returns to Washington.

day that the press just lay down and let that man walk on them is an insult to that generation of journalists."

■ When President Nixon "let [Vice President Spiro Agnew] make his big attack on press and broadcasters" in 1969, the President's standing with the media was still pretty good. Even so, Mr. Sevareid said, he let the Vice President do it "because he knew all about the Johnson credibility gap. Therefore, what better way to avoid or postpone your own credibility gap then to impugn in advance the credibility of those who report you and try to explain you? That's why he did it. To try to cut us off at the knees at the beginning, and it succeeded for a while. But his troubles never lay in the press. It lay in the facts."

■ Mr. Sevareid said that a few years ago Democratic leaders in North Dakota, his native state, asked him to run for the U.S. Senate. "There was absolutely universal agreement," he said, "that it was the dumbest idea anyone'd ever thought of."

■ He also said he'd never gotten used to TV cameras: "Radio was tough enough for me, though I did eventually get accustomed to it. The cameras, no I've never been able, for example, to smile on command or to smile for a gadget. I can't. It's ridiculous for somebody in my business but that's the way it is. . ."

■ "Commercials on TV or radio are a bit of a bore. You've got to sort of close your mind and sit through them. Can't avoid them. But the percentage of an hour on television that they occupy is far less than the percentage of news space in a given paper that's occupied by advertisements . . ."

"In a way advertising in print is more of

**His final bow.** Representative B. F. Sisk (D-Calif.), leader in recent years of the fight for live TV and radio coverage of House chamber proceedings, announced last week he plans to retire from Congress at the completion of his 12th term this year. Mr. Sisk, 67, was chairman of the Rules Committee ad hoc subcommittee on broadcasting that tried unsuccessfully to win Rules Committee approval of a plan to let the networks and public broadcasting, acting as a pool, control the House broadcast coverage. The House voted overwhelmingly last year to take the unprecedented step of allowing radio and TV coverage daily, but the question of whether the House or broadcasters will control the system is still undecided.

a headache and a bother to people than commercials on TV. All the special advertising supplements that fall out of your Sunday paper. I pick it up, the *Washington Post*, Sunday morning, on my porch, and these things fall all over my azalea bushes. You gather those up. You've got to stack them up before you get at what you want to read, and they've got to go in the trash barrel and the poor, weary trashman's got to haul it all away. At least TV commercials don't pollute the landscape, you know."

## PBS works with networks in Europe on TV series covering politics there

Five European television networks and the Public Broadcasting Service are placing their editorial and financial support behind major British producer Granada Television for an experiment in international investigative journalism: six one-hour TV specials to be called *Inside Europe*.

The specials will concentrate on politics and cover such subjects as European defense, energy policies and the effect of multinational corporations. Plans call for running the first of the series during the first week in October this year, with a different program for each of the following five months. Participating networks that will all broadcast the programs over the same 24-hour periods are PBS, Britain's ITV, Belgium's BRT, Sweden's Svediges Radio, the Netherlands' NCS and West Germany's ZDF.

According to series editor Roger Graef of Granada, the purpose of the joint effort is to "achieve an international perspective." While actual production will be handled by Granada, direction will be provided by an editorial board consisting of representatives of each network. Mr. Graef said the production will be "very closely supervised" by the board.

Mr. Graef would not estimate what final series costs might be. However, he did say that it should run "well over" the average hour documentary cost in England, which he put in the \$50,000-\$80,000 range. Granada will be putting the largest share of the capital, Mr. Graef said.

PBS's contribution, according to Peter McGee, WGBH-TV Boston public affairs program manager and a member of the series editorial board, should run about \$18,000 an hour. WGBH-TV is handling the project for PBS.



**Wald's work.** Richard C. Wald, former president of NBC News, has far-ranging assignment in his role as short-term consultant to Public Broadcasting Service (BROADCASTING, Dec. 19, 1977). Among other things he is to review PBS's journalistic guidelines and public affairs schedule, study implications of satellite distribution, weigh possible approaches for PBS in covering congressional sessions when opened up for coverage, work with member stations and make recommendations.

**Reminder from Goodman.** Refusal of courts to release Watergate tapes for broadcasting even though they were played in court and transcripts were published in print media is another example of "second-class citizen status" accorded TV and radio, NBC Chairman Julian Goodman told audience celebrating KHQ(AM) Spokane, Wash.'s 50th anniversary—and KHQ-TV's 25th—as NBC affiliates. He said broadcasters hope to win three-year-old case in Supreme Court but, even if they do, it will have been "long, hard and expensive struggle," with public "the real loser."

**Pushed back.** Planned NBC special with former President Ford discussing pardon of former President Nixon has been put off until after publication of Mr. Ford's memoirs in 1979. NBC had planned telecast this month until apparent first-rights problem developed with publisher Harper & Row. (BROADCASTING, Dec. 12, 1977). Scheduled now as first Ford NBC special is interview with co-anchor John Chancellor on foreign affairs and policy. It is slated to run in spring.

## Getting together: SIB

A group of radio news people and other professionals, mostly former employees of Radio Free Europe, Radio Liberty or the Voice of America, have formed a Society of International Broadcasters. Its purposes, leaders said, are to foster a free exchange of information among countries under the Helsinki Agreement and to improve the pension benefits and serve as a clearinghouse for employment of society members.

The society also plans to sponsor lectures and seminars on international broadcasting and international relations, particularly as they concern freedom of thought and expression and human rights.

Stanley Smialowski, former director of the production department of RFE, New York, was named president of the society's executive committee, and Horst Petzall, former director of RFE, New York, was named chairman of the advisory board. Mr. Smialowski said the organization now has about 60 members but hopes to reach 500. Headquarters at present are under the direction of Mr. Smialowski at apartment 21-C, 36 West 56th Street, New York 10019.

## Car radio prices: What's the difference?

**Booz Allen study sponsored by CPB and NAB finds only a 15% relative markup between AM sets and AM-FM receivers**

When the House Small Business Subcommittee on Antitrust and Restraint of Trade held hearings last September on the pricing of automobile AM-FM radios, it held open the record for a study, then in the works, that was supposed to demonstrate that the prices auto manufacturers charge for AM-FM radios are artificially high and a hindrance to FM growth. The study, by Booz Allen Applied Research on a joint grant of \$30,000 from the National Association of Broadcasters and the Corporation for Public Broadcasting, is finished now—but analysts are not sure it was worth the wait.

The report became available about four weeks ago ("In Brief," Dec. 19, 1977), but it has never been publicized, a fact taken by some as a sign that the sponsors are not overly thrilled with the results. Said one observer, "I would have thought with a report that cost 30 grand, they would have had everybody in a room with cameras grinding, and say, 'Look, I told you so.'"

The NAB, a kind of silent partner in the project, referred questions to CPB, whose chief engineer, Philip Rubin, was architect of the study. Mr. Rubin last week said CPB released 50 copies of the finished report to members of the Small Business subcommittee and more to the Electronic Industries Association. Greater circulation would dilute the report's impact as a weapon in House or Senate hearings on AM-FM all-channel radio hearings this year, he said. At this point, however, there is reason to question whether those hearings will take place any time soon. In the Senate there is no all-channel legislation pending; in the House, there is one bill, but it has been gathering dust for a year.

All-channel legislation is at the center of the debate. All-channel advocates, concerned that radio sets with FM capacity have not spread as rapidly into automobiles as they would like, have long pushed for passage in Congress of legislation requiring that automobile radios be equipped with both AM and FM. The Booz Allen study was to be an update of a study by A.D. Little three years ago purporting to show that the prices auto manufacturers charge for their factory-installed radios are suspect.

According to Mr. Rubin, the Booz Allen report does confirm the earlier findings. In five different car radios studied, the researchers found that, between an AM-FM

receiver, the few dollars in additional parts and labor needed to make an AM-FM receiver invariably translated into tens of dollars extra earnings for the manufacturers. It cost GM Delco, for instance, \$15.80 for an AM radio, \$26.40 for an AM-FM—a difference of \$10.60. But the company charged \$72 and \$137, respectively, for the same radios, a difference of \$65. In a more dramatic example, Toyota charged \$74 more for an AM-FM Panasonic radio (\$154) than for an AM (\$80), when the real manufacturing cost difference was only \$8.50.

Those figures, however, were not a central finding of the study, which reports "no attempt was made to evaluate the reasonableness of the actual price of each radio."

More to the point, rather, was the relative difference between AM and AM-FM receivers. There the findings were less dramatic. The study found that although all of the five car radio makers whose radios were studied took larger profits from their AM-FM than from their AM radios, the percentage markups did not differ as greatly as NAB and CPB had anticipated.

The price of a GM Delco AM radio, for instance, was 4.6 times the cost. For the AM-FM radio the price was 5.2 times the cost. Ford charged 4.9 times the cost of its AM radio and six times the cost of an AM-FM. On an average, the study found,

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The timing is coincident with the fifth annual convention (in San Diego, from January 29 through February 1) of the Association of Independent Television Stations (INTV), an organization that has come to wield an influence that belies the size of its constituency. Its growth, as has that of independent stations themselves, speaks volumes about a segment of the industry coming increasingly into its own.

One in which many of the tomorrow things of television are happening.

The segment of television in which, for example, both the concept and the reality of "fourth networking" are taking shape. And where both minority and specialty-audience programing are gaining ground.

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**Advertising closing. January 23.**



the difference in markups between AM and AM-FM radios to be only 15%—not a stunning figure on which to rest allegations that auto manufacturers deliberately inflate AM-FM radio prices to pad profits.

NAB's vice president for engineering, George Bartlett, isn't bowled over by the findings. The auto manufacturers' prices are high, but the report "doesn't prove that they're gouging people," he said. "As a layman looking at that report, it really isn't telling me a lot."

Mr. Bartlett is preparing a summary of major Booz Allen findings that confines itself to the report's own low-key summary, making three points: (1) most of the price difference between AM and AM-FM auto radios is directly related to manufacturing costs; (2) part of the price difference reflects a higher cost multiplier for AM-FM radios, and (3) technological advances such as single chip AM-FM radios and electronic tuners, although expensive to build now, may lower the price of AM-FM car radios in the future. Candidly, he said, "I didn't need \$30,000 to tell me that."

Mr. Rubin is more upbeat, but even he admits being surprised that the difference in markups between AM and AM-FM radios was not greater. "I had a gut feeling it was more," he said. "I still think it is a lot." That there is a higher markup on AM-FM radios at all is still unjustifiable, he said. "There's no reason for that. There's no reason whatsoever."

Although a month old now, the report had not yet been seriously studied by the House Small Business subcommittee. But staff members report that subcommittee Chairman John Breckinridge (D-Ky.) intends to reopen hearings in February or March to hear other sides of the all-channel story besides the broadcasters'.

In addition, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) is bent on including an all-channel provision in the Communications Act rewrite in which his subcommittee is currently engaged. He said last week he continues his support whether the Booz Allen report findings are good or bad, although he had not seen them yet.

## Technical Briefs

**Games OK'd.** Federal Trade Commission reported that year-long investigation into effects of home video games on TV sets determined that picture tubes probably will not be damaged by "reasonable use." FTC said games shouldn't harm home screens, but warned that after prolonged use black-and-white sets may be more susceptible to permanent imprinting of games than color screens. Commission said most reports of problems resulted from "continuous display of games by dealers on showroom sets."

**Touching base.** Digital Video Systems, Willowdale, Ont., is offering DPS-1, digital video processing system. DPS-1 features 32-line window to eliminate gyro errors in video-tape recordings and permits expansion within system to field store

or frame store memory with exchange of memory circuit boards.

**Video debut.** Akai America, Compton, Calif., has introduced new portable, half-inch video cassette system. VT-350 uses 30-minute tapes and features stop-action, variable speed frame search and electronic editing. System consists of high-resolution VC-300 black and white camera, VT-350 recorder and optional three-inch monitor.

**Standards man.** Preston R. Weaver, chief engineer, broadcast products division, UMC Electronics, has been appointed chairman of National Association of Broadcasters tape machine standards committee.

## Battle lines over third-class tickets

**NAB comment to FCC suggests special permit for routine duties by instructed personnel; broadcasters, however, appear split on need for strict rules**

The National Association of Broadcasters proposed last week that routine operations at broadcast stations should be done by persons holding a "registered permit" rather than the FCC's standard third-class operator's license. The proposal was made in the form of a comment in the commission's inquiry into redrawing some of its radio operating regulations.

The NAB's suggestion would allow unlicensed operators to do much of the routine work around stations that now must be done by licensed technicians. But the NAB also said the commission "should require that any licensed individual responsible for the station's technical operation instruct all new routine operators in meter reading, logging procedures, modulation monitoring, power determination and adjustment." NAB further suggested that unlicensed employees be issued a "certificate of instruction" attesting to the fact that they had been instructed in the proper operation of the station equipment.

The NAB proposal was made amid considerable disagreement among broadcasters over the question of whether the commission should discontinue its third-class license. The NAB's position was comfortably in the middle, neither opposing the elimination of the third-class permit nor advocating no required training of station operators.

Among broadcasters, just about as many were in favor of getting rid of the third-class permits as opposed that move. Kermit L. Richardson, general manager of KBOK(AM) Malvern, Ark., wrote that he did not believe "the quality of operations will suffer one bit" by dropping the third-class requirement. He said the move would be "highly welcomed at this small-market station."

But another small-market broadcaster took precisely the opposite position. C. Curtis Sigmon, general manager of

WYCL(FM) York, S.C., said he could "hardly believe" that the FCC was considering such a move—"a blind leap rearward." If anything, Mr. Sigmon wrote, "the requirements should be more stringent."

So the individual broadcasters saw-sawed—some vehemently opposing the plan and others embracing it gladly. Constantino E. Bernandez, station manager of noncommercial KTCU-FM Fort Worth, gave the proposal his "full support and endorsement." His counterpart at another non-commercial station, John G. Murray of KCMW-FM Warrensburg, Mo., said the plan "would be a mistake."

Some other quotable comments included:

"It is my opinion that licensing of operators has nothing to do with the proper technical operations of any broadcasting station in the United States," said John J. Davic, a consulting engineer in Sierra Madre, Calif.

"The only place for the untested operator is in front of the lights and at the on-off switch of an automatic transmitter system."—Stephen A. Bloomfield, engineer, WAUP(FM) Akron, Ohio.

"I do not feel it is in the public interest to have broadcast stations... operated by persons whose only claim to qualification is their ability to write in for the license."—Greg VanAcker, engineer, KOVR-TV Stockton, Calif.

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WESTWOOD  
ONE

# The Broadcasting Playlist™ Jan 9

## Contemporary

| Last This<br>week week | Title □ Artist                                       | Label          |
|------------------------|------------------------------------------------------|----------------|
| 1 1                    | <i>How Deep Is Your Love</i> □ Bee Gees              | RSO            |
| 8 2                    | <i>Baby Come Back</i> □ Player                       | RSO            |
| 2 3                    | <i>Blue Bayou</i> □ Linda Ronstadt                   | Asylum         |
| 13 4                   | <i>Here You Come Again</i> □ Dolly Parton            | RCA            |
| 3 5                    | <i>You Light Up My Life</i> □ Debby Boone            | Warner Bros.   |
| 5 6                    | <i>Sentimental Lady</i> □ Bob Welch                  | Capitol        |
| 7 7                    | <i>We Are the Champions</i> □ Queen                  | Elektra        |
| 11 8                   | <i>You're in My Heart</i> □ Rod Stewart              | Warner Bros.   |
| 4 9                    | <i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle   | United Artists |
| 20 10                  | <i>Short People</i> □ Randy Newman                   | Warner Bros.   |
| 21 11                  | <i>Just the Way You Are</i> □ Billy Joel             | Columbia       |
| 9 12                   | <i>Back in Love Again</i> □ LTD                      | A&M            |
| 16 13                  | <i>Dance Dance Dance</i> □ Chic                      | Atlantic       |
| 6 14                   | <i>Heaven on the Seventh Floor</i> □ Paul Nicholas   | RSO            |
| 12 15                  | <i>Native New Yorker</i> □ Odyssey                   | RCA            |
| 18 16                  | <i>Hey Deanie</i> □ Shaun Cassidy                    | Warner Bros.   |
| 17 17                  | <i>Come Sail Away</i> □ Styx                         | A&M            |
| 22 18                  | <i>Turn to Stone</i> □ Electric Light Orchestra      | UA/Jet         |
| 24 19                  | <i>Slip Sliding Away</i> □ Paul Simon                | Columbia       |
| 27 20                  | <i>We Will Rock You</i> □ Queen                      | Elektra        |
| 19 21                  | <i>Run Around Sue</i> □ Lef Garrett                  | Atlantic       |
| 32 22                  | <i>Staying Alive</i> □ Bee Gees                      | RSO            |
| 23 23                  | <i>Desiree</i> □ Neil Diamond                        | Columbia       |
| 14 24                  | <i>It's So Easy</i> □ Linda Ronstadt                 | Asylum         |
| 30 25                  | <i>Don't Let Me Be Misunderstood</i> □ L. Gomez      | Casablanca     |
| 28 26                  | <i>Emotion</i> □ Samantha Sang                       | Private Stock  |
| 37 27                  | <i>Sometimes When We Touch</i> □ Dan Hill            | 20th Century   |
| 33 28                  | <i>Serpentine Fire</i> □ Earth, Wind & Fire          | Columbia       |
| 26 29                  | <i>Isn't It Time</i> □ The Babys                     | Chrysalis      |
| 10 30                  | <i>You Make Lovin' Fun</i> □ Fleetwood Mac           | Warner Bros.   |
| 15 31                  | <i>We're All Alone</i> □ Rita Coolidge               | A&M            |
| 29 32                  | <i>Swingtown</i> □ Steve Miller Band                 | Capitol        |
| 39 33                  | <i>Point of Know Return</i> □ Kansas                 | Kirshner       |
| 25 34                  | <i>Boogie Nights</i> □ Heatwave                      | Epic           |
| 34 35                  | <i>Your Smiling Face</i> □ James Taylor              | Columbia       |
| 35 36                  | <i>You Can't Turn Me Off</i> □ High Inergy           | Gordy/Motown   |
| 36 37                  | <i>The Way I Feel Tonight</i> □ Bay City Rollers     | Arista         |
| 38 38                  | <i>We Just Disagree</i> □ Dave Mason                 | Columbia       |
| 31 39                  | <i>Baby, What a Big Surprise</i> □ Chicago           | Columbia       |
| 42 40                  | <i>Ffun</i> □ Con Funk Shun                          | Mercury        |
| — 41                   | <i>What's Your Name</i> □ Lynyrd Skynyrd             | MCA            |
| 40 42                  | <i>Love Is Thicker Than Water</i> □ Andy Gibb        | RSO            |
| 41 43                  | <i>Theme from "Close Encounters"</i> □ John Williams | Arista         |
| 43 44                  | <i>Theme from "Close Encounters"</i> □ Meco          | Millennium     |
| — 45                   | <i>Name of the Game</i> □ Abba                       | Atlantic       |
| 45 46                  | <i>My Way</i> □ Elvis Presley                        | RCA            |
| — 47                   | <i>Gettin' Ready for Love</i> □ Diana Ross           | Motown         |
| 48 48                  | <i>I Go Crazy</i> □ Paul Davis                       | Bang           |
| — 49                   | <i>Always and Forever</i> □ Heatwave                 | Epic           |
| 47 50                  | <i>Just Remember I Love You</i> □ Firefall           | Atlantic       |

## Playback

**Still cooking.** Heatwave, the British rhythm and blues group whose *Boogie Nights* single (Epic) hit the top of "Playlist" (Nov. 14, 1977), is back on the chart again. This entry, *Always and Forever* (at 49), is a ballad; *Boogie Nights*, which is still on at 34, is more in a disco vein. Both singles are from *Too Hot to Handle*, the group's first album released in this country. *Always and Forever* is on at WKQ(AM) Pittsburgh and music director Patty Sullivan reports this one is among the top 10 sellers there: "People who bought the album for *Boogie Nights* just really liked *Always and Forever*. They began calling in to request it and the record snowballed from there." **Hummin'.** *Curious Mind (Um, um, um, um, um um)* (Big Tree/Atlantic), the Major Lance hit of the 60's, has been revived. Johnny Rivers, whose last hit was *Swaying to the Music*, is the artist and his version is "delightful," says Geoff Richards of WFIL(AM) Philadelphia. "It has some of the old values and some new ones too.... It sounds good on the radio and we thought it would be particularly relatable," says Mr. Richards. Bobby Knight of WCUE(AM) Akron, Ohio, is playing the Rivers record, too: "It's a medium paced record—a nice easy rock song." **Street singing.** Wet Willie, a Southern boogie group with a cult following, is breaking into top 40 with its latest single, *Street Corner Serenade* (Epic). From the album, *Manorisms*, this single is "pretty good rock," says Anna Reyez of KRIZ(AM) Phoenix. It is also on at WLAC(AM) Nashville and music director Eva Wood reports the record is just beginning to break there. "It's got a minstrel sound. We're playing it at night because it appeals to young adults."

## Country

| Last This<br>week week | Title □ Artist                                          | Label          |
|------------------------|---------------------------------------------------------|----------------|
| 1 1                    | <i>Here You Come Again</i> □ Dolly Parton               | RCA            |
| 3 2                    | <i>What A Difference You've Made</i> □ Ronnie Millsap   | RCA            |
| 6 3                    | <i>Come a Little Bit Closer</i> □ Johnny Duncan         | Columbia       |
| — 4                    | <i>Something to Brag About</i> □ Mary Kay Place         | Columbia       |
| 15 5                   | <i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty | MCA            |
| 16 6                   | <i>Come to Me</i> □ Roy Head                            | ABC/Dot        |
| 11 7                   | <i>The First Time</i> □ Billy "Crash" Craddock          | ABC/Dot        |
| 2 8                    | <i>Take This Job and Shove It</i> □ Johnny Paycheck     | Epic           |
| 4 9                    | <i>My Way</i> □ Elvis Presley                           | RCA            |
| 19 10                  | <i>Saving This Love Song for You</i> □ J. Rodriguez     | Mercury        |
| 9 11                   | <i>Lonely Streets</i> □ Rex Allen Jr.                   | Warner Bros.   |
| — 12                   | <i>How Can I Leave You Again</i> □ John Denver          | RCA            |
| 13 13                  | <i>Out of My Head</i> □ Loretta Lynn                    | MCA            |
| 22 14                  | <i>May the Force Be with You Always</i> □ Tom T. Hall   | RCA            |
| 7 15                   | <i>Middle Age Crazy</i> □ Jerry Lee Lewis               | Mercury        |
| 8 16                   | <i>Sweet Music Man</i> □ Kenny Rogers                   | United Artists |
| — 17                   | <i>It Should Have Been Easy</i> □ Dottay                | RCA            |
| 5 18                   | <i>I'm Knee Deep in Loving You</i> □ Dave & Sugar       | RCA            |
| 24 19                  | <i>To Daddy</i> □ Emmylou Harris                        | Warner Bros.   |
| 18 20                  | <i>Don't Let Me Touch You</i> □ Marty Robbins           | Columbia       |
| 25 21                  | <i>Mister D.J.</i> □ T.G. Sheppard                      | Warner Bros.   |
| 21 22                  | <i>I Want to Be Your Everything</i> □ Connie Smith      | Monument       |
| — 23                   | <i>I Just Wish You Were Someone I Love</i> □ L. Gatlin  | Monument       |
| 12 24                  | <i>Chains of Love</i> □ Mickey Gilley                   | Playboy        |
| — 25                   | <i>Some I Wrote</i> □ Statler Bros.                     | Mercury        |

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



# Fates & Fortunes

## Media



Kearl



Moll

**Wayne Kearl**, group president for Harte-Hanks television stations, appointed to additional post of corporate VP. **William G. Moll**, executive VP-general manager of H-H's KENS-TV San Antonio, Tex., succeeds Mr. Kearl as president of that station. Other corporate promotions at Harte-Hanks include: **Larry D. Franklin**, finance VP, to senior VP; **Bill R. Gullledge**, corporate development director and assistant to president, to staff services VP; **John T. Williams**, financial services director, to treasurer; **Richard H. Clester**, marketing director, to senior marketing director; **Floyd Whellan**, industrial relations director to senior human resources director, and **Janet M. Henry**, secretary and special assistant to president, to special projects and corporate services manager.

**Gary Edens**, VP, Southern Broadcasting Co., and general manager of its KOY(AM)-KRFM(FM) Phoenix, promoted to manager of Southern's newly formed Southwest Group which includes Phoenix stations, KULF(AM)-KYNF(FM) Houston and WEZI(FM) Memphis. **Pete Schulte**, general manager, WRBQ(FM) Tampa, Fla., named VP-manager of Southeast Group which includes WRBQ and WSGN(AM) Birmingham, Ala., **Bob Jones**, VP-supervisor of all of Southern's radio properties, named manager of Central Group, KFWD(FM) Fort Worth; WKIX(AM)-WYYD(FM) Raleigh, N.C.; and WRVA(AM)-WRVQ(FM) Richmond, Va.

**Brian Bieler**, general manager, WLIF(FM) Baltimore, named VP of licensee, Cox Broadcasting's WLIF Inc. there.

**Bruce A. Nugent**, assistant controller, CBS Inc., New York, appointed VP, finance and planning, CBS-TV Network there.

**Raymond Manupelli**, senior financial analyst in ABC treasury department, New York, named director, treasury forecasting and analysis.

**M. Dale Larsen**, president-general manager, KTVH(TV) Wichita, Kan., elected assistant VP of licensee, Minneapolis Star and Tribune Co. He will also oversee WDRB-TV Louisville, Ky., newly acquired by MST Co. **Elmer F. Jaspan**, WDRB-TV general manager, elected to additional post as president of station.

**Anne G. Murphy**, director of congressional liaison, National Endowment for the Arts,

Washington, joins Public Broadcasting Service there as director, long range federal funding task force.

**Wayne Phillips**, operations manager, United Broadcasting Co., Washington, appointed general manager, WBIZ-AM-FM Eau Claire, Wis.

**John C. Lund**, program manager, WISN(AM)-WLTX(FM) Milwaukee, appointed director of group operations, Rust Communications Group, Leesburg, Va.

**Jay Clark**, operations manager, WTIC-AM-FM Hartford, Conn., promoted to VP-operations.

**Gil R. Rozzo**, station manager, WPEZ(FM) Pittsburgh, named VP-general manager. **Sidney D. Berlin**, national sales manager, co-owned WWSW(AM) there appointed administrative assistant to president, John D. Gibbs.

**Richard W. Osborne**, station manager, WKXL-AM-FM Concord, N.H., named general manager. **James J. Jeannotte**, sales representative and sports director, appointed assistant manager and operations director.

**Jack Michaels**, general manager, WMVR-AM-FM Sidney, Ohio, named VP of licensee, Dean Miller Broadcasting Inc.

**Dale M. Paul**, sales manager, WYRE(FM) Annapolis, Md., joins WNHC(AM) New Haven, Conn., as general manager.

**Barbara Lorenz**, promotion director, WFYR(FM) Chicago, appointed research analyst.

**Pam Patton**, member of traffic-continuity department, noncommercial WGVV(TV) Grand Rapids, Mich., appointed traffic-continuity director.

**Brian Stone**, general manager, WSAI-FM Cincinnati, appointed national special projects coordinator.

**Linda Hansen Wallace**, research specialist, WBTB(TV) Charlotte, N.C., joins WJLA-TV Washington as director of research and sales promotion.

**William Shupert**, operations manager, WIS(AM) Columbia, S.C., named to same post, WMEX(AM) Boston.

**Maurice B. Mitchell**, former chancellor of University of Denver and newly designated president of Center for Study of Democratic Institutions, and **McHenry Boatwright**, opera performer and associate professor of music at Ohio State University, named to board of directors of National Public Radio to fill vacancies left by resignations of **Patrick Callihan** and **Louis Martin**.

**Donald G. Youpa**, VP-executive director, Sears-Roebuck Foundation, Chicago, named development VP, noncommercial KCET(TV) Los Angeles.

## Broadcast Advertising

**Albert S. Kestnbaum**, president, Parkson Advertising, New York, appointed board chairman



Kestnbaum



Agism

and chief executive officer of agency, succeeding **Edward Kletter**, who has retired. **Phillip Agism**, vice chairman of Parkson, has been named president.

**Ward Archer**, founder, and **Ed White**, executive VP, Ward Archer and Associates Advertising and Public Relations Memphis, become chairman and president, respectively. **Don Baker**, senior VP, promoted to executive VP.

**Edward Eskandarian**, executive VP-marketing, Humphrey Browning MacDougal, Boston, appointed president-chief operating officer.

**Warner Rush**, senior VP-general sales man-

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Any commercial radio or television station in the United States or its territories except those owned and operated by Scripps-Howard Broadcasting Company.

### Prizes

A bronze plaque and a cash award of \$2500 will be awarded to the over-all broadcasting winner. Cash awards of \$1000 will be awarded to the first runner-up in television and the first runner-up in radio.

### There is no entry fee!

The purpose of the awards program is to encourage and reward exemplary effort.

### Rules

1. Material must have been broadcast in calendar 1977.
2. A letter from the station manager must accompany each entry detailing:
  - a. The problem.
  - b. How it was uncovered.
  - c. Journalistic enterprise used in studying and exposing the problem.
  - d. Method used for communicating (i.e. spot, documentary program, mini-doc, news reports, etc.) and why that method was chosen.
  - e. How the results—if any—were measured.
3. Entries submitted on:
  - a. Radio— $\frac{1}{4}$ " audio tape,  $7\frac{1}{2}$  or  $3\frac{3}{4}$  ips or cassette.
  - b. Television— $\frac{3}{4}$ " videotape cassette only.

(Entries will be returned only if requested at the time of submission and accompanied by sufficient postage.)
4. Deadline: all entries must be received by March 1, 1978.
5. If, in the opinion of the judges, no entry is of sufficient quality to merit award, Foundation shall not be obligated to make such award. Elaborateness of presentation has no bearing on the awards.

### Send Entries to:

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**Scripps-Howard  
Foundation**



ager, Major Market Radio, New York, promoted to executive VP-general sales manager. Newly elected senior VP's: **Tom Tiernan**, VP-Midwestern regional manager, and **Greg Reed**, VP-Western regional manager. New VP's: **Rich White**, New York manager **Roy Lindau**, director of sales development, and **John Dragomier**, account executive and director of farm sales, Chicago office.

**David E. Mumford**, research team manager, Katz Television Continental's gold team, New York, appointed associate director, sales research, marketing division. **Maury Wind**, account executive, MMT Sales there, returns to Katz American Television in same post.

**Gary Koester**, Chicago sales manager, CBS Radio Spot Sales, named to same post, New York office, succeeded by **Richard Feinblatt**, account executive.

**F. Bradley Lynch**, manager of corporate communications for N.W. Ayer ABH International, New York, named VP.

**James R. Flaherty**, VP, Golin Communications, Chicago, joins Tracy-Locke, Dallas, as VP, director of public relations.

**Joe Adduci**, media planner, Cunningham & Walsh, New York, joins Creamer Lois/FSR there as senior media planner.

**Richard L. Rader**, account supervisor, D'Arcy-MacManus & Masius, Chicago, joins J. Walter Thompson, San Francisco, as management supervisor.

**Anthony M. Wrath**, account executive, Major Market Radio, New York, joins Blair Television, Los Angeles, in same capacity. **Michael Shaw**, salesman in Blair's Chicago office, joins San Francisco sales staff.

**David A. Fairman**, executive creative director, Tatham-Laird & Kudner, Chicago, and **Robert H. Cherins**, manager of TLK's New York office, elected managing partners and management committee members. **Craig Bryan**, assistant account executive, Bozell & Jacobs, Minneapolis, joins TLK, Chicago, in same capacity.

**Miriam Bedrick**, research supervisor, Life Savers Inc., and **Priscilla Martin**, project director from Lieberman Research, join Richard K. Manoff advertising, New York, as research manager and senior project director, respectively.

**Jack McAllister**, copy director, Sander Rodkin Advertising, Chicago, joins A. Eicoff & Co. there as writer-producer.

**Allan Provost**, copywriter, Ingalls Associates advertising, Boston, joins Hume-Smith-Mickelberry, Miami, in same capacity.

**Sandra Lester**, writer, account executive and public relations specialist, and **Al Trestrail**, account executive, Joe Newman Advertising, Indianapolis, named VP's.

**J. Roger Vilsack**, VP-creative director, Henry J. Kaufman and Associates advertising, Washington, named to same post, Abramson/Himelfarb advertising there.

**Robert A. Flynn**, president and co-founder of San Francisco-based writing consultant firm, joins J. Walter Thompson there as account supervisor in public relations department.

**Mike White**, VP-media director, McCann-Erickson, Chicago, named management supervisor.

**Richard W. Ferguson**, assistant to controller,



D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., appointed account manager.

**Stuart B. Rosenberg**, national sales manager, KHL-TV Los Angeles, appointed sales manager, KNBC(TV) there.

**Ronald E. Steiner**, local sales manager, WILC-TV Pittsburgh, named general sales manager.

**Elmer G. Haskins Jr.**, general sales manager, KIEM-TV Eureka, Calif., named VP-general sales manager.

**Jim Palmer**, salesman, WCUZ(AM)-WMLW(FM) Grand Rapids, Mich., promoted to assistant sales manager. **Regina Matteson**, from K-Mart, joins WCUZ-WMLW sales staff.

**Bob Blacher**, account executive, WTVJ(TV) Miami, named local sales manager.

**Dennis J. Dunphy**, account executive, WSAI-FM Cincinnati, named to same post, WPGH-TV Pittsburgh.

## Programing

**Bruce Gordon**, executive VP, international television sales, Paramount Television Service, named senior VP of company's newly formed Paramount Television Distribution Division,



Gordon

Reiss

continuing responsibilities in worldwide distribution and adding duties of acquiring product for overseas sales and for late night network sales. **W. Randolph Reiss**, VP-sales, appointed VP, domestic television syndication.

**Jeff Brilemont**, production manager for theatrical feature, "Roseland," and previously producer-story editor, named program executive assigned to current comedy programs, ABC Entertainment, West Coast.

**William P. Andrews**, program salesman, Viacom International, New York, appointed VP-domestic sales, responsible for sales and service of off-network series and motion pictures.

**James C. Kellner**, director of marketing and syndication development, named VP-first run syndication and development.

**James C. Ezzes**, director, special projects and planning, Home Box Office, New York, named director of programing. Showtime, pay TV subsidiary of Viacom International there.

**Rex M. DeLoach**, partner in charge of Memphis office of Touche Ross & Co., certified public accounting firm, named chief operating officer of William B. Tanner Co., Memphis, supplier of program and media services to broadcasting.

**Jacqueline Grennan Wexler**, president of Hunter College of City University of New York, named commentator on Westinghouse Broadcasting Co.'s seven radio stations. She will provide three commentaries per week on variety of

**BPA '78** Heads of Broadcasters Promotion Association committees for 1978 announced by BPA President Roger Ottenbach, KCRA-TV Sacramento, Calif.: awards, Gail Morrell, CFCF-TV Montreal, and Ann Coleman, KOCO-TV Oklahoma City; bylaws and parliamentary, Lee Pocock, KSL(AM) Salt Lake City; college liaison, Fred Bergendorff, KNX(AM) Los Angeles; education and research, Tom Dawson, CBS Radio, New York; employment, Carol Worman, Field Communications, San Francisco; finance and auditing and site selection, Gene Davis, WMAQ-TV Chicago; industry representation, Harry Honig, KSD-TV St. Louis; industry relations, Canada, Jack Shaunessy, CFPL-TV London, Ont.; industry relations, radio, Ray McCarty, KRNT(AM) Des Moines, Iowa; industry relations, television, Clarence Martin, KYTV(TV) Springfield, Mo.; member services, Dick Wright, WHNT-TV Huntsville, Ala.; membership, Terry Simpson, WTTV(TV) Indianapolis; nominating and past president liaison, Lynne Grasz, KMOX-TV St. Louis; policy handbook, Gail Morrell, CFCF-TV Montreal; public and trade relations, Mort Slakoff, Metromedia, New York; publications, Lance Webster, Public Broadcasting Service, Washington; graphic artist liaison, Tom Smidt, KOA-TV Denver; 1978 seminar, Kay Greaser, KSTP-TV Minneapolis-St. Paul.

subjects related to both news developments and social trends.

**Terry Segal**, consultant and research analyst for Frank N. Magid, Marion, Iowa, joins Tuesday Productions, San Diego as broadcast division sales and service representative.

**James P. Heffernan**, director of television and film for New York Racing Association, has resigned and will return to fulltime television and film production.

**E. Alvin Davis**, program director, WSAI(AM) Cincinnati, named national program coordinator.

**K. Dwight Werle**, production manager, WTHR(TV) Indianapolis, appointed assistant program director, succeeded by **Guy Hempel**, senior director.

**Hank Price**, from WAAY-TV Huntsville, Ala., named production manager, WPEC(TV) West Palm Beach, Fla.

**Eric J. Light**, consulting director, Communications Consultants of Leeds, England, joins WPGH-TV Pittsburgh, as production coordinator.

**Dave Shannon**, from WISM(AM) Madison, Wis., and **Gene Allen Scott**, from WRDB(AM) Reedsburg, Wis., join WBIZ-AM-FM Eau Claire, Wis., as program director and music director, respectively.

**Gary Cooper**, director of nightly newscasts and special presentations, Group W's WJZ-TV Baltimore, joins co-owned KPIX(TV) San Francisco as production manager.

**Suzanne Well**, director of dance program at National Endowment for Arts, Washington, joins Public Broadcasting Service there as director for arts and humanities programing.

**Leah Myers**, director of continuity, WSPD(AM) Toledo, Ohio, appointed music director.

**Thomas F. Madigan**, director of corporate underwriting, noncommercial WNET(TV) New York, named director of national program development, noncommercial WQED(TV) Pittsburgh.

## Broadcast Journalism

**David P. Taylor**, executive news producer, KSAT-TV San Antonio, Tex., named news director, succeeded by **Bob Buckalew**, news producer.

**Terry Q. Bynum**, field reporter, WEYI-TV Saginaw, Mich., named news manager.

**James Ryan**, executive news producer, WNBC-

TV New York, named head of its news investigative unit, FIND, replacing **Chris Wallace**, who joins NBC News reporting staff in Washington.

**Mike Lonergan**, reporter, KBRO-AM-FM Bremerton, Wash., named news director.

**John Salisbury**, news director, KXL-AM-FM Portland, Ore., promoted to executive director for news and public affairs, succeeded by **Brian Jennings**, co-anchor.

**Pat Cunningham**, investigative reporter, WREX-TV Rockford, Ill., promoted to assistant news director.

**Pierre Salinger**, with French news magazine, *L'Express*, assumes additional duties as contributing correspondent for ABC News, Paris.

News department changes and additions, KOCO-TV Oklahoma City: **Craig Marrs**, assignment editor, named assistant news director; **Karim Karim**, news photographer, given additional duties as sports producer-photographer; **Paula McCarter**, news photographer from KTRF-TV Lufkin, Tex., joins KOCO-TV in same post; **Deborah Lindern** and **Lisa Thompson**, from KOMU-TV Columbia, Mo., join KOCO-TV as reporter and photographer, respectively, and **Bill Geddie**, KOCO-TV floor cameraman, joins news department as photographer.

**Sharon McClamma**, reporter, weekend assignment manager and producer, KHOU-TV Houston, joins WSB-TV Atlanta as reporter.

**Muriel Clair**, reporter, WMAQ-TV Chicago, joins WGN-AM-TV Chicago in same capacity.

**Greg Todd**, reporter, weatherman and backup anchor, KDBU-TV Dubuque, Iowa, joins WFMJ-TV Youngstown, Ohio, as anchor.

**Wendy Tokuda**, reporter-weekend anchor, KING-TV Seattle, joins KPIX(TV) San Francisco, as reporter.

**Matt Korp**, news and sports reporter, WBRW(AM) Somerville, N.J., joins WEEZ(AM) Easton, Pa., in same capacity.

**Dennis Feltgen**, meteorologist, WPEC(TV) West Palm Beach, Fla., joins KSTP-TV Minneapolis-St. Paul in same capacity.

**Lloyd L. Young**, weathercaster, KIFI(TV) Idaho Falls, Idaho, joins WFIE-TV Evansville, Ind., in same post.

## Cable

**James C. Cowrie**, general manager, Hawkeye Cablevision, Des Moines, Iowa, and executive VP of parent, Heritage Communications, named president of Hawkeye, succeeding

**James M. Hoak**, president-chairman, who continues as chairman.

**Herbert Miller**, marketing VP, Cable Films, Kansas City, Mo., named president.

**Miklos B. Korodi**, director of corporate development, American District Telegraph Co., New York, joins Warner Cable there as VP-new business services.

## Equipment & Engineering

**Gale Totten**, director of engineering, May Broadcasting, Omaha, appointed VP in charge of engineering for company's KMTV(TV) Omaha, KGUN-TV Tucson, Ariz., and KMA(AM) Shenandoah, Iowa.

**Robert H. Plummer**, electronic maintenance engineer, KOMO-TV Seattle, promoted to chief engineer. He succeeds **F.W. (Fran) Miller**, assistant to director of engineering for parent, Fisher's Blend Station Inc., who is retiring. **Richard J. Yeamans**, chief operations engineer, appointed assistant chief engineer. **Walter C. Jamison**, transmitter supervisor, KOMO-AM-TV, named assistant chief engineer for transmitters.

**Phil Falcone**, audio engineer, NBC-TV studio field operations, New York, retires after 49 years with network.

**Bernard Feldman**, regional sales manager, John Fluke Manufacturing Co., Mountlake Terrace, Wash., joins Leasametric, division of Metric Resources Corp., Burlingame, Calif., as manager of new Seattle rental inventory center. Metric Resources rents, leases and sells test instruments and communications equipment.

**Dennis Kronenberg**, remote engineer, Cleveland Barons' Hockey Network and WJW(AM) Cleveland, joins Ohio Educational Broadcasting, Columbus, as master control engineer.

## Allied Fields



Houston

**Bruce A. Houston**, management consultant with Rust Communications, Leesburg, Va., and former general manager of WCAR-AM-FM Detroit and WRC(AM)-WKYS(FM) and WEAM(AM) Washington, joins Washington office of Cecil L. Richards Inc. as media broker.

**J. Richard Lamb**, Southeast regional manager of Arbitron Radio, Atlanta, appointed Midwest regional manager, based in Chicago.

**James C. Cote**, account executive, Nielsen Station Index, Chicago, appointed Northwest regional sales and service manager, based in Menlo Park, Calif.

**Ky P. Ewing**, partner in Washington law firm of Prather, Seeger, Doolittle, Farmer & Ewing, specializing in litigation of economic issues, appointed deputy assistant attorney general, Anti-trust Division, Department of Justice.

**Ronald A. Brown**, attorney for board of governors of Federal Reserve System, Washington, joins Syndicated Communications Inc. there, company developed to foster minority acquisition of electronic media properties, as VP-corporate counsel.

**Lawrence H. Rogers II**, president of Omega Communications, Cincinnati, and former president of Taft Broadcasting, elected to second three-year term on board of directors of Cincinnati branch of Cleveland Federal Reserve Bank and named board chairman.

**Clifford M. Kirkland Jr.**, president and chief

executive officer, Cox Broadcasting Corp., named chairman of Federal Reserve Bank of Atlanta for 1978.

**Gary Stindt**, director of news for Central Europe, NBC, awarded West German Service Cross for 39 years of reporting in Berlin and Germany.

## Deaths



Russell

**Percy H. Russell**, 69, former communications attorney with Washington law firm of Kirkland & Ellis, died at George Washington University hospital there Dec. 30 after long illness. Former president of Federal Communications Bar Association, he joined firm, then Kirkland, Fleming, Green, Martin & Ellis, in 1936 after four years as law clerk to Supreme Court Justice Benjamin Cardozo. He retired in 1974. Survivors include his wife, Wilson, one son and two daughters.

**Charles E. Clift Jr.**, 68, retired official in economic section, FCC, died of Alzheimer's disease (premature senility) Jan. 2 at Washington Hospital Center. He joined FCC in 1940, investigating conflicts of interest in broadcast ownership and later, as broadcast specialist, he worked on studies of newspaper-broadcast crossownership. He retired in 1973. Survivors include his wife, Kathleen, two daughters and one son.

**Halsey Hall**, 79, former sportscaster, WCCO-AM-FM Minneapolis-St. Paul, died at his home there Dec. 31. He provided color commentary for all Minnesota Twins baseball games between 1961 and 1974, when he retired. He is survived by his wife, Sula, and one daughter.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 23 through Dec. 29.

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. \*—non-commercial.

## Ownership changes

### Actions

■ **WZZA(AM)** Tusculumbia, Ala. (1410 khz, 500 w-D)—Broadcast Bureau granted assignment of license

from Wein Broadcasting Inc., to Muscle Shoals Broadcasting Inc. for \$101,000, plus \$45,000 consulting fee and agreement not to compete. Seller is principally owned by family of Edward and Margaret Wein (50%) and Melvin Sattlof, Stanley Hirsch and Irwin Friedlander (16 2/3%) each). Wein family also owns WDIG(AM) Dothan, Ala., and WRCK-FM Sheffield, Ala., which they are selling. Buyer is owned by Bob Carl Bailey (61%), J.C. McClanahan Jr. (13%), Bob R. Love (13%) and two others. Mr. Bailey is station manager of WZZA, Mr. McClanahan is in retail clothing business, and Mr. Love is supermarket manager. Action Dec. 20.

■ **KCUZ(AM)** Clifton, Ariz. (1490 khz, 1 kw-D, 250 2-N)—Broadcast Bureau granted assignment of license from Ira Q. Toler to Payne Broadcasting Inc. for \$140,250, plus \$46,751 covenant not to compete. Seller has no other broadcast interests. Buyer is owned by William F. Payne (50.01%) and his brother, John (49.99%). William Payne owns Columbia, Mo., advertising agency. His brother is employee of Washington nonprofit organization. They have no other broadcast interests. Action Dec. 20.

■ **KWUN(AM)** Concord, Calif. (1480 khz, 500 w-D)—Broadcast Bureau granted transfer of control of Adler Communications Co. from William D. Adler (100% before; none after) to Arthur C. Youngberg (none before; 100% after). Consideration: \$338,000. Principals: Mr. Adler has no other broadcast interests.

Buyer is syndicated journalist. He formerly owned KPRL(AM) Paso Robles and KVON(AM) Napa, both California. Action Dec. 21.

■ **KQCA(FM)** Canton, Mo. (102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Decatur Broadcasting Inc. to Lewis and Clark Broadcasting Inc. for \$65,000. Sellers: Donald Squires, president, and five others (16.6%). Remaining stock is held by company treasury. None of sellers has other broadcast interests. Buyer is owned by Robert E. Ayers, president of Midwest oil firm in Canton. He has no other broadcast interests. Action Dec. 21.

■ **KATT(AM)-KATT(FM)** Oklahoma City (AM: 1140 khz, 1 kw-D; FM: 100.5 mhz, 100 kw)—Seeks assignment of license from Murray Cohen, receiver of SGI Broadcasting Inc. to Sun Broadcasting Co. for \$866,000. SGI, in bankruptcy, is owned by Edwin J. Sossen, who has no other broadcast interests. Buyer is owned by John S. Tyler, former president of Pacific & Southern Broadcasting Co. Mr. Tyler is Dallas broadcast consultant. Action Nov. 30.

■ **KQFM(FM)** Portland, Ore. (101.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Point-O-Salecast Inc. to WCAR Inc. for \$500,000, plus \$90,000 consultancy agreement. Seller is principally owned by David M. Myers, who has no other broadcast interests. Buyer is owned principally by Golden West Broadcasters (92.4%), major group owner. Remaining





shares are held by Frank Blas and his wife, Diane of Ironwood, Mich. GWB has option to purchase Blas's shares and expects to acquire them soon. Action Dec. 21.

■ **WMTS-AM-FM** Murfreesboro, Tenn. (AM: 860 khz, 5 kw-D; FM: 96.3 mhz, 20 kw)—Seeks transfer of control of WMTS Inc. from Mary R. Davis et al (100% before; none after) to Hale Broadcasting Corp. (none before; 100% after). Consideration: \$1,159,431.66. Principals: Miss Davis (50%), Tom Perryman (49%) and his wife, Billie (1%). Buyers are Monte I. Hale and his wife, Bernice. Mr. Hale owns 32% of WGNS(AM) Murfreesboro, which he will dispose of. Action Dec. 5.

#### Applications

■ **KAZA(AM)** Gilroy, Calif. (1290 khz, 5 kw-D, DA)—Seeks transfer of control of Radio Fiesta Corp. from Inez Castillo Murray (33% before; 13% after) to Albert Rodriguez Sidhu (33% before; 53% after). Consideration \$30,000 and from J.D. Williams (33% before; none after) to Mr. Sidhu (53% before; 60% after) and Oscar Narvaez (none before; 26-1/2% after) consideration as yet undetermined. Mr. Williams and Ms. Murray have no other broadcast interests. Mr. Sidhu is president and director of KAZA, Mr. Narvaez is San Antonio, Tex. businessman. Ann. Dec. 6.

■ **WDSR(AM)-WTLD-FM** Lake City, Fla. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 94.3 mhz, 3 kw)—Seeks transfer of control of Deep South Radioways Inc. from Helen Ferguson Zachry, Joe L. Duckett and W.C. Woodall Jr. (100% before; none after) to Lake City Broadcasting Co. (none before; 100% after). Consideration: \$450,000. Principals: Mr. Woodall is group owner: 100% WKWK-AM-FM Dawson, Ga., and interest in 6 other AM, 2 other FM stations. Edwin L. Bouchelle Jr. is 100% owner of buyer and has no other broadcast interests. Subsequent to consumation of transfer, deep south will be tax-free liquidated and assets revalued. Ann. Dec. 6.

■ **KMVI-TV** Wailuku, Hawaii (ch. 12, 27.5 kw vis, 4.36 kw aur.)—Seeks assignment of license from Maui Publishing Co. to Western Telestations for \$70,000. Maui Publishing also owns KMVI(AM) Wailuku. Buyer is 100% owned by Starr Broadcasting Group

which also owns AM's, 4 FM's and 4 TV's. Ann. Dec. 23.

■ **KSNN-AM-FM** Pocatello, Idaho (AM: 1290 khz, 1 kw-D; FM: 93.7 mhz, 29 kw)—Seeks assignment of license from Pocatello Broadcasting Co. to KSNN Broadcasting Co. for \$45,000 noncompetitive covenant plus assumption of \$114,000 in liabilities. Seller: is principally owned by Daniel C. Libeg and his wife, Gwendolyn E. Libeg, who have no other broadcast interests. Buyer is wholly-owned subsidiary of KWHK Broadcasting Co. which also owns Santa Fe Broadcasting Co. (KTRC[AM] Santa Fe, N.M.) and KBHS Broadcasting Co. (KBHS[AM]-KSPA[FM] Hot Springs, Ark.). KWHK is owned equally by William L. Mitchell, George F. Stuckey, Lyle R. Foy—all Hutchinson, Kan. businessmen—and Eleanor M. Ferguson, St. College, Pa. Ann. Dec. 6.

## Facilities changes

#### TV applications

■ **KVCR-TV** San Bernadino, Calif.—Seeks CP to change ERP to vis. 1067 kw (max.) 887 kw (h), aur. 134 kw (h), change TL, type trans., type ant. and HAAT 1643 ft. Ann. Dec. 23.

■ **WBRB-TV** Louisville, Ky.—Seeks CP to change freq. from ch. 41 to ch. 21, ERP to vis. 1100 kw (max.) 374 kw (h), aur. 37.4 kw (h) and type ant. Ann. Dec. 21.

#### AM applications

■ **KWCK** Searcy, Ark.—Seeks CP to increase power to 5 kw, change type trans. and increase ant. height. Ann. Dec. 7.

■ **KEZY** Anaheim, Calif.—Seeks CP to increase daytime power to 10 kw, install DA-2, and change type trans. Ann. Dec. 7.

■ **WAZE** Clearwater, Fla.—Seeks CP to change SL. Ann. Dec. 7.

■ **WTOW** Towson, Md.—Seeks CP to change ant. system. Ann. Dec. 9.

■ **KBEW** Blue Earth, Minn.—Seeks CP to install new aux. trans. Ann. Dec. 9.

■ **WVNH** Salem, N.H.—Seeks CP to install new aux. trans. Ann. Dec. 9.

■ **KMAS** Shelton, Wash.—Seeks CP to increase power to 2.5 kw, install DA and change type trans. Ann. Dec. 9.

■ **KJRB** Spokane, Wash.—Seeks CP to make changes in ant. Ann. Dec. 9.

#### AM actions

■ **WCMG** Jacksonville, Fla.—Broadcast Bureau granted CP to change freq. to 1050 khz, decrease power to 5 kw, change to non-DA and change type trans., conditions (BP-20-670). Action Dec. 16.

■ **WMEX** Boston—Broadcast Bureau granted CP to change daytime pattern MEOV's (BP-20,012). Action Dec. 19.

■ **WOSO** San Juan—Broadcast Bureau granted mod of CP to change SL (BMP-14,529). Action Dec. 16.

■ **WPIK** Alexandria, Va.—Broadcast Bureau granted mod of CP to make changes in ant. system (BMP-14,495). Action Dec. 16.

#### FM applications

■ **WRCK-FM** Sheffield, Ala.—Seeks CP to change TL, make changes in ant. system, ERP: 1.76 kw (h&v) and HAAT: 378 ft. (h&v). Ann. Dec. 6.

■ **KXXI** Fort Smith, Ark.—Seeks mod. of CP (BPH-6180, as mod.) to change trans., ant., make change in ant. system, change TPO, ERP: 2.5 kw (h&v) HAAT: 350 ft. (h&v). Ann. Dec. 7.

■ **KUTE** Glendale, Calif.—Seeks CP to change TL, make change in ant. system, change TPO, ERP: 690 w (h&v) and HAAT: 2775 ft. (h&v). Ann. Dec. 7.

■ **KTMS-FM** Santa Barbera, Calif.—Seeks CP to install new aux. ant. Ann. Dec. 7.

■ **WELE-FM** Deland, Fla.—Seeks CP to change TL and SL, type trans., make changes in ant. system, ERP: 10 kw (h&v) and HAAT: 587 ft. (h&v). Ann. Dec. 6.

■ **WMEZ** Pensacola, Fla.—Seeks CP to change TL and make changes in ant. system. Ann. Dec. 7.

■ **KAOI** Wailuku, Hawaii—Seeks CP to change TPO

## Call letters

#### Applications

| Call    | Sought by                                                        |
|---------|------------------------------------------------------------------|
|         | <b>New TV</b>                                                    |
| WGSE    | King Communications, Myrtle Beach, S.C.                          |
|         | <b>New AM's</b>                                                  |
| KRDZ    | KRDZ Broadcasters, Wray, Colo.                                   |
| WXRS    | WSJ Radio, Swainsboro, Ga.                                       |
|         | <b>New FM's</b>                                                  |
| *KBSH   | Borrego Springs Unified School District, Borrego Springs, Calif. |
| KZEV    | Mad Hatter Broadcasting, Clear Lake, Iowa                        |
| WPOL    | Maumee Valley Broadcasting, Gaylord, Mich.                       |
| WLKX-FM | Lakes Broadcasting, Forest Lake, Minn.                           |
| WKAD    | Galen D. Castlebury Jr., Canton, Pa.                             |
| KIXV    | Radio Brady, Brady, Tex.                                         |
|         | <b>Existing TV's</b>                                             |
| WTBN    | WTCG Atlanta                                                     |
| WIXT    | WNYS-TV Syracuse, N.Y.                                           |
|         | <b>Existing AM's</b>                                             |
| WMIB    | WRGI Marco Island, Fla.                                          |
| KTGC    | KTGR Columbia, Mo.                                               |
| KFIX    | KBIL Liberty, Mo.                                                |
| WGGM    | WIKI Chester, Va.                                                |
| WAYY    | WAXX Chippewa Falls, Wis.                                        |
|         | <b>Existing FM's</b>                                             |
| WBAM-FM | WFMJ Montgomery, Ala.                                            |
| KSCC    | KAAM Berryville, Ark.                                            |
| WLSF    | WINO Tampa, Fla.                                                 |
| KAAK    | KANR Great Falls, Mont.                                          |
| KTGR    | KTGC Columbia, Mo.                                               |
| KFIX-FM | KSAB Liberty, Mo.                                                |
| KYKK    | KPOE Humble City, N.M.                                           |
| WESA-FM | WWFM Charleroi, Pa.                                              |
| KTBC    | KSFA-FM Nacogdoches, Tex.                                        |
| WWQM-FM | WMAD Middletown, Wis.                                            |

#### Grants

| Call    | Assigned to                                           |
|---------|-------------------------------------------------------|
|         | <b>New TV</b>                                         |
| KTVW-TV | Cibola Television Co., Phoenix                        |
|         | <b>New AM</b>                                         |
| WPAK    | Everett Broadcasting Co., Farmville, Va.              |
|         | <b>New FM's</b>                                       |
| KTIG    | Minnesota Christian Broadcasters, Pequot Lakes, Minn. |
| *WOGH   | West Orange Board of Education, West Orange, N.J.     |
| WQVE    | West Shore Broadcasting Co., Mechanicsburg, Pa.       |
|         | <b>Existing AM's</b>                                  |
| KLAZ    | KALO Little Rock, Ark.                                |
| WOKX    | WGLD High Point, N.C.                                 |
| KLYK    | KCHF Sioux Falls, S.D.                                |
| KMND    | KNAM Midland, Tex.                                    |
|         | <b>Existing FM's</b>                                  |
| KKLF    | KVEE-FM Conway, Ark.                                  |
| KACY-FM | KPMJ Oxnard, Calif.                                   |
| WRQX    | WMAL-FM Washington                                    |
| WKOA-FM | WKSD Hopkinsville, Ky.                                |
| WMYQ-FM | WGOJ Newton, Miss.                                    |
| KZZX    | KMYR Albuquerque, N.M.                                |
| KLYX-FM | KCHF-FM Sioux Falls, S.D.                             |
| WVAQ    | WAJR-FM Morgantown, W.Va.                             |
| WJZQ    | WLIP-FM Kenosha, Wis.                                 |

and ERP: 50 kw (h&v). Ann. Dec. 7.

■ **WCCQ** Crest Hill, Ill.—Seeks CP to install new ant. and change HAAT: 283 ft. (h&v). Ann. Dec. 7.

■ **\*WRRG** River Grove, Ill.—Seeks CP to install new ant. and make changes in ant. system. Ann. Dec. 7.

■ **WYFE-FM** Winnebago, Ill.—Seeks CP to install new ant., make changes in ant. system, change TPO,

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ERP: 1 kw (h&v) and HAAT: 512 ft. (h&v). Ann. Dec. 7.

■ KOFO-FM Ottawa, Kan.—Seeks CP to change trans., change type ant. and ERP: 100 kw (h&v). Ann. Dec. 7.

■ WTCO-FM Campbellsville, Ky.—Seeks CP to install new ant., trans., change TPO, ERP: 2.925 kw (h&v) and HAAT: 300 ft. (h&v). Ann. Dec. 7.

■ WVIC-FM East Lansing, Mich.—Seeks CP to change ERP: 50 kw (h&v), HAAT: 500 ft. (h&v), change type trans. and ant. and make changes in ant. system. Ann. Dec. 6.

■ KNXR Rochester, Minn.—Seeks CP to install new trans., change TPO and ERP: 92.61 kw (h&v). Ann. Dec. 7.

■ WLNQ-FM Sag Harbor, N.Y.—Seeks mod. of CP (BPH-9738, as mod.) to change TL, ant. and TPO. Ann. Dec. 7.

■ WYCH Hamilton, Ohio—Seeks CP to change TL, type trans., ant., make changes in ant. system, ERP: 50 kw (h&v) and HAAT: 500 ft. (h&v). Ann. Dec. 6.

■ \*KCSC Edmond, Okla.—Seeks CP to change ERP: 100 kw (h&v), HAAT: 427 ft. (h&v), type trans., ant. and make changes in ant. system. Ann. Dec. 28.

■ KYKX Longview, Tex.—Seeks CP to change TL, type trans., ant., make change in ant. system and HAAT: 1138.475 ft. (h&v). Ann. Dec. 6.

■ KLLL-FM Lubbock, Tex.—Seeks CP to redescribe TL and change ERP: 98.175 kw (h&v). Ann. Dec. 7.

■ KATX Plainview, Tex.—Seeks mod. of CP (BPH-10460) to change trans., ant. and TPO. Ann. Dec. 7.

■ KMFM San Antonio, Tex.—Seeks CP to change TL, type trans., ant., make change in ant. system, ERP: 100 kw (h&v) and HAAT: 516 ft. (h&v). Ann. Dec. 6.

■ WSBS-FM Crewe, Va.—Seeks CP to install new trans., change TPO, ERP: 40 kw, transmission line and install new aux. trans. Ann. Dec. 7.

#### FM actions

■ WXYZ-FM Waterbury, Conn.—Broadcast Bureau granted mod. of CP to change TL and ant. system, conditions (BMPH-15,236). Action Dec. 16.

■ WLTE Waycross, Ga.—Broadcast Bureau granted CP to make changes in ant. system (BPH-10,408). Action Dec. 19.

■ WCBS-FM New York—Broadcast Bureau granted license covering changes: delete remote control, ERP: 4.6 kw and ant. height 1,300 ft. (h&v) (BLH-7,485). Action Dec. 14.

■ WAAV Wilmington, N.C.—Broadcast Bureau granted CP to install new ant., make changes in ant. system, conditions (BPH-10,396). Action Dec. 19.

■ KSND Springfield-Eugene, Ore.—Broadcast Bureau granted license covering changes: ERP: 26.5 kw (h&v) and ant. height: 850 ft. (h&v) (BLH-7,369). Action Dec. 19.

■ KSPL Diboll, Tex.—Broadcast Bureau granted CP to make changes in ant. system, conditions (BP-20,641). Action Dec. 14.

■ KLOZ-FM El Paso, Tex.—Broadcast Bureau granted CP to change TPO, ERP: 57 kw (h), ant. height: 1190 ft. (h) (BPH-10790). Action Dec. 14.

■ \*WUJF-FM St. Thomas, V.I.—Broadcast Bureau granted mod. of CP to change ant. (BMPED-1535). Action Dec. 14.

■ WNOR-FM Norfolk, Va.—Broadcast Bureau granted CP to change transmission line, ERP: 46 kw (h&v) and ant. height: 520 ft. (h&v), conditions (BPH-10,795). Action Dec. 14.

■ WIFC-FM Wausau, Wis.—Broadcast Bureau granted license covering changes: main ant., ERP: 98 kw (h&v), ant. height: 1080 ft. (h&v) and aux. ant. ERP: 56 kw (h&v), aux. ant. height: 1080 ft. (h&v) (BLH-7,329). Action Dec. 16.

#### In contest

#### Designated for hearing

■ Fort Pierce, Fla., Indian River Television Inc. (WTVX-TV), **revocation proceeding**: (Doc. 21496)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Thomas D. Fitzpatrick to serve as presiding

judge, scheduled prehearing conference and hearing for Feb. 1 in Fort Pierce. Action Dec. 19.

#### Procedural rulings

■ Kalamazoo and Portage, Mich., WHW Enterprises Inc. et al., **FM proceeding**: (Docs. 21374-7)—ALJ James K. Cullen Jr. rescheduled prehearing conference for Feb. 9. Action Dec. 9.

■ Harrisonburg, Va., Radio Blue Ridge Inc. and Radio Harrisonburg, **FM proceeding**: (Doc. 21268)—ALJ David I. Kraushaar rescheduled prehearing conference to Feb. 1 and continued Feb. 14 hearing without date. Action Dec. 22.

#### Initial decision

■ Scottsbluff, Neb., Tracy Corp. and Hilliard Co., **FM proceeding**: (Docs. 21359-60)—ALJ Frederick W. Denniston dismissed Hilliard application, granted Tracy application and terminated proceeding. Action Dec. 19.

#### Review board decision

■ Largo, Fla., WLCY-TV Inc. (Doc. 1962-7)—Review Board granted application to improve facilities by increasing station's ant. height, relocating trans. and employing DA system. Action Dec. 8.

#### FCC decisions

■ WOC-TV Ocala, Fla.—Commission granted assignment of CP for UHF station from Marion Communications Corp. to Gator Broadcasting Corp. Action Dec. 21.

■ WIYN Rome and WPLK Rockmart, both Georgia—Commission renewed licenses of AM stations for remainder of regular license period, to April 1, 1979. Action Dec. 21.

■ Carlisle, Pa. (Docs. 21506-7)—Commission designated renewal application of WIOO Inc. for WIOO(AM) Carlisle for hearing with mutually exclusive application of Carlisle Broadcasting Associates. Action Dec. 21.

■ KSL-FM Salt Lake City and KAFM(FM)-KRLD(AM) Dallas—Commission granted assignment of license of KSL-FM from Bonneville International Corp. to Simmons Family Inc. and assignment of license of KAFM(FM) Dallas from KRLD Corp. to Bonneville. Action Dec. 8.

■ WHLF(AM)-WJLC-FM South Boston, Va.—Commission renewed the licenses of Halifax Broadcasting Co. for remainder of regular license period, to Oct. 1, 1978. Action Dec. 21.

■ Commission extended to March 15 date for filing comments in FCC's inquiry into into economic relationship between television broadcasting and cable TV. It also set May 15 as date for filing reply comments. Action Dec. 20.

## Allocations

#### Actions

■ San Francisco and San Mateo, both California—Commission proposed reassigning UHF ch. 60 from

San Francisco to San Mateo and noncommercial ch. 14 from San Mateo to San Francisco. Comments due Jan. 24, replies Feb. 15. Action Dec. 8.

■ Stonington, Conn.—Broadcast Bureau assigned ch. 272A as community's first FM. Action Dec. 19, becomes effective Feb. 7.

■ Fort Walton Beach, Destin, Crestview, all Florida—Commission assigned ch. 243 at Fort Walton Beach, reassigned ch. 221A from Fort Walton Beach to Destin in response to petition by Vacationland Broadcasting Co., licensee of WFTW(FM) Fort Walton Beach and Dr. John Matkowski seeking reconsideration of assignment of ch. 243 to Crestview. Action Dec. 21, effective Feb. 15.

■ Brainard, Minn.—Chief ALJ Chester F. Naumowicz Jr. granted application of Tower Broadcasting Corp. for new FM station on ch. 294 at Brainard. Action Dec. 21, effective in 50 days.

■ Manti, Utah—Broadcast Bureau assigned ch. 286 as community's first FM. Action was response to proposal by San Pete County Broadcasting Co., licensee of KMTI(AM) Manti. Action Dec. 14, effective Jan. 3.

#### Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Dec. 16 (stations listed are TV signals proposed for carriage):

■ Larry J. McCloud, for Macon, Mo. (CAC-08848); KETC St. Louis, delete KTVI St. Louis.

■ Rocky Mount Cable TV, for Franklin, Va. (CAC-09904); delete WYAH-TV Portsmouth, Va.

■ Rocky Mount Cable TV, for Franklin and Rocky Mount, both Virginia (CAC-09904-5); delete WYAH-TV Portsmouth, Va.

■ Durfees TV Cable, for Parkersburg, Wood, Vienna, all W.Va., and Belpre, Ohio (CAC-10552-4, 10527); WTCG Atlanta.

■ Plantation Cablevision, for Hilton Head Island, S.C. (CAC-10594); WTCG Atlanta and delete WITV Charleston, S.C.

■ Capital Cable Co., for Austin and Bergstrom A.F.B., both Texas (CAC-10623-4); delete WYAH-TV Portsmouth, Va.

■ Home CATV, for Blackville and Barnwell, both S.C. (CAC-11324, 11513); WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Home CATV, for Williston, S.C. (CAC-11325); interim authorization.

■ Twin Valley CATV, for Hillsdale, Mich. (CAC-11401); interim authorization.

■ West Coast Cable TV Systems, for Kernville, Ore. (CAC-11439); interim authorization.

■ Southern Television Systems, for Colorado City, La. (CAC-11445); interim authorization.

■ Olney Cable TV, for Olney, Tex. (CAC-11455); interim authorization.

■ Frontier TV Cable, for Loraine, Tex. (CAC-11457); interim authorization.

■ Washington Cablevision, for Franklinton and

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Bogalusa, both Louisiana (CAC-11458-9); interim authorization.

■ Drain Cable and Appliance, for Yoncalla and Douglas, both Oregon (CAC-11472-3); interim authorization.

■ C and D Cable, for Park View, Ensenada and Rio Arriba, all New Mexico (CAC-11506-8); interim authorization.

■ Community Telecommunications, for Carlsbad, N.M. (CAC-11515); existing operation.

■ Midwestern Cablevision, for Traverse City, Peninsula, East Bay, Garfield, Acme, Long Lake, Blair, Green Lake, Elmwood and Bingham, all Michigan (CAC-11535-44); interim authorization.

■ Multi-County Cablevision, for Lodi, Ohio (CAC-11557); interim authorization.

■ Ashland County Cable, for Loudonville, Ohio (CAC-11558); interim authorization.

■ Ohio Cable, for Higginsport, Ohio (CAC-11559); interim authorization.

■ Limestone Cable Vision, for Mason, Ky. (CAC-11560); interim authorization.

■ Ohio Cable, for Ripley, Georgetown, both Ohio (CAC-11561-2); interim authorization.

■ Fleming Cable Vision, for Flemingsburg, Ky. (CAC-11563); interim authorization.

■ Limestone Cablevision, for Dwarf, Ky. (CAC-11564); interim authorization.

■ Elkhorn City Cable Service, for Elkhorn City, Ky. (CAC-11565); interim authorization.

■ R V Cablevision, for Harrodsburg, Ky. (CAC-11566); interim authorization.

■ Camden TV Cable, for Camden, Tenn. (CAC-11567); interim authorization.

■ Ohio Cable, for Aberdeen, Ohio (CAC-11568); interim authorization.

■ R V Cablevision, for Burgin, Ky. (CAC-11569); interim authorization.

■ Limestone Cable Vision, for Washington, Ky. (CAC-11570); interim authorization.

■ Okanogan Valley TV Cable, for Tonasket, Wash. (CAC-11577); interim authorization.

■ Columbia TV Systems of Hermiston, for Hermiston, Mich. (CAC-11581); interim authorization.

■ See More TV, for Tilton, Ill. (CAC-11582); certificate of compliance.

■ Cardinal Telecab, for Paris, Ill. (CAC-11583); certificate of compliance.

■ Valley Telecasting, for Yuma, Marine Corps Air Station, both Arizona (CAC-11585-6); interim authorization.

■ Clear Vision Cable, for McKenzie, Atwood, Trezevant, Huntingdon, Hollow Rock, Greensboro, York, Martin, all Alabama (CAC-11587-96); interim authorization.

■ WFMH Cable TV, for Cullman, Ala. (CAC-11600); interim authorization.

■ Pointview TV Cable, for Ravenswood, W.Va. (CAC-11601); interim authorization.

■ Cambria TV Distribution, for South Fork, Ehrenfeld, Summerhill, all Pennsylvania (CAC-11602-4); interim authorization.

■ Teleprompter of Commerce, for Delta, Fannin, Hunt, all Texas (CAC-11605-7); interim authorization.

■ Coaxial Associates of Florida, for Alachua, Cross City, High Spring, Jasper, Lake Placid, Madison, Quitman and Wauchula, all Florida (CAC-11608-15); interim authorization.

■ Pendleton Community TV, for Pendleton, Pilot Rock, Umatilla, all Oregon (CAC-11617-9); interim authorization.

■ Belleville Community Antenna, for Belleville, Kan. (CAC-11621); interim authorization.

■ Cherokee TV Cable System, for Cherokee, Okla. (CAC-11622); interim authorization.

■ TV Cable of Brendham, for Brendham, Tex. (CAC-11623); interim authorization.

■ Carson Cable TV, for Carson, Calif. (CAC-11625); interim authorization.

■ Titusville Cable TV, for Titusville, Oil Creek, Hydetown, all Pennsylvania (CAC-11626-8); interim authorization.

■ Storer Cable TV, for Westlake Village, Sebastopol, Rohnert Park, Temelec, all California (CAC-11629-35); interim authorization.

■ Camarillo Cable TV, for Rancho, Camarillo, both California (CAC-11636-7); interim authorization.

■ Keyser Television, for Keoser, W.Va. (CAC-11638); interim authorization.

■ Keyser TV Co. of Maryland, for McCoole, Md. (CAC-11641); interim authorization.

■ Community Cable, for Walnut Ridge, Hoxie, both Arkansas (CAC-11643-4); KTEJ Jonesboro, Ark.

■ Pricketts Radio and TV, for Bay City, Garibaldi, Rockaway, all Oregon (CAC-11651-3); certificate of compliance.

■ Imperial Valley Cable, for El Centro, Calif. (CAC-11654); interim authorization.

■ Imperial Valley Cable, for Imperial, Holtville, Calexico, Brawley, Westmoreland, all California (CAC-11655-61); interim authorization.

■ Sweetwater Television, for Rock Springs, Wyo. (CAC-11676); certify operation.

■ Wheeling Antenna, for Wheeling, W.Va., and St. Clairsville, Ohio (CAC-11684-5); interim authorization.

■ Wentronics, for Strand, Utah (CAC-11686); interim authorization.

■ Santa Fe Cablevision, for Santa Fe, N.M. (CAC-11687); interim authorization.

■ Eastern Shore TV, for Worcester, Md. (CAC-11689); interim authorization.

■ Television Cable Service, for Sweetwater, Tyler, both Texas (CAC-11690-1); interim authorization.

■ Cable Electronics, for Hamlin, Tex. (CAC-11693); interim authorization.

■ Ross Brothers Cable, for Cardle, Pa. (CAC-11702); interim authorization.

■ Ross Brothers Cable, for Filbert, Millsboro, Fre-

dericktown, Republic, Fairbank, all Pennsylvania (CAC-11703-8); interim authorization.

■ Centre Video, for Wall, Wilmerding, both Pennsylvania (CAC-11724-5); interim authorization.

■ Retel TV Cable, for Perryville, Trout Run, Cogan Station, all Pennsylvania (CAC-11727-9); certificate of compliance.

■ Tulia Cable Television, for Tulia, Tex. (CAC-11731); interim authorization.

■ Brockway Television, for Brockway, Snyder, both Pennsylvania (CAC-11732-3); certificate of compliance.

■ Columbia Video, for Columbia, Miss. (CAC-11734); interim authorization.

■ Laurel Highland Television, for Saltlick, Donnegal, both Pennsylvania (CAC-11735-7); interim authorization.

■ Nocona TV Cable, for Nocona, Tex. (CAC-11738); interim authorization.

■ Cordell TV Cable System, for Cordell, Okla. (CAC-11739); interim authorization.

■ Fairview TV Cable System, for Fairview, Okla. (CAC-11740); interim authorization.

■ Springfield TV Cable System, for Springfield, Colo. (CAC-11741); interim authorization.

■ Cableview, for Lowell, Ore. (CAC-11742); interim authorization.

■ Elkhart TV Cable, for Elkhart, Kan. (CAC-11743); interim authorization.

■ Dalhart TV Cable System, for Dalhart, Tex. (CAC-11744); interim authorization.

■ International Cable Co., for Monrovia, Duarte, both California (CAC-11748-9); interim authorization.

■ Barron Cable, for Barron, Wis. (CAC-11750); interim authorization.

■ Blur Ridge Cablevision, for West Jefferson, Smethport, Bever Creek, East Jefferson and Bristol, all North Carolina (CAC-11751-6); interim authorization.

■ Brown Radio and TV, for Barberville, Artemus, Boone Heights, Heidrick, all Kentucky (CAC-11757-60); interim authorization.

■ Columbia Cablevision, for Garfield, N.J. (CAC-112219); certificate of compliance.

■ General Electric Cablevision, for Madison, Ind. (CAC-12221); certificate of compliance.

■ Midwestern Cablevision, for Traverse City, Mich. (CAC-12245); interim authorization.

■ Valley Telecasting, for Yuma, Ariz., Imperial, Calif. (CAC-12246-7); interim authorization.

■ Sylvan Valley CATV, for Brevard, Transylvania, both N.C., (CAC-12248-9); certificate of compliance.

■ Comcast Cablevision, for Flint, Mount Morris, both Michigan (CAC-12250-1); WKBD-TV Detroit.

■ CDA Cable, for Coeur D'Alene, Idaho (CAC-12252); interim authorization.

■ Video Link, for Perry, Pennsylvania (CAC-12253); WOR-TV New York, WPFO-TV Greensburg, Pa.

■ Lynchburg Cablevision, for Campbell and Bedford counties, Virginia (CAC-12254-5); certificate of compliance.

■ Okanogan Valley TV Cable, for Oroville, Wash. (CAC-12256); interim authorization.

■ Cable Antenna Systems of Idaho, for Mountain Home, Elmore, both Idaho (CAC-12257-8); interim authorization.

■ Pulaski Multiple Channel Cable Systems, for Fayetteville, Tenn. (CAC-12260); certify operations.

■ Cobre Valley Cablevision, for Globe, Miami, Gila, all Arizona (CAC-12261-3); WTCG Atlanta.

■ Platte County Communications, for Lake Waukomis, Platte, Parkville, Weatherby Lake, Weston, all Missouri (CAC-12264-8); WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Tele-media of Van Wert, for Van Wert, Ohio (CAC-12271); WHIO-TV Gatin, Ohio.

■ Kersh Inc., for Mountain Home A.F.B., Idaho (CAC-12272); WGN-TV Chicago, WTCG Atlanta, KTVU Oakland, Calif., WYAH-TV Portsmouth, Va.

■ St. George Cable TV, for St. George, Utah (CAC-12273); certificate of compliance.

■ Cableview Inc., for Lane, Ore. (CAC-12274); interim authorization.

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## RADIO

### HELP WANTED MANAGEMENT

**Opening for general manager** in the state of Ohio for a group owned small market FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box A-4.

**Ownership to the person** who has ability to sell local accounts. We offer ownership without any cash investment and the managership of a fine New England suburban station. Person must be close enough for interview. Write A. Roberts, 22 Hilltop Rd., Long Meadow, MA 01106.

**Young, Aggressive Manager** for AM/FM Station Top 20 major market located Northeastern state. Must carry accounts and manage sales force. Equity position possibility. Salary plus commission. Send resume to Box A-54.

**Religious Format Radio Group Owner** seeking experienced and seasoned station manager. Excellent base salary plus bonus incentives. An Equal Opportunity Employer. Send full resume and references to Box A-18.

**Long Term Opportunity** for a couple interested in managing an AM Radio station with FM CP in a growing small West Texas market. Potential for ownership. Box A-78.

**Experienced Account Executive** Midwestern Medium Market. One of the top metro share AM stations in the nation. Aggressive people oriented group owner. Great future for right person. Successful sales background necessary. An Equal Opportunity Employer. Send resume to Perry Kidder, WMT-AM, PO Box 2147, Cedar Rapids, IA 52406.

**Public Radio Station** accepting applications for Station Manager, Program Director, Development Director, Public Affairs Director. Send resume, salary requirements to Community Broadcasting, Box 95, San Luis Obispo, CA 93406. Closing February 1, 1978. An EOE.

### HELP WANTED SALES

**An established account** list in an established 5kw AM station needs strong versatile hand at the wheel. Announcing & production experience important. Equal opportunity employer. Address full resume to Box R-58.

**WMAY, Springfield, Illinois** has immediate opening for bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Excellent opportunity to join the fastest growing facility in the market. Contact Thomas Kushak, WMAY, PO. Box 460, Springfield, IL 62705. A Midwest Family Station.

**Salesperson** for Portland, ME, fulltime 5 KW AM and Stereo FM. Need an aggressive street salesperson with promotional sales ideas. These are two well-respected radio stations, part of a 6-station group. Call or write Don Wilks or Mike Schwartz at WAQY, Springfield, MA. 413-525-4141.

**KRGO—If you** take pride in your work and aspire to sales management, or joining Utah's finest broadcast sales organization, this is the place! Rapidly growing 10,000 watt personality oriented modern country format. Fantastic market. Excellent career opportunity. Send resume to: Gene Guthrie, General Manager, KRGO, 5065 West 2100 South, Granger, UT 84120. Telephone: 801-972-3449. Equal Opportunity Employer.

**North Central Illinois.** Great opportunity for salesperson with good ideas. \$15,000-\$18,000 potential first year commission from established list. 30-year old station with solid benefits. Car expense. Incentives. RAB training and more. Resume to Bob Vickrey, WLPO, PO. Box 215, La Salle, IL 61301.

**Sell Vermont...** Sales Manager potential for exciting FM in Capitol. WNCX, Box 551, Montpelier, VT 05602. E.O.E.

**Central Virginia** 24 hour black format radio station. R&B format is looking for an experienced Sales Manager. Someone willing to relocate in the Richmond area. Reply immediately with resume to Mr. James A. Carter, c/o Baron Radio, Inc., 111 North 4th Street, Richmond, VA 23219.

**50,000 Watt full time FM** in Albany NY has an immediate opening for an experienced salesperson. Guaranteed salary plus commission. Company medical benefits paid. Send letters and resumes to: J. W. Wagner, WFLY-FM, 4243 Albany St., Albany NY 12205.

**Coastal South Florida** sales opening for experienced successful and proven Sales Person. Good opportunity with growing company. Interested? Send resume and income requirement to Randolph H. Miller, WIRA/WOVV, PO. Box 3032, Ft. Pierce, FL 33450. We are an Equal Opportunity Employer.

**General Sales Manager** Midwestern Medium Market MOR AM and Beautiful Music FM. AM one of the top AG. stations in the country. A top ten metro share station. Aggressive group owner. Applicant should be people oriented and have successful sales background. An Equal Opportunity Employer Send resume to Box A-80.

**Opportunity Knocks** for dynamic "heavy" salesperson. Advancement in 6 to 9 months. Career minded only—No floaters! We reward our people well if they show they've got it. \$17,000 to \$20,000 draw vs. commission scale of 20-25%, start for right person. No limit to earnings you can make with us. Send complete resume Box A-81.

**Sales Manager—Need Leadership, ideas, record** of high sales. Join young management team. AM-FM Radio company. Grow with us? Joe Warner, WCEC WFMA, Rocky Mount, NC. E.O.E.

**High Earnings** for sharp closer. Advancement to management possible within short time. Established list available. Resume and track record to: Mike Rice, KIRL Radio, Box 1460, St. Charles, MO 63301. EOE.

**Radio Sales** in the mountains of Montana's second largest city, Great Falls, Montana. Newest 25,000 watt FM format. Station just purchased. Call Steve Feder 312-751-7141.

**Aggressive salesperson** for long Island area—AM-FM operations in excellent market, managerial opportunity, WHLI, Box 219, Hempstead, NY 11550. Equal opportunity employer.

### HELP WANTED ANNOUNCERS

**Immediate opening** for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

**Fulltime 5 KW AM** adult contemporary needs experienced announcer with good production background. FCC 3rd Class ticket. No selling. Must be communicator with good voice. An Equal Opportunity Employer. WCOJ, Coatesville, PA 215-384-2100.

**Central Illinois'** strongest AM Modern Country station needs creative midday air-personality. Must be a production pro, have good references and hard worker. Great facility and staff plus benefits. Current midday person moving to sales. Send tapes and resumes to: Mike Carta, PD, WMAY, PO. Box 460, Springfield, IL 62705.

**Morning Person...** No. 1 station Central New Jersey, WHWH Princeton, MOR. Seven-year veteran Howard David, leaving January 6th for top sports job, has been (1) solid, friendly personality with tight production, (2) excellent play-by-play of Princeton football and basketball. Desire combination replacement, but priority is for morning person. Please send tape, resume to Box 1350, Princeton, NJ 08540 or call 609-924-3600 Mr. Robert Locke.

**Wanted: Experienced Announcer/Sales** with good production. FM Rock on Guam. 3rd/Broadcast. Send resume/tapes. KSTO, Box 8637, Tamuning, Guam 96911.

**Immediate Opening—Northeastern Michigan.** Automated AM Radio Station, production stressed. Contemporary format. Call collect John Carroll 1-517-362-3417.

**Minimum Two Years** experience in Country and Rock. Upper Midwest. Box A-41.

**Stability.** If you're looking for a stable, healthy Station and Market, you've found it. Morning air personality. Must be articulate, entertaining and personable. Midwest location. Small market. Adult-contemporary format with local interest programming. Solid financial advancement to workers. EOE. Resume to Box A-42.

**Immediate Opening.** Talented and mature mid-morning MOR air personality for 5,000KW AM in N.E. Ohio. Good, stable opportunity for the right person. Women applicants encouraged to apply. 3rd. endorsed, some board and production experience necessary. \$175 a week to start, with excellent fringes. Send letter and resume to Box A-5.

**Experienced morning personality** for contemporary format. Must be strong on production. Tapes and resumes to Mike King, WCSI, PO. Box 709, Columbus, IN 47201. No phone calls.

**Morning person needed** immediately. Experience needed in both production and air, some sales. Send tapes and resume to Dave Warf, GM, PO. Box 47, Gaffney, SC 29340.

**Beautiful Cape Cod—50,000 watt stereo FM** has an immediate opening. Excellent reading ability and good voice and production capabilities required for our adult MOR. Good salary, fully paid insurance and excellent working and living conditions. Call WCIB at 617-548-3102. An Equal Opportunity Employer.

**Morning personality** with at least three years of experience who wants to live and work in Minnesota's beautiful vacationland with hunting and fishing a few steps away and still within easy driving distance to the Twin Cities. Stable station adding announcer to staff where last one was hired seven years ago. Charlie Persons, KVBR, Brainerd, MN 56401.

**Immediate openings** for two country air personalities and a Production Director. Medium Market contact, Rick Warren, Program Director of WBHP PO. Box 547, Huntsville, AL 35804. Area code 205-534-3521.

**Fresno's Top-Rated FM Rocker** needs dedicated, energetic air talent. Un-drafted air-check, salary, resume to Dan Spears, KFYE, Fresno Townhouse, Fresno, CA 93721. EOE.

**Major market, country station** looking for bright, experienced afternoon drive personality. Group owner, good fringes. Equal opportunity employer. Send complete resume and tape to Wynn Alby, WYDE, Suite 410, 2112 Eleventh Avenue, South, Birmingham 35205. No phone calls.

**Medium Market AM/FM** combo Needs top mid-morning contemporary announcer with copy/production experience. Good pay & benefits. Send tape resume to Mgr., KRUS, Box 430, Ruston, LA 71270. EOE.

**Outstanding opportunity** for experienced DJ and production person. Outstanding station, city, facilities. Professional staff. We are No. 1 and plan on staying that way. Contact Damon Sheridan, PD. 419-422-4545. WFIN Findlay, OH. E.O.E.

**Need experienced announcer-operator** with good voice. Call collect, Manager 301-876-1515.

**Personality Announcer** wanted for WOVV-FM, a Rock station. Person must be experienced and have at least a Third Class License. Applicants will be judged on their personality (funny, witty, topical), voice quality, production ability, talent and ability to read with color, enthusiasm and clarity. Send audition tape and resume with starting salary to John Moore, WOVV, Box 3192, Ft. Pierce, FL. We are an Equal Opportunity Employer.



## HELP WANTED ANNOUNCERS CONTINUED

**Wanted Announcer** to become inside Control Room Mgr. & Announcer. St. Louis Area. Call person to person for Mgr. 314-586-8577.

**Indiana—Chicago Suburban** looking for strong morning personality, must be a good communicator and have a warm personality. Send tape, resume and salary requirements to Tim Bandura, WFLM 250 North Main Street, Crown Point, IN 46307. No beginners need apply.

**Outstanding Morning Entertainer** needed to grab ratings and hold them on Southeast coastal powerhouse. Your act is together and you have strong production skills. Adult contemporary, new facility, beautiful city, good money. Tapes, resumes to Doug Weildon, WKBX, Box 876, Savannah, GA 31402. 912-897-1529. EOE.

**Chicago Rock Disco** format accepting tapes and resumes from experienced, creative announcers, with exceptional knowledge of music. Mr. Burt Burdeen, Operations Manager, WGCI-FM, 3350 S. Kedzie Ave., Chicago, IL 60623. No phone calls accepted.

## HELP WANTED TECHNICAL

**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 WDFI, P.O. Box 524, Marion, OH 43302.

**50KW AM/100KW FM**, medium market, South. Seeking assistant chief with potential for chief's position. Experienced only need apply. An equal opportunity employer. Box R-74.

**Chief Engineer Needed** immediately. Must have experience with all phases, Directional AM, FM Stereo, Automation, Studio, rules and regulations. Send resume, references, and salary requirements to Cleve J. Brien, President, WLSQ-WREZ Radio, P.O. Box 5000, Montgomery, AL 36101.

**WIOS Radio-Directional** AM Northeastern Michigan. Automated ability more important than experience. Call collect. Excellent salary includes car and benefits. Contact John Carroll 1-517-362-3417.

**50,000 watt FM** stereo station in New England resort area by the sea has an opening for Chief Engineer-Announcer. Excellent pay and benefits. Transmitter, studio equipment, and preventive maintenance duties required. An Equal Opportunity Employer. Send resume to Box A-9.

**Experienced Chief** for IL Metro Stations. Must know all phases of engineering including FCC Regulations. \$200/week. References and resume to Box A-40.

**Assistant Chief Engineer.** ABC O&O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

**Chief with some announcing ability.** Start \$8400. Fringe benefits. Medium market West Central. EOE. Box A-57.

**Chief Engineer** Announcer combination. FM 50,000 ERP. Salary open. KLIL 707-462-1451. Resume Box 389, Ukiah, CA 95482.

**Chief Engineer** for AM Directional, FM Automated, with remote control, remote pickup. Chief experience not required. WSLT, Box 478, Ocean City, NJ 609-399-1555.

**South Florida** Coastal station seeks Chief Engineer-Announcer. Must be capable maintenance both RF and Audio including 20kw Gates FM and 1KW-BC-1 Gates AM. Delightful living by the sea, opportunity for advancement with small public chain. Excellent medical plan. Good schools. Among lowest cost of living areas in nation. Send resume, tape and starting salary requirement to Randolph Millar, WIRA-WOVV, Fort Pierce. Equal Opportunity Employer.

## HELP WANTED NEWS

**Morning News** personality. Conversational writing; one-to-one delivery a must. Tom Collier, News Director KCRG, Cedar Rapids, IA 52401, 319-398-8392.

**Reporter/Anchor** Person, must have three to five years experience, authoritative sound, good writer and digger. Good salary and National exposure. Send tape and resume to John Askew, Mutual Black Network, 1755 South Jefferson Davis Highway, Arlington, VA 22202.

**Experienced writer/reporters** needed for all news outlet on Florida's suncoast. Please send tapes and resumes to Jay Frank, WQSA, Box 7700, Sarasota, FL 33578. EOE.

**Professional Broadcast Journalist** to set up and direct Radio News and PA operation directed at 18-34 audience. Concept, philosophy, tape, resume, salary first response to KFYE, Fresno Townhouse, Fresno, CA 93721. EOE.

**NFL Play By Play** and Sports Director—KCMO Radio, Kansas City, Missouri is accepting applications with tapes (no phone calls please) from candidates actively involved in radio and/or TV major college or major professional football play by play. Address inquiries direct to: Tom Barsanti, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66201. KCMO is an equal opportunity employer, male/female.

**Wanted—News Director** for two person Midwest local news operation. Must be conscientious and able to accept responsibility. You will work with a very professional staff. Call 319-524-5410.

**Opportunity** New Syndicator NYC based needs experienced skilled Writer for informal conversational Interview Series. Production experience necessary. If presently employed but want extra income plus possible future in syndication send resume and writing sample to Roberts Syndications—167 Middle Neck Rd., Great Neck, NY 11021.

**News Director**, strong on digging, actualities, writing, delivery. Must be able to communicate news in both adult contemporary and top 40 formats. Tape, resume, writing samples to Doug Weildon, WKBX-WSGF, Box 876, Savannah, GA 31402. 912-897-1529. EOE.

**Broadcast Journalism:** Ph.D. in journalism (mainly broadcast) and experience in teaching, in broadcast news (radio or television), public relations, and some exposure to public radio. Those lacking doctorate need not apply. Teach basic courses and broadcast reporting in conjunction with WVXU-FM stereo. Start August 1978. Send credentials to: Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207. EOE/AA.

**WOW Omaha** needs full time, pro, news person. No beginners. Good writing, a must. No rip and readers. Tapes and resumes to: Pat Kelly, News Director, WOW Radio 11128 John Galt Blvd., Omaha, NE 68137. An Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**WBT Radio, Charlotte, NC**, is looking for a creative, talented, mature person to do production with some air work. Send air check and complete resume to Andy Bickel, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

**Program Director.** Medium size, highly competitive, Midwestern market. High power, full time adult contemporary FM. We need a PD. who is aware that good programming leads to sales but does not exist in spite of sales. New ownership of a well established station. Air shift mandatory. E.O.E. Send resume to Broadcasting, Box R-78.

**Copywriter/Producer** for Western Pennsylvania AM-FM. Send resume and Scripts Box R-92.

**Top 100-Top Rated** AM-FM. Beautiful Music station looking for a confident, capable Program Director. Must assume limited air shift, take charge of developing public affairs programming and manager air staff. Radio station is affiliated with local Cable TV operation and individual will be involved in scheduling of Cable programming and production of local origination programming. EOE. Send resume and salary requirements to Box A-26.

**Program Director** for KLOU Radio. Leading Top 40 station in Lake Charles, Louisiana since 1960. Write: Albert Johnson, P.O. Box 1725, Lake Charles, LA 70602.

**Operations Manager.** Virginia adult contemporary. Partly automated. Experienced pro with good voice, personality for morning shift. Handle production, constant promotions, license, ratings. \$15,000. E.O.E. Resume, Box A-37.

**Home for creative** talent, who wants to be the major shaper of a great radio station's on-air product. Intelligent writer—creative, hip producer—preferably with experience in station promotion and community involvement. An efficient machine who is not frightened by human beings nor by automation. You will be a valuable part of the top-rated radio in top-60 market (Carolinas). Start \$14,000-\$15,000. Closing Date: 1-30-78. Send resume, tape and writing samples to: Personnel, WRAL, Box 12000, Raleigh, NC 27605. An Equal Opportunity Employer, M/F.

**Excellent opportunity** for drive-time caliber air personality. Familiarity with Country Music a plus but not a must. If you are ready for a super opportunity in a major market, send tape and resume to Tom Allen, KBOX Radio, 9900 McCree Road, Dallas, TX 75238. Equal Opportunity Employer.

**Program director** for WGIR, Manchester, New Hampshire. Mature applicant must understand MOR personality radio, control scheduling and music selection, motivate and manage a strong, versatile air staff, be capable of first class air work/commercial production and coordinate with fully staffed active news and sports departments. Unusual career opportunity, salary open. Require minimum five years experience any combination of announcing, production and administration. WGIR is one of the Knight Quality Stations and has New Hampshire's finest facilities. Excellent living conditions in this prime locale. Enclose a tape and resume when you write General Manager, WGIR Radio, P.O. Box 487, Manchester, NH 03105. We are an Equal Opportunity Employer.

**Large market Midwest** 5 KW station has immediate opening for a creative Adult top 40 program director/announcer. Must be business orientated, good production ability, and able to make a unique sound in a competitive market. All replies confidential. Box A-34.

**UT Austin, FM Program Director.** The University of Texas at Austin has an immediate vacancy for an FM Program Director. Requires Bachelor's degree in Communication, Humanities, or Fine Arts and at least 3 years' experience in Radio Broadcasting Operations (seven years' experience required with High School education). Starting monthly salary range will be \$1084 to \$1198 depending on qualifications. Excellent fringe benefits. To apply, mail resume to: William S. Giorda, University of Texas, Communication Center, Austin, TX 78712. An Equal Opportunity and Affirmative Action Employer.

## SITUATIONS WANTED MANAGEMENT

**S. Florida Broadcasters!** Ambitious, young aggressive account executive wants more than he can get currently. If you're small to medium size market and will consider percentage of station for someone who can make you money, reply confidentially to Box R-114.

**Currently Employed** GM with nine years management experience, seven present company, looking for room to grow in SE. Record exceptional—all areas of management and sales. Willing to invest dollars and experience in right organization. Resume available, send description of situation to Box A-45.

**Desire GM small** or medium market. Thirty year background. Heavy sales and administration. College. Clean cut. Box A-52.

**General Sales Manager** of AM and FM in major Midwestern market looking for similar position. Box A-14.

**Station Manager** Operation Manager. Seeks comparable position or GM, experienced, qualified in Programming; Sales, Daily Operations, license renewal, FCC Regulations, NAB Code, Community involvement, Ascertainment, Public File. Box A-55.

**In return for an Admin. Asst's** position, I'll provide you with 2 yrs. of administrative and 10 yrs. of broadcast journalism experience, a background in EEO, research and ascertainment and an MA in Broadcast Admin. Box A-63.

## SITUATIONS WANTED ANNOUNCERS

**Currently at 1000 watt**, MOR in Midwest—2 1/2 years experience, looking for larger MOR or Top 40. Air check, resume available. Good production. Anywhere! Box A-24.

**Gal Newscaster** 5 years experience, soft British accent (no 3rd phone) also MOR, Jazz, Classical—DJ. Box A-16.

**Announcer with two years** experience, seeking job with any good station. Box A-48.

**Experienced Announcer** tired of small markets & small paychecks, wants full-time air shift at medium/large market Adult MOR/Beautiful Music station. Third endorsed, smooth voice, tight board, good news & production, knows automation. Prefer California/Northwest area. Call Frank Cordell 714—658-1094. Hemet, CA.

**Young pro, 24**, warm, mature. 5 years experience. Good voice. Loyal and dependable. Top music/programming potential. Looking for solid future in adult/contemporary position with quality organization. Joe Caravello, 12217 Renwick, St. Louis, MO 63128, 1—314—849-2929.

**Must Have Security!** Seasoned Radio Pro seeking programming and/or announcing—all formats. Presently No. 1 station top ten market. Prefer warm climate. Consider all! Box R-108.

**D.J., News, Production**, Experienced seeking position in Eastern N.C. Box A-71.

**Major Market (Adult & Teen)** Top 40 jock. Seeking to program/manage air staff in medium market. Ten years experience, super production and promotions, idea man, stable, solid references. Want good growing community, station with a future. Ratings competition no obstacle. Box A-68.

**Music director**, DJ seeking small to medium market. Good pipes. Third endorsed. Hard worker and very conscientious. Desire stable operation. Box A-66.

**Attention: Small Market** PD's. Trained "Pro" available who doesn't mind tight budgets. Tape has Newscasts & DJ. Box A-83.

**I don't just play records**, 4-1/2 Years, dependable, third. All night show preferred. Southern or Western states. 1—904-255-6950 Mike Hon, 373 Williams, Daytona, FL 32018.

**Top 40 Personality**, four years experience. First phone, college. Seeks afternoons or nites in medium market or larger. 301—486-7766.

**Stable college grad**, 26, experienced, third endorsed. No screamer, prefer Top 40, Contemporary, MOR. Ready now. Bruce, 305—966-2540.

**Contemporary Air Personality** with 4-1/2 years experience, looking for permanent position. Call 703—635-5571 or write Bill Jenkins, P.O. Box 422, Front Royal, VA 22630.

**Announcer-Program Director**, agency quality commercials, personality air shift, First Phone. Available immediately! Call 312—639-2905, mornings.

**Top Eastern basketball**, football play-by-play man available. 215—297-5609 or Box 54, Lumberville, PA 18933.

## SITUATIONS WANTED TECHNICAL

**Need young Combo** or First Phone with some background who delivers more than promises. Anywhere O.K. Box A-84.

**Broadcast Engineer/Administrator** seeking overseas or international travel assignment. Single, 30 years experience, first phone. Available immediately. Resume upon request. Engineer, P.O. Box 3352, San Diego, CA 92103.

**Chief Engineer** AM and/or FM available now! Technically qualified? Yes! "Stuffed Shirt"? No! First Phone since 1951. "Ham" since 1950, ship radar endorsement. Age 42, single, nondrinker, bondable. Former CE Houston, Miami. Founder of noncommercial FM in San Francisco. Very Heavy theory. Nice guy, \$15,000. Prefer warm climates. M. Gottesman, Box 175, Quincy, IL 62301, 217—224-4184. Try Anytime!

## SITUATIONS WANTED NEWS

**Creative, hardworking** News Director, with 3 yrs. experience, seeks reporter/anchor position in medium or large market. B.A. Award-winning, available beginning late January. Box A-7.

**More than a newscaster**. Radio journalist, BA, MS broadcast journalism, 3 years experience, looking for reporter or news director position. Sound news judgment, intelligent writing. Box A-60.

**Midwest!** Dedicated professional wants to come home. Sports Director, 7 years PBP, Programming-Operations, and management experience. Call Pat, 208—624-3830.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Public Radio Program**, Production or Music Director/announcer. 3 1/2 years commercial and noncommercial. Music training. BA, third endorsed. Relocate. 216—456-6471 or Box A-3.

**Young Program Director** looking to set up camp in a stable small market operation as PD, MD or Assistant PD. My references will tell you I'm good. I want to help you. 18 months here, last 8 as PD. Box A-22.

**Medium market caliber** top 40 jock ready for PD position. Box R-56.

**PD, Prod. Director**, Announcer with medium market experience, would like a creative challenge in the West. Experience predominantly in AOR. Would like to grow with stable company. Call Rich at 904—249-8918.

**Modern Country Personality/PD**, No. 1 in medium market. Diversified background. Seeking new challenge for spring in Eastern MC station. Box A-75.

**Looking for a Program Director or Operations Manager** for your M.O.R. ... Let's start the New Year right, together. Will be coming to you with the best of recommendation's from one of the Nation's Major FM's... in the top ten ninety minute markets. Box A-65.

**Production—Announcer**, 27 mos. exp. News and office exp. 1st phone. 207—882-7395.

**Soul Program Director** and Personality looking 919—483-6530.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director State Public Broadcasting Agency**. Top management position to assume responsibility for present operation and further development of statewide system of public television and radio facilities. Applicant must have demonstrated leadership, management and administrative abilities. Experience in dealing with governmental agencies and budget planning helpful. Salary commensurate with experience and qualifications. Excellent employee benefits. Send resume, salary requirements and references to: J. Paul Geary, Chairman, Selection Committee, WV Educational Broadcasting Authority, Suite B-424, State Building Six, State Capitol, Charleston, WV 25305. Deadline for applications is January 31, 1978. Equal Opportunity Employer.

**Director of Instructional Television**. Responsible for management, development and utilization of instructional television services including K-12, college level, business-industry and adult education. Assess needs, design and deliver services, and evaluate results. Maintain school district involvement and co-operation through ITV advisory committee. Requirements: B.A. degree minimum, previous instructional television experience. Well developed verbal and writing skills. Classroom teaching experience desirable. Salary range: \$12,500—17,000. Contact Gordon Lawrence, Station Manager, WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. Deadline for applications is February 1, 1978. GVSC is an Equal Opportunity/Affirmative Action institution.

### HELP WANTED SALES

**Rapidly expanding** VHF CBS affiliate in Northeast Michigan needs direct Sales pro, resume required, P.O. Box 35, Alpena, MI 49707.

**Experienced Account Executive**: Major Southeast market. Affiliated group owned station offers great opportunity and growth potential for Energetic Achiever. Send confidential resume to Box R-100.

**Aggressive sales manager** with excellent track record to help our strong local sales team achieve a third record setting year. Sunbelt market, now 98th and growing fast. Excellent compensation package. Resume to Jerry Condra, KVUE-TV, Box 9927, Austin, TX 78758. Equal Opportunity Employer M/F.

**Local Sales Manager** for top 30 market in North East. Must be aggressive, responsible and mature. Excellent opportunity for advancement for a good salesperson who is strong in leadership. Call Al Benz, 716—773-7531. Equal opportunity employer.

**Midwest Network Affiliate** needs aggressive, experienced Sales Manager to direct retail and national sales. Must have experience retail sales development and management. We are a group operation and will consider only applicants with management potential. Send resume and salary requirements. Box A-59.

**General Sales Manager** in secondary California Coast Net Affiliate. Potential \$30,000-\$40,000. E.O.E. Send resume in confidence to Broadcasting, Box A-61.

**Beautiful Tallahassee**, Florida—America's 11th fastest growing city and home of all new WECA-TV, one of ABC's finest primary affiliates beckons the experienced media salesperson to join our local sales staff. You'll work with seasoned pros, and be backed up by one of the best production departments found anywhere. We'll offer an established list, decent draw, mileage, excellent company benefits and living in one of America's finest communities. Resume to Bill Black, Sales Manager, WECA-TV, Box 10027, Tallahassee, FL 32302. An equal opportunity/affirmative action employer.

## HELP WANTED ANNOUNCERS

**TV Weather person**. Small market Rocky Mountain station with No.1 ratings has immediate opening for experienced, knowledgeable and enthusiastic weathercaster. Excellent salary, top staff, great area. Send VTR and resume to Director of Operations, KIFI-TV, Box 2148, Idaho Falls, ID 83401. EOE Employer.

## HELP WANTED TECHNICAL

**Unit Supervisor**. Major West Coast video production facility needs experienced mobile unit Supervisor. Complete responsibility for equipment and crew performance as well as client interface on location shoots. State of the art cameras and video tape equipment. Send resume and salary requirements to Box P-47.

**Growing Deep South** UHF seeks qualified studio maintenance engineer, minimum experience five years. Must have knowledge of RCA VTRS, TR-60, TR-70, TS 40 and RCA Cameras (TK-44). Also Sony 3/4 inch machines helpful. EEO Employer. Please send resume to Box P-117.

**TV Engineer wanted** to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC, Grand Valley State Colleges, Allendale, MI 49401. GVSC is an Equal Opportunity/Affirmative Action institution.

**Immediate opening** for entry level staff engineer for public TV station WNMU-TV, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Required: AAS degree in Electronics. Interested candidates should send their resume to: Employment Supervisor, Personnel Department, Northern Michigan University, Marquette, MI 49855 Telephone: 906—227-2330. Excellent fringe benefits. An equal opportunity/affirmative action employer.

**Studio Equipment Maintenance** engineer for KIRO-TV/Seattle. Requires First Phone License, basic electronics background, two years experience in maintenance of technical equipment, basic knowledge of digital techniques. College degree preferred, but not required. Call Personnel for employment application 206—624-7077. An Equal Opportunity Employer.

**Engineer Wanted**, experienced in maintenance, PC 70's, RCA TR 70C recorders. N.Y.C. area. Box A-73.

## HELP WANTED TECHNICAL CONTINUED

**WSWP-TV is currently** looking for qualified broadcast engineers to handle on-air operations, camera control and maintenance. Excellent benefits package. FCC First and formal electronics training or equivalent experience required. Contact: Chief Engineer, WSWP-TV, Box AH, Beckley, WV 25801. EEO, M/F.

**Chief Engineer** wanted for video tape facility. Seek First Class License in electronics. Maintenance of RCA VTR's, PC 70's, PCP90 cameras. High salary. Heavy maintenance experience. Knowledge of computer editing. N.Y.C. area. Box A-74.

**Television Maintenance Engineer.** Must know troubleshooting. Must be experienced. No trainees. Full color facility. Write, Bill Brister C.E., WGNO-TV, 2912 ITM Bldg, New Orleans, LA 70130.

**Director of Engineering.** Responsible for planning, design and operation of "production house" environment. Must have production house experience, administrative skills in management of personnel and budget planning. Exciting opportunity to become part of management team at a rapidly growing PTV station in the "sun belt". Salary: open. Contact: George Dooley, President WPBT/2, PO Box 610001, Miami, FL 33161, 305-949-8321. EEO/MFH.

**Chief Engineer:** New California Public Television Licensee needs qualified "Working" Chief Engineer to build staff and equipment, experienced in all engineering aspects of color and digital remote controlled UHF 30 kw Transmitter as well as studio. Minimum 5 years experience. Salary: \$1542 monthly. Apply: Fresno County Department of Education, Personnel Office—Room 212, 2314 Mariposa St., Fresno, CA 93721. Deadline: January 16, 1978.

**Video-RF Maintenance Engineer** to maintain CATV origination and headend equipment. Must have background in all areas of video maintenance including video cassette recorders, color cameras, digital video processing equipment and control room equipment. Experience in RF signal processing equipment helpful. 2 years video experience or electrical engineering degree preferred. Salary based on background and experience. Send resume or contact: Bruce Ferris, Mahoning Valley Cablevision, 5030 Youngstown Road, Niles, OH 44446—Phone No. 216-544-0416.

**Maintenance Technician** needed by KPBS-TV. Must be able to troubleshoot, maintain, repair, and install television studio and control room equipment and closed-circuit distribution equipment. First Class Radiotelephone license required. \$14,208—\$17,088. Request application from Employment Office, San Diego State University, San Diego, CA 92182, position closes 1/20/78. San Diego State University is an Equal Opportunity/Affirmative Action/Title IX Employer.

**Television operations engineer** needed for new corporate television production studio. Operate and maintain the latest ENG/EFP video systems. 30% travel throughout U.S. Salary commensurate with experience. Excellent benefits. Send resume with salary history to R.J. Hope, Air Products & Chemicals, Inc., P.O. Box 538, Allentown, PA 18105.

## HELP WANTED NEWS

**Looking for top notch** reporters, anchors, writers, editors, photographers, and producers. Major Southern California market. Send resume to Broadcasting Box R-4.

**Sports Director** for major market, top ten. East Mature, seasoned TV Sports pro... strong on camera and in the field. We are looking for a person with a unique appeal... aggressive and self-starter. Send resume and tape to WTTG, 5151 Wisconsin Avenue, NW Washington, DC 20016. EOE, M/F.

**Experienced, strong anchor** for medium Midwest market to deliver our news in professional, warm, mature manner. Great opportunity for top individual. Send letter, resume, writing samples and salary expectations to Box A-30.

**Weekend Weatherperson/Reporter.** Top 10 station needs knowledgeable, personable, experienced individual who can anchor weather on weekends and report environmental/scientific stories during the week. An Equal Opportunity Employer. Box A-32.

**Medium market VHF** seeks solid, experienced, top-notch executive producer. We seek a person who knows news and how to present it in a responsible, interesting way. A person who can guide reporters, photographers. We have a total commitment to a strong news department, and we need a talented producer to pull it all together. Resume, writing samples to Box A-28.

**Strong production oriented** newperson with anchor potential and desire. Send tape, resume, writing samples first letter. Peter Fenney, News Director, WSTV-TV 320 Market St., Steubenville, OH 43952. Equal Opportunity Employer.

**Sports Director.** Midwest medium market station. Emphasis on local and regional coverage. Opening immediate. Send resume, salary expectations. EOE. Box A-10.

**News Photographer wanted.** Opening in the News Department for a Staff Photographer. The duties consist of filming, editing of 16mm film... operation and editing of ENG, and processing of 16mm color film. Min. 2 years experience. Write WTVN-TV, Box 718, Columbus, OH, c/o Andrew Shinnick. A Equal Opportunity Employer.

**Sports Director—Aggressive, creative & knowledgeable** for sports oriented major university market. Compile, edit, and deliver for 6 & 11 PM Newscasts. Tape and resume to Van Hackett, News Director, WBIR-TV, Knoxville, TN 37917. Equal Opportunity Employer.

**Exceptional Opportunity** for experienced, professional, enthusiastic weather person for Top 25 Market in California. Interested in successful individuals from any size market; should have sufficient background to formulate own forecasts. Group-owned network affiliate with latest weather technical equipment, including radar. Pleasant working conditions. Job involves producing and delivering weather on early and late evening newscast weeknights. An Equal Opportunity Employer. For more details, contact Jim Drennan, News Director, KXTV, Sacramento, CA. 916-441-2345.

**Southeastern medium market VHF** needs reporter/anchor. Equal Opportunity Employer. Send resume, tape and \$ needed to P. O. Box 2429, Savannah, GA 31402.

**Anchorperson** and Weatherperson for expanding operation. Send tapes and resume to Clyde Payne, WBKO-TV, Bowling Green, KY 42101. E.O.E.

**Weekend TV Anchor.** Progressive Midwestern AM-FM-TV Operation looking for weekend editor/anchor with general assignment reporting on weekdays. Prior TV experience a must. Equal Opportunity Employer. Send resume to Broadcasting, Box A-39.

**ABC affiliate** seeks professional meteorologist with experience in preparation and presentation of television weathercasts. Forward resume and salary requirements to Box A-72.

**Building News Department** on the move seeks solid broadcast journalist with knowledge of sports to prepare and present nightly sportscasts and pursue active film coverage of local sports. Resumes to Box A-76.

**Major Southern university,** seeks Asst. Prof. of Journalism starting August. Minimum qualifications: M.A. and 5 years radio-TV news experience. Salary: \$14,500. Send resume to: Director, LSU School of Journalism, Baton Rouge, LA 70803. LSU is an equal opportunity university.

**Reporter Anchor Aggressive** ABC operation seeks experienced person to anchor weekends with field reporting three weekdays. Send resume, VTR and salary requirement to Rich Gimmel, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. Equal Opportunity Employer, male/female.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Media Director.** Coordinate and Place Radio and Television 30 Markets New England to Midwest. Create Promotions. Need strong personality with broadcast and supervisory capabilities. Please send resume and salary requirements. Box A-33.

**Home for creative talent,** who wants to be the major shaper of a great radio station's on-air product. Intelligent writer—creative, hip producer—preferably with experience in station promotion and community involvement. An efficient machine who is not frightened by human beings nor by automation. You will be a valuable part of the top-rated radio in top-60 market (Carolinas). Start \$14,000-\$15,000. Closing Date: 1-30-78. Send resume, tape and writing samples to: Personnel, WRAL, Box 12000, Raleigh, NC 27605. An Equal Opportunity Employer, M/F.

**TV-Radio writer-producer** needed to cover university Extension Division. Major land-grant university with enrollment of 20,000 seeks experienced person to gather, write, produce TV and radio newscasts, television "magazine" show inserts, public service spots, documentaries, and panel discussion programs. Must have two years of college and five years experience, or a bachelor's degree and three years experience, or masters degree and one year experience. Familiarity with Extension Division mission and programs is helpful. Writing and on-camera experience in TV news on public affairs desired. Salary starts at \$12,000. To request application and/or submit resumes, contact Ann Weisand, Personnel Office, Burruss Hall, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity and Affirmative Action Employer.

**Major land-grant university** seeks experienced film maker to head production unit of Information Services. Position requires thorough knowledge of production equipment and techniques of single and double systems. Animation, multi-media presentations, and E.N.G. experience helpful. Commercial experience in documentary, news or public affairs preferred. Previous supervisory experience desired. Salary range starts at \$13,128. Position requires a degree in cinema studies or related field plus 4 years actual experience. One year experience may be substituted for 2 years education. Position open on Jan. 20, 1978. Reply to: Tom Barnett, Personnel Office, Burruss Hall, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity and Affirmative Action Employer.

**Associate Director** for Broadcasting/Academic Advisor for Midwest University. 60% assistant to Director of Broadcasting in administering operations of Broadcasting Service (Radio-TV), 40% academic advisor to students in Radio-TV department. Masters Degree in Communication or related field with some experience in teaching and advisement. At least three years experience in Broadcasting. Deadline application February 1, 1978. Date of appointment, March 1, 1978. Send resume to Charles T. Lynch, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901.

**The University of Texas** at Austin has opening for assistant professor to teach radio and television newsgathering, writing, and production courses at undergraduate level and to participate in graduate program. Qualifications required: PhD, significant professional experience, scholarly research or professional publication potential, ability to work with news media in the region and nation. Salary: minimum \$13,500 for academic year; summer teaching possible. Equal Opportunity/Affirmative Action Employer. Send letter of application and resume by January 20, 1978, to Dr. Al Anderson, Broadcast News Search, Department of Journalism, The University of Texas at Austin, Austin, TX 78712.

**Artist:** Need top notch graphic artist experienced with all forms of TV art as well as print media, including newspaper and outdoor. Must be able to do camera ready art for promotional and sales brochures. Our station takes pride in having one of the best, most well-respected art departments in the Southeast. Quality is our trademark. This opening as Art Director at our station offers many benefits and a secure future beyond most expectations, including a highly motivated and competitive staff. We offer a good salary based on experience and ability. Plenty of room to grow and expand horizons and earnings. If interested in more details, contact Hank Price, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801, or call collect to 205-539-1783.

**Producer/Director.** Progressive SE station looking for person equally versed in studio production and film production. Looking for creative person who wants to advance with company. Send resume and salary history to Broadcasting Box A-77.



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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS, CONTINUED

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**Continuity Specialist** for University of Wisconsin-Extension Telecommunications Center, Madison, Wisconsin. Responsible for assisting Continuity Director in preparing, coordinating, and scheduling all materials for daily on-air TV broadcast. Bachelors or Associate degree preferred. Demonstrated creative writing and organizational ability essential. At least one year's successful experience in radio/TV continuity or traffic, or two years in radio-TV production preferred. Reasonable typing skills preferred. Deadline of January 20, 1978 for completed applications. Salary: \$10,500. For application write: H. Richard Hiner, Station Manager, WHA-TV, 821 University Ave., Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

**TV Producer Director** needed for 63rd market. Must have BA in Telecommunicative arts or Mass Communications with concentration in TV Production techniques & directing. 1-2 years operational experience with ENG & Video Tape editing. 1-2 years demonstrated ability in commercial TV production. Send complete resume & VTR to/Fred Kalamaja, Production Mgr., WOITV, Ames, IA 50011. By January 25, 1978. E.O.E.

**Promotion Development Director** for Public TV station in Southwest. Degree and professional experience in broadcast promotion and/or fund raising required. Good writing ability essential. \$12,000 minimum. Resume, references and writing samples by February 3, 1978. To J. Dryden, KRWG-TV, Box 3J Las Cruces, NM 88003. 505-646-2233. An Equal Opportunity/Affirmative Action Employer.

**Instructor/Assistant Professor** to teach and supervise undergraduate production courses in Radio, Television, or Film. Ph.D. or M.A. preferred, however selection will be based largely on quantity and quality of previous production experience. Closing date: February 17, 1978. For details write: Dr. Robert K. Clark, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. BGSU is an affirmative action/equal opportunity employer.

**Broadcast Specialist** for University of Arkansas at Little Rock Office of Public Information. Position requires creative writing and producing for radio-television and liaison responsibility with broadcast community. Video production experience essential. Bachelor's degree or equivalent experience required. Send resume to Dr. Mary Jean Thomas, Dean of Communication, UALR, 33rd and University, Little Rock, AR 72204.

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## SITUATIONS WANTED MANAGEMENT

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**General Sales Manager**—Seeking major market, experienced, age 35, resume, and references. Box A-19.

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## SITUATIONS WANTED TECHNICAL

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**First Phone Tech**, TV Production experience. Excellent education. Trainee salary O.K. Phone Mark. 212-221-3074.

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## SITUATIONS WANTED NEWS

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**Reporter with major market producing experience**, master's degree, seeks reporter position in a medium to large market. Box A-17.

**Ability is here.** 70's market reporter seeks opportunity. ENG, anchor, print, wire service experience. Seek major market political beat or medium-small ND. VTR, resume immediately. Box P-120.

**Weathercaster.** Highly knowledgeable, wit, good appearance. Also medicine, environment background. Larger markets only, please. Box A-56.

**Attractive female** with Top Ten Market Radio news anchor experience seeks Television news anchor or weather position. Call 216-777-1057.

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## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

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**T.V. and Radio Copywriter.** Have written copy for Hollywood T.V. studios. 203-523-9318.

**Production Problems?** Experienced Production Manager will organize and train creative department to produce selling commercials. Box A-82.

**Hard working** cinematographer-editor seeks position. 1 year experience 6th market. 16mm film, ENG. Will relocate. Excellent references. H. Lewis, 5961 Falls Circle Drive No. 408, Lauderhill, FL 33319. 305-484-0675.

**Video-Film Craftsperson**, seven years experience all phases studio, remote, ENG, EFP, audio seeking highly creative, stable position. David Bogie, 5268 Mt. Alifan, San Diego, CA 92111. 714-277-7857.

**I want to start with you and grow with you.** I have production experience in film, TV, and records. I write TV scripts, do TV reporting, free lance still photography, and radio programming. If you want a hard worker and loyal staff member, write or call Steven Leigh Piva, 2300 Sedgwick Avenue, New York, New York 10468. Home telephone 212-364-0188, 24 hr. answering service 212-691-7950. Full resume and letters of reference on request.

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## WANTED TO BUY EQUIPMENT

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**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.

**Wanted: UHF TV Transmitters** Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

**Starting to Automate.** Need control unit tape decks carousel, Kennedy, KDOL, Mojave, 805-948-8090.

**Wanted: One 5CX1500A.** Harton, Box 4426, Mountain View, CA 94040. 415-964-9770 after 6:00 PM PST.

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## FOR SALE EQUIPMENT

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**5" Air Hellax**—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

**Cameras-GE PE250** (Kitted to 350 specifications). Two chains complete with GE-115 Encoders, CBS 8400 Enhancers, HF PD-3 Pedestals, 400 feet cable. Contact Dick Payne, 205-281-2900.

**Transmitter Plant** (Channel 12). RCA TT50AHLA Transmitter. RCA TF-12AH Antenna. Ideco 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specifications when de-activated 9/1/77. Contact Dick Payne, 205-281-2900.

**Transmission line** and hangers, unused, in original cartons: 80 sections (20 foot lengths) of RCA MI-27792-D1A Universal 75 ohm 6-1/8 inch line. 170 RCA MI-27970-37 expansion hangers for single 6-1/8 inch line. 40 RCA MI-19113-14 expansion hangers for dual 3-1/8 inch lines. 40 RCA MI-19313-33 expansion hangers for single 3-1/8 inch line. Box A-31.

**1-RCA TT25BL, Transmitter** with spare visual final, complete with side band filter and harmonic filters. Now on air. Available April-1978. Mr. Harry Lawson, C.E., WBRC-TV, P.O. Box 6, B'ham, AL 35201. Phone 205-322-4701.

**Sony D-100's**, Grass Valley Switcher, Norelco Audio Console, Time Base Corrector and Datatron Editing Controller. Reasonably priced. Call 202-783-2700.

**For sale**, Gates, AM transmitter, 500, 1000 watt. 1969 Model Vanguard II solid state with spare final and all manuals. \$3200 firm. 417-967-3353 Jay Smith.

**AM Transmitters:** Gates BC-1-H3-1KW, RCA BTA-1M-MKW, RCA BTA-1R1-1KW, Collins 20V3-1KW, Collins 20-V2-1KW, Gates Vanguard 2-1KW, RCA BTF-5F-5KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63702. 314-334-6097.

**For Sale:** Used CCA Class IV Transmitter, Phasor, Two Towers Base Units, all monitoring equipment including EBS. Nine years old. Clean, well maintained, excellent condition, ready to go. Now tuned to 1510, can change easily. Box A-70.

**FM Transmitters:** Collins 830F-1A-10KW, Gates FM-10G-10KW, Gates FM-5B-5KW, Bauer 610-10KW, Gates FM-5G-5KW, RCA BTF-5B-5KW, RCA BTF-5E1-5KW, Collins 830E-1B-5KW, Collins FM-5000B-5KW, Gates FM-1G-1KW, RCA BTF-1E1-1KW, Collins 830D-1A-1KW, Gates FM-1B-1KW, Gates FM-1C-1KW, 1TA FM-250B-250W, Gates BFE-10-10KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Raytheon RA-1000** 1KW AM Transmitter. Disassembled. New Mod. and Plate Transformers. Available for parts or as unit. Make offer. W-A-R-E, 90 South St., Ware, MA 01082.

**Gates Am Transmitter Model BC250T**, 1,000 watts/250 watts cutback. 14 years old. Exceptional condition. Will dicker. Call Richard Jackson 305-562-5454, between 10:00 and 11:45 a.m.. EST. M-F.

**Ampex 3000**—with extra head. 2 batteries, charger. Like new. \$7500 down, balance, 3 year payments. 212-688-9884, Principals only.

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## COMEDY

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**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Hundreds of Deejays** renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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## MISCELLANEOUS

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**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.

**Editorial Capsule** Opinion research weekly. Trial subscription—\$3.78. Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

**Radio and TV Bingo.** Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

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## INSTRUCTION

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**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 3, February 13. Student rooms at each school.

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**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.

**Free booklets** on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

**1978 "Tests-Answers"** for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

**1st Phone Test Preparation:** Free information. V.A. Benefits. Financial aid. AAB, 726 Chestnut St., Philadelphia 19106. 215-922-0605.

**Radio License Institute** offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans. RLI, 216 E. Montague St., Charleston, SC 29406. 803-744-7189.

**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.

**Reporter/Anchor**—Aggressive ABC operation seeks experienced person to anchor weekends with field reporting three weekdays. Send resume, VTR and salary requirement to Rich Gimmel, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. Equal Opportunity Employer, male/female.

## **RADIO** Help Wanted Management

### **WANTED** Radio Station Manager

Top 50 Southern Market.  
Must have good track  
record for successful  
operation.  
Outstanding opportunity and  
challenge.  
Write Box A-85.

## **Help Wanted Sales**

### **Regional Sales Manager**

Salesperson now working in the Southeast to headquarter in Atlanta and to cover Southeastern states for the world's best ad medium—Radio. Able to sell, teach, and organize. Fascinating range of assignments, from selling radio as a medium to regional and national accounts in your area of responsibility; to coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Speaking and presenting skills essential. Opportunity for continuing growth and exposure to total range of radio and all of advertising's fascinating facets. Salary open depending on experience and potential. Incentives based on performance. Send letter and resume to Joe Vincent, Radio Advertising Bureau, 555 Madison Avenue, New York, NY 10022.

## **Help Wanted Programing**

### **PROGRAMMING MANAGER**

#### **Small Market**

Ideal opportunity for person with management potential. Accent on trust, loyalty and ability to lead, motivate and organize production, programming, news and music. Minimum air work. Ideal living conditions for outdoor type in mountainous Pacific Coast Region. Independent AM/FM. EOE. 10M to start. Full resume to Box A-69, Broadcasting.

## **Situations Wanted Announcers**

### **ATTENTION N.A.S.L. MARKETS!**

Time is running out but it's not too late to hire Play-by-play/color talent for 1978. Also skilled in Baseball, Basketball, and Football with experience in all facets of on-air work. Box A-84.

## **Situations Wanted Programing, Production, Others**

### **MUSIC DIRECTOR**

Off-air Music Director for respected group owner looking for programing, music or research position with other group owner, major single station or syndicator. Still employed, with excellent references. Reply Box A-67.

## **TELEVISION**

### **Help Wanted Technical**

### **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.



## **SALES ENGINEERS SERVICE ENGINEERS**

### **Ampex Brings You The World Of Sound and Sight and Excitement.**

Ampex, is the world leader in the professional broadcast equipment industry. Over the years Ampex has maintained its leadership role by seeking out talented people and providing them with challenging work and the freedom to grow professionally.

We presently have openings available in our Eastern region for both Sales Engineers and Field Service Engineers.

For the sales openings you should possess prior experience in selling to the professional broadcast/tv industry. For the ser-

vice openings, you should possess experience in the professional broadcast/tv industry in equipment maintenance.

These positions offer excellent salaries and benefits, including company car and expense account.

For immediate consideration, please send your resume, complete with salary history, to Ampex Corporation, Attn: Mr. Al Slater, 75 Commerce Way, Hackensack, N.J. 07601. We are an affirmative action employer m/f.

# **AMPEX**

## **Help Wanted News**

### **IMMEDIATE OPENINGS WITHIN OUR GROUP**

Co-Anchor — Meteorologist  
Weekend Anchor/Reporter — Technical Engineer  
Send resume and cassette to:  
**UNITED TELEVISION, INC.**  
6975 York Avenue, South  
Minneapolis, Minnesota 55435  
An Equal Opportunity Employer

## Help Wanted News Continued

### **ANCHORS** **Major Market**

Inquiries from agents and third parties welcomed. Respond with resume to Broadcasting Box R-91. EOE M/F.

## Help Wanted Sales

### **TV BROADCAST EQUIPMENT SALES**

ADC has a key position as Regional Sales Manager now available to the right person. Applicants must be aggressive self starters who can organize sales activities in a large geographical territory based out of our Los Angeles sales office. All applicants must possess a strong, sales oriented, technical background in TV switching and control equipment along with a good general working knowledge of the complete television system. Preference will be given to individuals with proven sales performance.

Interested applicants contact:

The Marketing Manager  
**AMERICAN DATA CORPORATION**  
a North American Philips  
Company  
P.O. Box 5228 Research Park  
Huntsville, Alabama 35805

## Help Wanted Management

### **MANAGER** **(Sales Syndication)**

WE HAVE AN IMMEDIATE OPENING IN THE MIDWEST (CHICAGO BASED) FOR A PERSON WITH SEVERAL YEARS EXPERIENCE CONTACTING AFFILIATES AND INDEPENDENT STATIONS. OUR FACILITIES HAVE PRODUCED A VARIETY OF TV SHOWS CURRENTLY AIRED NATIONALLY.

THIS IS A CHALLENGING POSITION WITH ATTRACTIVE REWARDS FOR SUCCESSFUL PERFORMANCE. EXCELLENT SALARY AND BENEFIT PACKAGE. SEND A CONFIDENTIAL LETTER OR RESUME STATING WORK HISTORY AND EARNINGS TO:

Box A-62  
An Equal Opportunity Employer M/F

## Help Wanted Programming

### **WNEM-TV,**

Meredith Broadcasting Group, one of the nation's outstanding middle-market stations, seeks an aggressive, experienced Program Director. Must be strong in program purchasing and movie scheduling. Production background essential. EOE. Contact Dick DeAngelis, Vice President and General Manager, WNEM-TV, Saginaw, Michigan.

## Situations Wanted Sales

20 years experience time sales including management of top rep firm group, plus five years as V.P. Sales for construction firm personally adding in excess of 2 million to company sales, seeks position selling quality product or service to broadcast management in metro New York and/or New England areas. Am industrious, creative, intelligent, mature. Know station managements and know how to sell. Reply to Box A-58.

## Situations Wanted News

### **SPORTSCASTER**

It's foolish to leave a high-salary network sportscasting position . . . but QUALITY of life is more important than QUANTITY of dollars. If you're a major-league sports market in search of an Emmy-winning sports director, we need to talk now Box R-59

## Consultants

### **BROADCAST SALES CONSULTANT**

Jack Magan, one of the broadcast industry's foremost sales authorities, will come into your market and work directly with your local sales force for 30-90 days. Highly professional, innovative approach to solving your station or group's sales problems. Excellent references. Proven results. 512/699-0079.

### **MANAGER**

Sales and Marketing  
background preferred  
for growing  
Southeast Cable System.  
Send resume to Box A-64  
An Equal Opportunity Employer M/F



## **SALES-ENGINEERS**

Due to increased demand, one of the world's leading manufacturers/distributors of highly advanced TV equipment including KCK cameras and BCN videotape equipment has immediate openings in the following areas. Sales Engineer in Houston, Service Engineer in Los Angeles, and in our national headquarters in Saddlebrook, N.J., a Service Engineer and Sales Engineer. The above additions are due to our increased sales and marketing activities involving our BCN videotape recording systems. To qualify for these challenging growth opportunities in our FERNSEH division, you must have a minimum of 3 years successful experience in the broadcasting industry. A BS degree or equivalent, camera and VTR experience are pluses. In return, we offer an excellent fringe benefit package. Send your resume with earnings history in confidence to:

**MR. FRED BUNDESMANN**  
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500 calls  
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# S-A-M-S

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### PUBLIC COMPANY

interested in acquisitions  
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T.V.—Radio.  
Profitability not a factor.  
Reply Box E-69.

## Wanted To Buy Stations Continued

# WANTED T.V. STATION

• All replies confidential  
• Brokers Protected  
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- Class A FM, GA city, 50% for \$175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
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- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$85,000. 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.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$180,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Fulltimer, S.E. Tenn. metro area. Billed \$300,000 in 1976. Sacrifice for \$550,000. Great terms.
- Daytimer. Southern Georgia. \$265,000.
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All stations listed every week until sold. Let us list your station. Inquiries and details confidential

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- 454 **TALK-BACK TV: TWO-WAY CABLE TELEVISION**, by Richard H. Veith. An expose of recent developments in two-way TV for those concerned with future personal convenience and security! The book covers electronic mail, video games, at-home shopping and banking; news at the push of a button (or turn of a dial), computer-assisted instruction, home security alarm monitoring services, meter reading—plus entertainment programs and the usual TV fare. Learn how many of these services are already being provided in some areas and what the future holds for the TV viewer who wants to talk back! 238 p. **\$9.95**
- 441 **YOU'RE ON THE AIR!** by Sam Ewing. A practical do-it-yourself guide to a career in radio and TV for the student and beginning broadcaster. 224 pages. **\$7.95**
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- 452 **THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**
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please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

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City \_\_\_\_\_

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## For Sale Stations Continued

**SINGLE STATION MARKET:** Long established AM in small northeast market. Attractive lake and mountain area. Excellent opportunity for sales oriented owner-operator. Available at \$225,000 with \$70,000 down payment. Strong sales organizer with \$30,000 to invest might buy interest with option. For details contact Keith Horton, Jr. in Elmira office.

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Investor for N.E. medium market fulltime AM. Looking for additional stockholder \$20,000 minimum necessary for expansion. Present station value exceeds \$300,000. Debts only half stations value and investment nets a tax advantage. Call General Manager 518-370-5386. Station still growing.

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in Southwest Medium market.  
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**NEW MEXICO** Class IV AM. Small isolated market with lots of room for expansion. Class A FM channel open. \$115,000.

**WYOMING** Class IV AM in area of substantial oil and coal deposits. Growth of this market is assured. 50 miles from nearest station. Beautiful new studio just installed. Considerable potential to be developed. FM channel open. \$125,000.

**NEW MEXICO** Fulltime AM powerhouse on good regional frequency. Growing metro area. Past performance and future potential substantially exceed present record. Owner needs cash offer of \$575,000. This is an excellent opportunity for a group owner.

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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.

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**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

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**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.

## BOOKS

**413 DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition, by Kenneth B. Knecht.** Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p. 100 ill. **\$12.95**

**428 ORGANIZATION & OPERATION OF BROADCAST STATIONS by Jay Hoffer.** An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**

**456 JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Kalrstead, network news producer, adjunct prof., Fordham Univ.** Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p. 29 ill. **\$12.95**

**453. TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sheriffs.** Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

**BROADCASTING BOOK DIVISION**  
1735 DeSales St., NW  
Washington, DC 20036

please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

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State \_\_\_\_\_ Zip \_\_\_\_\_

# Stock Index

| Stock<br>symbol     | Exch. | Closing<br>Wed.<br>Jan. 4 | Closing<br>Tues.<br>Dec. 27, 1977 | Net change<br>in week | % change<br>in week | High     | 1977-78<br>Low | PIE<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |           |
|---------------------|-------|---------------------------|-----------------------------------|-----------------------|---------------------|----------|----------------|--------------|-----------------------------------|----------------------------------------------|-----------|
| <b>Broadcasting</b> |       |                           |                                   |                       |                     |          |                |              |                                   |                                              |           |
| ABC                 | ABC   | N                         | 40                                | 41 3/8                | - 1 3/8             | - 3.32   | 46 3/4         | 36 3/4       | 7                                 | 18,152                                       | 726,080   |
| CAPITAL CITIES      | CCB   | N                         | 59 3/8                            | 60 1/2                | - 1 1/8             | - 1.85   | 60 1/2         | 44 3/4       | 11                                | 7,481                                        | 444,184   |
| CBS                 | CBS   | N                         | 49 3/8                            | 48 7/8                | + 1/2               | + 1.02   | 62             | 47 1/8       | 8                                 | 28,100                                       | 1,387,437 |
| COX                 | COX   | N                         | 35                                | 35 1/4                | - 1/4               | - .70    | 35 1/4         | 25 1/2       | 10                                | 6,360                                        | 222,600   |
| GROSS TELECASTING   | GGG   | A                         | 14 3/8                            | 14 5/8                | - 1/4               | - 1.70   | 15 1/2         | 13 5/8       | 7                                 | 800                                          | 11,500    |
| KINGSTIP COMMUN.    | KTVV  | O                         | 7                                 | 5 3/4                 | + 1 1/4             | + 21.73  | 7              | 3 7/8        | 13                                | 462                                          | 3,234     |
| LIN                 | LINB  | U                         | 23                                | 24                    | - 1                 | - 4.16   | 25 1/4         | 16 1/2       | 8                                 | 2,745                                        | 63,135    |
| MOONEY              | MOON  | J                         | 2 5/8                             | 2 5/8                 |                     |          | 2 5/8          | 1 7/8        | 33                                | 425                                          | 1,115     |
| RAHALL              | RAHL  | O                         | 19 1/2                            | 19 1/2                |                     |          | 19 1/2         | 8 5/8        | 21                                | 1,291                                        | 24,979    |
| SCRIPPS-HOWARD      | SCRP  | O                         | 33 1/2                            | 33 1/2                |                     |          | 37             | 31 1/2       | 8                                 | 2,589                                        | 86,731    |
| STARR#              | SBG   | M                         |                                   | 6 1/2                 | - 6 1/2             | - 100.00 | 7              |              |                                   | 1,487                                        |           |
| STORER              | SEK   | N                         | 20 5/8                            | 21 1/4                | - 5/8               | - 2.94   | 26 7/8         | 19 3/8       | 8                                 | 4,876                                        | 100,567   |
| TAFT                | TFB   | N                         | 30 7/8                            | 30 1/2                | + 3/8               | + 1.22   | 33 7/8         | 24 5/8       | 7                                 | 4,071                                        | 125,692   |
| TOTAL               |       |                           |                                   |                       |                     |          |                |              | 78,829                            | 3,197,254                                    |           |

## Broadcasting with other major interests

|                      |       |   |        |        |   |       |   |       |        |        |         |           |           |
|----------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|---------|-----------|-----------|
| ADAMS-RUSSELL        | AAR   | A | 6 1/8  | 6 1/4  | - | 1/8   | - | 2.00  | 6 1/4  | 3 3/4  | 8       | 1,229     | 7,527     |
| JOHN BLAIR           | BJ    | N | 19 3/8 | 19 3/4 | - | 3/8   | - | 1.89  | 19 3/4 | 11 1/8 | 5       | 2,432     | 47,120    |
| CHRIS-CRAFT          | CCN   | N | 7 1/2  | 7 3/8  | + | 1/8   | + | 1.69  | 9 3/8  | 4 1/2  | 14      | 5,810     | 43,575    |
| COMBINED COMM.       | CCA   | N | 32 3/4 | 32 3/8 | + | 3/8   | + | 1.15  | 33 1/4 | 19     | 10      | 6,799     | 222,667   |
| COWLES               | CWL   | N | 18     | 15 7/8 | + | 2 1/8 | + | 13.38 | 18     | 12 1/2 | 21      | 3,969     | 71,442    |
| DUN & BRADSTREET     | DNB   | N | 31     | 31     |   |       |   |       | 31     | 26 1/4 | 15      | 26,356    | 817,036   |
| FAIRCHILD INC.       | FEN   | N | 16 1/8 | 16 1/8 |   |       |   |       | 16 1/2 | 9 1/2  | 10      | 5,708     | 92,041    |
| FUQUA                | FOA   | N | 9      | 8 7/8  | + | 1/8   | + | 1.40  | 13     | 8      | 5       | 9,396     | 84,564    |
| GANNETT CO.          | GCI   | N | 38 1/8 | 37 5/8 | + | 1/2   | + | 1.32  | 40 3/4 | 32 3/4 | 15      | 22,430    | 855,143   |
| GENERAL TIRE         | GY    | N | 22 7/8 | 22 5/8 | + | 1/4   | + | 1.10  | 29 1/4 | 22 3/8 | 4       | 22,242    | 508,785   |
| GLOBE BROADCASTING** | GLBTA | O | 4 1/4  | 4 1/8  | + | 1/8   | + | 3.03  | 4 3/8  | 2 1/8  |         | 2,772     | 11,781    |
| GRAY COMMUN.         |       | O | 12     | 12     |   |       |   |       | 12 3/4 | 8      | 5       | 475       | 5,700     |
| HARTE-HANKS          | HHN   | N | 35 7/8 | 36     | - | 1/8   | - | .34   | 36     | 26     | 13      | 4,477     | 160,612   |
| JEFFERSON-PILOT      | JP    | N | 28 1/2 | 30     | - | 1 1/2 | - | 5.00  | 32 3/8 | 26 5/8 | 9       | 23,400    | 666,900   |
| MARVIN JOSEPHSON     | MRVN  | O | 14 1/4 | 14 3/4 | - | 1/2   | - | 3.38  | 17 1/4 | 10 1/4 | 8       | 1,981     | 28,229    |
| KANSAS STATE NET.    | KSN   | O | 7 1/4  | 7 3/4  | - | 1/2   | - | 6.45  | 8 1/2  | 4 3/4  | 7       | 1,716     | 12,441    |
| LEE ENTERPRISES      | LNT   | A | 25 5/8 | 26 5/8 | - | 1     | - | 3.75  | 28 1/8 | 22 1/4 | 12      | 5,010     | 128,381   |
| LIBERTY              | LC    | N | 23 1/8 | 24 1/8 | - | 1     | - | 4.14  | 24 3/4 | 18     | 7       | 6,752     | 156,371   |
| MCGRAW-HILL          | MHP   | N | 19     | 19     |   |       |   |       | 19 5/8 | 15 5/8 | 10      | 24,675    | 468,825   |
| MEDIA GENERAL        | MEG   | A | 14 7/8 | 14 1/4 | + | 5/8   | + | 4.38  | 20     | 13 5/8 | 7       | 7,277     | 108,245   |
| MEREDITH             | MOP   | N | 28 5/8 | 28 7/8 | - | 1/4   | - | .86   | 29 7/8 | 17 3/8 | 7       | 3,074     | 87,993    |
| METROMEDIA           | MET   | N | 34     | 34 5/8 | - | 5/8   | - | 1.80  | 34 5/8 | 25 1/4 | 7       | 6,707     | 228,038   |
| MULTIMEDIA           | MMED  | O | 27 1/2 | 27     | + | 1/2   | + | 1.85  | 27 1/2 | 21 1/2 | 11      | 4,394     | 120,835   |
| NEW YORK TIMES CO.   | NYKA  | A | 18 1/2 | 19     | - | 1/2   | - | 2.63  | 19 1/2 | 15 3/4 | 8       | 11,422    | 211,307   |
| OUTLET CO.           | OTU   | N | 19 5/8 | 19 3/4 | - | 1/8   | - | .63   | 24 1/4 | 16 5/8 | 8       | 2,290     | 44,941    |
| POST CORP.           | POST  | O | 24     | 24     |   |       |   |       | 24     | 16 1/4 | 8       | 867       | 20,808    |
| REEVES TELECOM       | RBT   | A | 2 5/8  | 2 1/2  | + | 1/8   | + | 5.00  | 3      | 1 3/4  | 44      | 2,381     | 6,250     |
| ROLLINS              | ROL   | N | 19 1/2 | 19 1/8 | + | 3/8   | + | 1.96  | 24 1/4 | 17 1/8 | 10      | 33,000    | 643,500   |
| RUST CRAFT           | RUS   | A | 23 3/4 | 24     | - | 1/4   | - | 1.04  | 24     | 8 1/2  | 15      | 2,297     | 54,553    |
| SAN JUAN RACING      | SJR   | N | 9 1/4  | 10     | - | 3/4   | - | 7.50  | 11 3/4 | 7 5/8  | 11      | 2,509     | 23,208    |
| SCHERING-PLOUGH      | SGP   | N | 29 3/4 | 29 1/2 | + | 1/4   | + | .84   | 44 3/4 | 28 1/4 | 9       | 54,084    | 1,608,999 |
| SCHERLING            | SDB   | A | 10 3/8 | 10 1/2 | - | 1/8   | - | 1.19  | 12 7/8 | 8 3/8  | 5       | 1,103     | 11,443    |
| TECH OPERATIONS**    | TO    | A | 3 1/4  | 3 1/2  | - | 1/4   | - | 7.14  | 4 3/4  | 2 3/8  |         | 1,344     | 4,368     |
| TIMES MIRROR CO.     | TMC   | N | 25     | 25 1/4 | - | 1/4   | - | .99   | 25 3/8 | 20 3/4 | 9       | 33,911    | 847,775   |
| WASHINGTON POST CO.  | WPC   | A | 35 1/8 | 34 5/8 | + | 1/2   | + | 1.44  | 35 1/8 | 21 3/4 | 10      | 8,545     | 300,143   |
| WOMECO               | WOM   | N | 13 1/2 | 14     | - | 1/2   | - | 3.57  | 14 3/4 | 10 7/8 | 9       | 9,404     | 126,954   |
| TOTAL                |       |   |        |        |   |       |   |       |        |        | 362,248 | 8,938,500 |           |

## Cablecasting

|                     |      |   |        |        |   |       |       |        |        |        |           |        |         |
|---------------------|------|---|--------|--------|---|-------|-------|--------|--------|--------|-----------|--------|---------|
| ACTON CORP.         | ATN  | A | 6 5/8  | 6 5/8  |   |       | 7 3/8 | 3 1/8  | 9      | 2,710  | 17,953    |        |         |
| AMECO**             | ACO  | U |        | 1/8    | - | 1/8   | -     | 100.00 | 1/2    | 1,200  |           |        |         |
| AMERICAN TV & COMM. | AMTV | O | 41 1/2 | 41 3/4 | - | 1/4   | -     | .59    | 41 3/4 | 19 3/4 | 23        | 3,856  | 160,024 |
| ATHENA COMM.**      | G    |   | 7/8    | 3/8    | + | 1/2   | +     | 133.33 | 7/8    | 1/8    |           | 2,125  | 1,859   |
| BURNUP & SIMS       | BSIM | J | 4      | 4 1/8  | - | 1/8   | -     | 3.03   | 4 3/4  | 3 1/8  | 20        | 8,370  | 33,480  |
| CABLE INFO.*        |      | O | 5/8    | 5/8    |   |       |       |        | 7/8    | 1/2    | 3         | 663    | 414     |
| COMCAST             |      | U | 5 1/4  | 5 1/2  | - | 1/4   | -     | 4.54   | 5 1/2  | 3 3/4  | 10        | 1,651  | 8,667   |
| COMMUN. PROPERTIES  | COMU | O | 9 1/8  | 9 1/4  | - | 1/8   | -     | 1.35   | 9 1/4  | 3 5/8  | 22        | 4,761  | 43,444  |
| ENTRON*             | ENT  | O | 2 1/4  | 2 1/4  |   |       |       |        | 2 1/4  | 7/8    | 2         | 979    | 2,202   |
| GENERAL INSTRUMENT  | GRL  | N | 20 7/8 | 21 7/8 | - | 1     | -     | 4.57   | 23     | 17 5/8 | 8         | 7,504  | 156,646 |
| GENEVE CORP.**      | GENV | O | 11 5/8 | 11 3/4 | - | 1/8   | -     | 1.06   | 12 1/2 | 7 1/2  |           | 1,121  | 13,031  |
| TELE-COMMUNICATIONS | TCOM | O | 9 3/4  | 10 1/2 | - | 3/4   | -     | 7.14   | 10 7/8 | 2 7/8  | 61        | 5,291  | 51,489  |
| TELEPROMPTER        | TP   | N | 9 1/8  | 8 7/8  | + | 1/4   | +     | 2.91   | 9 3/8  | 6 3/4  | 27        | 16,793 | 153,236 |
| TEXSCAN             | TEXS | O | 1 3/4  | 1 5/8  | + | 1/8   | +     | 7.69   | 2      | 1 1/4  | 10        | 786    | 1,375   |
| TIME INC.           | TL   | N | 38     | 37 5/8 | + | 3/8   | +     | .99    | 33 1/4 | 31 3/4 | 9         | 20,349 | 773,262 |
| TOCOM               | TOCM | O | 3 3/4  | 3 3/4  |   |       |       |        | 4 5/3  | 2 1/4  | 8         | 894    | 3,352   |
| UA-COLUMBIA CABLE   | UACC | O | 24 1/2 | 26     | - | 1 1/2 | -     | 5.76   | 26     | 15 1/2 | 17        | 1,679  | 41,135  |
| UNITFO CABLE TV     | UCTV | O | 9 1/4  | 9 1/4  |   |       |       |        | 9 1/4  | 3 7/8  | 32        | 1,880  | 17,390  |
| VIACOM              | VIA  | N | 18 1/2 | 19 1/4 | - | 3/4   | -     | 3.89   | 20     | 9 1/2  | 14        | 3,750  | 69,375  |
| TOTAL               |      |   |        |        |   |       |       |        |        | 85,352 | 1,548,334 |        |         |



| Stock symbol        | Exch. | Closing Wed. Jan. 4 | Closing Tues. Dec. 27, 1977 | Net change in week | % change in week | High | 1977-78 Low | P/E ratio | Approx. shares out (000) | Total market capitalization (000) |        |           |
|---------------------|-------|---------------------|-----------------------------|--------------------|------------------|------|-------------|-----------|--------------------------|-----------------------------------|--------|-----------|
| <b>Programming</b>  |       |                     |                             |                    |                  |      |             |           |                          |                                   |        |           |
| COLUMBIA PICTURES   | CPS   | N                   | 16 7/8                      | 18                 | - 1 1/8          | -    | 5.25        | 20 1/2    | 7 3/8                    | 10                                | 6,748  | 113,872   |
| DISNEY              | DIS   | N                   | 39                          | 40 1/8             | - 1 1/8          | -    | 2.80        | 47 5/8    | 32 1/2                   | 16                                | 31,894 | 1,243,866 |
| FILMWAYS            | FWY   | A                   | 8 7/8                       | 8 7/8              |                  |      |             | 9 7/8     | 6 7/8                    | 8                                 | 2,579  | 22,888    |
| FOUR STAR           |       |                     | 1 1/8                       | 1 1/8              |                  |      |             | 1 1/4     | 3/4                      | 11                                | 666    | 749       |
| GULF + WESTERN      | GW    | N                   | 11 5/8                      | 11 1/2             | + 1/8            | +    | 1.00        | 19 3/8    | 10 1/4                   | 4                                 | 48,215 | 560,499   |
| MCA                 | MCA   | N                   | 37 5/8                      | 37 5/8             |                  |      |             | 42 3/4    | 32                       | 9                                 | 19,554 | 698,094   |
| MGM                 | MGM   | N                   | 28                          | 26 3/4             | + 1 1/4          | +    | 4.67        | 28        | 16                       | 11                                | 14,111 | 395,108   |
| TELETRONICS SERVICE | T     | O                   | 4 1/2                       | 5 1/2              | - 1              | -    | 14.19       | 6 1/2     | 3 1/2                    | 7                                 | 1,013  | 4,558     |
| TRANSAMERICA        | TA    | N                   | 15                          | 15 1/4             | - 1/4            | -    | 1.63        | 16 1/2    | 13 5/8                   | 6                                 | 66,928 | 1,003,920 |
| 20TH CENTURY-FOX    | TF    | N                   | 21 5/8                      | 22 3/8             | - 3/4            | -    | 3.35        | 25 7/8    | 10                       | 4                                 | 7,684  | 166,166   |
| WARNER              | WCI   | N                   | 32 1/8                      | 32 3/4             | - 5/8            | -    | 1.90        | 32 3/4    | 25 3/4                   | 7                                 | 14,352 | 461,058   |
| WRATHER             | WCO   | A                   | 9 1/8                       | 9 1/4              | - 1/8            | -    | 1.35        | 9 1/4     | 4 1/2                    | 12                                | 2,243  | 20,467    |
| TOTAL               |       |                     |                             |                    |                  |      |             |           | 214,937                  | 4,691,245                         |        |           |

## Service

|                      |       |   |        |        |         |   |       |        |        |    |        |         |
|----------------------|-------|---|--------|--------|---------|---|-------|--------|--------|----|--------|---------|
| 9900 INC.            | BPDO  | O | 24 1/4 | 25 1/4 | - 1     | - | 3.96  | 29 3/4 | 22 1/2 | 7  | 2,513  | 60,940  |
| COMSAT               | CC    | N | 29 3/8 | 29 3/4 | - 3/8   | - | 1.26  | 36 3/4 | 28 3/4 | 8  | 10,000 | 293,750 |
| DOYLE DANE BERNBACH  | DOYL  | O | 19 3/4 | 19 3/4 |         |   |       | 22     | 16 3/4 | 6  | 1,876  | 37,051  |
| FOOTE COKE & BELDING | FCB   | N | 17 1/2 | 18     | - 1/2   | - | 2.77  | 18     | 14 3/4 | 7  | 2,304  | 40,320  |
| GREY ADVERTISING     | GREY  | O | 32     | 28     | + 4     | + | 14.28 | 32     | 16 1/2 | 6  | 716    | 22,912  |
| INTERPUBLIC GROUP    | IPG   | N | 28 3/8 | 29 1/2 | - 1 1/8 | - | 3.81  | 39 1/4 | 22 1/2 | 8  | 2,387  | 67,731  |
| MCI COMMUNICATIONS   | MCIC  | O | 3 3/8  | 3 3/8  |         |   |       | 3 3/8  | 7/8    | 34 | 20,137 | 67,962  |
| MOVIELAB             | MOV   | A | 1 1/8  | 1 1/4  | - 1/8   | - | 10.00 | 3      | 1      | 6  | 1,410  | 1,586   |
| MPO VIDEOTRONICS     | MPO   | A | 5      | 5 1/8  | - 1/8   | - | 2.43  | 9      | 4      | 7  | 520    | 2,600   |
| A. C. NIELSEN        | NIELR | O | 21 7/8 | 21 7/8 |         |   |       | 22 1/2 | 18 7/8 | 12 | 10,762 | 235,418 |
| OGILVY & MATHER      | OGIL  | O | 40     | 40 3/4 | - 3/4   | - | 1.94  | 41 3/4 | 31     | 8  | 1,805  | 72,200  |
| J. WALTER THOMPSON   | JWT   | N | 24 5/8 | 24 1/8 | + 1/2   | + | 2.07  | 24 5/8 | 15 1/8 | 8  | 2,649  | 65,231  |
| TOTAL                |       |   |        |        |         |   |       |        |        |    | 57,079 | 967,701 |

## Electronics/Manufacturing

|                      |       |   |        |        |         |   |       |        |        |    |           |            |
|----------------------|-------|---|--------|--------|---------|---|-------|--------|--------|----|-----------|------------|
| AEL INDUSTRIES       | AELBA | O | 4 3/4  | 4 3/4  |         |   |       | 5      | 2 3/8  | 7  | 1,672     | 7,942      |
| AMPEX                | APX   | N | 10     | 10     |         |   |       | 11     | 7 3/8  | 11 | 10,924    | 109,240    |
| ARVIN INDUSTRIES     | ARV   | N | 18     | 19 1/4 | - 1 1/4 | - | 6.49  | 20 3/4 | 14 1/2 | 4  | 5,959     | 107,262    |
| CCA ELECTRONICS*     | CCA   | O | 5/8    | 5/8    |         |   |       | 5/8    | 1/8    | 3  | 897       | 560        |
| CETEC                | CEC   | A | 3 1/2  | 3 3/8  | + 1/8   | + | 3.70  | 3 1/2  | 1 3/4  | 13 | 1,654     | 5,789      |
| COMU                 | COM   | A | 3      | 3 1/8  | - 1/8   | - | 4.00  | 3 1/2  | 2 1/8  | 9  | 1,779     | 5,337      |
| CONRAC               | CAX   | N | 22 1/2 | 23 1/2 | - 1     | - | 4.25  | 27 1/4 | 19 5/8 | 7  | 1,803     | 40,567     |
| EASTMAN KODAK        | EASKO | N | 50 1/2 | 51 3/8 | - 7/8   | - | 1.70  | 86 3/4 | 49 7/8 | 13 | 161,369   | 8,149,134  |
| FARINON              | FARM  | O | 9      | 9 3/4  | - 3/4   | - | 7.69  | 12     | 8      | 9  | 4,629     | 41,652     |
| GENERAL ELECTRIC     | GE    | N | 48 5/8 | 49 7/8 | - 1 1/4 | - | 2.50  | 56 5/8 | 45     | 11 | 184,581   | 8,975,251  |
| HARRIS CORP.         | HRS   | N | 44 1/8 | 45 3/4 | - 1 5/8 | - | 3.55  | 45 3/4 | 28     | 12 | 12,164    | 536,736    |
| HARVEL INDUSTRIES*   | HARV  | O | 4 1/4  | 4 1/4  |         |   |       | 5 1/2  | 3 1/8  | 11 | 430       | 2,040      |
| INTL. VIDEO CORP.**  | IVCP  | O | 5/8    | 5/8    |         |   |       | 2 3/8  | 1/4    |    | 2,701     | 1,688      |
| MICROWAVE ASSOC. INC | MAI   | N | 27 1/2 | 27 3/4 | + 1/8   | + | .45   | 27 3/4 | 20 1/4 | 12 | 1,320     | 36,300     |
| 3M                   | MMM   | N | 47     | 48 1/4 | - 1 1/4 | - | 2.59  | 57     | 46 1/4 | 14 | 115,265   | 5,417,455  |
| MOTOROLA             | MOT   | N | 36 1/4 | 36 3/8 | - 1/8   | - | .34   | 56 7/8 | 34 1/4 | 11 | 28,544    | 1,034,720  |
| N. AMERICAN PHILIPS  | NPH   | N | 27 1/4 | 27 3/8 | - 1/8   | - | .45   | 35     | 27 1/4 | 6  | 12,033    | 327,899    |
| OAK INDUSTRIES       | OAK   | N | 18 1/4 | 19     | - 3/4   | - | 3.94  | 19     | 9 5/8  | 16 | 1,697     | 30,970     |
| RCA                  | RCA   | N | 25 1/2 | 26 1/4 | - 3/4   | - | 2.85  | 31 3/4 | 25 3/8 | 8  | 74,812    | 1,907,706  |
| ROCKWELL INTL.       | RCK   | N | 29 1/2 | 29 1/2 |         |   |       | 36 3/4 | 28 1/4 | 7  | 32,700    | 954,650    |
| RSC INDUSTRIES       | RSC   | A | 2 1/4  | 1 7/8  | + 3/8   | + | 20.00 | 2 3/8  | 1 5/8  | 9  | 2,630     | 6,052      |
| SCIENTIFIC-ATLANTA   | SFA   | A | 22 3/4 | 22 3/4 |         |   |       | 23 1/2 | 16 3/4 | 13 | 1,646     | 37,446     |
| SONY CORP.           | SNE   | N | 7 1/8  | 7 1/4  | - 1/8   | - | 1.72  | 10 3/8 | 7      | 13 | 172,507   | 1,229,062  |
| TEKTRONIX            | TEK   | N | 37 1/8 | 38 1/4 | - 1 1/8 | - | 2.94  | 68 1/2 | 28 1/4 | 14 | 17,894    | 660,973    |
| TELEFATION           | TINT  | O | 1      | 1      |         |   |       | 1      | 1/2    | 1  | 1,050     | 1,050      |
| VARIAN ASSOCIATES    | VAR   | N | 19     | 19 3/4 | - 3/4   | - | 3.79  | 21     | 14 3/4 | 11 | 6,838     | 129,922    |
| WESTINGHOUSE         | WX    | N | 20 3/8 | 19 1/4 | + 1 1/8 | + | 5.84  | 22     | 15 1/4 | 7  | 87,434    | 1,781,467  |
| ZENITH               | ZE    | N | 13 3/4 | 14 1/4 | - 1/2   | - | 3.50  | 28     | 13 5/8 | 18 | 18,818    | 258,747    |
| TOTAL                |       |   |        |        |         |   |       |        |        |    | 965,762   | 31,807,617 |
| GRAND TOTAL          |       |   |        |        |         |   |       |        |        |    | 1,765,257 | 51,050,651 |

Standard & Poor's Industrial Average 102.8 104.0 -1.4

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange  
\*Trading stopped at company request.

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.  
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earn-  
ings figures are exclusive of extraordinary  
gains or losses.

## Into the shoes of Charles Crutchfield

New Year's Day was a special one for Wallace Jorgenson. After 10 years as executive vice president of Jefferson-Pilot Broadcasting Co., he succeeded Charles Crutchfield as president of that Charlotte, N.C.-based broadcast group.

Mr. Jorgenson's career as a broadcaster began far away from that Southern city. While still in college, he was a staff announcer for WCAL(AM) Northfield, Minn., a small town south of his native Minneapolis. After graduating from Bowling Green State University in Ohio, Mr. Jorgenson, a first lieutenant in the U.S. Marine Corps Reserve, was activated as the officer in charge of the Armed Forces Radio Network in Kyushu, Japan. After that, in 1946, it was back to Minnesota—this time to KTRF(AM) Thief River Falls, where he was station manager from 1946 to 48.

Thief River Falls is up in the northwest corner of Minnesota, and, as Mr. Jorgenson says, "I got tired of those winters. There's nothing like that cold. I vowed my second winter would be my last."

It was a happy coincidence that led him to Jefferson-Pilot. After talking with CBS Radio about a sales position and being told he needed some experience at a larger station before joining the network, two opportunities came up. He was offered a position on the sales forces of KMOX(AM) St. Louis "in about six months" or an "immediate opening" with WBT(AM) Charlotte. He says he "had a lease expiring on my house, and I had to make a move one way or another." It was late spring of 1948, and Mr. Jorgenson took one look at the snow still on the roof of his home in Minnesota and headed for warmer climes.

The idea of the move to WBT, he says, was to get "two or three years' experience" and then head for CBS. But when that time was up, he found that he was already national sales manager of the station and had "found me a home."

His is a success story. Mr. Jorgenson is now marking his 30th year with the Jefferson-Pilot organization, and he has enjoyed a steady rise up the corporate ladder there.

In 1952 he was named national sales manager of the company's new television station, WBTv Charlotte, and in 1966 he was named a vice president of then Jefferson Standard Broadcasting Co. Two years later he became the corporation's executive vice president.

Taking over the presidency from as distinguished a broadcaster as the veteran Mr. Crutchfield may be a tough act to pull



Wallace James Jorgenson—president Jefferson-Pilot Broadcasting Co.; b. Oct. 31, 1923, Minneapolis; BA, Bowling Green State University, 1944; staff announcer, WCAL(AM) Northfield, Minn., 1941-1943; first lieutenant, U.S. Marine Corps Reserve, 1942-1945; officer in charge, Armed Forces Radio Network, Kyushu, Japan, 1945-1946; station manager, KTRF(AM) Thief River Falls, Minn., 1946-1948; sales representative, local sales manager, national sales manager, general sales manager, WBT(AM) Charlotte, N.C., 1948-1952; national sales manager, general sales manager, assistant managing director, managing director, vice president and managing director, WBTv(tv) Charlotte, 1952-1965; vice president and assistant general manager, Jefferson Standard Broadcasting Co., 1966-1967; executive vice president and assistant general manager, 1968; executive vice president and treasurer, 1969; executive vice president and member, board of directors, 1970; present position, Jan. 1, 1978; m. Solveig Elizabeth Tvedt, 1945; children—Kristin, 30; Lisa, 23; Peter, 27; Mark, 26, and Philip, 24.

off, Mr. Jorgenson admits, but he seems more than ready and able to get on with it. He shies away, however, from one of Mr. Crutchfield's more visible roles—that as the "conscience of CBS News."

Mr. Crutchfield was well known for his letters to CBS News President Richard Salant about what he often perceived as a leftward slant in the network's stories. But, as Mr. Jorgenson says, Mr. Crutchfield voiced his opinions "out of love and respect for CBS." Mr. Jorgenson says Mr. Crutchfield's letters were always "constructively critical."

Is Wallace Jorgenson likely to continue the tradition? Not really. He does not con-

sider himself quite as conservative as his predecessor, but, he says steadfastly, "I'm no liberal either." He puts himself squarely in the "moderate" category.

But he isn't a quiet moderate, either. Under his guidance, he says, the Jefferson-Pilot stations have developed a "vigorous" editorial policy that regularly draws responses from high officials in both state and federal governments. "Our issues," Mr. Jorgenson says, "are not just apple pie and motherhood."

The editorials are only a part of Mr. Jorgenson's and Jefferson-Pilot's strong emphasis on news. At WWBT(TV) Richmond, Va., for example, Mr. Jorgenson reports that the company acquired a "classic underachiever" station and invested heavily to "establish a top-notch news department." He says the gamble is paying off in the Virginia city where WWBT, an NBC affiliate, runs a strong second in the market. Using a similar formula at WBTv, the Jefferson-Pilot station has managed to maintain its local supremacy in spite of the ratings setbacks suffered by its network, CBS.

As a member of the National Association of Broadcasters TV code board, Mr. Jorgenson has also managed to keep a close eye on the changes taking place in network programming. As are many today, he is concerned with the level of violence on television. That, he says, "has been cut back" by the networks, but "they have replaced it with sex. I wish they had replaced it with something else."

Mr. Jorgenson is an avid traveler, and his frequent trips to Europe have allowed him to study television programming there, where there are "far tighter restrictions on violence. But Europeans do not seem to be bothered by sex programming." By contrast, he notes, in this county Northerners and Westerners seem to be "more affected by violence" while the chief complaint from Southerners concerns sex.

Wallace Jorgenson brings with him to his new office as varied a background as any. His sales experience took him into management when, he says, he started developing an interest in programming—"that's the product we have to sell." He is an active member of the Association of Maximum Service Telecasters as well as the NAB; he finds the time to teach a Bible class at his church and is a member of the board of directors of a local bank.

But as a broadcaster he has found the place to combine his interests in a rewarding and personally fulfilling career. In college, he says he had a double major—art and speech. "Then, of course, I had no idea that the time would come that visual and the spoken media would come together." Nor he with them.

## Specifications

Finding a successor to John Crichton as president of the American Association of Advertising Agencies is a task of no small proportions. Until his death of a heart attack in late December, Mr. Crichton had performed with excellence as president for 15 years.

In William R. Hesse the AAAA leaders made a fortuitous choice of interim president. A former president of Benton & Bowles who has been senior vice president in charge of the AAAA's Washington office for the past two years, Mr. Hesse obviously knows both the agency business and its regulatory problems. But he is also approaching retirement age and in fact had let it be known he would leave in 1979, when he becomes 65. The AAAA is lucky to have him available to provide continuity while also giving the presidential search committee time to do its job.

The recommendation here is that the committee include in its criteria of selection a working knowledge of broadcasting and broadcast regulation. Many of advertising's most difficult problems arise in Washington and are, usually by tortuous and trendy reasoning, associated more with broadcast advertising than with advertising in other media. Someone with experience in coping on that scene would fit into the AAAA future.

## Corruption of the system

Two unrelated cases now before the FCC represent abuses of citizen participation in broadcast regulation. In one, an inveterate challenger of license renewals made a gross attempt to take over one of his targets at a distress price. In the other, the licensee finally bought off a challenger for what can only be called protection money to settle litigation that had been going on for more than five years. The second case is further complicated by the last-minute intervention of a second challenger who wants the protection distributed another way.

The first case features the Committee for Open Media, which is another name for Phil Jacklin, a professor at San Jose State University in California. Mr. Jacklin, a pioneer in the art of making private action look like a citizen movement, petitioned the FCC to deny the 1974 renewal of KJAZ(FM) Alameda, Calif. Episodes in the ensuing litigation have been reported in BROADCASTING as they occurred, the latest summary appearing in the issue of last Dec. 12, but they may be summarized as follows: With its license still in jeopardy three years after the original petition was filed, the station was approached by Mr. Jacklin with an offer to buy at a price of \$1 million, to be paid at a rate of \$2,500 a month—without interest.

Mr. Jacklin has represented this maneuver as a high-minded means of transferring the station ownership to a biracial group of his design. In truth it was closer to attempted confiscation. Under Mr. Jacklin's terms, it would take 33 years and four months to retire the obligation, at zero interest.

That offer was understandably declined, but it does not end the case, which is still in hearing status. Mr. Jacklin, however, will have to find another lawyer as the case goes on. Collet Guerard, who was at his side through his offer to "buy" the station, left that kind of practice to join the Federal Trade Commission after her husband, Robert Bruce, became the FCC's general counsel.

The other case is of even longer duration. Five and a half years ago General Cinema Corp. bought the money-losing WEFM(FM) Chicago from Zenith Radio Corp. with the intention of changing its classical music format to popular music. Something called the Citizens Committee to Save WEFM was formed and has managed

to keep the station in litigation before the FCC and courts ever since.

Last October GCC submitted to the FCC a settlement agreement that included a payment of \$60,000 to the citizen committee for lawyer fees, \$3,500 to finance the notification of committee members, \$12,500 for a backup transmitter to enable non-commercial WBEZ(FM) to begin broadcasting 24 hours a day—and \$39,500 a year to underwrite classical music programming on WBEZ as long as GCC retains ownership of WEFM. As a bonus, GCC agreed to donate a classical library to WNIB(FM) Chicago, which has a fine music format.

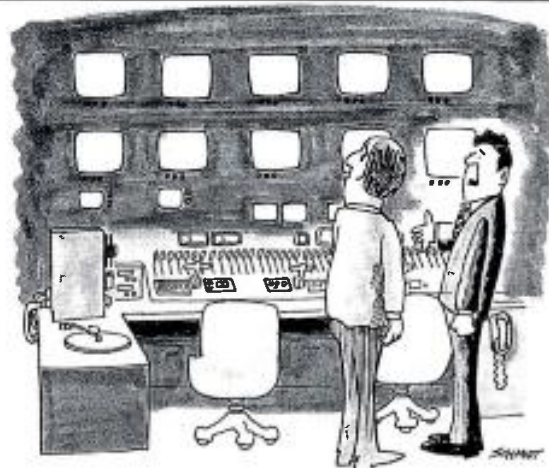
To GCC the terms probably seem reasonable. The record shows that WEFM was losing about \$900,000 a year with classical operation.

The final outcome, which awaits disposition of a rival citizen group's complaint that the \$60,000 ought to be distributed among good-music sponsors in Chicago, not to attorneys, may satisfy both challenger and challenged in this case, but how has the public interest been served?

From the beginning of this case classical music has been available on other Chicago stations—more in total than the market can support, as WEFM's books unquestionably demonstrate. Is it reasonable to suppose that the aims of citizens who genuinely want classical music will be served by procedures that guarantee a gradual decline of the format? What broadcaster will institute such programming in the knowledge it cannot be abandoned, if it fails, without long and costly litigation and even the risking of a license?

The FCC's policy on format change, which promises to restore some reason to the process, is now before the appellate court. Pray for a realistic ruling from the court.

As for the abuse of petitions to deny, that is a subject that will interest the House Communications Subcommittee if that body is seriously examining equities in its review of the Communications Act. The intensifying abrasiveness that has lately been emanating from the subcommittee gives less and less promise of the dispassionate review that broadcasters originally thought possible. What may be needed is a little more real communication with the subcommittee of that name, at a decibel level slightly lower than that of the letter the subcommittee chairman wrote to the National Association of Broadcasters president last week, reported elsewhere in this issue.

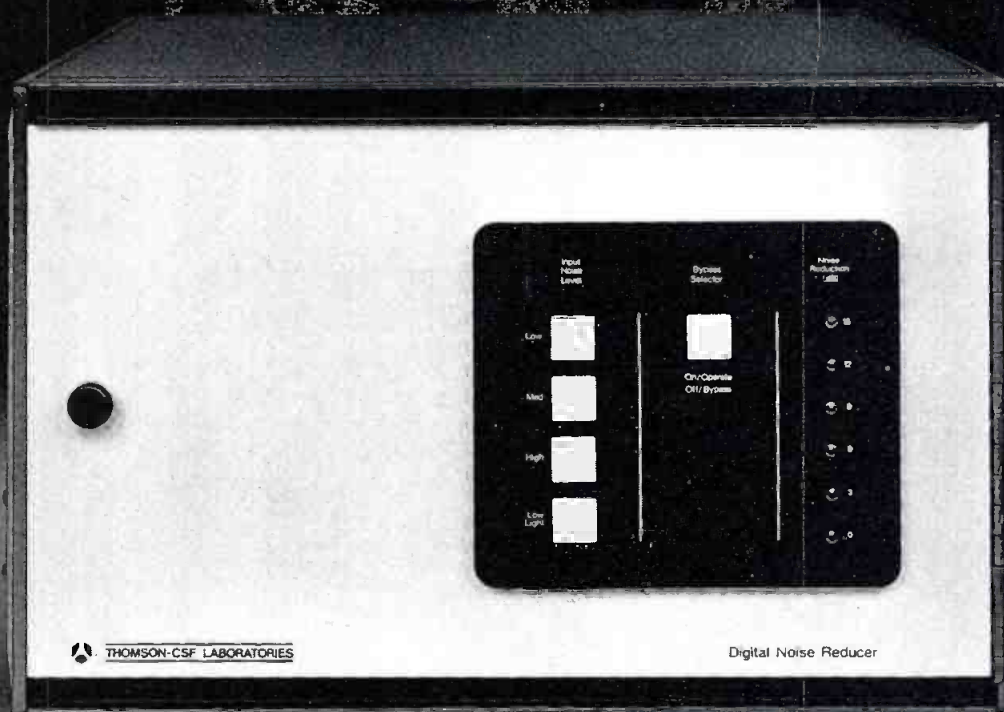


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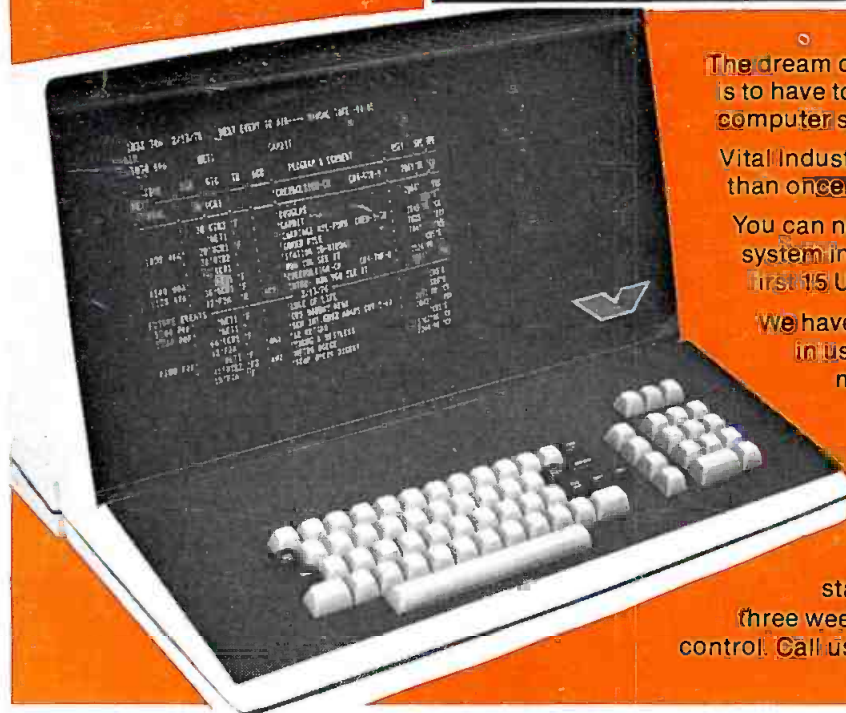
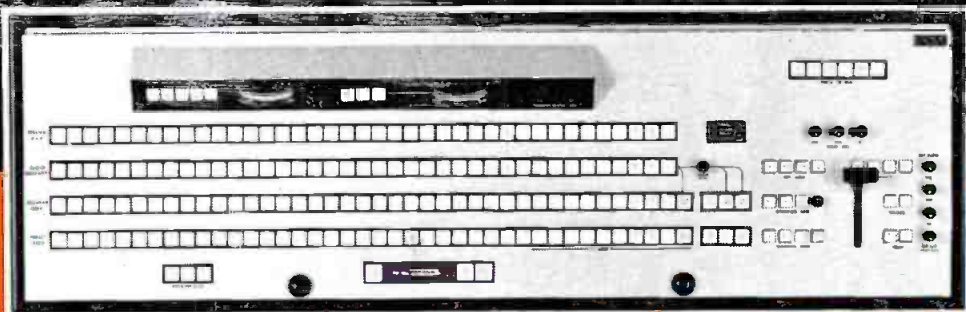


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