

Independent television:  
Out of the red, into the big time

# Broadcasting Jan 30

The newsworthy of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

## WTOG-TV

St. Petersburg-Tampa

One of America's Top  
Independent Television Stations

St. Petersburg's Pier



WTOG-TV shines on Florida's Suncoast now the nation's 17th market\* and still growing!

- WTOG-TV is . . .
- ✓ The LEADING independent in the top 20 markets in share of women 18 to 49 sign-on to sign-off.
  - ✓ The ONLY UHF independent in the top 20 markets to lead a network affiliate in audience share, 2 of 4 1977 rating periods.
  - ✓✓ The Southeast's TOP station in share of kids M-F 4-5:30 p.m., and women 18-49, M-F 6-8 p.m.

# 44

A DIVISION OF HUBBARD BROADCASTING, INC.

For more information call your nearest Petry rep., or WTOG-TV (813) 576-4444. Sources: \*ARB TV HH ADI Rank, Nov. '77. / NSI May '77, Sun-Sat. 7 a.m. to 1 a.m. / ARB/NSI, May, July '77, ADI/DMA share, sign-on to sign-off. / ARB, Nov. '77. Estimates subject to limitations in said reports.

54701PESIDJEF9375 TRK FEB/80  
PERIODICALS  
DISCONTINUED  
WMOCTNTOE LTR  
EAD CLARE AT 54701

# Viacom! Television's



## VIACOM FEATURES I

Elvis Presley stars in 5 lavish Hal Wallis productions that averaged a 43% share in their network debuts.

Frank Sinatra stars in "Man with the Golden Arm." Kirk Douglas in "Last Train from Gun Hill." Shirley MacLaine in "All in a Night's Work." Jerry Lewis in "Don't Give Up the Ship."

Altogether, 20 great movies (and many more great stars)! They grossed over \$100 million at the box office, and 17 that aired on network television averaged a 38% share in initial showings.

All 20 are immediately available.



## VIACOM FEATURES II

"Walking Tall" topped its 45% network share with a 46% the second time around.

"The African Queen" drew an initial 43% network share and won an Oscar for Bogart.

"The Autobiography of Miss Jane Pittman" embellished its 47% share with 9 Emmy awards.

This is an extraordinarily powerful group of 21 motion pictures. With 2 more of Hal Wallis' best Elvis Presley films. And other hits that star William Holden, Lee Remick, Richard Burton, Elizabeth Taylor, Donald Sutherland, Richard Chamberlain, Jerry Lewis, Walter Matthau, George C. Scott, Susannah York and more big names.

15 of the 21 movies have appeared on network television, with an average 36% share.

19 are immediately available.



## VIACOM FEATURES III

These 24 movies are made for big television audiences!

In initial network exposure, "Larry" pulled 44% of a prime-time audience, "The Glass House" 41%, "Born Innocent" 39%, "The Runaways" 44%. And "Queen of the Stardust Ballroom" drew a glistening crowd of 3 golden Emmys.

Starring in these 24 movies are many of the most popular personalities on television today. Henry Winkler, Alan Alda, Earl Holliman, Shirley Jones, Barbara Eden, Desi Arnaz, Jr., Linda Blair, Andy Griffith, Peter Graves, Nehemiah Persoff, Patricia Neal, Art Carney, Glenn Ford and Bradford Dillman.

23 are immediately available.

# major source for movies.



## VIACOM FEATURES IV

A name-dropper's delight! This group is loaded with the likes of Woody Allen, Steve McQueen, Michael Caine, Robert Shaw, Tony Curtis, Walter Matthau, Sidney Poitier, Omar Sharif, Sean Connery, Gig Young, Jane Fonda, Ernest Borgnine, Cliff Robertson, Art Carney, Cloris Leachman, Alan Alda, Nancy Walker and more heavyweights.

Titles are just as impressive. "Take the Money and Run," "They Shoot Horses, Don't They?" (Academy Award), "Junior Bonner," "Charly" (Academy Award), "For Love of Ivy" and "Lovers and Other Strangers."

This is an exceptionally well balanced group of 30 movies with the added attraction of limited network runs.

16 are immediately available.



## VIACOM FEATURES V

Another group that vividly illustrates television's ability to produce its own top drawing movies!

"Sybil" collected a 40% share for Part I and 43% for Part II, along with 4 Emmys, a Peabody and other awards.

"Nowhere to Hide" won 42% of a national audience against prime-time competition. "Savage Bees" won a 41% share, "Judge Horton and the Scottsboro Boys" 39%.

In this group of 20 movies are such standout talents as Faye Dunaway, Jane Fonda, Cicely Tyson, Ed Asner, Sally Field, Joanne Woodward, Arthur Hill, Cloris Leachman, Robert Reed and Richard Boone.

10 are immediately available.



## VIACOM MOVIE GREATS

Back when popcorn cost a nickel, giants like Selznick and Hitchcock were making great movies destined to become classics with timeless appeal.

"Spellbound," "Rebecca," "Duel in the Sun," "Notorious," "Portrait of Jennie," "The Spiral Staircase," "The Paradine Case," "Since You Went Away."

The titles evoke memories of movie magic. As do the great names of the stars. Ingrid Bergman, Gregory Peck, Ginger Rogers, Cary Grant, Jennifer Jones, Joseph Cotten, Katharine Hepburn, Charles Boyer.

Now, in one grand collection, Viacom offers 48 film industry classics that were honored with 36 Academy Award nominations and numerous other "best" awards. 39 are available immediately.



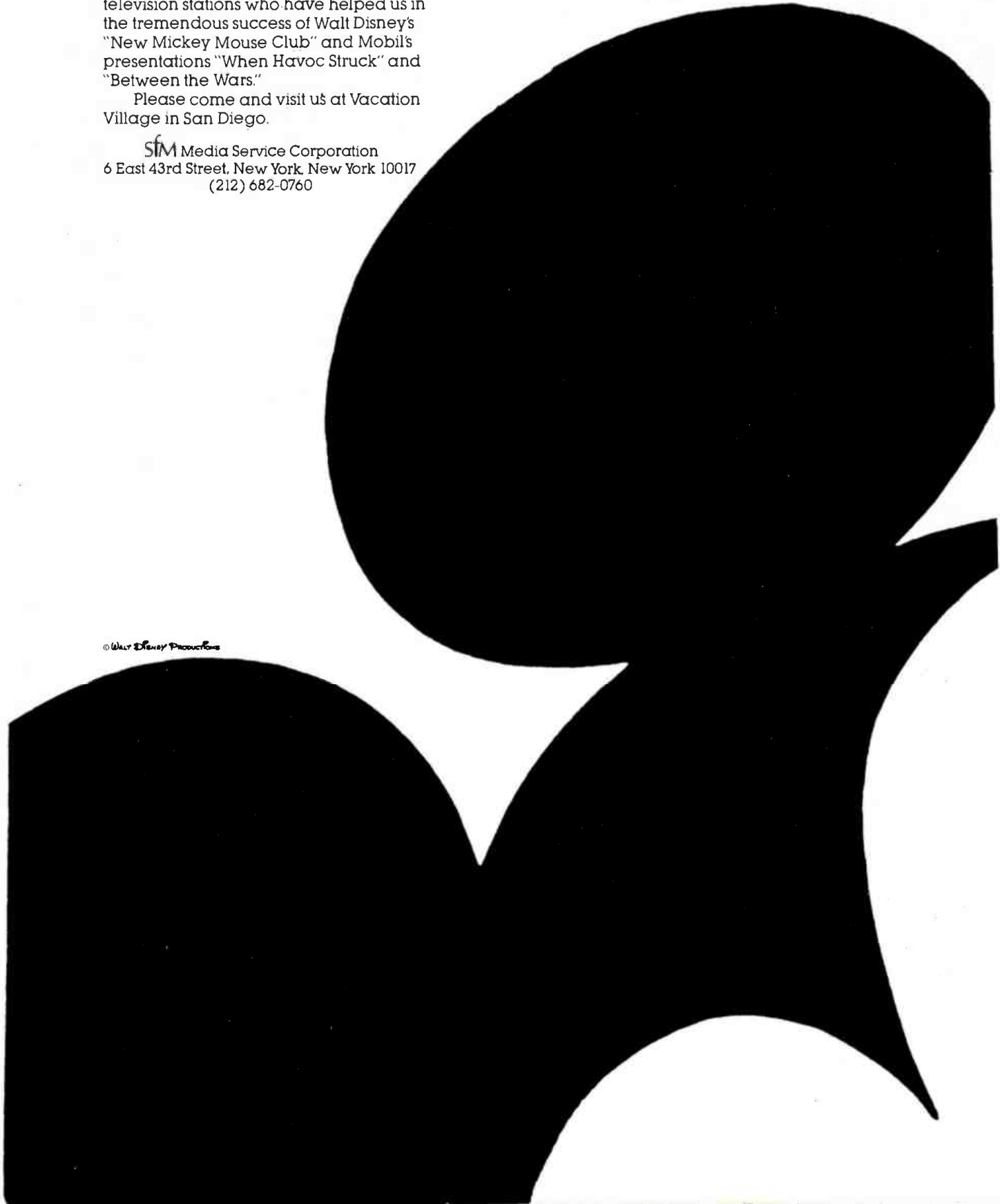
# 'EARS TO YOU, INTV!

We'd like to thank all the independent television stations who have helped us in the tremendous success of Walt Disney's "New Mickey Mouse Club" and Mobil's presentations "When Havoc Struck" and "Between the Wars."

Please come and visit us at Vacation Village in San Diego.

**SM** Media Service Corporation  
6 East 43rd Street, New York, New York 10017  
(212) 682-0760

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# The Week in Brief

**MAKING MORE ROOM** □ An FCC report to be presented this week says there may be more room than anyone thought in the land-mobile spectrum. **PAGE 33.**

**COLD WATER FROM HOLLINGS** □ Van Deerlin's Senate counterpart holds out little hope for a rewrite of the Communications Act making it through Congress. **PAGE 33.**

**SILVERMAN AFTERMATH** □ As the dust settles in the network community over his surprise move to NBC, speculations center around who will succeed him at ABC. **PAGE 34.**

**MEANWHILE AT CBS** □ There's an added gleam in CBS's eye as it focuses on the changes at the other networks. The Jankowski team feels its getting the momentum back. **PAGE 35.**

**WHY THEY DISSENTED** □ FCC Commissioners Tyrone Brown and Joseph Fogarty explain their reasons for voting against the transfer of WJLA-TV Washington. **PAGE 37.**

**HOUSE COVERAGE** □ The question of who will originate TV coverage of the House of Representatives will come up for a vote of the members probably by mid-February. A subcommittee studying the matter will hold a markup this week, with recommendations ready by Feb. 8. **PAGE 38.**

**SPECIAL REPORT: INDEPENDENTS** □ With the INTV now meeting in San Diego, here's a comprehensive look at how savvy by nonnetwork TV stations has paid off in profits and acceptance by agencies and advertisers. **PAGE 41.** The competition of network news is being handled by nonnetwork outlets that use specialized formats and scheduling. **PAGE 50.** On the programing side, the independents are now relying more on first-run product of the home-grown variety or the likes of *Testimony of Two Men*. **PAGE 56.** Satellites are playing a growing role in hooking up specialized stations. **PAGE 58.** Along the regulatory front, the voice of INTV has been strong and persistent on such issues as AT&T rates, PTAR, the Bell Bill and distant signals. **PAGE 62.**

**CARTER'S NEW BUDGET** □ The President asks \$12 million for the National Telecommunications and Information Administration that is being created. The FCC would get a slight raise to \$67 million. **PAGE 64.**

**PUBLIC STATION STAFFS** □ The House Communications Subcommittee gets a special report on ways more women and minorities should be recruited and promoted. **PAGE 68.**

**OH, MR. SHEEHAN** □ Shaun Sheehan, the NAB's new vice president for public affairs, expounds on his philosophy: "Acting, not reacting." **PAGE 70.**

**RELIGION'S ROLE** □ NRB delegates are told they have a responsibility to be an alternative to the secular broadcast media that proclaim ideologies improperly. It was part of the religious broadcasters Washington convention that was marked by Anita Bryant's appearance, Larry Flynt's nonappearance, Malcolm Muggeridge's media mutterings, and Arthur Taylor's castigation of TV. **PAGE 74.**

**BETAMAX AND VHS** □ Here's how Sony and Matsushita are making out in sales of their two big TV toys. The VCR outlook is brighter and predictions are for a doubling of sales in 1978. **PAGE 80.**

**FCC THROWS UP HANDS** □ The commission drops its inquiry into the prospect of rules for cable carriage of radio stations, admitting it has no idea of what it could feasibly do in the area. **PAGE 82.**

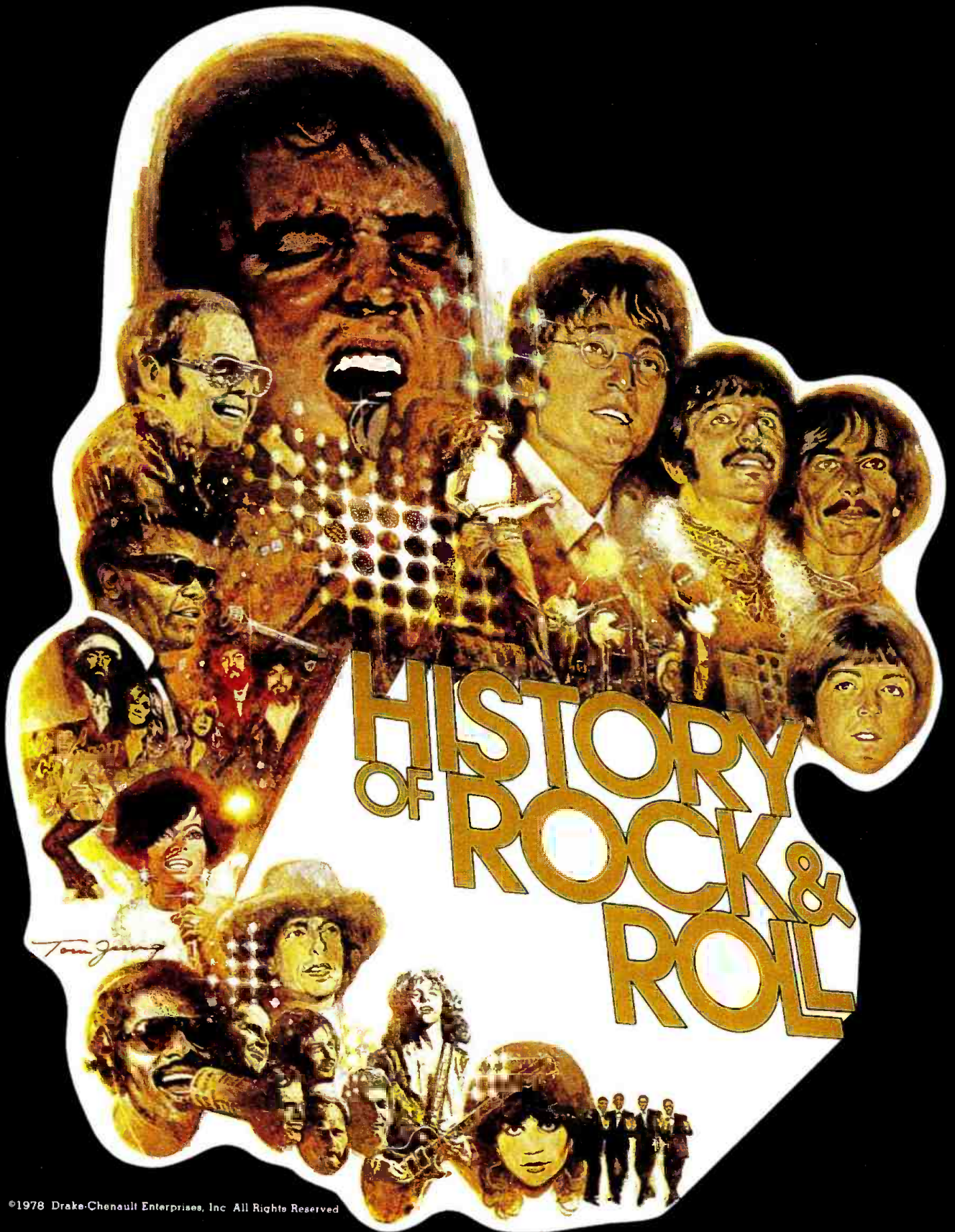
**NCTA'S BUDGET** □ Outgoing Chairman Daniel Aaron sees more spending by the association in 1978-79 and, even though added members have boosted income, he anticipates a deficit. **PAGE 82.**

**DON'T TOUCH THE MERCHANDISE** □ ABC lets CBS News know that Harry Reasoner is its property and that he'll not be let out of his contract. **PAGE 85.**

**MUTUAL UPSET** □ The radio network's affiliates advisory committee is unhappy with the NAB for turning down its request for a waiver of the per-hour commercial limitation of the radio code. **PAGE 81.**

**INTV'S LAND, GUIDING HAND** □ Herman Land has been leading the Association of Independent Television Stations almost as long as that organization has existed. His long background in broadcasting, research, advertising and public relations have helped propel the group to a leading role as spokesman for independent interests. **PAGE 105.**

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# Announcing A Truly Momentous Broadcasting Event:

Twenty-Five Years Of Musical History In An Epic, Fifty-Two Hour Presentation.

It's hard to believe. Rock & Roll is more than twenty-five years old.

It's been a quarter of a century since Bill Haley and His Comets sang, "Rock Around the Clock." Almost twenty years since Elvis Presley got "All Shook Up." And fifteen years since four long haired kids from Liverpool declared, "I Wanna Hold Your Hand."

They've been exciting years. Years in which an entire generation of Americans grew up, got married, and started families.

Rock & Roll punctuated all those years, and helped to shape them. Rock & Roll expressed the feelings, the hopes, the dreams and the frustrations of a generation.

Now, those twenty-five years of music and radio history have been recreated in a fantastic undertaking. It's called THE HISTORY OF ROCK & ROLL. And it's a completely prepackaged radio epic encompassing twenty-five years of musical history—in fifty-two hours of programming.

It's taken us more than three years to make. And now, at last, it's ready.

All those years. All those great performers. And, of course, all the songs we all remember so well. Plus interviews and rem-

iniscences by the performers, the producers, and the sound men who made it all happen.

**For Availability In Your Market,  
Call or Write Today.**

THE HISTORY OF ROCK & ROLL is going to be big. Perhaps the biggest thing to happen to radio this decade. Already, several key stations have reserved it in markets across the country.

But there are availabilities in key markets still open. And we invite you to reserve it in yours. But you must act promptly.

Simply write to us on your letterhead. Or, call us on our toll-free 800 number immediately.

Don't miss out. Call 800-423-5084 today. (California and outside the continental United States, please call 213-883-7400.)

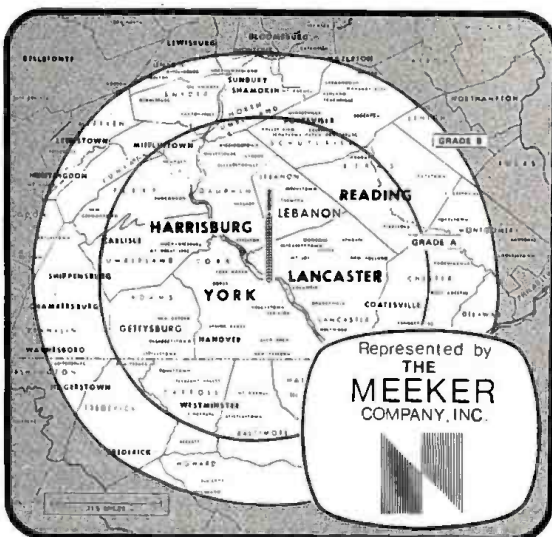
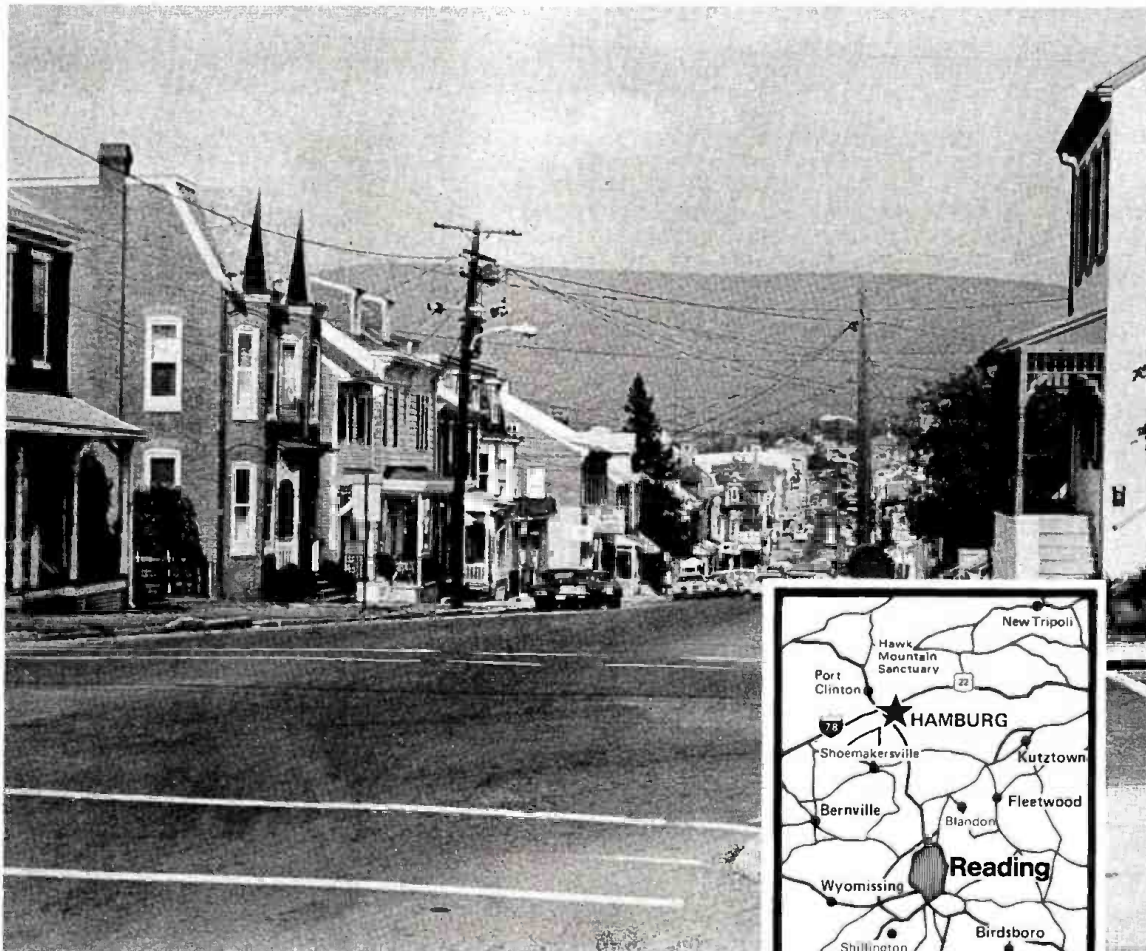
THE HISTORY OF ROCK & ROLL will set records. Build ratings. And provide a great vehicle for advertising sales.

When you hear it, you'll agree with us.

**It's Radio's Roots**

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# WGAL-TV cuts the mustard in HAMBURG



Located in Berks County, Pa., Hamburg is just one of the literally hundreds of towns and cities whose loyal and responsive audiences give WGAL-TV such strong and consistent coverage throughout the entire 9-county DMA. In your media buying, contrast the WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales results.

Source: Nielsen 1977 County Coverage Report

## WGAL-TV 8

STEINMAN TV STATION

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station **WTEV** Providence, R.I. - New Bedford-Fall River, Mass.



# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Back in front?

In view of many observers, designation of Fred Silverman as president and chief executive of NBC creates opportunity for higher visibility for some long-time key NBC executives, among them Chairman Julian Goodman and Vice Chairman David C. Adams. Theory is that Mr. Silverman, concentrating on programing, will need more than ordinary amount of top level counsel and oversight assistance from experienced hands.

Mr. Goodman gave up chief executive's post year ago to focus on corporate projects and long-range planning. Mr. Adams, who for years had operated at highest levels with minimum visibility, agreed several months ago to remain beyond normal retirement date at end of next month, though on scaled-down basis. As part of agreement he's to get two separated months off each year plus normal vacation time to be taken one day per week.

## Campus recruiter

Although FCC Chairman Charles D. Ferris is still not ready to announce staff of stalled network inquiry, names have surfaced in speculation over two key posts to be created—economist and legal counsel. Professor Stanley Besen of Rice University is said to be likely choice for economist's job. However, matter remains undecided although he has talked to Chairman Ferris at least twice, in early December ("Closed Circuit," Dec. 12) and again last week. Professor Thomas Krattenmaker, who teaches antitrust and constitutional law at Georgetown University, has talked to chairman about joining network staff, but again no decisions or commitments have been made.

Chairman Ferris's apparent interest in academics makes it likely network inquiry will not get back on track until May, when college year ends.

## Waiting for word

Senate Communications Subcommittee's patience has been strained to breaking point waiting for White House to implement its reorganization plan and send up name of Henry Geller to head new National Telecommunications and Information Administration in Commerce Department. Making plans for hearings on President's public broadcasting legislation, subcommittee staff was annoyed at administration's suggestions for Carter spokesmen who were perceived as too low-level or inexperienced in public

broadcasting. As consequence, subcommittee counsel, Mary Jo Manning, speaking for subcommittee Chairman Ernest Hollings (D-S.C.) and new Commerce Committee Chairman Howard Cannon (D-Nev.), has told White House that subcommittee won't act on any administration bills until it receives Geller nomination.

## Debugging

Final drafting of reports by Texas Instruments and FCC on high performance television receiver TI built for commission under \$200,000 contract is being held up while efforts are made to eliminate final bugs from project. Model of set that was undergoing tests at commission laboratory outside Washington was returned to Dallas after what one commission official described as "new type of taboo" showed up. That problem was solved, and set was sent back to commission. TI's Clint Hartman now says project has been completed and that while set—designed with goal in mind of reducing number of UHF taboos, thus making possible more economical use of spectrum—does not meet all commission specifications, improvements "sufficient to reduce taboos" have been made.

But at commission lab, engineers are finding problems, which they want TI engineers to check. Difficulty may simply be in manner in which measurements are made. Or, engineers say, modifications may be necessary. In any case, officials do not expect TI's report on set—and FCC's evaluation—until late February.

## Odd lot

Station reps are reported to be receiving requests from Procter & Gamble, TV's largest advertiser, for 45-second spot TV availabilities on behalf of several brands. P&G's agencies, Benton & Bowles and Wells, Rich, Greene, both New York, would not discuss development, believed to be first time national advertiser has produced and is seeking to place 45-second announcements. Rationale is that some messages may not need 60 seconds but require more than 30.

## Out of pocket

No matter what business deductions may be endangered by President Carter's new tax proposals, present law puts crimp in budgets of National Association of Broadcasters board members planning joint meeting with Canadian Association of Broadcasters board in Toronto, June 25-30. Board members may deduct limit of

\$55 of daily expenses at business meetings in Toronto, provided they do at least six hours of serious business per day. Board members receive \$45 per diem allowance from NAB which nowhere near covers usual expenses. It means only \$10 of expenses per diem can be claimed on directors' tax returns. That may give some members second thoughts about taking wives.

All this was reviewed at NAB board meeting two weeks ago in Puerto Rico, where news was reportedly greeted with equanimity. Some reason that expenses will not be as great as if meeting were being held at tropical resort.

## Spark plug

New excitement in public broadcasting is predicted following election of Newton N. Minow as chairman of Public Broadcasting Service (BROADCASTING, Jan. 23). Mr. Minow, former FCC chairman (1961-63), knows broadcasting operations not only from FCC background but also as Chicago lawyer representing both private and public broadcasters. He has high regard for PBS President Larry Grossman. Mr. Minow previously withdrew from appointment to board of Corporation for Public Broadcasting with explanation he could not comply with requirement that he make public his financial statement without breaching agreement with 100 partners in firm of Sidley & Austin.

## Conrad ventures

Those wondering what Anthony L. Conrad has been doing since he left presidency of RCA last September after disclosure of personal income tax problems can find partial answer in news reports of sale of sophisticated data communications equipment in export market. Mr. Conrad, who headquarters at home on Gibson Island, Md., is consultant to Telenet Communications Corp. of Washington. Principals in Telenet, also Conrad clients, are Drs. Richard H. Bolt, Leo L. Beranek and Robert Newman, scientists and professors at Massachusetts Institute of Technology and authorities on communications, computer technology and acoustics. Dr. Beranek is also president of WCVB-TV Boston.

Telenet announced last week that British post office awarded it \$400,000-plus contract for packet network-switching equipment to provide international data communications service for United Kingdom subscribers. Previously, it had sold other telecommunications carriers similar equipment, including recent transactions with Trans-Canada Telephone and Hawaiian Telephone.

# Business Briefly

## TV only

**Champlin Petroleum Co.** □ Champlin starts 30-week TV campaign in February. Weekly & Associates, Fort Worth, will buy spots in 15 markets during prime and weekend time. Target: total men.

**Bache Halsey Stuart Shields Inc.** □ Investment-brokerage firm is investing more than \$1 million for network TV campaign running now through July. Campaign, created by McCann-Erickson, New York, spotlights account executives from Bache regional offices and runs during sports programming carried on three networks.

**Woolworth** □ Variety store chain starts one-year TV buy in February. Sawdon & Bess, New York, will purchase spots in about 33 markets during fringe and day time. Target: women and men, 18-49, and

## Rep appointments

- KPRI(FM) San Diego: CBS/FM National Sales, New York.
- WRWR-FM Port Clinton, Ohio: Regional Reps Corp., Cleveland.

teen-agers.

**Michelin** □ Tire manufacturer schedules 22-week TV campaign beginning in late March. Al Paul Lefton, New York, is buying spots in about 20 markets during prime, news and late fringe time. Target: total men.

**Burlington Industries** □ Klopman Mills division will feature its fabrics in 12-week TV push beginning in mid-February. Warwick, Welsh & Miller, New York, will handle spots in three to four markets during day, fringe, prime and news time. Target: women, 18-49.

**L.S. Heath & Sons** □ Candy company starts nine-week TV buy in late February. Marvin Advertising, Chicago, is scheduling spots in 12 markets during day and late fringe time. Target: total women.

**NAPA** □ National Automotive Parts Association starts nine-week TV drive next week. Matthews, Cremins, McLean, Charlotte, N.C., is handling spots in 110 markets during late fringe time costing approximately \$200,000. Target: men, 18-49.

**Time Inc.** □ *People* magazine will be spotlighted in eight-week TV flight starting next week. Young & Rubicam, New York, will select spots in 13 markets during day and fringe time. Target: men and women, 18-34.

**Protel** □ Company will highlight its bonding glue in eight-week TV push beginning next week. Admarketing, Los Angeles, will buy spots in about 60 markets during all day parts. Target: total adults.

**Jos. Schlitz** □ Brewery starts eight-month TV flight next week for its Old Milwaukee beer. Cunningham & Walsh, New York, is seeking spots in about 70 markets during fringe and prime time. Target: total men.

**SCM Corp.** □ Glidden coatings and resins division starts eight-week TV push in early April for its Macco caulk. Meldrum & Fewsmith, Cleveland, is seeking spots in 12 markets during fringe time. Target: total men.

**Renaissance Eyewear Corp.** □ Eyewear group plans six-week TV buy starting in mid-February. Kurtz & Tarlow, New York, is purchasing spots in Atlanta, Dallas and Minneapolis during fringe time. Target: women, 18-49.

**Borden** □ Hi-protein milk starts six-week TV buy in mid-February. Tracy-Locke, Dallas, will buy spots in 15 markets during day, prime and prime access time. Target: women, 25 and over.

**Van Raalte** □ Hosiery manufacturer focuses on its panty-hose and leotards in six-week TV promotion beginning in late February. Keller-Crescent, Evansville, Ind., is handling spots in 11 markets during day and fringe time. Target: women, 18 and over, and working women.

**Mazda Motors of America** □ Car company starts five-week TV campaign in late February. Foote, Cone & Belding/

**KalaMusic** works ...  
sounds great ... gains audience ...  
builds profits ... **IN MARKETS**  
**JUST LIKE YOURS!**

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These are markets just like yours. Markets where most of the revenue is retail, and where competition for those dollars, and for listeners is fierce. In these markets, and in several others, **KalaMusic** has proven itself in the ratings books, and on the bottom line.

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

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

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



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COMMUNICATIONS AND  
INFORMATION HANDLING



# Our Thanks.

The people at Arbitron Television wish to thank the management of the over 100 television stations who so kindly helped us with their early renewals.

---

Albuquerque: KGGM-TV, KOB-TV; Baltimore: WJZ-TV, WMAR-TV; Birmingham: WBRC-TV;  
Boston: WBZ-TV, WLVI-TV, WNAC-TV; Bristol-Kingsport-Johnson City: WCYB-TV, WKPT-TV;  
Buffalo: WBEN-TV, WGR-TV, WKBW-TV, WUTV; Cedar Rapids-Waterloo: KCRG-TV;  
Cincinnati: WKRC-TV; Columbus, OH: WBNS-TV, WTVN-TV;  
Davenport-Rock Island-Moline: WHBF-TV, WOC-TV, WQAD-TV; Des Moines: WHO-TV;  
Detroit: WKBD-TV; Fargo: WDAY-TV; Fort Wayne: WKJG-TV, WPTA;  
Grand Rapids-Kalamazoo-Battle Creek: WOTV; Green Bay: WBAY-TV, WFRV-TV, WLUK-TV;  
Greenville-New Bern-Washington: WCTI-TV; Harrisburg-York-Lancaster-Lebanon: WHP-TV;  
Hartford-New Haven: WHNB-TV; Indianapolis: WTHR, WTTV; Johnstown-Altoona: WJAC-TV;  
Kansas City: KBMA-TV, KCMO-TV; Knoxville: WATE-TV, WBIR-TV;  
Lincoln-Hastings-Kearney: KHAS-TV, KHJI-TV, KOLN-TV; Little Rock: KARK-TV, KATV, KTHV;  
Louisville: WLKY-TV; Milwaukee: WTMJ-TV; Minneapolis: KSTP-TV, WCCO-TV;  
Mobile-Pensacola: WALA-TV, WEAR-TV, WKRG-TV; Nashville: WSM-TV;  
New Orleans: WWL-TV; Norfolk: WVEC-TV; Paducah-Cape Girardeau-Harrisburg: WPSD-TV;  
Philadelphia: KYW-TV, WCAU-TV, WKBS-TV, WPHL-TV, WTAF-TV;  
Phoenix: KOOL-TV, KPHO-TV, KTAR-TV, KTVK; Pittsburgh: KDKA-TV, WTAE-TV;  
Portland, OR: KPTV; Portland-Poland Springs: WGAN-TV; Richmond: WXEX-TV;  
Roanoke-Lynchburg: WDBJ-TV; Sacramento-Stockton: KTXL; St. Louis: KDNL-TV, KMOX-TV;  
Salinas-Monterey: KMST, KNTV, KSBW-TV; Salt Lake City: KSL-TV, KUTV;  
San Diego: XETV; San Francisco: KBHK-TV, KPIX; Shreveport-Texarkana: KTAL-TV;  
Sioux Falls-Mitchell: KELO-TV, KSFY-TV, KXON-TV;  
South Bend-Elkhart: WNDU-TV, WSBT-TV, WSJV-TV; Springfield, MA: WHYN-TV;  
Springfield, MO: KYTV; Tampa-St. Petersburg: WFLA-TV, WTOG, WLCY-TV;  
Tucson: KOLD-TV, KVOA-TV, KZAZ; Tulsa: KTUL-TV; West Palm Beach: WPEC, WPTV;  
Wichita-Hutchinson: KAKE-TV, KARD-TV, KTVH; Youngstown: WKBN-TV.

---

And thanks in advance to those of you who are now signing early renewals and sending them in.

**ARBITRON TELEVISION**

THE ARBITRON COMPANY  A research service of  
CONTROL DATA CORPORATION

# KSFI, SALT LAKE CITY. NEW CALL LETTERS AND A NEW REP TO CALL, BLAIR RADIO.

On January 25, KSL-FM became KSFI. But the call letters weren't all that the new owner, SFI Inc., changed.

We're proud to say that Blair Radio, a division of John Blair & Company, has been named KSFI's new national sales representative.

KSFI is the No. 1 adult FM station in Salt Lake City, one of

America's fastest growing cities. It's a dynamic industrial, educational and resort market, highly responsive to KSFI's super-smooth Beautiful Music format.

Why did KSFI pick Blair Radio?

Because Blair consistently stays way ahead of industry advances with the best people and support services to sell its represented stations.

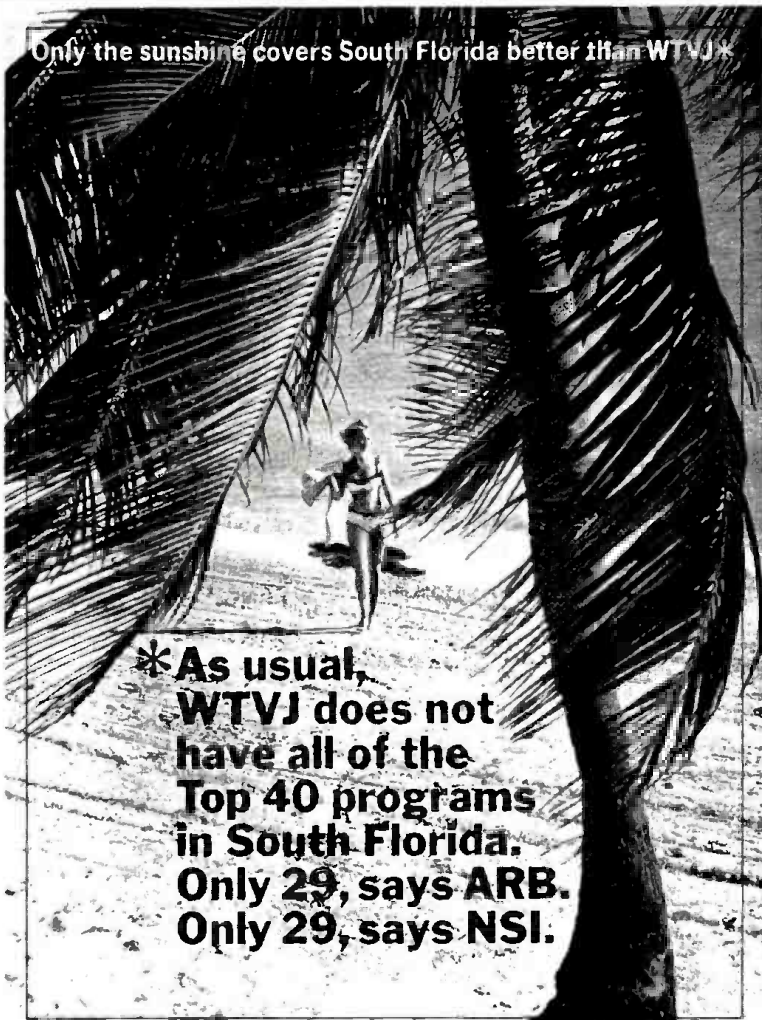


**Blair Radio**

*A division of John Blair & Company*

Reliable people, reliable data

# WTVJ RAN THIS AD 10 YEARS AGO



Only the sunshine covers South Florida better than WTVJ.\*

**\*As usual,  
WTVJ does not  
have all of the  
Top 40 programs  
in South Florida.  
Only 29, says ARB.  
Only 29, says NSI.**

NSI and ARB for Miami, November, 1967, based on weekly average of total homes viewing each program. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / A Wometco Enterprises, Inc. station / CBS affiliate

**\*Today the story isn't much different:  
Only 28, says ARB.  
Only 27, says NSI.  
WTVJ. Still #1 in South Florida.**

\*Applies to regularly scheduled programs, November, 1977. All audience data are estimates subject to qualifications contained in the pertaining survey report.

A Wometco Enterprises Inc. Station/A CBS Affiliate/Represented Nationally by MMT Sales, Inc.



Honig, Los Angeles, will place spots in at least 50 Eastern markets during prime and late fringe time. Target: men, 18-49.

**Nabisco** □ Spoon-size cereal will get five-week TV drive beginning in late February. Ted Bates, New York, will pick spots in 27 markets during day and fringe time. Target: women, 18-49.

**Bruce Foods Corp.** □ Company's Mexene chili starts four-week TV promotion this week. Dilorio, Wergeles, New York, is placing spots in five markets during day and fringe time. Target: total men and women.

**Forest City Enterprises** □ Building supplies and home centers group will start four-week TV campaign in mid-March. Marcus Advertising, Cleveland, will buy spots in Detroit and Cleveland during fringe time. Target: total adults.

**Electra Co.** □ Bearcat radio scanners will be subject of three-week TV promotion starting next week. Atwood Richards, New York, will place spots in approximately 65 markets during news, prime access and late fringe time. Target: men, 25-49.

**Pillsbury Co.** □ Food services division features its Poppin Fresh Pie Shops in three-week TV buy starting in mid-February. Paragon Companies, Minneapolis, is buying spots in four markets: Chicago; Des Moines, Iowa; Milwaukee, and Minneapolis during fringe time. Target: women, 25-54.

**Linen Curlers Inc.** □ Company starts three-week TV push for its linen hair curlers next week. A. Eicoff & Co., Chicago, is planning spots in about 50 markets during all day parts. Target: total women.

**Rival** □ Appliance manufacturer features its Crock Pot in two-week TV buy beginning in late April. Barickman Advertising, Kansas City, Mo., will schedule spots in 52 markets during fringe and daytime. Target: total adults.

**Allied Artists** □ Motion picture distributor schedules one-week TV flight beginning in early February for film, "The Betsy," based on book by Harold Robbins. Diener-Hauser-Greenthal, New York, will pick spots in approximately 45 markets including New York and Los Angeles during day and fringe time. Target: women, 25 and over.

**United Artists** □ Film production company arranges one-week TV promotion for its latest release, "Coma," starting next week. RDR, New York, will buy spots in at least 100 markets during fringe time. Target: total adults.

**Airborne Freight Corp.** □ Freight forwarder starts TV promotion next month. Sonderberg & Bell, Seattle, will handle spots in seven or eight markets during fringe time. Target: adults, 25-54.

## Radio only

**Braniff** □ Airline starts 15-week radio flight in mid-February. Dillon, Gordon, Hawkey, Shortt, New York, is scheduling spots in about 20 markets including Chicago, Denver, Memphis and Seattle. Target: men, 25-54.

**J.H. Filbert** □ Mrs. Filbert's margarine will get six-week radio push starting in mid-April. W.B. Doner, Baltimore, will select spots in 55 markets including Atlanta, Baltimore, Miami, Pittsburgh and Cleveland. Target: women, 18-49.

**Oregon-Washington-California Pear Bureau** □ Pear promotion bureau will launch six-week radio campaign in March. David W. Evans/Pacific, Portland, Ore., will select spots in 30-35 markets including Boston, Dallas, Los Angeles and St. Louis. Target: women, 18-49.

**American Home Products** □ Company features its Anplaz farm product in five-to-six week radio push beginning this week. Sander Allen Advertising, Chicago, is placing spots in approximately 45 markets. Target: farmers.

**Fayva Shoes** □ Shoe chain starts five-week radio flight in early April. Arnold & Co., Boston, will handle spots in eight markets including Baltimore, Boston, New York and Philadelphia. Target: teen-agers, 12-17.

**Pan Am** □ Airline starts four-week radio push next month. Carl Ally, New York, is placing spots in five markets including Los Angeles and San Francisco. Target: adults, 25-49.

**Colombo** □ Yogurt manufacturer starts

four-week radio campaign next week. BBDO, Boston, is handling spots in three markets including New York. Target: women, 18-49.

**American Airlines** □ Airline will launch four-week radio drive in mid-February. Doyle Dane Bernbach, New York, will buy spots in approximately 40 markets including Boston, Cleveland, Dallas, Los Angeles and Nashville. Target: men, 25-49.

**Sand, Taylor & Wood** □ Flour, coffee, tea and bakery supplies group will feature King Arthur flour in four-week radio campaign starting next week. Pearson & MacDonald, Boston, will seek spots in seven New England markets and seven upper New York state markets. Target: women, 25-54.

**Stokely Van Camp** □ Food products company highlights its fruit products in four-week radio buy beginning in mid-February. Clinton E. Frank, Chicago, is placing spots in about 27 markets including Atlanta, Kansas City, Mo., Milwaukee and Nashville. Target: women, 18-49.

**Avco Financial Systems** □ Subsidiary of Avco Corp. will start four-week radio buy in mid-February promoting its loan services. Media Buying Services, New York, will place spots in 88 markets including Philadelphia, Atlanta, Cleveland and New Haven, Conn. Target: Adults, 25-34.

**Tagway Shoe Stores** □ Division of Morton Shoe Co. starts three-to-four-week radio promotion in March. Maslow, Gold & Rothschild, Boston, is buying spots in 15 markets including Milwaukee and Syracuse, N.Y., Target: women, 18-24.

## BAR reports television-network sales as of Jan. 1

ABC \$22,393,900 (33.2%) □ CBS \$27,099,500 (40.2%) □ NBC \$17,920,300 (26.6%) \*

| Day parts                        | Total minutes week ended Jan. 1 | Total dollars week ended Jan. 1 | 1977 total minutes | 1977 total dollars     | 1976 total dollars     | % change from 1976 |
|----------------------------------|---------------------------------|---------------------------------|--------------------|------------------------|------------------------|--------------------|
| Monday-Friday Sign-on-10 a.m.    | 130                             | \$824,300                       | 7,860              | \$51,907,600           | \$39,174,900           | +32.5              |
| Monday-Friday 10 a.m.-6 p.m.     | 866                             | 14,224,500                      | 52,158             | 796,553,600            | 654,877,500            | +21.6              |
| Saturday-Sunday Sign-on-6 p.m.   | 253                             | 8,123,400                       | 15,619             | 412,083,400            | 340,201,600            | +21.1              |
| Monday-Saturday 6 p.m.-7:30 p.m. | 103                             | 5,289,000                       | 5,222              | 206,007,600            | 161,733,700            | +27.4              |
| Sunday 6 p.m.-7:30 p.m.          | 20                              | 2,004,500                       | 1,075              | 58,068,700             | 49,139,200             | +18.2              |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 397                             | 31,632,500                      | 21,718             | 1,844,631,300          | 1,533,371,000          | +20.3              |
| Monday-Sunday 11 p.m.-Sign-off   | 253                             | 5,315,500                       | 11,003             | 250,467,200            | 221,782,800            | +12.9              |
| <b>Total</b>                     | <b>2,022</b>                    | <b>\$67,413,700</b>             | <b>114,655</b>     | <b>\$3,619,719,400</b> | <b>\$2,991,280,700</b> | <b>+21.0</b>       |

Source: Broadcast Advertisers Reports

\*Network totals only for week ended Jan. 1.



**"The Groovie Goolies"**



**"The Adventures of Waldo Kitty"**



**"Lassie"**



**"M.U.S.H."**

# **"The Groovie Goolies and Friends"**

104 of Filmation's greatest network cartoon hits!

Brand new in syndication and available now to your station for September 1978!

These shows, previously featured on the networks' weekend program schedules, have never been shown in weekday fringe time or any other time periods.

"The Groovie Goolies" star in this new hit series and are

**Count  
on US!** ★  
NATPE, SUITE 3128,  
HOTEL BONAVENTURE.



**"Fraidy Cat"**



**"The New Adventures of Gilligan"**



**"My Favorite Martians"**



**"Wacky and Packy"**

featured in 16 of the animated half hours along with "The Adventures of Waldo Kitty" (13), "Lassie" (17), "The New Adventures of Gilligan" (24), "My Favorite Martians" (16) and 18 half-hour combinations of "M.U.S.H.," "Fraidy Cat" and "Wacky and Packy."

Like new programming, packed with Filmation's powerful combination of fast-paced action, variety, adventure and laughs, "The Groovie Goolies and Friends" is just the series to capture the growing kid audience in your market!

Call now!

**MP METROMEDIA PRODUCERS CORPORATION**  
485 Lexington Avenue, New York 10017 (212) 682-9100



# Monday Memo<sup>®</sup>

A broadcast advertising commentary from John Molinaro, president, M-M-M Carpets, Anaheim, Calif.

## Growing with frequency on an independent U

A word to large local/regional retailers and their media buyers: The next time you are approached by a UHF television station with lesser ratings but discount rates, you might take a closer look before discounting the station.

As more applicants each year seek UHF licenses and more independent UHF stations spring into existence, there will be more occasion to consider the kind of calculated media risk that helped M-M-M Carpets become Northern California's largest home carpet retailer.

When M-M-M Carpets opened its doors on the outskirts of town in 1965, the concept of a warehouse-showroom for residential carpeting was still new to the San Jose, Calif., area (about 50 miles south of San Francisco). But we knew there was a burgeoning market. Population of the metropolitan San Jose area was already above a half-million, and it was ranked the third fastest growing spot in the country. We also expected to draw additional business from other counties in the Bay Area.

The main concern was how to reach this market consistently in the most cost-effective way. We chose two media based in San Jose. One was the largest local newspaper (actually morning and evening papers issued by the same publisher), with circulation extending into the next counties to the north and south. The other was the only commercial television station this side of San Francisco, a network-affiliated VHF.

We assigned about 60% of the media budget to the newspaper schedule and about 40% to television. The print program would give us frequency, we felt, and the television schedule, though lighter, would provide the broader exposure. It worked, and our business grew steadily from scratch.

Two years later came another concept new to the locality. The Bay Area's first commercial UHF television station (KGSC-TV) went on the air, broadcasting from San Jose. What the station's lower rates suggested made us pause for at least a second look. The same money we were spending on VHF would, on UHF, improve some time slots and increase the frequency of our spots.

We looked at the pros and cons and, guided by good logic, saw more cons. The station was struggling to survive. At that time less than 30% of all TV sets in the area were equipped to receive UHF. The station had no identity. Even local business people, by and large, assumed channel 36 was some FM radio station, when first asked. What good is greater frequency,



John Molinaro formed M-M-M Carpets, Anaheim, Calif. 13 years ago when he was only 20. Previously he had worked briefly with the Borg Warner Corp. in California. He started M-M-M Carpets as a single store—a warehouse-showroom—just outside San Jose, Calif. The firm has expanded to four stores, three in the San Francisco Bay area, and the headquarters in Anaheim.

we reasoned, if we're reaching far fewer people?

Giving the question a fair airing, we thought of what type of people they might be. The predominant age range of our customers was 40 to 55. When would they be watching a new UHF station—if their sets could even receive it? Probably when old movies of some quality are shown. It was true that at the lower rates, we could procure more slots in prime time, for which the station reserved the best of its old movies.

There were a couple of what might be called "pro" considerations. The UHF station was carrying only local advertisers, home-owned businesses, and we were the type who did not like being sandwiched between big national spots. Because it was small, we could work with the station and its management freely. In addition, the station's signal reached all nine Bay Area counties, aided by an antenna 3,500 feet above sea level—unusually good geographic coverage for a UHF and better than some of the area's VHF coverage.

And, no long-term commitments were required. In those days, the mortality rate of UHF's nearly matched their birth rate. Still, the fear of reaching only 30% of our

present (assumed) television audience would have kept us with VHF were it not for our surveys, designed to determine what brought customers to us in the first two years.

In a significant majority of cases, it was repetition of the message. More repetition than usual. Few people got in the car and drove out to our warehouse-showroom on the highway after reading an ad or seeing even several television spots. Some admitted that when they thought about it, they realized they knew parts of our TV spots by heart long before they ever considered visiting the showroom.

What seemed in our case to be the proved value of repetition encouraged us to gamble, perhaps against conventional media buying logic, on UHF television advertising in 1967.

The temporary experiment became permanent. We were right about the repetition. We conceded that fewer persons were viewing our television advertising, even as more sets became UHF-equipped. Yet substantially more new customers came to us each year—customers who referred to the TV spots, sometimes seeing them for months before the first visit.

After the media change, our business continued to grow, but we expected that. The important thing we noted was the annual rate of growth. It was accelerated, compared with the year before the switch.

Today, a little more than 10 years later, M-M-M Carpets is a four-store operation, with three warehouse-showrooms in the Bay Area and one in Anaheim in southern California, now our headquarters.

Some of the pro considerations which a decade ago were faintly favorable points turned out to be decided advantages. As we established new Bay Area locations, we didn't need additional budget to advertise on other television stations covering the new sites. The signal from the UHF station's well-positioned antenna preceded us into the neighboring areas, where viewers had seen M-M-M spots for years.

Partly because we started with the station when it was embryonic and partly because of its style, we work closely with Sid Connolly, KGSC-TV's vice president-general manager, on our advertising. M-M-M Carpets sponsors the well viewed all-night movies and supplies its own talent for various spots.

Now the budget has shifted to the television side, which uses about 60%. The other 40% goes to newspaper advertising in San Jose and Southern California.

Why do we use only newspapers in the southland? Perhaps because there's not yet a local UHF station there, trying to get started and offering frequency in lieu of audience ratings.

**PRIME II**

**PRIME III**

**PRIME IV**

**PRIME V**

**PRIME VI**

**is coming!**

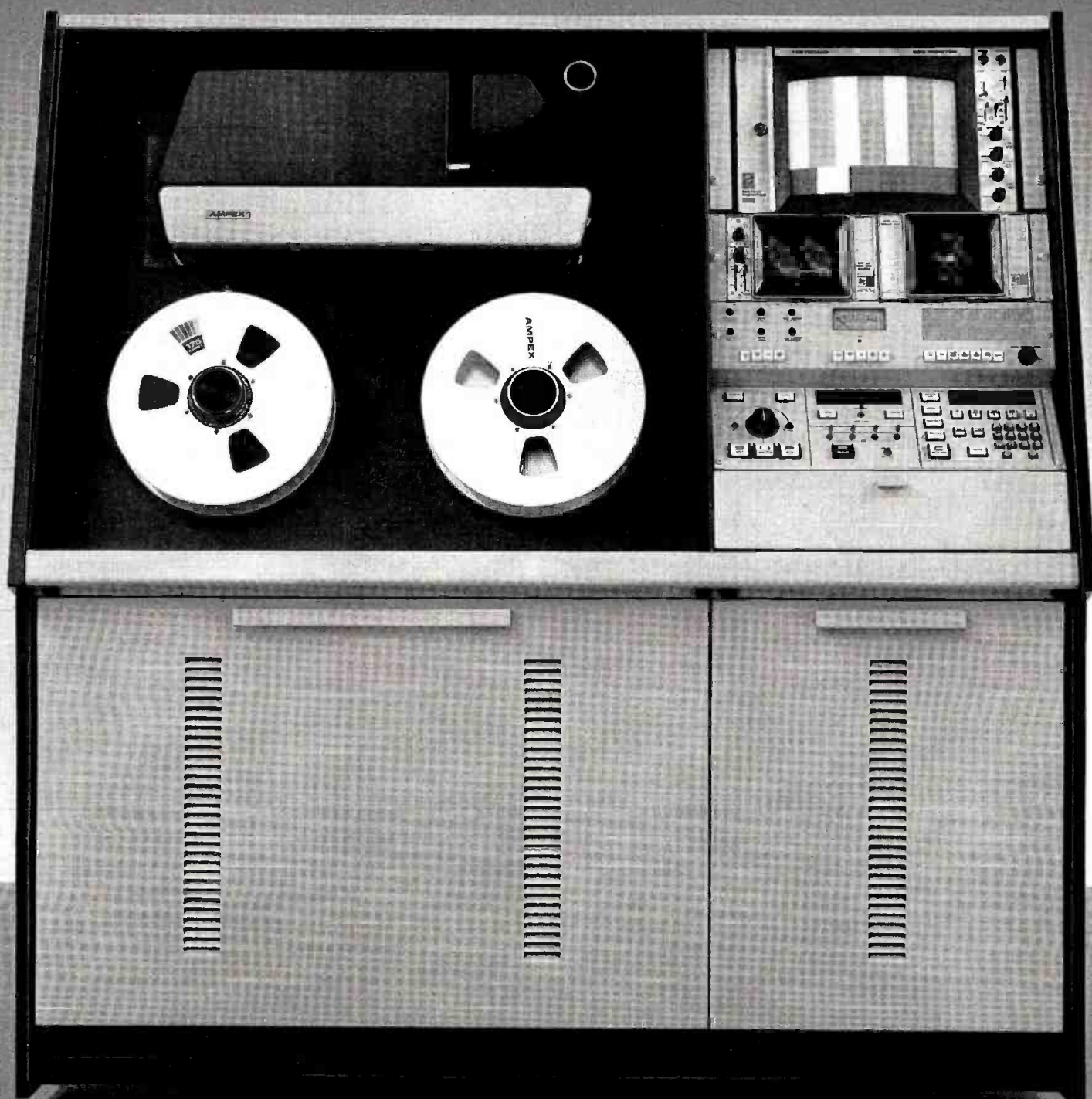


**WORLDVISION**  
ENTERPRISES INC.

**The World's Leading Distributor  
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome







# Everything Ampex knows about quad: AVR-3.

Nobody in the world knows as much about quad videotape recording as the company that developed it. Ampex. And everything we know about quad is available now in the AVR-3.

## **The Choice Between High Band and SHBP.**

You won't have to decide between High Band and Super High Band Pilot, because they're both built into the AVR-3. High Band for playing the material now in your library, and SHBP for going deeper into multi-generation productions than you've ever gone before. And whether you record at 7-1/2 ips or 15 ips, whether your tape is High Band or SHBP, AVR-3 always switches automatically to provide the correct playback.

**Faster, Easier Editing.** Forget about the wasted hours you used to spend laying down "crystal black" and time code for editing. Just turn on the AVR-3 and go to work. Internal "intelligence" produces magnificent sequential assemblies. The finished production is smooth and locked up all the way. Even if you have to re-edit, continuous time code and control track allow you to insert edit with total confidence.

**Famous Ampex Tape Handling.** The AVR-3 tape handling system acts as a constant guardian for your tapes. Using programmed acceleration/deceleration rates, the transport shuttles tape at up to 375 ips, yet stops at any precise point with no wasted motion or tape stress. Even when you use 16-inch reels.

**A Long-Range Investment.** Durability is just as important to Ampex as initial performance. Many of the very first quad VTRs Ampex ever delivered are still in operation, and examples of every successive model are humming away in studios throughout the world. AVR-3 continues the Ampex tradition of building tape machines that last.

**An International Performer.** AVR-3 is ready to work all over the world on any commercial television broadcasting standard, using any commercial power line voltage and frequency.

**Versatility, Economy, Quality.** The complete story is available in a free brochure that shows technical and performance specifications for the AVR-3. Read about the AVR-3, and you'll know what Ampex knows about quad.



## AMPEX

# One good laugh deserves another!

You get the most out of one Viacom sitcom when you surround it with more Viacom sitcoms.

That's no theory.

That's a fact demonstrated time and time again.

By stations who fill fringe time with a long lineup of laughs.

And take advantage of each half-hour break to build a bigger, better audience going into prime time.

**The Bob Newhart Show**

**The Mary Tyler Moore Show**

**My Three Sons**

**Family Affair**

**The Beverly Hillbillies**

**The Andy Griffith Show**

**Hogan's Heroes**

**Gomer Pyle**

**Petticoat Junction**

**I Love Lucy**

**The Dick Van Dyke Show**

**The Honeymooners**

**The Phil Silvers Show**



# Datebook

■ indicates new or revised listing

## This week

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

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

**Jan. 30**—FCC's new date for replies in FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

**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).

**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. Carrousel 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. Zimpler, division of continuing education, University of Florida, 2012 West University Avenue, Gainesville 32603.

## Major meetings

**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; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

■ **April 28-29**—*American Association of Advertising Agencies* annual meeting. Camelback Inn, Phoenix.

**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, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

**Sept. 20-22**—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

■ **Oct. 28-Nov. 2**—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

## Also in February

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

■ **Feb. 6-7**—*Michigan Association of Broadcasters* winter meeting. Hospitality motor inn, Lansing, Mich.

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

**Feb. 7**—Panel on the advertisers' responsibility to society, the first of a series of panels on business ethics under a grant from the National Endowment for the Humanities. C.W. (Tex) Cook, General Foods Corp.; Leonard S. Matthews, Young & Rubicam National, and Joan Z. Bernstein, Federal Trade Commission, will speak on the advertiser, agency and government perspectives. *Council of Better Business Bureau* is conducting series of panels. Southern Methodist University, Dallas.

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

■ **Feb. 8**—*Arizona Cable Television Association* annual winter meeting and legislative luncheon. ACTA headquarters, Phoenix.

**Feb. 8-10**—*New Jersey Cable Television Association* annual meeting. Marriott, Saddlebrook, N.J.

**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 when changing employment. Previous deadline was Jan. 6.

**Feb. 14**—*Missouri Cable Television Association* annual meeting. Ramada Inn, Jefferson City, Mo.

■ **Feb. 14**—Presentation ceremonies for *Alfred I. duPont-Columbia University* awards in broadcast journalism. Public Broadcasting Service will do live pickup. Columbia's Low Memorial Library, New York.

**Feb. 14-15**—*Wisconsin Broadcasters Association* annual winter meeting and state legislative reception/dinner. Concourse hotel, Madison.

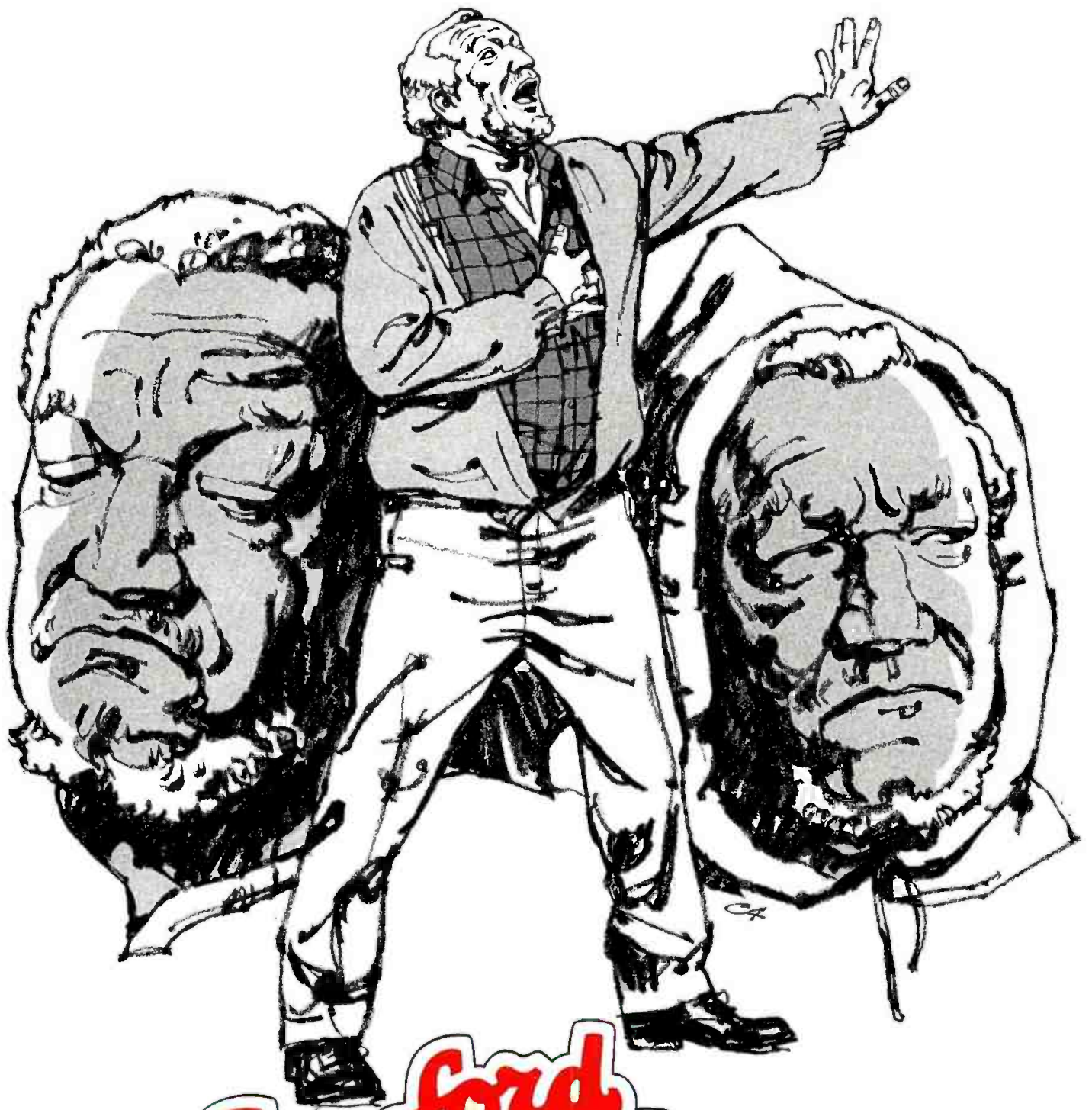
**Feb. 17-18**—Open call-for-membership meeting of the new *National UHF Broadcasters Association* (BROADCASTING, Nov. 21). Hyatt-Regency hotel, Atlanta. Contact: Cy Bahakel, Bahakel Broadcasting, Box 2449, Charlotte, N.C. 28234, (704) 372-4434.

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

**Feb. 15**—Deadline for entries in 1978 Clarion Awards competition of *Women in Communications Inc.* One plaque and one honorable mention will be conferred in eight media categories that include radio series or documentary, television series or documentary and advertising campaign. Purpose is to honor outstanding communication between Jan. 1 and Dec. 31, 1977, in the area of human rights, resources and the community. Entry forms: *Women in Communications Inc.*, P.O. Box 9561, Austin, Tex. 78766.

**Feb. 15**—Deadline for entries for Broadcast Preceptor and Broadcast Media Awards of *San Francisco State University*. Winners will be honored during 28th annual Broadcast Industry Conference in San Francisco. April 16-21. Information: Janet Lee Miller, Broadcast Industry Conference, San Francisco State





# Sanford & Son

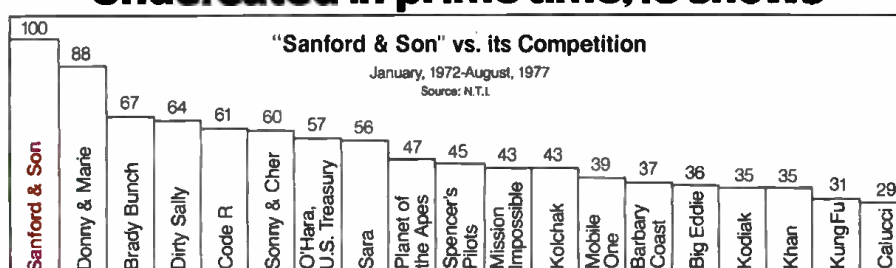
A **TANDEM** Production  
Distributed by P ★ I ★ T ★ S Films

Contact Robin French or Gary Lieberthal  
1901 Avenue of the Stars, Suite 666, Los Angeles, CA 90067, (213) 553-3600

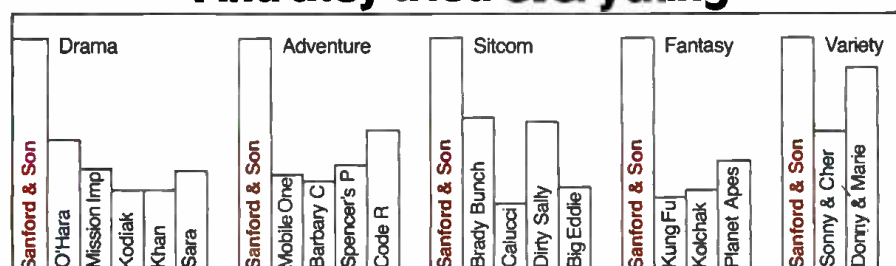
# “Elizabeth... this is the big one.”

Highest rated ½-hour series in NBC history.

**Undefeated in prime time, 18 shows**



**And they tried everything**



**And...**

**More Homes than “Happy Days”  
More Women than “Mary Tyler Moore”  
More Men than “Mash”  
More Youngsters than “Barney Miller”**

Source: Arbitron Network Program Analysis

**136 Episodes. Available This Fall**



**Order Now!**

University, San Francisco 94132; (415) 469-1347.

**Feb. 15-17**—*Texas Cable Television Association* annual convention. Marriott, Dallas.

**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.

■ **Feb. 17**—*North Carolina Farm Writers and Broadcasters Association* 26th annual Farm Press, Radio and Television Institute. Sheraton-Crabtree Motor Inn, Raleigh, N.C.

**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**—*Nebraska Associated Press Broadcasters Association* annual convention. Omaha.

**Feb. 17-18**—*Georgia Cable Television Association* meeting. Pine Isle Stouffer's resort hotel, Buford, Ga.

**Feb. 19-20**—*Idaho Cable Television Association* convention. Holiday Inn, Boise, Idaho.

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

**Feb. 21-23**—*Washington Cable Television Association* meeting. Tyee Motor Inn, Tumwater, Wash.

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

**Feb. 22-24**—*North Central Cable Television Association* convention. Pioneer Inn, Oshkosh, Wis.

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

■ **Feb. 23**—FCC's new 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 now due March 27. FCC, Washington.

**Feb. 23-24**—*Louisiana Cable Television Association* annual meeting. Best Western Chez Vous, Shreveport, La.

**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. 24**—*NBC Radio Network* regional affiliate meeting. Sheraton National motor hotel, Arlington, Va.

**Feb. 24-25**—Industrial forum, "Managing the Entertainment Business by the *Graduate School of Management, UCLA*. Six panels will feature key executives in film, television, agency and recording businesses. UCLA, Los Angeles.

**Feb. 26-28**—*CBS Radio Affiliates Board* meeting, Cerramar, Dorado Beach, Puerto Rico.

**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. 27**—*Pennsylvania Association of Broadcasters* congressional/gold medal reception and dinner. Washington Hilton, Washington.

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

## March

**March 1**—Deadline for entries for *American Bar As-*

*sociation'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 5-8**—*International Tape Association's* eighth annual seminar: "Audio/Video Update—1978." Tucson Marriott hotel, Tucson, Ariz.

**March 6**—FCC's new date for replies in VHF drop-in inquiry (Docket 20418). FCC, Washington.

**March 6-9**—*California Community Television Association's* fourth annual congressional-FCC conference. Meetings are scheduled during the day on March 6, 7 and 8 with FCC officials, members of Congress and White House officials. There will be a preconference briefing March 5 by National Cable Television Association and CCTA staff members. Receptions and dinners on March 6 and 7 are scheduled to honor the FCC commissioners and staff and California and Arizona congressmen. Hyatt Regency, Washington.

■ **March 7-8**—Third annual conference on CATV reliability, cosponsored by *Society of Cable Television Engineers and Broadcasters, Cable and Consumer Electronics Society of IEEE*. Holiday Inn West, St. Louis. Contact: Judith Baer, (202) 658-2131.

■ **March 8**—Exhibit 78, sponsored annually by *Washington chapter of American Women in Radio and Television*. Samples of work of Washington area college women studying broadcasting and related fields will be displayed. Studios of WTTG(TV) Washington.

**March 9**—*Radio and Television Correspondents Association* dinner. Washington Hilton, Washington.

**March 10**—Deadline for students to submit entries for annual *Radio Television News Directors Association* scholarships. Entries should go to chairmen or department heads at schools for forwarding to Radio Television News Directors Foundation. Information: Rob Downey, secretary of RTNDF, c/o WKAR(AM) East Lansing, Mich. 48824.

**March 10**—Spring luncheon meeting of *New York Market Radio Broadcasters Association*. Guest speakers: Dick Orkin and Bert Berdis of Dick & Bert Creative Services, Chicago. Americana hotel, New York.

**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

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**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 15**—Deadline for entries in *Radio Television News Directors* competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036.

**March 15**—FCC's new deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). Replies are now due May 15. FCC, Washington.

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

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

**March 24**—FCC's new date for comments in inquiry into possible changes in commission's form 395—annual employment report (Docket 21474). Replies are now due April 21. FCC, Washington.

**March 29**—NBC *Radio Network* regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

**March 31**—NBC *Radio Network* regional affiliate meeting. Opryland hotel, Nashville.

#### April 1

**April 5**—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federation's* Advertising Hall of Fame. Waldorf-Astoria hotel, New York.

**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**—NBC *Radio Network* regional affiliate meeting. Sheraton Airport Inn, Phoenix.

**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 16-18**—Canadian Association of Broadcasters annual meeting. Queen Elizabeth hotel, Montreal.

**April 18-19**—Alabama Cable Television Association annual "Citizen of Year" awards meeting. Honored will be Fred Sington, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

**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 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 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 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, U. of Florida campus, Gainesville.

**April 26-29**—American Association of Advertising Agencies annual meeting. Camelback Inn, Phoenix.

**April 28-May 2**—Pennsylvania Association of Broadcasters annual convention. St. Croix, Virgin Islands.

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

**April 29-May 2**—Chamber of Commerce of the United States 66th annual meeting. Washington.

**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*. Rivergate Convention Center. 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.

**May 11-13**—Louisiana Association of Broadcasters spring convention. New Marriott East, Cleveland.

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

**May 16**—NBC *Radio Network* regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

**May 17**—NBC *Radio Network* regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

**May 17-18**—Ohio Association of Broadcasters spring convention. New Marriott East, Cleveland.

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

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

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

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

#### June

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

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

**June 6**—NBC *Radio Network* regional affiliate meeting. Logan Airport Hilton hotel, Boston.

**June 7**—NBC *Radio Network* regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

**June 7-10**—Broadcasters Promotion Association 23d annual seminar. Radisson St. Paul, St. Paul.

**June 8-10**—Alabama Broadcasters Association spring convention. Gulf Park Resort, Gulf Shores, Ala.

**June 8-11**—Mississippi Broadcasters Association

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MEMPHIS WHBQ



annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

**June 12-14**—*National Association of Broadcasters* meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

**June 13**—*Tennessee Association of Broadcasters* congressional breakfast. Washington.

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

**June 15-16**—*Oregon Association of Broadcasters* spring conference. Salishan Lodge, Gleneden Beach, Ore.

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

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

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

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

**June 25-28**—*Public Broadcasting Service's* annual membership meeting. Fairmont hotel, Dallas.

## July

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

**July 16-18**—*California Broadcasters Association*

midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

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

## August

**Aug. 10-11**—*Arkansas Broadcasters Association* summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

**Aug. 21-23**—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

## September

**Sept. 10-12**—*Louisiana Association of Broadcasters* fall convention. Royal Sonesta hotel, New Orleans.

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

**Sept. 16-18**—*Nebraska Broadcasters Association* annual convention. Kearney, Neb.

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

**Sept. 17-20**—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

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

# Open Mike®

## The royalty treatment

EDITOR: May I say it once more? The performers who want the copyright law changed to give them a percentage of our income off the top, and the wish by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. for more of our income, are classic examples of biting the hand that feeds you.

Again I prod broadcasters to think about boycotting new music for 60 days, to prove our point. If we would only join hands one time, we could make a wave that wouldn't

be forgotten.—*B.D. Thornton, president-general manager, KMAM(AM)-KMOE-FM Butler, Mo.*

EDITOR: Consideration should be given to the possibility that if every radio station in the country changed its playlist to polka music, the Fat Dutchmen would enjoy one of the most remarkable comebacks in show business. The old saying is "change is inevitable," but in this case, no matter how justified it probably will never happen. With tongue in cheek might we suggest three plays for a quarter?—*Dan Gittings, general manager, KGRZ(AM) Missoula, Mont.*

EDITOR: In light of our problems on the performance royalty legislation, might I suggest that starting immediately broadcasters no longer introduce the song title or the artist. Simply play the music.

I have long contended, anyway, that naming the artists and selections constitutes a commercial just as much as does the statement that introduces the newscast "brought to you by..." which the FCC has stated is commercial time. We are only selling talent—some good and some horribly bad—when we introduce the record.

Let's see how far some careers go without radio promotion.—*Warren L. Hasse, owner, KPND(AM) Pampa, Tex.*

## Plow broadcasting



EDITOR: We lost no opportunity down this way to keep our HUT level up.—*Walter J. Brown, president, WSPA-AM-FM-TV Spartanburg, S.C.*

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(BROADCASTING, Jan. 16). But last week, the two commissioners who voted against the approval did what they could in separate statements to punch holes in those arguments.

To Commissioner Tyrone Brown, the commission ignored the plain language of its multiple ownership rules in approving the transaction. To Commissioner Joseph Fogarty, who also concurred in Commissioner Brown's statement, there is a question as to whether Mr. Allbritton, in reaching the agreement with CCC, violated a promise to citizen groups to "facilitate successful bids" from minority groups interested in acquiring the Washington Station.

Commissioner Brown attacked the section of the FCC's order which maintains that since the preferred stock WSCI would gain is nonvoting, CCC's seven television stations would not be attributed to WSCI. If they were, those stations, along with three WSCI owns, would place it in violation of the rule limiting ownership to seven television stations.

But Commissioner Brown said the WJLA-TV case marks the first time that the commission authorized "direct, massive, crossinvestment between two broadcast conglomerates where their combined interests exceed the seven-station limit." And the rule, he said, is designed to require "diversification of ownership." He noted that the commission, in 1953, in adopting the rule that remains essentially in effect today, said that "to permit parties to acquire interests of any nature in more than the specified maximum number of stations . . . would tend to defeat the diversification policy."

Commissioner Fogarty's statement takes aim at the FCC's contention that Mr. Allbritton did not break the commitment he had made to citizen groups to negotiate with prospective minority purchasers of WJLA-TV on the same basis on which he negotiated with other parties. The issue turns on the fact that Mr. Allbritton reached an agreement in principle with CCC on March 29, 1977, only seven days after he had notified a minority group that the station was for sale, and did not invite counteroffers. The commission noted that Mr. Allbritton reserved discretion regarding "final decisions," and felt there were "overriding business reasons" for entering into the agreement in principle—the feeling that only CCC could make an offer meeting Mr. Allbritton's needs and that the offer would not remain outstanding for long.

But Commissioner Fogarty does not read the agreement in the same way. Although Mr. Allbritton "reserved broad discretion" as to a final decision on the sale of WJLA-TV, Mr. Fogarty said, he was "required to exercise that discretion consistent with [his] equal obligation to 'seek in good faith and with diligence to facilitate successful bids from prospective minority purchasers.'" The facts in the case, Mr. Fogarty feels, indicate he did not. And the commission, he said, "cannot avoid dealing" with the facts "by resorting to a strict construction of the agreement in

favor of the licensee."

The dissenters were not the only ones troubled by the commission's action. Commissioner Abbott Washburn, who concurred in the decision, issued a statement noting that permitting WSCI to hold \$55 million of preferred stock in CCC "has the appearance at least of undermining our ban on co-owned, co-located broadcast and newspaper properties." But, he added, that is offset by "extraordinary public-interest considerations"—the transaction "will permit the continued generation of cash flow to the *Washington Star* newspaper and thus help preserve media diversity in the nation's capital."

Furthermore, he noted that the commission plans to undertake a rulemaking dealing with the question of whether voting trusts and preferred stock are adequate insulating devices in divestiture cases. When that is completed, he said, the commission "can reassess the public-interest factors of the preferred stock acquisition in this particular case"—an apparent reference to the possibility the commission might decide to order WSCI to divest itself of the CCC stock.

The decision, therefore, does not establish a precedent, he said.

## House members to get their say on TV control of proceedings

**O'Neill says matter will be up for vote, probably after middle of next month; Long subcommittee will hold markup this week**

House Speaker Thomas P. O'Neill Jr. (D-Mass.), an ardent opponent of network control for the proposed system of broadcasting House floor proceedings, said last week he will put the question to a vote of the full House.

In an appearance on CBS's *Face the Nation* Jan. 22, Mr. O'Neill repeated his opposition to letting a pool of the commercial networks and the Public Broadcasting Service control the cameras and feed of daily House proceedings. "I think it's a monopoly," he said. "I believe that the small independent station, the cable television station, the public television station, that everybody should be equal. What are the networks set up for? They're set up for a profit."

The Speaker, who favors control of the system by House employees, was given final say in the matter in a resolution to open the House chamber to broadcasting, passed overwhelmingly last year. But when asked if every member of the House will have a vote on the question, he replied, "I would have to say yes." Presumably the vote will take place sometime after Feb. 15, when the House Rules Committee reports to Mr. O'Neill its recommendation.

A Rules subcommittee under Repre-

sentative Gillis Long (D-La.), charged with making an initial recommendation, plans to hold a markup session this Thursday (Feb. 2) and have its report before the full committee Feb. 8.

It appears the jury is still out on the Long subcommittee over the question of network control. A coalition of the networks, journalism associations and labor unions under the umbrella of the Radio Television News Directors Association, lobbying for pool control, took heart last week from the subcommittee's reaction when presented a comparison of the House's current experimental broadcasts and those of state and foreign legislatures. There seemed to emerge a consensus that the sound and picture quality of the House's system is inferior to that of the system in the Canadian Parliament, which is being run by professional broadcasters of the government-owned broadcasting service.

But the subcommittee members' concern was not strong enough to move them all the way into RTNDA's camp. The important thing, said Representative Richard Bolling (D-Mo.), is to find the people with the expertise and imagination to solve the dark, cavernous House chamber's lighting and sound problems in a way that will not intrude into the proceedings. "I don't think it's that mysterious," Mr. Bolling said, adding that he thinks the network executives and union lobbyists who have talked with the subcommittee "have been snowing us."

Other members of the subcommittee said they think the important thing is to produce an accurate record of the proceedings in a way that will preserve the dignity of the House. A representative of the Library of Congress, which has been studying all the problems associated with broadcasting in the House, reviewed the pros and cons of five methods of control. The network pool would be the least expensive route, posing the least amount of administrative burden for the House while assuring technical competence, he said, but it also poses questions of possible distortion and bias. The networks might try to heighten the dramatic or comedic impact in some parts of the proceedings, he said. Other alternatives include control by PBS, by the House, by a new House-created public corporation, or by a private firm under contract to the House.

While all this was taking place in the House last week, prospects for experimenting with television coverage in the Senate anytime in the near future fell through last week. Senate Majority Leader Robert Byrd (D-W.Va.), who had supported live TV coverage of that chamber's debate on the Panama Canal, said that debate will begin two or three weeks sooner than anticipated—starting perhaps within two weeks—too soon to solve all the technical problems involved with television. In camera and lighting tests conducted by the networks to date, he said, "the lighting I experienced was very distracting at this desk." It is still possible, however, that the debate will be carried live on radio, he said.



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# Vox populi

Americans have always had a lot to say. And the five NBC Owned Television Stations give them the time and the place to say it. □ Last year alone, over 25,000 people—just a few of whom have been randomly selected and listed here—appeared locally on the five NBC Owned Television Stations. □ People with a point of view. With a message to deliver. People who were running for office and a few who wanted to run them out. Professionals and politicians. Educators and scientists. Civil Rights leaders. Labor. Business. And people who just had a beef. □ They spoke on our documentary and interview shows. In response to our editorials. And in special appearances during the sixty-nine hours of local news we scheduled every week. □ We believe that the opinions and ideas of these people deserve the broadest possible airing. We believe the more our viewers know about the people and issues that affect their daily lives, the better.

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**WNBC-TV New York KNBC Los Angeles WMAQ-TV Chicago WKYC-TV Cleveland WRC-TV Washington, D.C.**

**WNBC-TV** — NewsCenter 4, Lifestyles with Beverly Sills, Sunday, Sight And Sound, Not For Women Only, Knowledge, The Health Field

**KNBC** — NewsCenter 4, At One With... The Sunday Show, KNBC Specials, Consumer Buylane, Saturday Show, KNBC News Conference

**WMAQ-TV** — NewsCenter 5, Contigo, Black Life, City Desk, Today In Chicago, Metro File, The Reporters

**WKYC-TV** — Action 3 News, Sunday Magazine, Dialog, Cleveland Connection, Here It Is, Montage

**WRC-TV** — NewsCenter 4, Sunday, Two Plus You, One On One, The Place

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# The best daily newscast in Northern California is on independent KTVU

There's only one 10 O'Clock News in the San Francisco-Oakland market providing the last word in news first to viewers throughout the Bay Area. In 1975 and again in 1977, The 10 O'Clock News on Channel 2, KTVU, received the Emmy Award as the best daily newscast in Northern California.

That's why we say, independently speaking, there's only one



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KTVU-TV  
San Francisco-  
Oakland

WIOD, WAIA-FM  
Miami

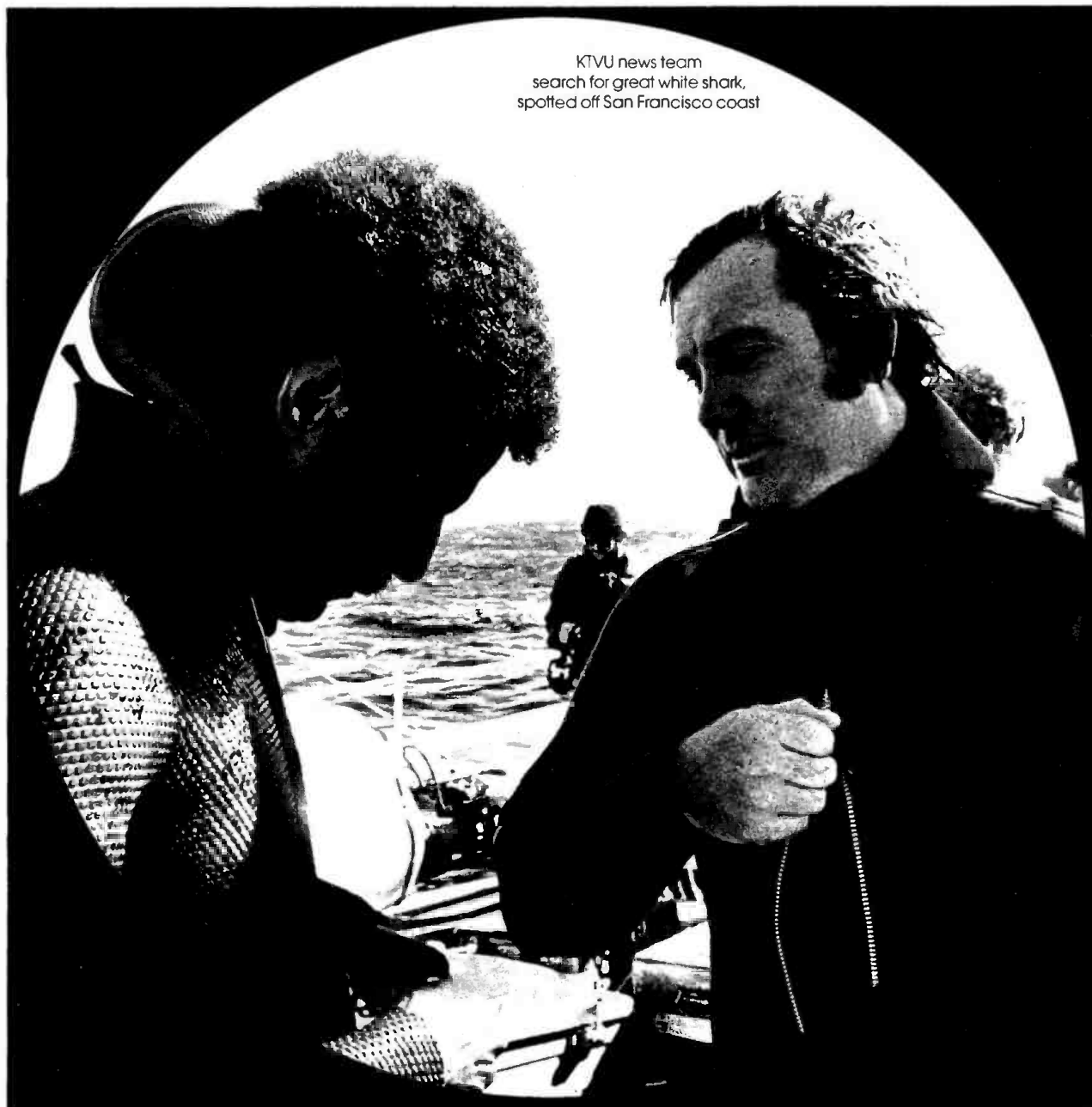
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## Business

### Independent television: It's over the hump

**Nonnetwork stations, partly on the coattails of the medium's over-all success, partly from savvy sales and programing, are solidly into profit as a group**

The independent television station is in from the cold. After years of subsisting as a second-class broadcast citizen, the independent is emerging as a profitable, respected and influential member of the television community.

The scramble of most of those 100 stations (see page 42) to a solid position has been achieved only in recent years, and particularly the past three. The prime indicators: Advertising billings during the period have more than doubled, audience ratings have climbed, programing has improved and counterprograming against network affiliates has reached new levels of skill.

Other signs of robust health are visible. Applications for new UHF television stations—the majority of which will be independents—have soared. Independent stations are being sold in increasing numbers at attractive prices. And that all-crucial bottom line shows that more and more independents are moving into the black. At some nonnetwork outlets, profits are up substantially.

"Nothing happens in a vacuum," said Leavitt J. Pope, president of WPIX New York and chairman of the Association of Independent Television Stations (INTV). "More advertising," he said. "Better programing. Better ratings. More spending by stations. They all interact."

The independents admittedly have a long way to go to approach the clout of their principal competitors, network affiliates, which are powered by the programing and advertising resources of ABC, CBS and NBC. But the independents are no longer the step-children of television, subsisting on programing and advertising hand-me-downs from network affiliates. Independents can't compete all day long with the networks. But the independents have learned after more than 20 years of battling that if they pick their spots carefully, they can score. To borrow the old

baseball adage, independents have learned to "hit 'em where they ain't."

■ The latest money figures from the FCC underscore the steady progress independents have achieved. In only four years, from 1973 through 1976, the forward thrust of independents has been dramatic in terms of revenues, profits and expenses—the latter a yardstick of independents' willingness to invest in the future.

In 1973, according to the commission, with 85 independent stations reporting, only 37 were profitable. Not one of them earned \$5 million or more, and only one showed profits in the range of \$3 million-\$5 million. There were six independents with profits of \$1.5 million-\$3 million; four, \$1 million-1.5 million; five, \$600,000-\$1 million. Of the 43 independent stations reporting losses, 18 showed deficits of \$400,000 and more.

In sharp contrast, of the 91 indepen-



INTV's and WPIX's Pope:

“Nothing happens in a vacuum. More advertising. Better programing. Better ratings. More spending by stations. They all interact.”

dents reporting to the FCC in 1976, the latest year for which figures are available, 64 operated in the black. Of this total, eight registered profits of \$5 million or more and another eight earned \$3 million-\$5 million. Eight independents reported profits of \$1.5 million-\$3 million and nine others, \$600,000-\$1 million. Of the 27 independent stations reporting losses to the commission, only four lost \$400,000 or more.

Other FCC-released data pointed up

even more vividly the surge of the independents. In revenue, the total for all independents more than doubled, to \$601 million from \$290.2 million in 1973. Profits shot up from less than \$8 million to \$121 million in 1976. Expenses increased from \$282.4 million to \$386 million.

The improved fortunes of the independent TV has extended to UHF stations, traditionally the poor boys of the television family. In 1973 only 16 U's showed profits, said the FCC, as compared to 39 in 1976; there were 37 losers in 1973, as against 22 three years later. As a whole, according to commission figures, U's generated a profit of \$38 million in 1976 versus a loss of \$9.3 million in 1973.

What has triggered the turnaround? A sampling of opinion from independent stations, advertising agencies and national representatives points to a variety of influences:

- The generally healthy climate for television advertising over the past four or five years.

- The availability of a large and continuous assortment of off-network series, first-run syndicated programing and feature films.

- The willingness of station management to invest heavily in programing.

- The enactment of the prime-access rule, which enabled independents to slot proved off-network shows against generally weaker access programing.

- The gradually and steadily increasing—if not yet complete—recognition by advertisers and agencies of the values of independents.

- The growing professionalism of independent station management, infused with experienced executives from networks and their affiliates.

- The improved ratings picture in a number of dayparts.

- The aggressive stance taken by operators to bolster sales and programing.

■ Not to be overlooked, industry executives point out, is the role being played by the INTV. It was formed in 1972, with headquarters in New York, to promote the interests of the nonaffiliated stations in Washington and in the advertising community. Its members gather in convention this week in San Diego.

The expansion at INTV parallels the growth of the independent stations. At INTV's founding, its only employees were Herman W. Land, now president, and Nicki Goldstein, vice president for operations. The staff has now grown to 10, including Robert Somerville, vice president for sales; Armella Selsor, director of Midwest sales, Chicago, and Marjorie (Max)



Johnson, director of research. A Western sales office is expected to be opened shortly in Los Angeles.

From a handful of stations in 1972, INTV now has 52 active (station) members, four interim members (stations with construction permits) and 42 associate members, (station representatives, program distributors, and service firms).

Ms. Goldstein noted that the overwhelming percentage of membership in INTV consists of "general audience" stations (52) but there are 40-odd independent commercial outlets (Spanish-language, multi-ethnic, religious, etc.) that remain outside the association because of their specialized needs (Christian Broadcasting's four religious stations are members, however), but INTV said only two general audience independents haven't enlisted.

In the short time it has been in existence INTV has forged a reputation as the voice of the independents in Washington. Mr. Land credits INTV with a significant role in staving off rate increases for AT&T long-lines transmission for occasional users, in pushing through the FCC prime-access rule, in developing time standards for nonaffiliated stations and in developing a rapport with Congress and federal regulatory agencies.

On the advertiser front, the core of INTV's sales development in recent months has been the "Arbitron National Television Audience Profile," financed at a



Metromedia's Fraiberg

“There are still some agencies and advertisers who still believe there is a dual audience—one for independents and one for affiliates.”

cost of \$123,000 by 23 independent stations.

The study was intended to dispel the attitude that independent station audiences do not have the same qualitative characteristics as network audiences. The study concluded there is scant difference, mea-

sured by the criteria of income, education, occupation, residence, new car purchases, number of cars owned, investments and use of airlines and credit cards.

Since the end of September INTV's Mr. Somerville and Ms. Selsor have made presentations in behalf of independents to more than 140 advertising agencies and advertisers. The standard presentation also includes suggestions on advertiser use of independent stations in conjunction with affiliated stations.

"We know that it's working," Mr. Somerville said. "We have had feedback from stations getting increased budgets as the result of our presentations."

■ Despite the rapid strides they have taken, however, independent stations are realistic enough to know they don't yet have it made.

"There are some agencies and advertisers who still believe there is a dual audience—one for independents and one for affiliates," said Lawrence Fraiberg, president of the Metromedia Television group of independents. "I think this attitude is most prevalent at some advertisers, particularly at the corporate level where generally there isn't professional media expertise. There are still some agencies that allocate only 'X' percentage of a budget to independents or require that spots get 'X' ratings in order to qualify.

"I think INTV's major presentation is going to help dispel some of the bias. As

## Going it alone: the top 100 in independent television stations

By INTV's count, there were 100 independent television stations on the air as of Jan. 1, 1978. Each is listed below (alphabetically by call letters). The list breaks down into 30 VHF's and 70 UHF's, as well as into 58 "conventional" independents and 48 "specialty" stations. The FCC defines a specialty station as a commercial television station that generally carries foreign-language, religious and/or automated programming in one-third of the hours of an average broadcast week and one-third of weekly prime time hours.

| <u>Call Letter and Channel Number</u> | <u>Market</u>                               | <u>Specialty</u>                                 |
|---------------------------------------|---------------------------------------------|--------------------------------------------------|
| KBHK-TV [44]                          | San Francisco                               |                                                  |
| KBMA-TV [41]                          | Kansas City, Mo.                            |                                                  |
| KBSC-TV [52]                          | Corona, Calif. (Los Angeles) <sup>1 3</sup> | Daytime: children's; Prime Time: Multiple ethnic |
| KCOP [13]                             | Los Angeles                                 |                                                  |
| KDNL-TV [30]                          | St. Louis                                   |                                                  |
| KDOG-TV [26]                          | Houston                                     |                                                  |
| KDTV [60]                             | San Francisco                               | Spanish                                          |
| KEMO-TV [20]                          | San Francisco                               | Spanish                                          |
| KFTV [21]                             | Hanford-Fresno, Calif.                      | Spanish                                          |
| KGSC-TV [36]                          | San Jose, Calif.                            |                                                  |
| KHJ-TV [9]                            | Los Angeles                                 |                                                  |
| KHOF-TV [30]                          | San Bernardino, Calif.                      | Religious                                        |
| KHTV [39]                             | Houston                                     |                                                  |
| KIKU-TV [13]                          | Honolulu <sup>1 2</sup>                     | Japanese                                         |
| KLOC-TV [19]                          | Modesto, Calif.                             | Spanish                                          |
| KLXA-TV [40]                          | Fontana, Calif.                             | Religious                                        |
| KMEX-TV [34]                          | Los Angeles                                 | Spanish                                          |
| KMPH [29]                             | Fresno-Tulare, Calif.                       |                                                  |
| KMUV-TV [31]                          | Sacramento-Stockton, Calif. <sup>1 4</sup>  | Spanish/Religious                                |

| <u>Call Letter and Channel Number</u> | <u>Market</u>               | <u>Specialty</u>          |
|---------------------------------------|-----------------------------|---------------------------|
| KMXN-TV [23]                          | Albuquerque, N.M.           | Spanish                   |
| KPAZ-TV [21]                          | Phoenix                     | Religious                 |
| KPHO-TV [5]                           | Phoenix                     |                           |
| KPLR-TV [11]                          | St. Louis                   |                           |
| KPTV [12]                             | Portland, Ore.              |                           |
| KSTW [11]                             | Tacoma-Seattle              |                           |
| KTLA [5]                              | Los Angeles                 |                           |
| KTTV [11]                             | Los Angeles                 |                           |
| KTVT [11]                             | Fort Worth-Dallas           |                           |
| KTVU [2]                              | Oakland-San Francisco       |                           |
| KTXL [40]                             | Sacramento-Stockton, Calif. |                           |
| KVOF-TV [38]                          | San Francisco <sup>1</sup>  | Religious                 |
| KVVU-TV [5]                           | Las Vegas-Henderson, Nev.   |                           |
| KWEX-TV [41]                          | San Antonio, Tex.           | Spanish                   |
| KWGN-TV [2]                           | Denver                      |                           |
| KWHY-TV [22]                          | Los Angeles                 | Financial/Multiple ethnic |
| KXTX-TV [39]                          | Dallas                      | Religious                 |
| KZAZ [11]                             | Tucson-Nogales, Ariz.       |                           |
| WANC-TV [21]                          | Asheville, N.C.             | Religious                 |
| WANX-TV [46]                          | Atlanta                     | Religious                 |
| WAPA-TV [4]                           | San Juan, P.R.              | Spanish                   |
| WATL-TV [36]                          | Atlanta                     | Community broadcasting    |
| WBFF [45]                             | Baltimore                   |                           |
| WBTB-TV [68]                          | New York-Newark, N.J.       | Financial/Multiple ethnic |
| WCFC [38]                             | Chicago                     | Religious                 |
| WCIU-TV [26]                          | Chicago                     | Spanish                   |
| WCPT-TV [55]                          | Crossville, Tenn.           |                           |
| WCIX-TV [6]                           | Miami                       |                           |

more top corporations hear our story, the chances of acceptance become heightened. In general, I see only good things ahead for the independents."

Gerald Baldwin, vice president and group supervisor of local broadcast at Young & Rubicam, said "a lot of advertisers have been naive" about independent stations. Y&R always has believed they reached "the same audience as affiliates and has bought accordingly," said Mr. Baldwin. He noted that independents reach the same cumulative audience as affiliates although not as often.

"If you want come, the independents can deliver as well as affiliates," Mr. Baldwin said. "Of course, you may not want it, depending on the strategy. But by buying selectively, agencies can make very effective use of independent stations."

Av Butensky, senior vice president and director of TV spot buying for Dancer-Fitzgerald-Sample, agreed generally with Mr. Baldwin's assessment but noted that some advertisers prefer to have their spots run adjacent to a network program rather than within a re-run of a network series. There are some media officials who prefer a 10 rating on an affiliate to two 5's on an independent, he added.

"Independents, of course, cannot compete with network stations in prime time," he said. "And their news programs, competing against network entertainment shows, generally fare poorly. Frankly, most independents cannot afford a full-fledged



Y&R's Baldwin:

“If you want come, the independents can deliver as well as affiliates.”

news service and many of them could do as well by accenting public affairs and community-slanted programs instead of going ahead with news programs."

According to Mr. Pope of WPIX, independents have learned the knack of counterprogramming and can compete to a degree with affiliates in periods outside prime time. With an assortment of children's shows, off-network and first-run series, feature films and local sports,

the independent can hold its own in daytime, early and late fringe, and in prime-access, he maintained.

"What we still have to work on is prime," he said, "and that's going to be difficult and costly. We're banking on projects like Operation Prime Time [see page 56] to make us more competitive in prime."

Carmen Bolton, president of Bolton Broadcasting, New York, a national rep firm that specializes in independent stations, suggested that independents can help bolster sales by stressing the use of independents in combination with two of the three affiliates in many typical markets. Mr. Bolton said that special analyses indicate that, at the same cost, a combination of an independent and two affiliates results in more household coverage than the use of three affiliates.

Mr. Bolton is adamant in a belief that an independent station can be better represented by a rep firm that specializes in the nonaffiliated outlet than one that acts for independents as well as affiliates. He claimed that kind of rep must "talk out of both sides of his mouth," extolling the virtues of the independent on the one hand and of the affiliate on the other.

Al Masini, president of TeleRep, New York, which has a list of six independents and 10 affiliates, subscribes to the view that each type of station has its merits. He called 1976 "a breakthrough year" for independents and with "the worsening of

| <u>Call Letter and Channel Number</u> | <u>Market</u>                          | <u>Specialty</u>  |
|---------------------------------------|----------------------------------------|-------------------|
| WDCA-TV [20]                          | Washington                             |                   |
| WDRB-TV [41]                          | Louisville, Ky.                        |                   |
| WFCB-TV [45]                          | Hollywood-Miami, Fla. <sup>1</sup>     | Religious         |
| WFFT-TV [55]                          | Fort Wayne, Ind.                       |                   |
| WFLD-TV [32]                          | Chicago                                |                   |
| WGGG-TV [16]                          | Greenville, S.C.                       | Religious         |
| WGN-TV [9]                            | Chicago                                |                   |
| WGNO-TV [26]                          | New Orleans                            |                   |
| WGPR-TV [62]                          | Detroit                                |                   |
| WHCT-TV [18]                          | Hartford, Conn.                        | Religious         |
| WHFT [45]                             | Fort Lauderdale-Miami, Fla.            |                   |
|                                       | Religious                              |                   |
| WHKY-TV [14]                          | Hickory, N.C.                          | Religious         |
| WHMB-TV [40]                          | Indianapolis                           | Religious         |
| WJAN [17]                             | Canton, Ohio                           |                   |
| WKAQ-TV [2]                           | San Juan, PR. <sup>1 2</sup>           | Spanish           |
| WKBD-TV [50]                          | Detroit                                |                   |
| WKBM-TV [11]                          | Caguas-San Juan, PR. <sup>1 2</sup>    | Spanish           |
| WKBS-TV [48]                          | Philadelphia                           |                   |
| WKID [51]                             | Fort Lauderdale, Fla.                  | Financial/Spanish |
| WLTW [23]                             | Miami                                  | Spanish           |
| WLVI-TV [56]                          | Boston                                 |                   |
| WNEW-TV [5]                           | New York                               |                   |
| WNJU-TV [47]                          | New York-Newark/Linden, N.J.           | Spanish           |
| WOLE-TV [12]                          | Aguadilla-Mayaguez, PR. <sup>1 2</sup> | Spanish           |
| WOR-TV [9]                            | New York                               |                   |
| WORA-TV [5]                           | Mayaguez, PR. <sup>1 2</sup>           | Spanish           |
| WPGH-TV [53]                          | Pittsburgh                             |                   |
| WPHL-TV [53]                          | Philadelphia                           |                   |
| WPIX [11]                             | New York                               |                   |
| WRET-TV [36]                          | Charlotte, N.C.                        |                   |
| WRIK-TV [7]                           | Ponce, PR. <sup>1 2</sup>              | Spanish           |
| WRIP-TV [61]                          | Chattanooga, Tenn.                     |                   |

| <u>Call Letter and Channel Number</u> | <u>Market</u>                 | <u>Specialty</u> |
|---------------------------------------|-------------------------------|------------------|
| WSBK-TV [38]                          | Boston                        |                  |
| WSMW-TV [27]                          | Worcester                     |                  |
| WSNS [44]                             | Chicago                       |                  |
| WSUR-TV [9]                           | Ponce, PR. <sup>1 2</sup>     | Spanish          |
| WSWB-TV [35]                          | Orlando, Fla. <sup>5</sup>    |                  |
| WTAJ-TV [29]                          | Philadelphia                  |                  |
| WTCG [17]                             | Atlanta                       |                  |
| WTCN-TV [11]                          | Minneapolis-St. Paul          |                  |
| WTOG [44]                             | St. Petersburg-Tampa, Fla.    |                  |
| WTTG [5]                              | Washington                    |                  |
| WTTV [4]                              | Indianapolis-Bloomington      |                  |
| WUAB [43]                             | Lorain, Ohio (Cleveland)      |                  |
| WUTV [29]                             | Buffalo, N.Y.                 |                  |
| WVEO [44]                             | Aguadilla, PR. <sup>1 2</sup> | Spanish          |
| WVTV [18]                             | Milwaukee                     |                  |
| WXIX-TV [19]                          | Newport, Ky. (Cincinnati)     |                  |
| WXNE-TV [25]                          | Boston                        | Religious        |
| WXON [20]                             | Detroit                       |                  |
| WXTV [41]                             | New York-Paterson, N.J.       | Spanish          |
| WYAH-TV [27]                          | Portsmouth, Va.               | Religious        |
| XETV [6]                              | San Diego                     |                  |

<sup>1</sup>Not included in specialty stations listed on page 5 of FCC Report No. 12086, dated July 2, 1976—G (67273), entitled "Reconsideration of Cable TV Specialty Station Rule Denied (Docket 20553)".

<sup>2</sup>Hawaiian (one V) and Puerto Rican (six V's, one U) stations included since these stations were part of the FCC Television Listing dated Oct. 14, 1975, which was the basic document from which stemmed the INTV research analysis.

<sup>3</sup>KBSC Corona-Los Angeles currently carries childrens programming during daytime and multiple ethnic (Japanese/Korean) programming in prime. The transfer of ownership is pending FCC approval; however, the incoming management has indicated future plans for a pay TV operation for this station.

<sup>4</sup>KMUV Sacramento changed format from conventional programming in 1975 to Spanish/religious programming effective June 1, 1976. Sale of station is in transition, but the new management indicates that the same specialty programming will be continued.

<sup>5</sup>WSWB Orlando, whose sale is pending, now carries conventional programming. Format plans of its new ownership are not known.



# ARBITRON

## National Television Audience Profile, 1977

The first national study comparing the qualitative characteristics of Independent and Affiliated station audiences.



Association of  
Independent  
Television  
Stations, Inc.

**The same people.** Among the primary goals of the Association of Independent Television Stations is combatting the often-held notion of agencies and advertisers that independent stations can't deliver as "good" an audience demographically as network affiliates. To get some qualitative data for their claim, INTV authorized Arbitron to conduct a national survey of 23 markets representing more than one-third of the country's households and based on 12,084 interviews. The survey's cost of \$123,000 was underwritten by 35 stations in the markets studied and the results presented to agencies and advertisers across the country.

What the study turned up was that in most of the different categories (income, occupation, education, buying and credit habits) independent viewers were not too different from those watching affiliates. For example: combined yearly income for those viewing during early fringe time—19% of independent viewers and 22% of affiliate viewers earned less than \$10,000; 18%/16%, \$10,000-\$14,999; 19%/17%, \$15,000-\$19,999; 48%/44%, \$15,000+; 29%/27%, \$20,000+, and 15%/16%, \$25,000+. Similar results were found for prime time, late night and weekend.

INTV hopes the survey will change many minds in the advertising world and put an end to campaigns that specify "no independents" or put a limit on the number to be used.

Another INTV-sponsored survey studies minute-by-minute ratings on independents versus affiliates during prime time to show that while affiliates may post larger over-all ratings, there is a drastic drop during the half hour and hour breaks that may result in independents coming close, equal to or surpassing the affiliates.

network programing" the past year, thinks the independents have "a golden opportunity."

"Of course, independents vary from station to station," Mr. Masini said. "Agencies evaluate stations on an individual basis; there are some that are stronger than others. There's more recognition by agencies, but some still have a cut-off for independents and like adjacencies to network programs."

The bright future for independents, including UHF's, was underlined by Kal Liebowitz, executive vice president of Air Media International, New York, a leading media buying-planning service. He said independents have made strong strides in recent years by effective counterprograming and for the next few years the outlook is bright.

"More and more UHF is becoming synonymous with independents," he observed. "It's true that some U's are hampered in delivery because of the terrain, the height of their tower and their power,

but many U's provide excellent coverage.

"Another problem all independents face," said Mr. Liebowitz, "is attracting the prestigious advertisers—the insurance companies, airlines and some banks. They seem to prefer an association with an affiliate."

■ Perhaps the exemplar of the independents' ascendancy is the Field Communications Group (formerly Kaiser), which owns and operates five U's in the competitive markets of Chicago, Boston, Detroit, Philadelphia and San Francisco.

Don B. Curran, president of the group, said the stations have been profitable for the past three years. In turn, he added, this circumstance has enabled the Field organization to upgrade its management team, attracting some executives who had served at affiliated stations.

As with his confreres at other independent stations, Mr. Curran termed programing the key to success. He elaborated by saying "independents are doing very

well in early fringe; we're making progress in late fringe and we keep trying to improve prime time with a number of projects in the works, both openly and quietly."

Although the contagion of success has spread to many independent stations over the past few years, there seem to be a flock of stations that crop up on the list of agencies and reps as outlets that register highly favorably in advertising effectiveness and audience loyalty. This listing is by no means all-inclusive, but clearly among the independent pace-setters in their markets are WGN-TV Chicago; WNEW-TV New York; KPTV Portland, Ore.; KPHO-TV Phoenix; KVVU-TV Las Vegas; KPLR-TV St. Louis; WTTV Bloomington-Indianapolis; WTOG-TV Tampa-St. Petersburg, Fla.; KTXL Sacramento, Calif.; KTVT Fort Worth-Dallas; KMPH Tulare-Fresno, Calif. and WTCN-TV Minneapolis.

Although they may not be blockbusters in their markets, other independents have managed to position themselves in such a way that they have gained a significant enough slice of the market to operate at a profit. For example, KGSC-TV San Jose, Calif., a UHF in a market overshadowed by V's, has shown a profit for the past three years although it has no national rep and doesn't rely on ratings in its sales presentations. In fact, the station netted \$600,000 on a gross of \$2.5 million in 1977, according to Sid Connolly, vice president and general manager.

Mr. Connolly's formula: Forget national advertising and concentrate on local-regional accounts; accent feature films and top off-networks during the 24-hour schedule, using up to five movies per day; promote aggressively to advertisers and direct the sales pitch to results rather than ratings. The station maintains a San Francisco office and plans to open a Los Angeles office to seek more regional accounts.

"We're now about 80% local and 20% national," Mr. Connolly said, "and we like it that way. We sell hard and we promote hard and have an identity now as 'The Perfect 36,' a reference to our channel number. We know we get results. A case in point is we have 31 auto dealers using our station—and they're clients who want immediate results."

If Mr. Connolly thinks he has rough sledding—and he has—consider WTAF-TV Philadelphia, a UHF station pitted against two other independent U's and three VHF network affiliates. Ron Gold, manager of broadcast service for the Taft Broadcasting station, said Taft's WTAF-TV has moved into the black during the past two years by counterprograming both the affiliates and the two other independents.

"Fortunately the supply of off-network programing and movies has been plentiful," he remarked. "In prime time, we run movies against network programs and, though they often get only 3's or 4's we manage to get advertisers. Right now we run 50-50 in terms of local-national advertising."

■ One of the repercussions of the banner



# **“BEST NEWS 1977”**



**KHJ-TV and the Ten O'Clock News Team is proud to accept the four Golden Mike Awards presented in our division for:**

**BEST NEWS 1977— News Director, Stephanie Rank**

**BEST INVESTIGATIVE REPORTING—Reporter Chuck Hollis for "Callous Neglect in Watts"**

**BEST NEWS FILM—Reporter Howard Gingold, Cameraman Ron Price and Soundman Wayne Pease for coverage of Santa Barbara fire.**

**BEST FILM EDITING—Editor Dave Wrath for "Airplanes"**

**We thank the Radio and Television News Association of Southern California for honoring The Ten O'Clock News.**

**It's good news.**

**THE  
10 O'CLOCK  
NEWS.**   
**WEEKNIGHTS ON KHJ-TV**  
**RKO TELEVISION • LOS ANGELES**

# Heads you win. Tails you win.

When you pick Channel 55 in Fort Wayne, Indiana. Because we're the newest station, with the strongest signal, in one of the hottest test markets in the country.

We're independent. So we program for our audience. And if our first few months of operation are any indication of the future, it won't be long before we have one of the biggest, most loyal audiences in the Fort Wayne ADI.

You can find out more about the "double nickle" in Fort Wayne in the latest SRDS or through our national representative, Avery-Knodel.

**WFFT-TV**  
**55**

The Double Nickle  
in Fort Wayne,  
Indiana.



year independents put together in 1976 was the upswing in TV station sales. Perhaps the highlight of the year was the acquisition by Field Communications of Kaiser Broadcasting Co. and its five UHF TV stations for \$42,625,000 (Field Enterprises, Chicago, the parent company, already had owned 22.5% of Kaiser Broadcasting).

Other significant independent station purchases last year were those of WTTV Bloomington-Indianapolis by Telecode Inc. for \$26 million (pending FCC approval); KDOG-TV Houston for \$11 million by Metromedia (approval pending); WUAB Lorain, Ohio (Cleveland) by Gaylord Broadcasting for \$10.5 million; KBMA-TV Kansas City, Mo., by Scripps-Howard Broadcasting for \$7.5 million and WDRB-TV Louisville by the Minneapolis Star and Tribune Co. for \$6.5 million. (All the stations are U's, except WTTV.) Only several weeks ago The Tribune Co. reached an agreement in principle to buy independent UHF WDCA-TV Washington for \$12 million.

Ted Hepburn, president of Ted Hepburn & Co., Cincinnati, station broker, said sales of independent stations in 1977 topped all other years by a considerable margin. He explained the phenomenon by saying "many stations are doing well and there is a demand for TV stations," and added:

"If a buyer can't find an affiliate, he turns around and looks for an independent, whether it be a V or a U. A few years ago there was virtually no market in UHF."

Howard E. Stark, president of his own station brokerage firm in New York, agreed that the spurt in both local and national spot advertising has made independent stations highly salable. But Mr. Stark doesn't believe the pace of independent station sales will quicken in 1978.

"There's simply a lot of demand and not enough of supply," he observed. "When someone starts to do well, why sell?"

The allure of staking out a franchise in the independent TV station market has spurred a flurry of applications for UHF outlets. Sam Saady, chief of the television applications branch in the FCC's Broadcast Bureau, said that "in the past year and a half I've seen more applications for new TV stations than since the lifting of the freeze in 1952."

Mr. Saady said there are "80 to 100" new applications and more than 40 construction permits issued for TV stations, of which "only a few are V's in smaller markets." Among the active markets he cites are Salt Lake City, Oklahoma City, Rosenberg, Tex. (Houston), and areas in Arkansas.

In one indication of the swelling interest in independent U's, Petry Television Inc., the national rep firm, recently was granted an application for a new UHF in Memphis (BROADCASTING, Jan. 9). John Serrao, vice president for programing and operations of Petry TV, said the company is convinced that a well-run U operation in Memphis can make a contribution to the market and operate profitably. Petry is aim-





**INTRODUCING RAINBOW IV**

For a copy of the photograph suitable for framing, call Bob Muller at (212) 486-9116.

## 10 new outdoor features for the whole family

RAINBOW IV OUTDOOR ADVENTURES is a new package of heavily promoted, theatrical features including Starbird and Sweet William, Adventure in Ventana and Yukon Safari. All first run. All in color.

Long among the most popular, highly-rated movies on television, RAINBOW IV maintains the tradition of all-family entertainment established by GOLD KEY's Rainbow I, II and III.

From Africa to Alaska, from the Canadian Rockies to the deserts of Central America, these RAINBOW IV Features combine suspenseful adventures with heart-warming human interest.

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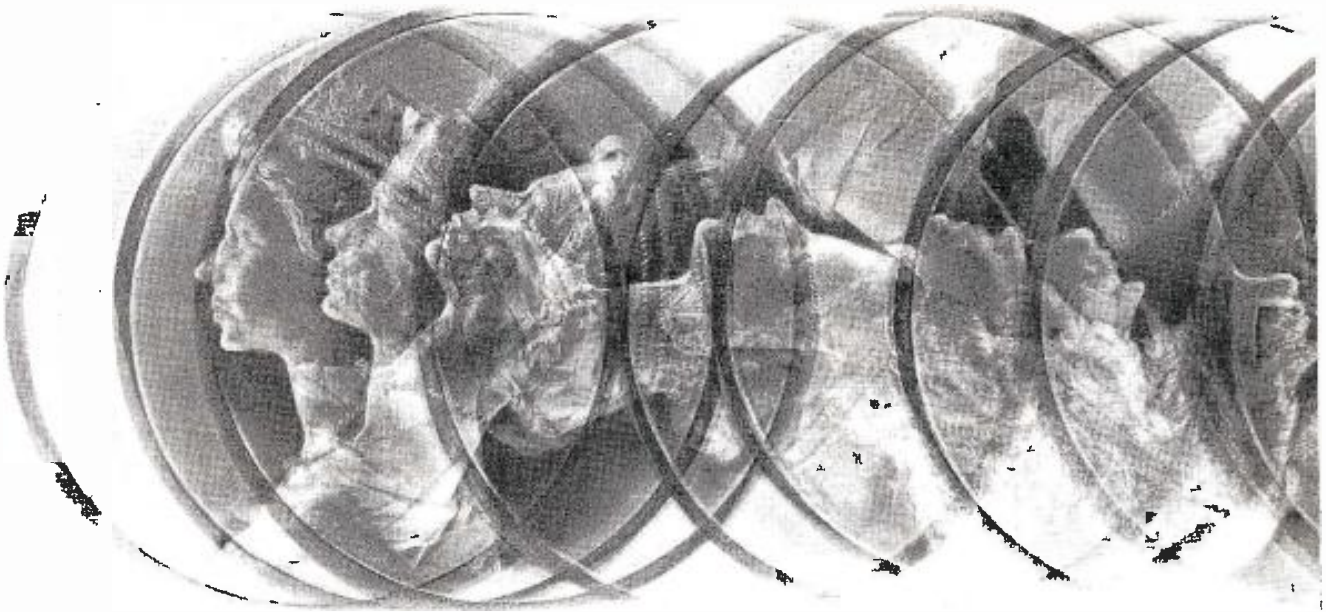
ing for an Aug. 1 on-air-date for the station, whose call letters are expected to be WPTY.

ta. Both New York stations claim cable circulation of more than 1.7 million while the others range from 700,000 to more than 1 million.

Smaller-market stations generally object to this long-distance incursion into their

which WOR-TV is a part. "We know cable systems like WOR-TV programing because of its accent on first-run programing in the 6-8 p.m. period and on sports programs; we run more than 1,200 hours of sports a

# Momentum is



While the networks scramble for supremacy, Metromedia Television quietly goes from strength to strength.

Momentum is on our side.

And momentum is hard to stop.

## **Right up there with the network stations in New York.**

If you think the network flagship stations are sitting all alone on top in New York, think again.

Just about as many homes tune to WNEW-TV/Metromedia each week as to the network stations. We even beat the top network's flagship station in net weekly circulation.

Monday through Friday, WNEW-TV also delivers more homes, more women 18-49, and more working women than any other station in the 6:00-7:30 p.m. time period.

**Top independent in Los Angeles.**

cated households weekly, making it the highest-ranked independent in Los Angeles.

It ranks 3rd amongst all stations in daytime ratings in this seven-station market.

It delivers 26% more adults in prime time than the next-ranked station.

And its weekend movies deliver more women 18-49 than 34 network prime-time programs.

## **Up 60% in Cincinnati.**

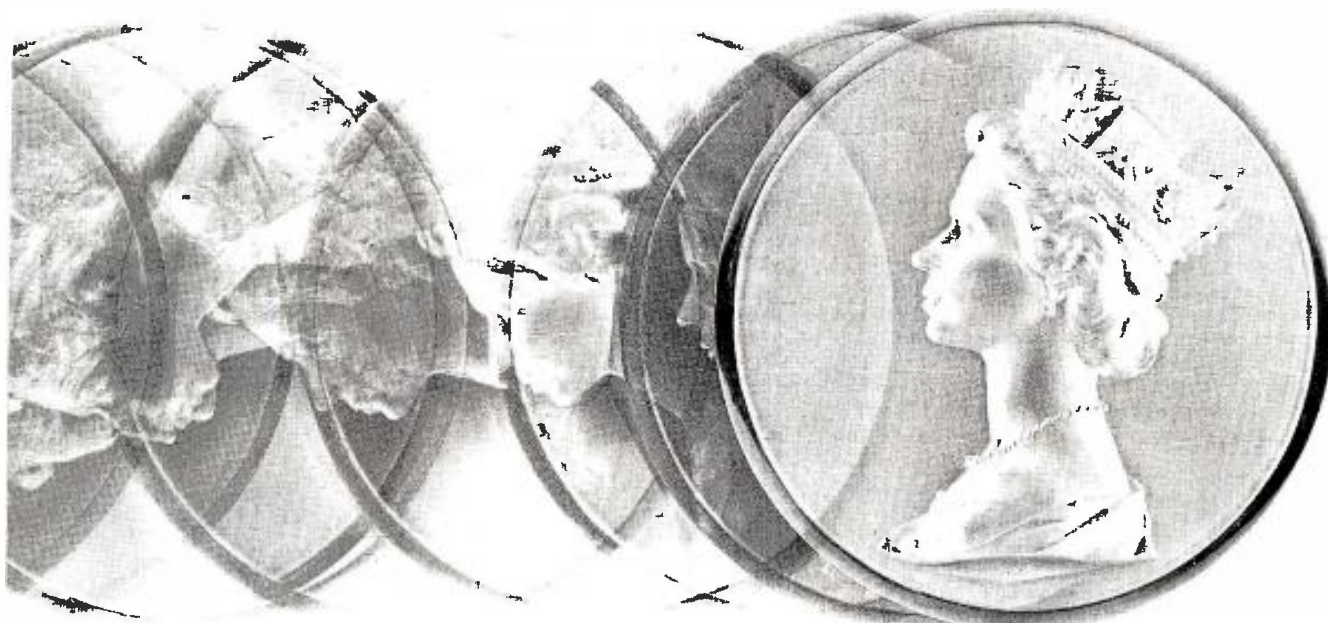
Since 1972, when Metromedia took over the station, WXIX-TV has increased its weekly delivery of households in Cincinnati by a whopping 60%.

During the same period, the network stations in Cincinnati have had an average growth of only 4% in household viewing.

WXIX-TV now reaches 636,000 unduplicated homes a week.

**Most households in Washington.**

# hard to stop



The Queen's Silver Jubilee Medal  
—presented to Metromedia Television.

WTTG/Metromedia. It has the highest delivery of any station—1,726,000 households a week.

Monday through Friday, WTTG is tops in delivery of ratings, of homes, and women 18-49 in the 6:00-7:30 p.m. time period.

## **Most households in Minneapolis/St. Paul.**

One of the highest-ranked independents in the country is WTCN-TV/Metromedia.

Our station in Minneapolis/St. Paul delivers 960,000 households weekly, tops in the market.

Monday through Friday, it delivers a 34% share of audience between 3:30 and 6:30 p.m.

## **Applause from the British.**

In a glorious finish to the year 1977, Metromedia capped it all with the broadcast of *Die Fledermaus* from the Royal Opera House at Covent Garden on New Year's Eve.

It was the first television transmittal of an opera by satellite from Europe to the United States.

To mark this historic occasion, the English Speaking Union has joined the American Friends of Covent Garden to bestow the Queen's Silver Jubilee Medal on Metromedia Television.

## **Metromedia Television**

New York, Ch. 5, WNEW-TV

Los Angeles, Ch. 11, KTTV

Washington, Ch. 5, WTTG

Minneapolis/St. Paul, Ch. 11, WTCN-TV

Kansas City, Ch. 9, KMBC-TV

Cincinnati, Ch. 19, WXIX-TV

Source: Nielsen, November, 1977. All reports, Station Total Net Weekly Circulation. (Sunday-Saturday 7 a.m. to 1 a.m.) Audience data are estimates, subject to qualifications on request.

## Independents' fare no longer a steady diet of second-hand shows

**Increasingly they're resorting to first-run product, either of the home-grown variety or the likes of 'Testimony of Two Men'**

It was at last year's INTV convention that Al Masini, president of Telerep Inc., outlined the details of Operation Prime Time. A mix of independent stations and network affiliates would carry a first-run miniseries beginning that May. The vehicle was to be a dramatization of Taylor Caldwell's best-seller, "Testimony of Two Men." MCA TV would produce it, with a budget of more than \$4 million. The experiment was greeted with both excitement and caution.

One year later, independents are cautiously confident about OPT. Mr. Masini was able to go before a group of security analysts and report that in the top 50 markets 43 stations, or 86%, "equalled or

structure and come up with big-ticket, first-run programming.

Other attempts haven't been as successful. "Metro Net," the plan by Ogilvy & Mather and Metromedia Broadcasting to create an independent network for the 8-8:30 p.m. time slot Monday through Friday, was abandoned for lack of advertiser support. Paramount Television Service's idea for a three-hour prime time block each Saturday night, with a revived *Star Trek* and a made-for-TV movie or an occasional special, has been put on hold.

Whatever the programming successes or failures of 1977, it is clear that independent television operators have had their eyes on development. In 1978 the focus is even sharper. Independents still are waiting for what comes off the networks and what is offered by distributors—but not exclusively. They have their own ideas at the national, regional and local levels.

If OPT has demonstrated what independents can do by banding together with network affiliates, Golden West Broadcasters' KTLA Los Angeles is showing what a single station can develop. KTLA hasn't the leverage of local affiliates when it comes to negotiating with distributors. Syndicators command high prices from the second largest television market and there's heavy independent competition as well.

What KTLA has, however, is available talent and equipment—namely the Holly-

tions' *New Dating Game* is among the shows produced there. But then there's also the *Liars Club* strip, specials and the upcoming return of the *Soupy Sales Show*. In those cases, KTLA not only produces, but has a piece of the syndicated action.

Mr. Cassara said that the *Liars Club* now is the number-one show in the market during the 7 p.m. slot. The first televised *Science Fiction Awards*, which KTLA produced and distributed in conjunction with the Robert Wold Co., cleared more than 80% of the country when it ran earlier this month. (KTLA holds the TV rights for the event for five years.) And as for *Soupy Sales*, with the original cast assembled for a fall 1978 strip, Viacom will be handling distribution.

While such development may be new to KTLA, it's a route that Metromedia Broadcasting and its KTTV(TV) Los Angeles have been following for years. Metromedia's Metrotape West facility currently is the "below-the-line" shop for Norman Lear's productions as well as the center where Metromedia Producers Corp. originates *Cross-wits*, *Truth or Consequences* and various specials. And more than a decade ago, KTTV and its surrounding studios were the home of Metromedia's *Donald O'Connor* and *Pat Boone* shows.

Gaylord Broadcasting has yet to go the development route. It's located outside major talent centers, said Crawford Rice,



WGN's Pecaro



Gaylord's Rice



Field's Victor



Metromedia's Collier



KTLA's Cassara

surpassed" their Sunday and Saturday prime-time average ratings, according to local May Nielsen. "A special national Nielsen substantiated the excellent local results," he added, projecting *Testimony of Two Men* to a 16 average rating.

Ninety-five stations—22 independents and 73 network affiliates—took a chance on *Testimony*, forking over the time and money for six one-hour episodes. And this year, an even greater number are expected to partake in Operation Prime Time's latest ventures: four hours of John Jakes's "The Bastard" for May; four hours of Irwin Shaw's "Evening in Byzantium" for July, and a four-hour adaptation of Howard Fast's "The Immigrants" for November, all produced by MCA TV. This time each show will be presented in two two-hour segments.

For the television community, and independents in particular, the OPT effort has shown that stations, producers and advertisers can go outside the three-network

wood community and a station built on an old Warner Bros. lot, with nine sound stages, some of them movie-sized. KTLA's answer to the "skyrocketing program costs," according to Tony Cassara, vice president and general manager, is its program development department, which was formed last May. "It's survival," Mr. Cassara said.

KTLA previously had been a "below-the-line" shop where producers rented facilities and manpower to produce their shows. An independent producer, Arnold Shapiro, was then hired "to become the contact point with the creative community," said Mr. Cassara, who credits John Reynolds, Golden West executive vice president and chief operating officer (and a former president of the CBS Television Network), with the "original inspiration" to get into the development business.

Since then KTLA has continued to rent out studio space. Chuck Barris Produc-

who serves as general manager of Gaylord's WTVT Tampa, Fla., and as executive vice president of the group that also includes KTVT Fort Worth; KHTV Houston; KSTW Tacoma, Wash.; WVTM Milwaukee and the newly acquired WUAB Lorain, Ohio (Cleveland). Until the WUAB purchase, Gaylord has been outside the top 10 markets, Mr. Rice said, making it more economical to purchase programming than to produce it.

But now that Cleveland's in the picture (the ninth market), added to Houston (the 11th), Mr. Rice is thinking about it. Furthermore he's concerned that the "networks have less and less time devoted to series" and he has "serious questions about the suitability" for independents of many contemporary series that survive long enough for eventual stripping. "It's going to force us to do something on our own," Mr. Rice said.

Another who shares Mr. Rice's concern about upcoming off-network programming





**(Available September 1978)**



Independent



## Satellites hook up specialized stations

**Spanish-language and religious broadcast groups take to the sky to distribute their programming**

From the news feeds of the ITNA to the cable TV offerings from Ted Turner's WTCG Atlanta, independents increasingly are turning their attention to satellite

Within its affiliate ranks, SIN counts 10 stations, with eight regularly interconnected by satellite. Five are licensed to Spanish International Communications Corp. (whose owners basically are the same as SIN's). The owned stations are WXTV Paterson, N.J. (New York); WLTW Miami; KWEX-TV Los Angeles; KFTV Hanford (Fresno), Calif., and KMEX-TV San

and four other stations on the Mexican side of the border.

Reruns and dubbed U.S. programming are absent from the SIN schedule. SIN offers sports, dramas, musicals and variety shows produced in Argentina, Brazil, Chile, Colombia, Mexico, Venezuela and Puerto Rico.

Through the satellite, SIN has been able to present live sporting events as well as a daily news show from Mexico. And while

US Kids  
Stick  
Together,  
in  
New Orleans  
we watch  
WGNO-TV.

**1** WITH KIDS\*  
WITH COST  
EFFICIENCY  
# IN MORE  
KID AREAS

Mon.-Fri. 7-9 A.M.  
Mon.-Fri. 3-7 P.M.

\*Nov. 77, N.S.I. and A.R.B. combined time periods quarter hour.

Also ask about our cable penetration.

**Independent**

**28**

he continued, affiliates will be more willing to pre-empt "and the pre-empted shows will go to the independents because the networks want [them] cleared ... Ultimately if all shows move to [a] very low comp and prices continue to go up, the networks will go into a market and be forced to juggle schedules just to get their shows cleared. And the networks will really become electronic feeders of programming to the highest bidders in the market. And the stations will start putting together their schedules."

Should that occur, Mr. Frank said, it's

years away. But it's a future that would greatly reduce the difference between being an independent and an affiliate.

Time will tell whether independents will be able to ever go it alone, what type, and how much programming for them should be developed. However, the groundwork is being laid and when MCA TV President Lou Friedland said, "I believe it would be a monstrosity to drop the ball at this point," it's a common thought among a segment of the television industry that is taking its development potential in hand.

**Fringe competition.** Independents have made the sharpest inroads into affiliate stations' shares in the early fringe periods, described by Arbitron and Nielsen as 6-7:30 p.m. and 7:30-8 p.m. Don Robinson, president of Field Spot Sales, New York, noted that independents generally slot top off-network and syndication programs against the affiliates' own network news and prime-access shows.

"In places like New York and Los Angeles, it's not uncommon for the three independents to rack up a combined 35 share," he pointed out. "And the figures are even higher if the 18-to-49 audience is concerned. The news shows on affiliates skew to viewers 50 and over." Asked if this pattern applied to Boston, where Field operates WJTV Cambridge, Mr. Robinson said the trend toward higher shares in recent years is evident but the disparity between the shares of the independents and the affiliates is not as great as in some other markets.

"In Boston the major independents are our station, WJTV-TV, and WSBK-TV [Storer], which are both U's," he explained. "The affiliates are strong. Still in the latest Nielsens and ARB's the combined shares are in the 22-23 range; the public station, WGBH-TV, has been getting six shares and there are feeder stations getting three or four more. The affiliates then are getting only about two-thirds of the audience."

**Bienvenido.** Host station for the INTV convention is XETV-TV which lays claim to a number of distinctions: It is licensed by the Mexican government to Tijuana but operates as a San Diego outlet in compliance with FCC standards; it was to celebrate its 25th anniversary yesterday (Jan. 29) during the convention and is showing a larger profit as an independent outlet for the past four years than it did as an ABC-TV affiliate for 18 years.

Julian M. Kaufman, who has been vice president and general manager for all 25 years of the station's existence, points to another high spot: "In three to four weeks we will install an RCA circularly polarized antenna which will help clear up our signal and reduce 'ghosts'—a problem that has plagued us because our transmitter is located south of San Diego. We think we'll be the first station on the air with a CPA though some other stations have conducted tests."







**(Available September 1978)**





## Satellites hook up specialized stations

### Spanish-language and religious broadcast groups take to the sky to distribute their programming

From the news feeds of the ITNA to the cable TV offerings from Ted Turner's WTCG Atlanta, independents increasingly are turning their attention to satellite transmission. Nowhere is this more apparent than with the Spanish and religious speciality stations.

"We're now able to talk to advertisers as a real network," said William Stiles, executive vice president of the Spanish International Network. "The satellite makes this possible." SIN earlier this month almost tripled the amount of satellite service it had been providing, from 19 to 52 hours each week. SIN President Rene Anselmo said that he expects more than 60 satellite hours will be offered on Western Union's Westar in six months.

Within its affiliate ranks, SIN counts 10 stations, with eight regularly interconnected by satellite. Five are licensed to Spanish International Communications Corp. (whose owners basically are the same as SIN's). The owned stations are WXTV Paterson, N.J. (New York); WLTV Miami; KWEX-TV Los Angeles; KFTV Hanford (Fresno), Calif., and KMEX-TV San Antonio, Tex. In addition, KDTV San Francisco; KORO Corpus Christi, Tex., and KLOC-TV Modesto, Calif., also rely on the satellite, while WCIU-TV Chicago and KDOG-TV Houston receive SIN programming on tape except on special occasions.

While SIN cannot claim every Spanish-language station in the country as an affiliate (Columbia Pictures Industries' WNJU-TV Newark, N.J., for one, goes it alone and along with its parent company distributes Spanish programming), the network does include most of them. It also acts as a sales representative for its 10 U.S. affiliates

and four other stations on the Mexican side of the border.

Reruns and dubbed U.S. programming are absent from the SIN schedule. SIN offers sports, dramas, musicals and variety shows produced in Argentina, Brazil, Chile, Colombia, Mexico, Venezuela and Puerto Rico.

Through the satellite, SIN has been able to present live sporting events as well as a daily news show from Mexico. And while the project is still in the planning stages, Mr. Stiles said, SIN is planning a live daily network newscast in Spanish originating in the U.S., and is opening a Washington news bureau. No target date has been formally set but Mr. Stiles said he'd "like to be shooting for next fall."

A strong representative of the satellite networking trend among religious stations and programmers is the Christian Broadcasting Network. It has been up on an RCA Satcom satellite since last April 29 as part of its push in the cable TV sector. CBN now claims that its 24-hour, seven-day pro-

From page 56

is INTV Chairman Leavitt Pope, president of WPIX New York. And that problem he said is compounded by the fact that "few Hollywood features are desirable for our type of programming." Yet Mr. Pope's concerns don't necessarily lead him to pessimism. "When there's a special niche," said, "somebody always comes along to fill it." Mr. Pope said that nothing occupies the minds of station managers more than the "great inventory problems," but he added that the "scarcity is forcing us to develop more product."

Development also is on the mind of Herb Victor, executive vice president of the Field Enterprises (formerly Kaiser Broadcasting), UHF independent group. Field is exploring sports projects as well as family specials. As Mr. Victor pointed out, independents now are generally striving toward programming that will interest the whole family rather than the simple and limited philosophy: "get the cartoons on, sell a lot of toys." That may have some advantages during the fourth quarter, he said, but not year-round.

Chet Collier, vice president, programming, for the Metromedia TV stations, claimed that one of the greatest fallacies about independents is that "they only attract the kids." Metromedia was a trendsetter in programming for the family he said, adding that its five TV's outdraw their competition from 4:30 p.m. to 8 p.m. in women, 18-49.

It therefore follows that Henry Gillespie, president of Viacom Enterprises, should be able to say that his company is the leading supplier of series to independents because it holds the largest inventory of situation comedies—the staple of off-network programming. *I Love Lucy*, which has had immense success cutting across various demographics, is a classic example.

During the late hours, however, sup-

pliers are discovering that independents are a fertile ground for new adult programming. Mr. Gillespie mentioned a first-run series being prepared by Bob Stewart Productions for the fall, *The Love Experts*, that will have celebrities answering questions tongue-in-cheek. Mr. Gillespie is gearing that show primarily for independents at 11 p.m. Norman Lear's TAT Communications broke ground there earlier with the spoof soap opera, *Mary Hartman, Mary Hartman*.

Yet the key to an independent's success is not confined to new programming. Careful placement as well as promotion can increase the audience for the old favorites. As an example, Mr. Victor mentioned a back-to-back *Brady Bunch* hour on his group's WFLD-TV Chicago and a similar *Hogan's Heroes* move there a few years earlier. Derk Zimmerman, program manager of Field's KBHK-TV San Francisco, expected Groucho Marx's *You Bet Your Life* to be successful there even without his promotion techniques, but the eventual success was much more than he expected.

In launching the old off-network show about four years ago, KBHK-TV ran a contest offering a \$2,000 promo contract to the person who could best imitate the comedian. Hundreds of ersatz Grouchos—"lady Grouchos, black Grouchos and Grouchos in wheelchairs," Mr. Zimmerman said—lined up at the station. "You couldn't be in the city and not know [the show] was on," Mr. Zimmerman explained, adding that a report on the contest also was picked up on a national news show.

While many independents now are enjoying a new position of strength in their markets, WGN Continental Broadcasting's WGN-TV Chicago is no stranger to that vantage point. Like his colleagues, group President Dan Pecaro will say that a "good situation comedy is a staple." He'll also mention other basics—sports and films.

"You build an identity with sports," Mr.

Pecaro emphasized, noting, for example that this is the 30th year that Chicago Cubs baseball has been covered by the station or its sister radio outlet. Sports coverage doesn't stop at the professional or college level, he added, explaining that everything from high school basketball to gymnastics has been on WGN-TV.

And as for movies, WGN-TV claims a film library exceeding 2,000 features, offering ample choice in programming a movie each evening at 8 p.m. Another station with an unusually large film inventory is KTXL Sacramento, Calif., which runs about 42 hours of feature films a week. Jack Matranga, who serves as the station's president, general manager and film buyer, estimated that his library has upwards of 4,000 movies—about 90% of the playable films available to the Sacramento market. Included in this number, Mr. Matranga said, are all the MGM packages, all United Artists, all Paramount, all 20th Century-Fox packages but one, and all but two packages from Warner Bros., Screen Gems and Columbia Pictures.

A supply of original made-for-TV films could be available to independents and affiliates alike if Paramount Television Service's project is taken off hold. Richard Frank, president of Paramount's television distribution division, claims to have some 30 developed scripts sitting on his shelf and adds that "we could start producing any or all of these" within four to six weeks.

What Paramount is waiting for is an indication that the advertising demand will exceed supply at the network level and create support for the company's project. Last year it didn't and by next April Mr. Frank expects to have an indication whether a three-year hour block each Saturday night beginning with an hour *Star Trek* revival, then a movie or an occasional special, will attract adequate sponsorship. "If we can't do it first class," Mr. Frank said, "we won't do it," adding that



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## INTV: carrying the fight to Washington

**AT&T rates, PTAR, Bell Bill, distant signals, 'super stations': clear and present dangers, says President Land, that need attention**

Although established primarily to further the business interests of independent TV stations, the Association of Independent Television Stations has been a vocal participant in legislative and regulatory circles, spending more time representing its members' interests in Washington than the association's creators originally anticipated. As it happens, Washington connection has itself become enough of a reason for being, INTV President Herman Land now says.

On many issues, INTV has found that it must speak for itself on Capitol Hill or at the FCC. At the industry's chief association, the National Association of Broadcasters, there has usually been a "knee-jerk reaction" to think in terms of the interests of networks and their affiliates, said Mr. Land. "It was not ill will or bad think-

ing," he added, "it was just normal" since NAB's TV membership is dominated by affiliates. Where its interests are the same as the rest of broadcasting's, INTV stands behind NAB's contributions at the FCC and Congress. But it raises its own voice when they are different, and it is those occasions that stick in the memory, leaving an impression of INTV as a rebel, a David playing opposite the networks' Goliath.

An example is the AT&T rate proposal that the FCC rejected late last year, which would have given full-time broadcast users of AT&T phone lines, such as the networks, more favorable rates than part-time users, such as the independent television stations. For obvious reasons, the proposal received no strong opposition from the networks; NAB's stance was not strong enough to suit INTV. So the independent association went into battle for itself, arguing that the proposed rates could do enough injury to the TV independent to force it to curtail programming.

Another example was the prime-time access rule, which forced network affiliates to go to sources other than the networks for programming at 7:30-8 p.m. INTV initially supported the rule.

Those two examples, the AT&T rate cases and PTAR, played a major role in the formation of INTV in 1972. In both instances the independents' case was directly opposed to that of the networks.

There are yet other examples. The so-

called Consumer Communications Reform Act, or Bell Bill as it is more popularly known, was strongly opposed by the independents because of its provision for reducing competition to phone companies from miscellaneous common carriers. Driving microwave services out of business could drive up phone rates, INTV argued, to the detriment of the independent TV station, which relies heavily on these competitive common carrier services. So far the networks and NAB have been silent on the whole issue, which is being addressed in the House Communications Subcommittee's rewrite of the Communications Act.

Another issue on which INTV opposed the network position—it has since reversed itself, however—is the issue of cable television's importation of distant signals. Where the networks and nearly everyone else in the TV business steadfastly opposed such importation on the ground that additional signals could "fractionalize" local TV viewing audiences, INTV allied itself with cable. It seemed a rational position in light of the fact that the independents were the ones being imported.

But, said Mr. Land, it became clear that the supposed benefits of being carried on cable were "an illusion." There are independents in local markets that, just as the affiliates, could lose audience to imported signals. In fact, INTV reasons now, they might suffer more, since it is the audience for independents, more than for affiliates, that might be getting carved up.

INTV applies the same reasoning in its position on the so-called "super stations," independent stations being beamed to distant markets by satellite (WTCG Atlanta was the first) or otherwise picked up at long distance. Because there is no evidence that the additional distribution makes the station's advertising time more valuable, Mr. Land said he has been told by many independents that they would gladly trade the additional distribution for protection of their local audiences. One of INTV's legislative goals, Mr. Land, says, is reinstatement of the rule against leapfrogging, which the commission repealed in 1975.

The David and Goliath image is true as a reflection of INTV's basic philosophy, as expressed by Mr. Land. The association is against "giantism" in general, against unrestricted growth of pay cable networks, for instance—against any entity large enough to make it hard for independents to get access to programming. Another of the association's legislative goals, Mr. Land said, is to get industry structure loosened up enough to make more programming available to independents. "We want equal access," he said.

The association has expressed many of these views before both House and Senate Communications Subcommittees in the last year—before the House subcommittee in its hearings on the rewrite, before the Senate's in fact-finding hearings on broadcasting and cable.

For the future, Mr. Land said, INTV will

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graming is offered to some 1.5 million cable homes.

With the turn of the year, however, CBN let it be known that its satellite plans weren't exclusively for cable and announced a major expansion in the broadcast direction. Through its Continental Satellite Corp. subsidiary, CBN handed Scientific-Atlanta an order for 30 10-meter ground stations. Seven are to have both transmit and receive capability. Most of those with dual capacity will be installed near CBN's owned-and-operated TV's, WYAH-TV Portsmouth, Va.; WNXE-TV Boston; WANX-TV Atlanta, and KXTX-TV Dallas, as well as at CBN headquarters in Virginia Beach, Va., where CBN is considering directing signals toward both the RCA and a Western Union satellite.

Other ground stations, basically those with receive-only capability, will be leased to CBN affiliates that do not already have one, with installation of them all expected by fall. After that, CBN anticipates ordering more.

According to a spokesman, CBN presently is also buying time on stations for some 10 to 12 of its shows. Most widespread is *The 700 Club*, a religious talk/entertainment program.

Other CBN paid programming ranges from Bible lessons to music shows and last week the network wrapped up a telethon that had been airing at different times across the country.

While the programming that CBN originates is of an interdenominational Christian nature, religious shows on its owned-and-operated stations currently account for only about 30% of the schedule. The remainder consists of "family" fare along the lines of *I Love Lucy*, *The Dick Van Dyke Show*, and *Bonanza*, with commercial time sold.

CBN is not alone in combining religious programming and satellite time. And a clear example of how the two are going hand in hand is shown by Trinity Broadcasting Network Inc.'s plans.

Trinity currently operates KTBN-TV, a 24-

hour religious station in Tustin, Calif., as well as KPAZ-TV Phoenix. It also has applied to the FCC for construction permits for UHF commercial stations in Oklahoma City, Houston, Denver and Seattle. In the meantime, a one-year agreement with RCA was made for satellite distribution of its religious programming, sending the signal first from Tustin to Phoenix but eventually to other TBN stations as they come on the air.

A TBN spokesman said that the non-profit corporation produces about 70% of its 24-hour schedule, including children's shows, Bible studies programs and Christian entertainment specials. Various syndication sources supply the remainder of the TBN line-up.

The overwhelming portion of TBN's budget comes from telethons, one presented before Thanksgiving and another before Easter. Last year \$8.3 million was raised, and in addition, another 10% was brought in through commercial sponsorship, the spokesman said.

whether or not this project works, "we'll still be here" in the development field.

As for station interest in the project, Mr. Frank has no doubts. Mr. Frank is confident that 70% of the country easily can be cleared. At the time Paramount's plans were stalled, he said, 57.5%—30 independents and 28 affiliates—were signed. He added: "When we announced the delay,

not one station canceled."

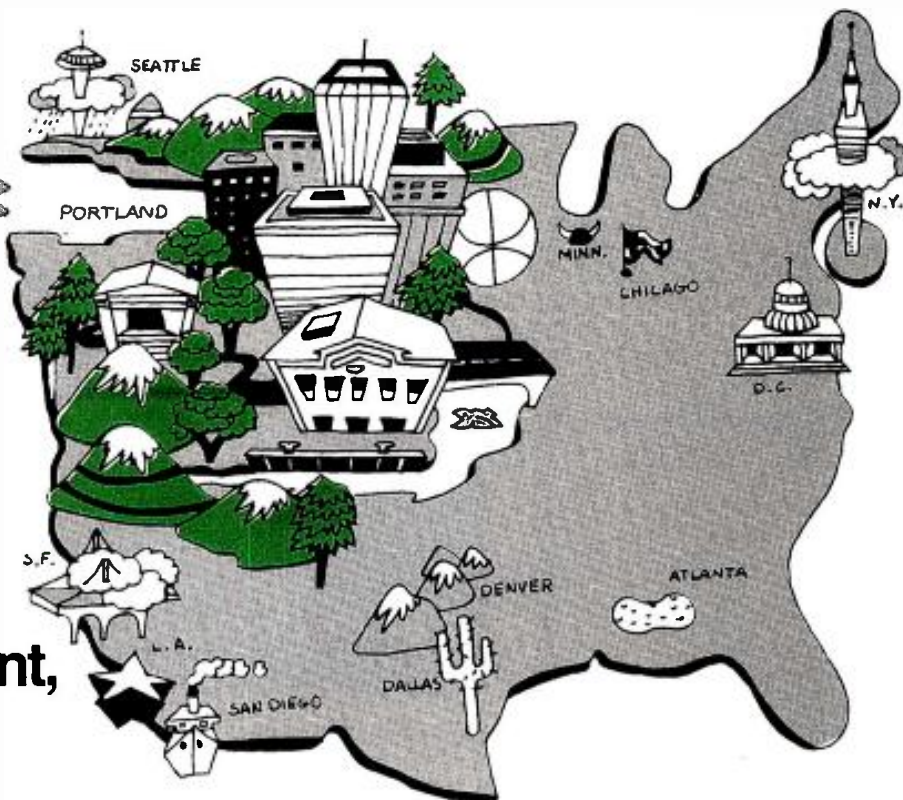
Currently it's difficult to find an independent operator who will say that development projects are viable without the financial and clearance help of network affiliates. Down the line, however, that may change. Gaylord's Crawford Rice pointed to the many station applications pending at the FCC and while the "pick-

ings are slim" now for independent coverage outside the top 25 markets, he said, new territory will open.

Paramount's Mr. Frank goes further with his predictions, claiming that the networks, to maintain their profit margins in the face of rising production costs, will eventually have to start reducing their compensation to affiliates. As that occurs,

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he continued, affiliates will be more willing to pre-empt "and the pre-empted shows will go to the independents because the networks want [them] cleared . . . Ultimately if all shows move to [a] very low comp and prices continue to go up, the networks will go into a market and be forced to juggle schedules just to get their shows cleared. And the networks will really become electronic feeders of programming to the highest bidders in the market. And the stations will start putting together their schedules."

Should that occur, Mr. Frank said, it's

years away. But it's a future that would greatly reduce the difference between being an independent and an affiliate.

Time will tell whether independents will be able to ever go it alone, what type, and how much programming for them should be developed. However, the groundwork is being laid and when MCA TV President Lou Friedland said, "I believe it would be a monstrosity to drop the ball at this point," it's a common thought among a segment of the television industry that is taking its development potential in hand.

**Fringe competition.** Independents have made the sharpest inroads into affiliate stations' shares in the early fringe periods, described by Arbitron and Nielsen as 6-7:30 p.m. and 7:30-8 p.m. Don Robinson, president of Field Spot Sales, New York, noted that independents generally slot top off-network and syndication programs against the affiliates' own network news and prime-access shows.

"In places like New York and Los Angeles, it's not uncommon for the three independents to rack up a combined 35 share," he pointed out. "And the figures are even higher if the 18-to-49 audience is concerned. The news shows on affiliates skew to viewers 50 and over."

Asked if this pattern applied to Boston, where Field operates WLVI-TV Cambridge, Mr. Robinson said the trend toward higher shares in recent years is evident but the disparity between the shares of the independents and the affiliates is not as great as in some other markets.

"In Boston the major independents are our station, WLVI-TV, and WSBX-TV [Storer], which are both U's," he explained. "The affiliates are strong. Still in the latest Nielsens and ARB's the combined shares are in the 22-23 range; the public station, WGHB-TV, has been getting six shares and there are feeder stations getting three or four more. The affiliates then are getting only about two-thirds of the audience."

**Bienvenido.** Host station for the INTV convention is XETV-TV which lays claim to a number of distinctions: It is licensed by the Mexican government to Tijuana but operates as a San Diego outlet in compliance with FCC standards; it was to celebrate its 25th anniversary yesterday (Jan. 29) during the convention and is showing a larger profit as an independent outlet for the past four years than it did as an ABC-TV affiliate for 18 years.

Julian M. Kaufman, who has been vice president and general manager for all 25 years of the station's existence, points to another high spot: "In three to four weeks we will install an RCA circularly polarized antenna which will help clear up our signal and reduce 'ghosts'—a problem that has plagued us because our transmitter is located south of San Diego. We think we'll be the first station on the air with a CPA though some other stations have conducted tests."



**Carrying the ball for INTV.** The Association of Independent Television Stations went into business five years ago with two employees: President Herman Land (r) and Nicki Goldstein (2d from r), now vice president for operations. The staff is now up to five, including (l to r) Robert Somerville, vice president, sales; Marjorie (Max) Johnson, research manager, and Armella Selsor, director of sales, Midwest. A West Coast sales director is expected to be added soon.



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continue to press the same issues in Washington, chiefly the fight against AT&T rate increases that would affect independents, against creating for AT&T a stronger monopoly over common carrier trade than it already has, and against relaxation of cable television program exclusivity and distant signal rules. An additional fight in which the association has yet to make much impact, is for preserving the market for telecasting local sports events. The association worries that, with the rollback of the FCC's pay cable restrictions, pay cable television might pick up more of these events. Mr. Land said it is heartening to hear House Communica-

tions Subcommittee Chairman Lionel Van Deerlin (D-Calif.) speaking out for protecting sporting events now televised nationally. But few if any in Congress have made an issue of the local high school and college games.

Scheduled to address the independents in convention this week on his home turf in San Diego, Mr. Van Deerlin calls INTV "an interesting bunch. They don't have the easy crutch of turning up the pot on the networks." The independents "should be very much more interested" than the rest of the TV industry in the rewrite, he thinks. Theirs is a different stake in the status quo.

## Media

# Communications' cut of Carter's new budget

**National Telecommunications and Information Administration is allocated \$12 million; FCC to get slight raise to \$67 million**

The National Telecommunications and Information Administration is yet to be created, but its shape is discernible and its first-year plans made clear in President Carter's budget for fiscal 1979, which went to Congress last week.

NTIA, which is being formed in the Department of Commerce from the White House Office of Telecommunications Policy and Commerce's Office of Telecommunications, is in the budget for \$11,981,000, and is being primed to strengthen the government's telecommunications and information policy-making machinery.

The new budget contains few surprises for broadcasters and the regulatory apparatus. As for the FCC, whatever new activities it wants to undertake in broadcasting and cable television will be done with existing resources. The relatively slight increase it will receive is destined to strengthen the commission in other areas. The Federal Trade Commission and the Department of Justice's Antitrust Division are expected to carry on at about their current levels. Public broadcasting would not be given treatment quite as generous as President Carter had indicated it would get, but the administration is planning to strengthen the government's own broadcasting services aimed at foreign audiences.

The NTIA budget is higher than the combined budgets of the two agencies it is to replace ("Closed Circuit," Jan. 16). Despite some savings being effected through the elimination of duplicating functions, the proposal sent to Congress last week represents \$2 million more than was appropriated for OTP and OT combined (including a supplemental appropriation for a pay raise) for 1978. Most of the additional funds and 29 of the 35 new positions being added are earmarked for strengthening policy development.

"We're very interested in doing a good and thorough job in the policy field," said Forrest Chisman, a consultant to Commerce serving as an assistant to Henry Geller, who will head NTIA. "The predecessor agencies were criticized for not devoting adequate resources to policy making, and the administration wants us to have adequate resources in this area." The budget, he said, "is sending a message."

In its policy-making role, NTIA will concentrate on the economic, legal and technical problems related to common carrier regulation. NTIA is allocating \$1,265,-

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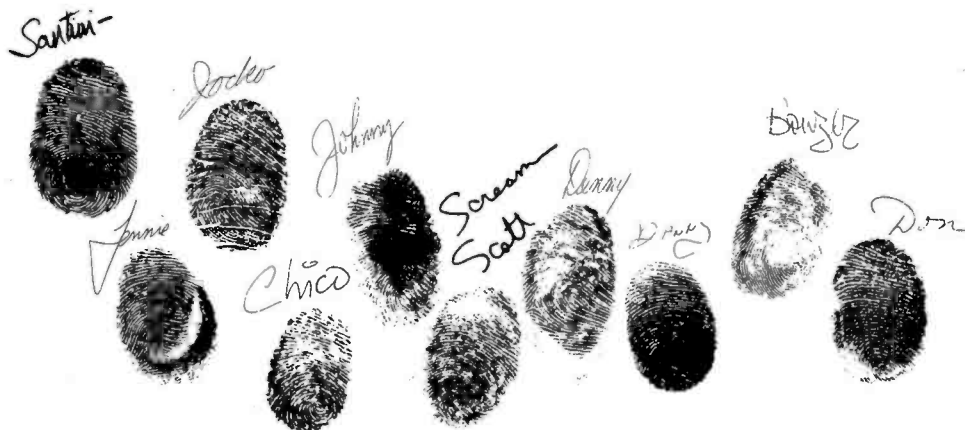
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Now we're looking to see all the other SHA NA NA stations join the party with the NBC O&O's. They'd better renew. Or we'll get mean. Knuckle sandwich time, guys! And those stations that haven't made the SHA NA NA scene should check it out. Call the rockin' cats and kittens over at LBS. They ain't greasy, but they're cool anyway.

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**Van Deerlin's dollars.** The House Commerce Committee last week approved a 1978 budget of \$353,500 for the Communications Subcommittee, including \$294,000 for the salaries of 11 staff members, \$46,000 more than went for salaries in 1977. The staff increased by one secretary this year; the rest of the increase went for raises. In addition the budget projects \$15,000 for travel expenses, \$5,000 for witness fees and \$39,500 for items such as supplies, telephones, electrical equipment and consultant fees (\$17,000).

The subcommittee, in its budget justification, anticipates that the rewrite of the Communications Act will absorb most of its attentions this year. But in addition, it plans oversight hearings for the FCC and the new National Telecommunications and Information Administration (when it is formally established in the Commerce Department), and work on public broadcasting legislation and the cable television pole attachment bill.

The over-all budget for the Commerce Committee is set at \$4,005,612—more than \$800,000 higher than last year's—including \$934,400 for Representative John Moss's (D-Calif.) Subcommittee on Oversight and Investigations. The Moss subcommittee had a \$720,000 budget last year.

The full committee budget is subject to approval first of the House Administration Committee than of the full House.

000 to that effort. And it is planning to spend \$587,000 on policy studies involving broadcasting, cable and other regulatory issues.

Policy making is one of three NTIA activities specified in the budget. The others are managing federal telecommunications resources and improving the application of telecommunications and information technology.

The management function involves the government's share of the spectrum, and includes working with the FCC to effect long-range improvements in the use of the spectrum, coordinating a national position and developing government policies for international negotiations on spectrum planning and regulation, assigning radio frequencies to federal agencies, and planning for telecommunications services.

To improve the application of technology, NTIA will conduct research into radio wave propagation, examine the performance of data communications, fiber optics and satellite communications systems, and assess the impact of new technology on government systems. NTIA will also conduct research into the economics of spectrum scarcity as well as the feasibility of providing planning techniques for improved television channel use.

The creation of NTIA is part of President Carter's executive branch reorganization plan, which went into effect last fall. However, the executive order that would implement the plan has yet to be issued; the executive branch agencies affected by it are continuing to haggle over the language to be included in the final draft. Officials' estimates as to when NTIA will come into existence range from three to six weeks.

The FCC, as reported earlier, would receive more under the new budget than it has in fiscal 1978, but not as much as it had requested. President Carter is seeking \$67,035,000 for the commission ("Closed Circuit," Dec. 19, 1977), an increase of some \$2.5 million, but about \$3 million less than the commission had urged the Office of Management and Budget to include in the budget (BROADCASTING, July 25, 1977).

The increase in funds would provide for a net increase of 58 positions, but none would be used to strengthen the Broadcast

or Cable Television Bureau staffs. The Field Operations Bureau would get the most—24—while the Common Carrier Bureau would get 20. The others would be distributed among the Office of Plans and Policy (six), the chief engineer's office (five) and the general counsel's office (three).

Among other agencies of interest to broadcasters:

The Federal Trade Commission would receive \$66,485,000, up from \$62,150,000. The increase would permit the net addition of 46 positions.

The Justice Department's Antitrust Division, which, among its other activities, is continuing to apply pressure on the FCC and other regulatory agencies to promote competition among the businesses they regulate, would receive \$46,377,000. This is \$5.2 million more than it is expected to spend in the current fiscal year, and would permit the creation of 57 new positions.

As for public broadcasting, the White House is somewhat more conservative in requesting appropriations than it was earlier when it was proposing spending ceilings. The public broadcasting bill President Carter has sent to Congress calls for five-year funding, beginning in 1981 with an authorization of \$180 million in matching funds (\$2.25 would have to be raised for every \$1 of federal money; the present formula is \$2.50 for \$1). However, the budget, as it emerged from OMB, requested an appropriation for 1981 of \$172 million. What's more, while President Carter is asking Congress to continue the facilities program at its present \$30-million level for the next two years, the program is in the budget for 1979 for \$18 million, \$1 million less than Congress appropriated for that program for the current year.

However, the budget calls for a supplemental appropriation of \$12,050,000 to bolster the \$107,150,000 appropriation Congress voted for the Corporation for Public Broadcasting for 1978. And CPB is expected to ask for a supplemental to increase by \$15 million or \$20 million the \$120,200,000 appropriation already voted CPB for 1979. CPB, which is funded two years in advance, is due to receive \$152 million in 1980.

Other requests for public broadcasting

in the budget include \$2 million for the development and production of programming, and \$1 million for equipment to be used in experimental programs.

The U.S. Information Agency has disappeared from the budget, its functions having been absorbed by the newly created International Communication Agency. But the Voice of America remains a budget item, and it would receive \$75,111,000, an increase of \$4 million. It broadcasts in English and in 36 foreign languages from transmitters in five domestic and eight overseas locations.

In that connection, the budget also includes \$19,685,000 for the acquisition and construction of new VOA radio transmitters and the maintenance and repair of existing ones. Some of the money will be used to complete work begun last year on 250 kw shortwave transmitters in Liberia and the Philippines.

Nor are those the only elements in the budget dealing with broadcasting to foreign countries. The Board for International Broadcasting, which operates Radio Free Europe and Radio Liberty, both of which beam programs to the Soviet Union and five other Soviet bloc countries, would receive \$78,597,000 under the budget, \$15.6 million more than was appropriated for it in the current fiscal year.

The administration's concern with equal employment opportunity matters is reflected in a sharp increase in the appropriation being requested for the Equal Employment Opportunity Commission—\$104.5 million, as compared with \$77,050,000 in the current fiscal year. EEOC, which has been bogged down in a backlog of unresolved cases, hopes to resolve 116,600 of them in 1979—which, for the first time, would top the number it expects to be filed, 104,300.

The administration also expects the FCC to do its part in such matters. A section of the budget says the commission will continue to investigate complaints of discrimination by broadcasters, cable television systems and common carriers, and review licensees' annual employment reports "as part of its program to enforce" its equal employment opportunity rules.

## Changing Hands

### Announced

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

■ **KNDE(AM)** Sacramento, Calif.: Sold by Mediacast to KXOA-FM Inc. for \$1.32 million. Seller is principally owned by Scott M. Elrod, who has no other broadcast interests. Buyer is principally owned by Michael J. Brown and his father, Willet H., owners of KXOA(FM) Sacramento and KGB-AM-FM San Diego. KNDE is on 1470 khz with 5 kw day and 1 kw night.

■ **WKVO-AM-FM** Havelock-Cherry Point, N.C.: Sold by Southeast State Broadcasting Corp. to Darrel Nixon and Richard Goines for \$270,000. Seller is principally owned



# ABC's 25th Anniversary

## The Silver Has Turned to Gold

Keeping up with ABC one week at a time is challenge enough. Capturing 25 years worth is something special indeed.

But that's what we'll do on February 13.

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A special report on the 25th anniversary of the merger of ABC and United Paramount Theaters that produced what is now American Broadcasting Companies Inc.

### **The parts:**

*The Story of ABC Television.* From back of the pack to top of the heap in one of broadcasting's most stunning upward bounds.

*The Story of ABC Radio.* From almost out of the network business to proprietor of the longest line-up in audio history. And, on the stations side, from just-also-running to the leading edge of contemporary AM and FM programming.

*The Story of ABC's "Everything Else."* A coast-to-coast diversification that has involved the company importantly in records, theaters, publishing and leisure attractions.

### **And including:**

The ABC corporate history, with special attention to Leonard H. Goldenson, who put it all together. And a touching-of-bases with the key figures in ABC's past and present. And a complete list of all radio and TV affiliates. And . . .

Well, you'll read all about it on February 13.

Make sure they read about you. *Advertising deadline: February 6.*

**You belong in Broadcasting  Feb 13**

by Charles P. Wenk, who has no other broadcast interests. Buyers are salesmen for WRC(AM) Washington and have no other broadcast ownership interests. WKVO is 1 kw daytimer on 1250 khz. WKVO-FM is on 104.9 mhz with 3 kw and antenna 165 feet above average terrain. Broker: Blackburn & Co.

■ **KAPR-AM-FM Douglas, Ariz.:** Sold by KAPR Inc. to Coursolle Broadcasting for \$250,000. Seller is owned by Paul W. Knowles, who has no other broadcast interests. Buyer is principally owned by James R. Coursolle, owner of WLKE(AM)-WGGQ(FM) Waupun, Wis. KAPR is on 930 khz with 1 kw day and 500 w night. KAPR-FM (not on air) has construction permit for 95.3 mhz with 3 kw and antenna 45 feet above average terrain.

■ **WREY(AM) New Albany, Ind.:** Sold by Stuart K. Lankford to George A. Freeman for \$205,000. Mr. Lankford, seller, is also owner of WAKO-AM-FM Lawrenceville, Ill. Mr. Freeman, buyer, recently announced sale of KGRI-AM-FM Henderson, Tex., for \$300,000 (BROADCASTING, Dec. 5, 1977) and has also sold WGON(AM)-WQXO(FM) Munising, Mich., for \$180,000 (BROADCASTING, April 18, 1977). WREY is 500 w daytimer on 1290 khz. Broker: Richard Shaheen.

■ **WATN(AM) Watertown, N.Y.:** Sold by Watertown Broadcasting Corp. to Grover H. Hubbell and Mark Clarcq for \$190,000. Seller is owned by G. Harry Righter,

retired, who has no other broadcast interests. Mr. Hubbell owns Syracuse, N.Y., agency, Marketing Advertisers Inc., and Mr. Clarcq is local sales manager of WSOQ(AM)-WEZG(FM) there. Neither has other broadcast interests. WATN is on 1240 khz with 1 kw day and 250 w night. Broker: Keith W. Horton Co.

■ **WONT(FM) Oneonta, N.Y.:** Sold by Franklin Mountain Broadcasting Corp. and its receiver, James E. Konstanty, to Cimmarion Communications Corp. for \$95,000. Financially troubled Franklin Mountain is principally owned by Audrey Mallery, who has no other broadcast interests. Buyer is owned by Oscar A. Silver and his wife, Janet. Mr. Silver was formerly account executive at TeleRep Inc., New York, and Mrs. Silver is media supervisor at Ted Bates Advertising there. They have no other broadcast interests. WONT is on 103.1 mhz with 2 kw and antenna 360 feet above average terrain. Broker: Keith W. Horton Co.

■ **Other station sales reported last week included:** WYBG(AM) Massena, N.Y. (see page 93).

#### Approved

The following station sale was approved last week by the FCC:

■ **KXON-TV Mitchell, S.D.:** Sold by Buford Television Inc. to George N. Gillett Jr. for \$1.5 million. Seller is owned equally by brothers, Robert P. Geoffrey and Gerald Buford, owners of KFSM-TV Fort Smith,

Ark., and KTRE-TV Lufkin and KLTW(TV) Tyler, both Texas. Buyer is vice chairman of Globe Broadcasting Corp., which is to be acquired in \$13.8 million merger agreement announced by Combined Communications Corp. (BROADCASTING, May 2, 1977). Mr. Gillett has also purchased, subject to FCC approval, KJTV(TV) Bakersfield, Calif., for \$2.2 million and WAEO-TV Rhinelander, Wis., for \$723,625 (BROADCASTING, Aug. 8, 1977; Nov. 11, 1976). KXON-TV is ABC affiliate on channel 5 with 100 kw visual, 11.5 kw aural and antenna 1,510 feet above average terrain.

■ **Other station sales approved last week by the FCC included:** KJEM(AM) Wagoner, Okla. (see page 93).

## Report suggests ways for more women, minorities at public stations

### Stronger role for FCC seen; CPB told it needs to take action

A task force of representatives of federal agencies has presented the House Communications Subcommittee with a report aimed at expanding the recruitment and promotion of minorities and women at public broadcasting stations. The report includes recommendations that range from tougher actions by the FCC to the assignment of EEO enforcement responsibilities to the Corporation for Public Broadcasting.

The Inter-Agency Task Force on Non-discrimination in Public Broadcasting, whose members are drawn from the Justice Department, FCC, Equal Employment Opportunity Commission and Department of Health, Education and Welfare, was assembled in June at the suggestion of the House subcommittee. The report is being studied by the White House as it prepares "technical" amendments to the public broadcasting bill it sent to Congress in October. One amendment will deal with EEO enforcement.

The report notes that of 9,768 full-time employees at the nation's 159 noncommercial television and 161 noncommercial radio stations filing employment reports with the commission last year, 3,222 (33%) were women and 1,242 (12.7%) minorities. According to the Bureau of Labor Statistics, 41% of the national labor force was made up of women and 16.2% of minorities.

Public broadcasting is subject to existing statutes. But the task force says that "because of inadequacies in the language of the statutes and regulations, and perhaps even more important a lack of enforcement mechanisms, it is very difficult to insure that the public broadcasting industry is complying with the spirit of equal opportunity legislation in employment practices."

As for the role of the FCC, the report



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says it should consider short-term renewal or nonrenewal as sanctions where EEO programs fall short or when complaints are found to be valid. (These sanctions are now available to the commission, in dealing with public broadcasting as well as commercial stations, but the report appears to be calling for a more vigorous application of them.) It also says the FCC should review the employment reports it receives annually to locate public broadcasting stations with EEO problems and then offer assistance "or invoke appropriate sanctions" to end the problems.

The commission now reviews such reports only every three years. It says it lacks the resources to do the job more often.

Accordingly, the report says that if the commission is to carry out a meaningful EEO-enforcement program, Congress must be willing to provide the funds needed for the additional personnel who will be required.

The report also calls for amendments to the Public Broadcasting Act to make it clear the provision barring discrimination on the basis of race, color or national origin in any program receiving federal funds applies to the Corporation for Public Broadcasting and those stations to which it funnels federal money. CPB had argued that the provision does not apply to it since it is not a federal agency.

And if Congress wants CPB "to have the full range of power available to vigorously enforce the nondiscrimination provisions" of the act, the report adds, it should further amend the statute to arm CPB with the power and responsibility ... [of] a federal agency."

If CPB is given that authority, the report says, it must take responsibility to assure that the federal money it dispenses is used in a nondiscriminatory manner. The report says CPB should conduct pre-award reviews to determine an applicant's eligibility to receive federal funds and post-award reviews to determine whether the recipient remains in compliance with the law, "and investigate complaints." CPB itself could be held to account, according to the report, through reports to the President and through the availability of its officers and directors to testify before Congress.

The report also recommends an amendment to the Public Broadcasting Act designed to assure that the CPB board would contain members sensitive to and reflective of the needs of minorities and women. "By encouraging the appointment of individuals who share in [such] concerns," the report says, "it will be possible to further the development of a strong commitment on the part of the board to the elimination of discrimination in public broadcasting."

One recommendation included in the report is close to at least partial implementation. It calls for coordination among the agencies of government responsible for enforcing statutes barring discrimination in employment in broadcasting. The FCC and the EEOC have negotiated a draft memorandum of understanding, which

each commission is scheduled to approve in March. Highlights include sharing information, EEOC's provision of technical assistance and guidance to the FCC in the investigation of charges that are outside EEOC's jurisdiction, the FCC's referral to EEOC and state agencies of charges of discrimination and the FCC's notification to the broadcaster that the referral has occurred. The agreement also calls for coordinated enforcement activity when there is reasonable cause to believe that discrimination has occurred.

The draft memorandum is designed to aid EEOC in its efforts to conciliate EEO complaints lodged against broadcasters. To the extent that effort is successful, the commission's work will be eased. However, the draft does not deal with the problem that has occurred when EEOC finds reasonable cause to believe discrimination has occurred, and the commission concludes that the station involved is nevertheless entitled to renewal without a hearing.

Where conciliation is not successful, a commission official said last week, each agency "will pursue its own procedures, "but throughout the process," he said, "there will be firm liaison."

## Media Briefs

**Maine buy.** Worrell Newspapers Inc., Charlottesville, Va., has purchased two

Maine newspapers, *York County Coast Star* and *Sanford Star*, from Washington Star Communications Inc. for undisclosed price. Worrell publishes 33 newspapers and owns WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport, Ill. WSCI publishes *Washington Star*, several papers in New England and New Jersey, owns WCIV-TV Charleston, S.C., and WSET-TV Lynchburg, Va. and has just received FCC permission to trade WJLA-TV Washington for KOCO-TV Oklahoma City plus stock in Combined Communications Corp. (BROADCASTING, Jan. 16).

**Breaking in.** Woman described by police as representing group of leftist radicals—International People's Solidarity Committee—jammed audio portion of midday news program on Japan Broadcasting Corp. (NHK) Jan. 17. Broadcasting from mobile transmitter, woman's voice accused Tokyo police of brutality. Similar incident occurred in England last fall when group of students interrupted evening newscast with antiwar message from "Vrillon, the voice of Ashtar Galactic Command" (BROADCASTING, Dec. 19, 1977).

**Attracting attention.** FCC is subject of critical article in Jan. 30 issue of *U.S. News & World Report*. Headed "The FCC: Washington's Worst Agency?," article refers to long delays in cases moving through commission, "mind-boggling red tape" and close ties between commissioners and industry lobbyists. Article

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does not stop at drawing picture of inept commissioners. Referring to flap Chairman Charles D. Ferris created by deciding, without consultation with employees, to change work hours, article describes FCC as place where "chairman had trouble even getting his employees to work normal business hours."

**Disagreement in Connecticut.** National Labor Relations Board in Boston has charged Ten Eighty Corp., Hartford, Conn., with unfair labor practices and violations of National Labor Relations Act in its dealings with American Federation of

Television and Radio Artists and its members employed at company's WTIC-AM-FM Hartford. Station spokesman said charges are "unfounded." NLRB has scheduled hearing on its complaint against company in Hartford on March 6 before administrative law judge. NLRB said stations had discharged six employees and had re-employed four at lower wages and different working conditions in violation of collective bargaining agreement.

**Challenged, but renewed.** FCC has granted license renewals to 11 Colorado broadcast stations and has deferred action

on renewal applications of two other stations. Renewals had been challenged by state's chapter of National Organization for Women. Stations renewed through April 1, 1980: KSTR(AM) Grand Junction and KXXK(FM) and KADK(FM) both Denver. Stations renewed but required to submit annual equal employment opportunity reports: KQIX(FM) and KREX-AM-FM-TV all Grand Junction, KDZA(AM) and KZLO(FM) both Pueblo, KREY-TV Montrose and KREZ-TV Durango. Renewals of KWBZ(AM) Englewood and KQIL(AM) Grand Junction were deferred due to other pending matters.

## 'Acting, not reacting,' is goal Sheehan has set for NAB

**Association's new head of PR  
lays out his philosophy before  
board of directors in Puerto Rico**

In his debut before the National Association of Broadcasters joint board (BROADCASTING, Jan. 23) NAB's new vice president for public affairs, Shaun Sheehan, said he has a mission: "We want NAB's image to be strengthened. We want NAB known as an organization that recognizes its public responsibilities and acts, rather than reacts."

It was the right introduction for that board. Chairman Donald Thurston (WMNB-AM-FM North Adams, Mass.), an advocate of positive thinking, couldn't have phrased it better.

"This is an era of openness, advocacy, accountability and consumerism," continued Mr. Sheehan, in his short speech to the board at its meeting in Puerto Rico. "I believe in all four: candor applied within reason; public accountability. And an aggressive advocacy campaign to have NAB heard will mark how this department operates."

That was Mr. Sheehan's first week in the new job. Cloistered at the meeting hotel with 48 board members, most of whom he was meeting for the first time, listening to discussion of issues vague to him, he evinced some bewilderment. But, a glib sort and a quick study, he emerged from that baptism unshaken.

Last Monday, dressed in a three-piece, blue, pin-striped suit, he moved into his new office at NAB headquarters, space previously occupied by Thomas Swafford, senior vice president for public affairs, who resigned from NAB last December.

Mr. Sheehan, 33, was born and raised in Washington, where several years ago he was named by *Washingtonian* magazine as one of the city's most eligible bachelors (he's married now, with a child on the way). He has practiced public relations there since his discharge as a first lieutenant in the Marine Corps. One-time assistant director of the information office of the U.S. Catholic Conference, he spent the last three and a half years as vice president and a group coordinator in Washington for

the Chicago-based PR firm of Daniel J. Edelman Inc.

The importance of that experience from NAB's standpoint, he says, is that it acquainted him with the ways of business associations—some he worked for had boards bigger than NAB's—and it involved him in issues rather than commodities—rising health costs, the 1976 presidential debates (as PR counsel to the League of Women Voters which arranged them), the Turkish arms embargo and landing rights for the Concorde, to name a few. "It's not like trying to get people to use a new deodorant," he said of his past work. "I've had to deal with sophisticated media."

NAB won't offer him the variety to which he is accustomed— "that's going to be the most difficult part" in adjusting, he says—but adds that he is excited nonetheless. "The association has tremendous appeal to me," he says. "It represents an in-

dustry I am familiar with."

Mr. Sheehan and his two principal assistants, media director Candace Greene and news bureau director Robert Hallahan, have a free rein to construct a public relations "outreach" program, as Mr. Sheehan calls it, where there has not been a strong one before. He sees his as a two-fold challenge: to create close associations with the national media, and to provide NAB station members with the "how-to" materials they need to speak out on the issues locally.

Speaking out is what it's all about, he says. "The business community is waking up to the fact that just making profits doesn't suffice . . . They've got to admit that there are societal problems that they have to deal with." In broadcasting, one such problem is children's advertising, an area that is getting increasing attention from Congress and the Federal Trade Commission. "I don't want to see radio and TV not admit that there is a problem . . . You don't want to just respond to criticism. Your position should be known. Otherwise you are a reactionary . . . You're not acting, you're reacting."



Sheehan



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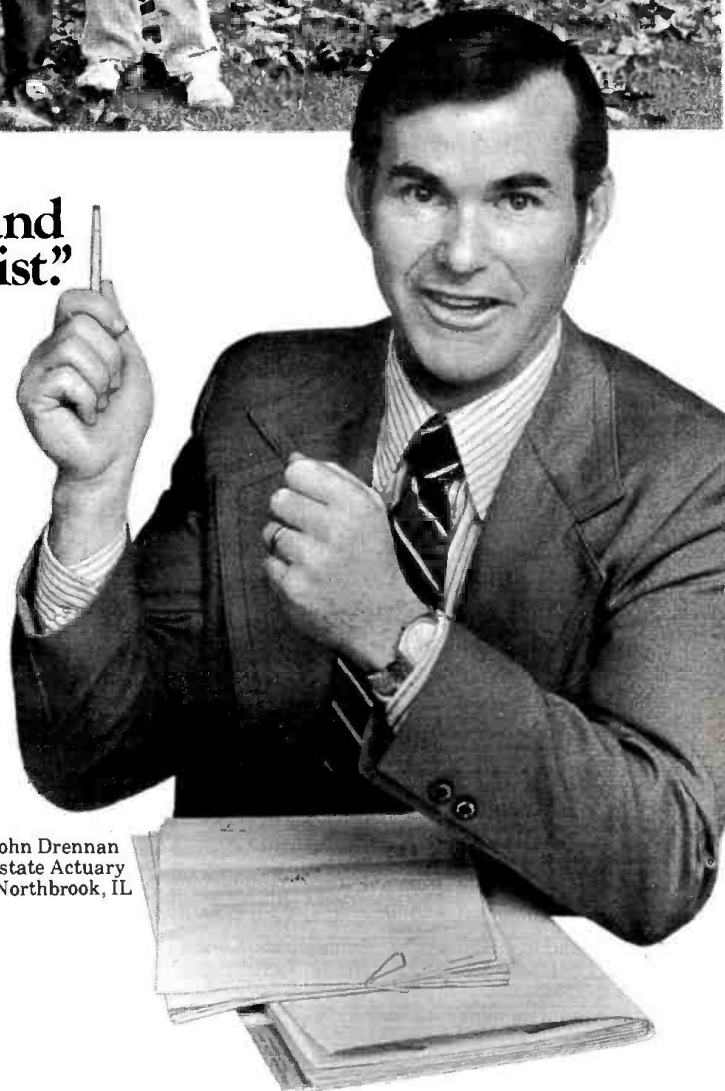
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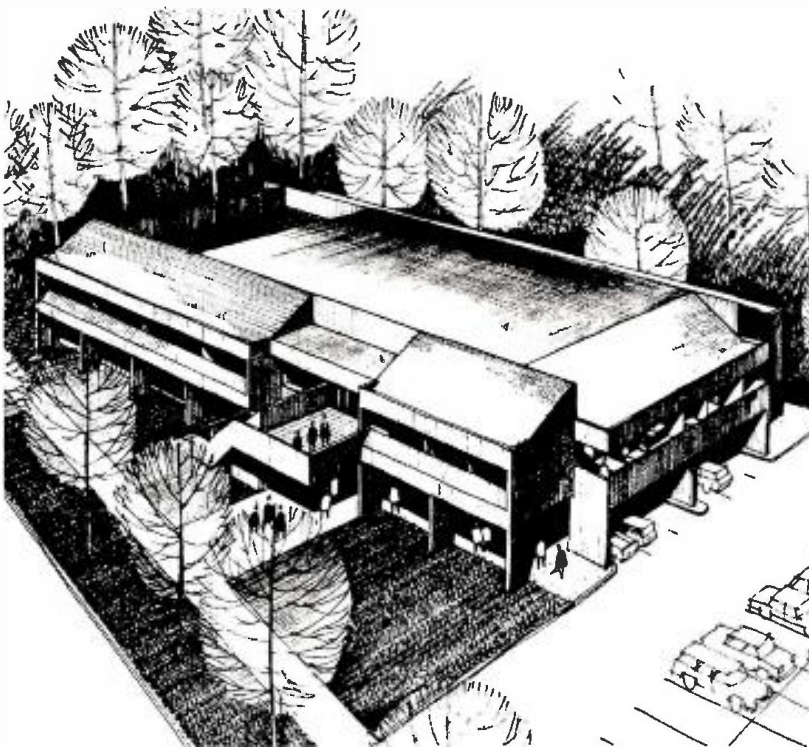
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**New home.** Work is proceeding on a new facility that will house Golden West Broadcasters' KEX(AM)-KOFM(FM) Portland, Ore. The building will cost in excess of \$1 million, and is scheduled to be completed by the fall of 1978. The stations will occupy 11,000 square feet on the second floor of the building.

## Eaton loses effort at Supreme Court

**Commission decision stands;  
WFAN license is lifted  
for airing lottery numbers  
disguised as commercials**

Richard Eaton has lost his last chance to hold on to the license the FCC refused to renew two and a half years ago in part because of commercials the commission said were actually disguised lottery information. The Supreme Court last week refused to review the case.

The station involved was WFAN(AM) Washington (formerly WOOL). And one year after the commission denied renewal, in September 1975 (BROADCASTING, Sept. 15, 1975), it granted a competing application filed for the 1340 khz frequency by Washington Community Broadcasters (BROADCASTING, Aug. 30, 1976). However, Mr. Eaton's United Broadcasting Co. continued to operate the station pending final judicial review.

The commission, in denying renewal of the license, cited, in reference to the lottery issues, one commercial offering three-digit scripture references to be used for "financial blessing." The commission also cited a long list of technical violations and unkept promises to operate in compliance with the rules. Indeed, it said the technical violations alone warranted denial of renewal.

Where the FCC found the station in violation of the lottery law as a result of ministers broadcasting scripture citations that had helped persons receive "financial

blessings," Mr. Eaton's lawyers saw a constitutional issue.

The U.S. Court of Appeals in Washington, in rejecting the station's appeal in a brief order, however, said WOOL's long history of technical violations was sufficient reason for disqualification.

In seeking Supreme Court review, Mr. Eaton's lawyers said the commission had succeeded, "intentionally or otherwise, in insulating its unconstitutional religious broadcasting statements from judicial review."

## Arbitron seeks input

Arbitron Radio plans to form an Arbitron Radio Advisory Council to serve as a forum for the exchange of information and ideas between the ratings measurement company and its clients.

The proposed council would consist of 12 radio broadcasters elected by fellow Arbitron Radio clients and another individual to be chosen by the council from station representatives, advertisers, agencies and/or industry groups. Any client holding the post of general manager or higher would be eligible for council membership.

Arbitron has sent a form for nomination of council members to all its clients. The forms were to be returned by last Friday (Jan. 27) to Arthur Young & Co., New York, certified public accounting firm. Arthur Young will examine the forms and

provide the list of nominees, taking into account format and market size. Arbitron clients will be asked to vote for one broadcaster from each format. For each position on the council, the two nominees with the highest number of votes will become finalists. The results of the election will be announced prior to the National Association of Broadcasters convention in April.

The council is designed to provide Arbitron Radio with ideas and suggestions on policies, procedures, report format and new applications of Arbitron data.

## Justice favors help with tab

The Department of Justice has come down on the side of citizen groups in the argument as to whether federal agencies should be permitted to reimburse individuals and groups that participate in their proceedings. Justice expressed its view in a brief filed with the Supreme Court in a case in which local officials and land owners in Greene county, N.Y., are seeking reimbursement of legal fees spent in a successful fight before the Federal Power Commission to block construction of a power line through their area.

The FPC had refused refunds and the U.S. Court of Appeals for the Second Circuit, in New York, had held that the commission lacked authority to make refunds. However, the new Federal Energy Regulatory Commission, which has absorbed the old FPC, believes it has the necessary authority. Accordingly, Justice said, the Supreme Court should remand the case to the appeals court to permit it to consider the views of the new commission. Justice said statutory powers of the new agency, as well as the old one, are broad enough to permit reimbursement of legal fees.

## A finger points to federal A-V waste

A study by a White House consultant due out in six or seven weeks is expected to be highly critical of the government's audio-visual program.

Robert Lissit, a former producer with NBC and ABC who has been working on the project since signing on with the Office of Telecommunications Policy as a consultant in February 1977, was quoted in *TV Guide* as saying his study will produce a "catalogue of ineptitude" and "most shocking mismanagement."

Later, in an interview with BROADCASTING, he softened those remarks somewhat by adding "in certain areas—in the way certain types of things are done." He said he was not describing "all government programs as totally inept although a lot are inept and mismanaged."

Mr. Lissit estimates that the government spends some \$500 million annually on all audio-visual projects, which involve films, audio and video tapes, film strips, still pictures and the like. And most of that money—\$350 million—is spent by the



## Broadcasting

In Brief . . . April 25, 1977

Multimedia Inc. announced agreement to purchase WQHI (FM) Jeffersonville, Ind. (Louisville, Ky) for \$2 million. Sellers are John T. Rutledge and Charles R. LeGette. Broker: Ted Hepburn Co.

## Broadcasting

Changing Hands . . . May 16, 1977

WHLQ(FM) Canton, Ohio: Sold by Susquehanna Broadcasting Co., group broadcaster, to North America Radio (also owns WINW-AM Canton) for \$465,000. Broker: Ted Hepburn Co.

## Broadcasting

Top of The Week . . . June 20, 1977

Viacom International announced it had reached agreement to buy WHNB-TV Hartford-New Britain, Conn. for approximately \$15 million — believed to be a record price for a UHF station. Seller, Plains Television, is principally owned by Herbert Sheftel and brothers Harry and Elmer Balaban. Broker in the transaction was the Ted Hepburn Company.

## Broadcasting

Changing Hands . . . July 4, 1977

WEZW (FM) Wauwatosa, Wis. (Milwaukee): Sold by Sudbrink Broadcasting of Wisconsin to Multimedia, Inc. for approximately \$3 million. Seller is group broadcaster owned by Robert W. and Margareta S. Sudbrink. Broker: Ted Hepburn Co.

## Broadcasting

In Brief . . . July 18, 1977

New Company, Teleco Inc., Detroit has purchased Ch. 4 WTTV(TV) Indianapolis for \$26 million, **highest price ever for independent television station**. Seller is Sarkes Tarzian, Inc., group owner of several Indiana radio stations and pioneer TV equipment manufacturer. Broker: Ted Hepburn Co.

## Broadcasting

Changing Hands . . . Aug. 8, 1977

WYCH(FM) Hamilton, Ohio: Sold by Raymar Communications (who retains WMOH-AM, Hamilton) to YCH Associates for \$600,000. Buyer is partnership which includes Ragan Henry as general partner who also heads BENI which purchased WCIN-AM Cincinnati earlier in year. Broker Ted Hepburn Co.

## Broadcasting

Changing Hands . . . Aug. 15, 1977

WHYI(FM) Ft. Lauderdale, Fla. and KEZK(FM) St. Louis: Sold by Heftel Broadcasting (Congressman Cecil Heftel) to Metroplex Communications for \$4,550,000 plus \$1,480,000 covenant not to compete. Buyer is owned by Norman Wain and Robert Weiss, owners of KOAX(FM), Dallas. Broker: Ted Hepburn Co.

## Broadcasting

Top of The Week . . . Aug. 22, 1977

Storer Broadcasting Co. has announced it will purchase Sudbrink Broadcasting's WLAK(FM) Chicago for \$4.25 million. Storer is publicly traded group broadcaster. Ted Hepburn was the broker in the WLAK transaction.

## Broadcasting

In Brief . . . Sept. 19, 1977

Storer Broadcasting has bought WLYF (FM) Miami from Sudbrink Broadcasting for \$5.56 million plus \$500,000 consulting agreement, **record price for FM**. Storer previously announced purchase of Sudbrink's WKAK(FM) Chicago. Broker: Ted Hepburn Co.

## Broadcasting

Changing Hands . . . Sept. 26, 1977

WJVA(AM) South Bend, Ind: Sold by Booth American Co. to Mid American Broadcasting Co. for \$263,000. Seller is principally owned by John L. Booth and family who last year sold subsidiary Booth Newspapers to Newhouse Newspapers for over \$260 million. Buyers own WCER AM-FM Charlotte, Mich. Broker: Ted Hepburn Co.

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**People's choice.** Almost 50% of Americans consider television to be a favorite form of leisure activity, according to a report issued by the U.S. Commerce Department. "Social Indicators 1976" states that between 30% and 50% of all free time was taken up by the media with the largest proportion spent in watching TV. TV viewing was mentioned as a favorite pastime by 46% of the respondents in both 1966 and 1974, compared to only 28% in 1960. "Nevertheless," the report continued, "there is some evidence that people are becoming somewhat more selective with respect to the television programs they regard as worth viewing. This trend is particularly evident among blacks and among persons with some college education, excluding college graduates."

Department of Defense. And he is critical of the DOD program, but he also says that department spends "more time worrying about the problems and trying to plan than do civilian agencies."

One object of the study will be to point out areas where savings can be made. And Mr. Lissit contends that the work already done—in the form of reports submitted to the affected agencies—could have saved up to \$7 million, "if everybody took the recommendations."

The idea for the study is credited to Barry Jagoda, special assistant to the President for media and public affairs. He recruited Mr. Lissit for the job.

## Garrett: CPB doing well in minority area, needs to do better

The vice president for human resources at the Corporation for Public Broadcasting has said that it was the duty of public broadcasters to "insure the upward mobility" of qualified minority group members through the broadcasting ranks. He said CPB and other public broadcasters should develop a "strong and aggressive training program" for their minority employees.

Thaddeus Garrett, who assumed his post last fall (BROADCASTING, Oct. 31, 1977), delivered his first major speech Jan. 19 to a luncheon meeting of the Communications Task Force of the National Conference of Black Lawyers. In his remarks he cited the progress already made in the area of minority recruitment by the CPB board and the corporation's minority task force.

Mr. Garrett said public broadcasters should "reach out to the schools and colleges across the country to recruit qualified minorities into the various divisions of public broadcasting." Although he said the present training grants program has fostered gains in the area of minority employment, public broadcasters should devote themselves to the goal of "greater numbers of minority producers, writers, directors and managers" in their field.

## Programing

# Religious broadcasters call others blasphemous

**At D.C. convention, they exhort own members to be alternatives to secular television and radio**

They came, they said, to "Sound Forth the Word." Twelve-hundred strong, members of the National Religious Broadcasters association met in Washington last week for that organization's 35th annual convention.

Walter Washington, the mayor of the host city, wrote the broadcasters a letter of welcome and called them "spokespersons of God." The Nobel Prize-winning Russian author, Alexander Solzhenitsyn, sent a message that called theirs a "useful and noble activity" that combats the "relentless persecution" of the East and the "turning away" from morality of the West.

They attracted senators and congressmen to their meeting, FCC commissioners to their luncheon. Anita Bryant brought her "Save the Children" campaign, and author Marable Morgan gave pointers on how the wives of the broadcasters could follow her on the way toward "total womanhood."

They were called by one observer a "subculture" of broadcasters—radio and television owners "with a message." They called themselves, in the words of their president, Abe C. Van Der Puy, "God's alternative" to the secular radio and television media that proclaim "their ideologies more boldly, blatantly and blasphemously than ever before."

The four-day meeting began on Sunday

afternoon, Jan. 22, and concluded with a formal banquet on Wednesday, Jan. 25. In between, the religious broadcasters surveyed the state of their faith and the state of their technology.

The highlights of the Sunday and Monday sessions of the convention were provided by Miss Bryant. At a Sunday afternoon press conference, she announced that she would soon be forming a "media and legal task force" with a goal of combating the "fear in the hearts of broadcasters" who have been persuaded by "ultraliberals" that they must present "immoral shows" that show Christians only as "bumbling squares."

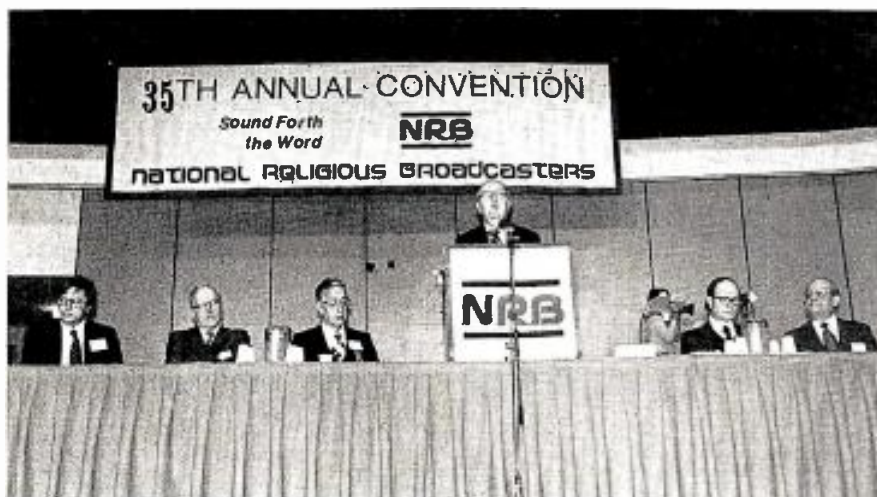
Miss Bryant said that homosexuals, who have petitioned the FCC to be included among the minority groups and social organizations in community ascertainment surveys, are a "nonlegitimate" minority who should not be accorded the same legal representation as "legitimate" minorities.

"They are not born that way," she said. "Where do we draw the line?" Miss Bryant said broadcasters have "swallowed the big lie" in their rush to present homosexuality "as an alternative life style on television."

An NRB official said that Miss Bryant had been invited to participate in the convention before her rise in notoriety and that there had been "quite a bit of soul searching among our board" over the question of withdrawing the invitation. Some of the board members, the official said, did not want to "obscure" the convention "with another issue"—Miss Bryant's campaign against homosexuality.

Contrary to published reports that Miss Bryant had received something in excess of \$3,000 for her two appearances at the convention, NRB Executive Director Ben Armstrong told BROADCASTING that she had donated her time.

Also on Monday, NRB President Van Der Puy addressed the keynote session and implored the religious broadcasters to combat the "moral decline of secular radio and television programs." The president



**Wordsmiths.** Nathan Bailey, president of the National Association of Evangelicals, delivered NRB's welcoming address Monday morning. Dr. Bailey said NRB members reach 140 million American a week. "People hear you," he told the 2,000 broadcasters at the convention. NRB officials joining Dr. Bailey were (l to r): John W. Peterson, music director; Bruce Dunn, recipient of NRB's Award of Merit; NRB President Abe C. Van Der Puy; Ben Armstrong, executive director, and Eugene R. Betermann, past president.

then presented the association's Award of Merit to Bruce Dunn of the *Grace Worship Hour*, a radio program that originates from Peoria, Ill. The award is given annually to broadcasters who exhibit "distinguished leadership in the field of religious broadcasting."

On Tuesday, the convention reconvened at an early-morning congressional prayer breakfast. The featured speaker was Malcolm Muggeridge (see story, page 77).

As with much of the convention, those attending the breakfast attracted as much attention as did what was said. Sharing the dais with the broadcasters was a considerable contingent of senators and congressmen. Among them were Senators Mark O. Hatfield (D-Ore.) and Jesse Helms (R-N.C.) and representatives from the offices of Strom Thurmond (R-S.C.) and James Sasser (D-Tenn.). From the other side of the Hill came Representatives Lindy Boggs (D-La.), James R. Mann (D-S.C.), John B. Breckinridge (D-Ky.), Nick J. Rahall (D-W.Va.), Fred Rooney (D-Pa.) and Ralph Metcalf (D-Id.).

Sitting among the representatives of Congress and the broadcasters was William J. Thaler of the White House's Office of Telecommunications Policy.

Later that morning, FCC Commissioner Margita White spoke before a communications seminar for students interested in pursuing careers in religious broadcasting.

Mrs. White discussed the recent study



White

by the U.S. Civil Rights Commission, "Window Dressing on the Set," that, she said, recommended, "in essence," that the FCC become a television program censor.

"Involving the FCC in subjective program content decisions will result in seven members of the commission on which I serve deciding what the American people should or should not see on television." She said that it was "ludicrous" that an agency charged with "protecting the civil rights of the American people would recommend that the government censor free speech and expression."

Mrs. White later was joined at the Tuesday FCC luncheon by four colleagues, Chairman Charles Ferris and Commis-

sioners James Quello, Tyrone Brown and Robert E. Lee.

Commissioner Lee was the featured speaker of the afternoon. He presented the religious broadcasters his "10 Commandments for Broadcasting":

- "1. Know thy community as thyself.
- "2. Serve the community as it deserves.
- "3. Keep faith with the commission and the FCC will place its faith in thee.
- "4. Practice the use of discretion, judgment and good taste.
- "5. Foul not the airwaves.
- "6. Place not your faith in ratings—thou art a better judge.
- "7. Turn away from payola.
- "8. Remember the sanctity of the fairness doctrine.
- "9. Minimize contests and promotions—they reflect thy character.
- "10. Remember to keep holy the National Association of Broadcasters codes."

Mr. Lee also discussed an "avalanche of seven million letters" the commission had received in response to a rumor that there was a petition before the commission to ban religious programming. "No such petition is before the FCC," Commissioner Lee said, "and never has been." He added that the FCC would "never, never ban religious broadcasting" from the airwaves.

Carl Richardson, a minister and broadcaster from Cleveland, Tenn., served as moderator of one of NRB's liveliest panel sessions Tuesday afternoon—"Sex and

## The Radio-Television Commission of the Southern Baptist Convention

Presents The

***DISTINGUISHED COMMUNICATIONS MEDAL***

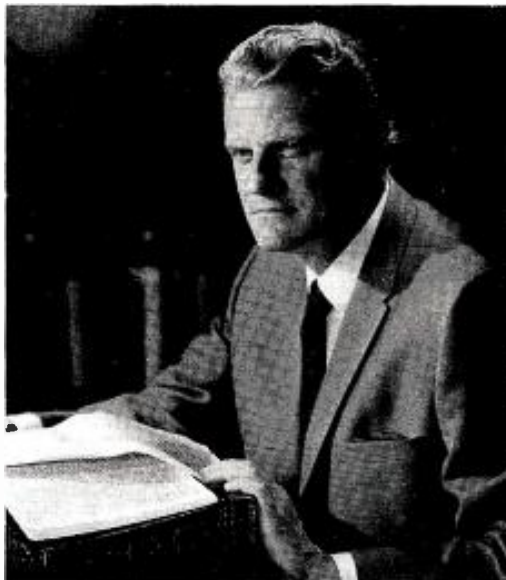
To

**Billy Graham**

Minister of the Gospel of Jesus Christ and  
Founder of the Billy Graham Evangelistic Association

With Admiration and Respect:

For the unique position he holds in American and world history;  
For the Christian persistence with which he has raised his voice in presenting the claims of Christ on the lives of many, undaunted by world disturbance, domestic turmoil, and political convulsion;  
For the consistency of his unvarying message which embodies the love of God, the wisdom and power of the Bible, and the need for people to love God and one another;  
For acknowledging in humility his place in God's plan as proclaimer of salvation through faith in Jesus Christ; and  
For his God-given ability to spend his life communicating, with sincerity and singleness of purpose, the message of Hope and Life.  
We cite Dr. Graham as the Distinguished Communicator of 1978.



## THE NINTH NATIONAL ABE LINCOLN AWARDS TO DISTINGUISHED BROADCASTERS



1964  
ROBERT W. SARNOFF



BILL D. MOYERS  
1966



WALT DISNEY  
1967



ELMER W. LOWER  
1972



JULIAN GOODMAN  
1973



FRANK STANTON  
1974



EDWARD R. MURROW  
1976



1977  
MRS. LYNDON JOHNSON

SOUTHERN BAPTIST RADIO AND TELEVISION COMMISSION / FORT WORTH, TX 76150 / PAUL M. STEVENS, PRESIDENT



Violence in the Media." Although its importance was dulled somewhat by the non-appearance of *Hustler* magazine's publisher, Larry Flynt, among the panelists (see story below), the discussion revealed a widespread dissatisfaction with regular commercial television fare by religious broadcasters.

Said Dr. Robert E. Fisher of the Church of God: The sole purpose of commercial television is "to sell products." Commercial broadcasters, he said, care "not for the programs they present, but the commercials."

Malcolm Muggeridge again sallied forth against the "corrupting influence" of television and its "steady deterioration in spiritual and ethical terms." He said that young people are being "systematically debauched" by the "sick character of the whole of this [television] business."

But the panel discussions and speeches were not all that the NRB convention offered those attending. The group's largest ever "Church and Media Exposition" was opened for all of the four days of the convention, and, according to Mark Bainer, manager of the exposition, 83 ex-

hibitors—representing equipment manufacturers, program distributors, publishers and schools and colleges—made up the "largest exhibit we've had."

Mr. Bainer said that exhibitors were not necessarily religiously oriented and that NRB invites "anyone who supports the industry" to display wares at the convention. But, he said, NRB does not really encourage off-the-floor sales at the exhibition. Although it does encourage contacts. He said the type of person who goes to the NRB doesn't want a great deal of commerce going on at the convention.

## A bring-'em-to-their-feet opener at religious broadcasters' event

**Anita Bryant, 'Battle Hymn,' march of gay sympathizers get convention off to start; then Larry Flynt walks out**

Last Sunday night (Jan. 22) an unidentified woman interrupted a song by Anita Bryant to proclaim that the Florida singer, who is leading a nationwide antigay-rights crusade, was "a sexual fascist." Quickly, four security guards escorted the woman out of the International Ballroom of the Washington Hilton hotel. Outside the hotel on Washington's fashionable Connecticut Avenue a thousand or so demonstrators blocked the entrances and chanted: "Hey, hey, ho, ho, Anita Bryant's got to go."

A few moments after the incident, Miss Bryant's husband, Bob Green, interrupted her again to inform the 2,000 people in the audience that someone had phoned in a bomb threat. Few left the room, however, and, apparently unperturbed, Miss Bryant continued with her performance—concluding with a rendition of the "Battle Hymn of the Republic" that brought the audience to its feet.

So began the 35th annual convention of the National Religious Broadcasters. Amid an unfamiliar shower of publicity, controversy and media attention the 800-affiliate association of evangelical Christian radio and television stations and production firms met to "Sound Forth the Word" (the convention theme) so that the members might, in the words of their president, Abe C. Van Der Puy, "administer to the Christian welfare of this nation."

Officials coordinating the convention estimated that more than 1,200 individual NRB members attended the four-day meeting. That number was swelled considerably, however, by an army of reporters representing both religious publications and stations and the secular news media.

NRB's special projects director, William T. Bray, said that the attention paid the convention by major news organizations was easily "several times the normal coverage" NRB meetings usually receive. "We've hit the big time," he said.

And, indeed, the list of news-gathering organizations registered to cover the con-

vention looked like a directory of the national and foreign press corps: both wire services, all three major television networks, the *New York Times*, *Newsweek*, *More*, the *Wall Street Journal*, both Washington papers, most of the city's television stations, the Swedish Broadcasting Co., Australian TV and a host of other American and foreign journalists.

Nor, said Mr. Bray, were the reporters interested in covering only the actions of such celebrities as Miss Bryant, Eldridge Cleaver, Larry Flynt, Marabel Morgan and LaBelle Lance who attended and participated in the convention activities. Their interest, Mr. Bray said, extended to the "entire" evangelical movement.

Ove Johansson, U.S. correspondent for the Swedish Broadcasting Corp., said he was preparing a three-part miniseries on "religion in America." And Jerry McMullen of Australian TV was at the NRB, he said, working on a documentary on the "state of religion" in the United States.

NRB's executive director, Ben Armstrong, said he had received several requests from reporters doing stories on "the boom in born-again broadcasting." (One of those reporters was CBS News's first-string correspondent, Roger Mudd.) Mr. Armstrong called the media interest a "God-given opportunity" for NRB members to "share the gospel message."

But the members of the press were not at NRB solely for ecclesiastical experience. By lunch time on Tuesday, rumors were flying that Larry Flynt, the recently converted publisher of *Hustler* magazine, had had some kind of falling out with the NRB establishment and was preparing to leave the convention.

Hanspeter Born, radio correspondent for the Swiss Broadcasting Corp., had managed to get an exclusive interview with Mr. Flynt in the publisher's rooms. Reporters started scrambling.

By midafternoon, an NRB official had explained that Mr. Flynt was leaving the convention and told BROADCASTING that there was some "tension" between Mr. Flynt and the NRB.

According to the official, Mr. Flynt was



"Like holy water." Gospel singer Anita Bryant opened the week of NRB activities with a Sunday night performance. She told reporters that since her anti-gay-rights campaign began, "Christians have been drinking orange juice like holy water." Miss Bryant is an advertising spokesman for the Florida citrus industry.



**There in force.** News-gathering crews from all across the U.S. and Europe covered the goings-on at the 35th annual convention of the National Religious Broadcasters in Washington last week.

clear," Mr. Muggeridge said, "that the media have become the great fantasy machine of all time," and show a world that glorifies "the pursuit of power, of sensual satisfactions, of celebrity" at the expense of morality.

## Arthur Taylor sees deterioration of TV

**Money, ratings are false goals, he tells religious broadcasters**

Too much of commercial television's fare is "tasteless" and appeals only to those interested in the "cheap thrill of the moment," according to Arthur R. Taylor, former president of CBS Inc. The alternative, said the man who has claimed responsibility for the ill-fated family viewing hour, is "programing that elevates as it entertains."

Mr. Taylor, in an appearance last Monday before the National Religious Broadcasters convention in Washington, said the concept of privately owned broadcast facilities that forms the basis of America's television and radio systems is predicated on the belief that "decent men and women will act in the public interest." But, in the case of television at least, he said, that premise is suffering at the expense of those who present a "trick mirror" image of society and a "distorted view" of it in pursuit of profits and high ratings. Mr. Taylor accused television of "losing its conscience."

He called television news the "bright, shining star" of the medium and implored broadcasters to "expand and deepen its coverage." Print, he declared, is "being pushed to the wall" by the "more powerful, if not irresistible," attraction of television to advertisers. As television moves ahead of newspapers and magazines, Mr. Taylor said, broadcast journalists should be made aware that their medium's presentation of the news does not contain "enough depth, content or analysis" when compared with print. He supported the expansion of network news programs beyond their present 30 minutes.

Mr. Taylor offered his "theses" on the

## Muggeridge to media: a bah and a humbug

Malcolm Muggeridge, a self-described "superannuated journalist" and the former editor of *Punch*, had little good to say of his former colleagues at the National Religious Broadcasters congressional prayer breakfast last Tuesday (Jan. 24). Speaking of "Christ and the Media," the 75-year-old commentator harangued on the "great liberal death-wish" of the media, "especially TV," that "seems to be directed towards the destruction of the very values it purports to uphold."

In his lifetime, Mr. Muggeridge said, he had seen America—"wealthier than all the rest of the world put together"—haunted "by memories of a disastrous military campaign in Vietnam, whose decisive battles were fought and lost on fraudulent TV footage, and of the havoc made by the Don Quixotes of the media when they so valiantly charged the windmills of Watergate."

"It has seemed to me increasingly

not an invited guest and had not been asked to participate in the program. But Mr. Flynt wanted to appear at a panel discussion on "Sex and Violence in the Media." After a three-hour discussion on Monday night with Mr. Flynt, the official said, it was decided that it would be "inappropriate" for Mr. Flynt to appear on the Tuesday afternoon panel. It was then, the official indicated, that Mr. Flynt decided to leave the convention.

During the plenary session on sex and violence, Mr. Flynt held an impromptu news conference as he was preparing to leave the hotel. He told the reporters present that NRB had rescinded an invitation to him to participate in convention activities.

NRB officials were quick to deny Mr. Flynt's charge. Carl Richardson, chairman of the NRB's Morality in Broadcasting Committee and organizer of the sex and violence panel, told a press conference that Mr. Flynt was "never invited" to participate officially at the convention. Mr. Richardson volunteered that everyone "who says he's born again" may not be.

## From revival tent to electric church

Religious broadcasters have made the transition from the "tent to the tube," said National Religious Broadcasters Executive Director Ben Armstrong, and, in the process, they have become "more sophisticated" and have "learned the nature of the medium." They have come a long way, Mr. Armstrong said, from the early days of Oral Roberts in the forties and fifties, and now have established the "electric church."

As broadcasters, Mr. Armstrong said, NRB members are as concerned with the technological and political issues of radio and television as are the members of the National Association of Broadcasters. But, he said, unlike commercial and even educational broadcasters, NRB members consider "religion to be their main job." Although they are concerned with the "horizontal relationship—the brotherhood of man," NRB members hold that their "primary" role is to illuminate and

comment on "man's relationship to God." Radio and television, he declared, are the best instruments yet devised for that purpose.

Looking back over the events of the convention and looking forward to next year's (Jan. 21-24, 1979, in Washington), Mr. Armstrong was convinced that religious broadcasting will remain the "fastest growing phenomenon" in the industry. He fully expects that the evangelical movement will eventually find an outlet on the major networks—in prime time and not just in the "Sunday morning gutter." Production quality is now equal to "anything" on network television, he said, and "legitimate" religious-oriented production firms are now starting to compete equally for individual station time with established program producers.

If the secular entertainment establishment can offer its point of view on the networks with programs such as ABC-TV's *Soap*, Mr. Armstrong asked, "Why can't we do it with the Gospel?"





Taylor

present state of television, he said, after he had had an opportunity to "step back and rethink" many of his views on the medium. It was one of his few public utterances since he was forced out of the top position at CBS 16 months ago. The intervening time, he said, had "reinforced" many of the ideas he held while at the network.

In response to a reporter's question, Mr. Taylor insisted that there was nothing in his speech to the NRB members that he had not advocated while he was at CBS.

He refused to discuss what he had been doing since he left the network and called his activities "too complicated" to go into. Nor would he comment on future plans.

## ABC to press ski fight

ABC Sports hasn't given up on broadcasting tournaments in which the U.S. Ski Team participates. The network has agreed, in an out-of-court settlement, not to broadcast six events in the 1977-78 season it has under a contract with tournament organizers in Europe. But it isn't releasing those rights to CBS, which has an exclusive contract with the ski team (BROADCASTING, Jan. 9).

ABC expects the International Ski Federation to act soon to clarify its rule that gives national ski associations approval over broadcast rights, spelling out whether the approval also means the right to assign rights. But if the federation's clarification supports the team's position that it can assign rights, ABC will go ahead with a court trial to settle the issue, according to an ABC Sports executive. Among the network's arguments will be that contracts excluding two networks from the ability to broadcast tournaments would constitute an antitrust violation, the executive said.

## Fuentealba AFM president

Victor W. Fuentealba, vice president of the American Federation of Musicians and president of the union's Baltimore local, has been elected president of the AFM, succeeding Hal C. Davis, who died Jan. 11 (BROADCASTING, Jan. 16).

Mr. Fuentealba was chosen during an emergency meeting of the union's executive board in New York. Succeeding him as

vice president of the federation is David Weinstein, president of the New Orleans local. Mr. Fuentealba is an attorney as well as a saxophonist and clarinetist.

## NBC series make strong recovery in latest week of Nielsen ratings

**Bad weather helps all three networks, but regular shows boost third-place network to second for Jan. 22 week**

Even as Fred Silverman was preparing to ride to the rescue of third-place NBC-TV, the network was showing signs of making a ratings recovery on its own, posting a strong second place in the prime time ratings for the week ended Jan. 22.

It was a period in which viewing levels were unusually high, presumably because of the weather. ABC-TV scored its second highest weekly average of the season, a 23.1, while NBC bounced back with its highest average in two months, a 20.3. CBS had a 17.8. Season-to-date rankings from Sept. 5, 1977, stand at 20.7 for ABC, 18.5 for CBS and 18.0 for NBC.

A key factor in NBC's revival, besides the lack of a CBS Super Bowl, was the performance of its events and movies, which in recent weeks had often failed to the direct advantage of CBS. The opposite occurred for the week of Jan. 16-22, when CBS's formidable Sunday-night series block was hobbled by a combination of ABC's James Bond movie, "The Man With the Golden Gun," and NBC's three-hour event, *Fifty Years of Country Music*. A similar squeeze play on Monday—ABC's *American Music Awards* and NBC's movie, "Nowhere to Run," ganged up on CBS's series and left it with a 13.8 average for the evening versus ABC's 23.7 and NBC's 26.4.

Other notable performances included:

- After an even start off the blocks after President Carter's State of the Union address (9-10 p.m. Thursday, Jan. 19), CBS's *Barnaby Jones* won with a 33 share, NBC's *Class of '65* came in second with a 30 and ABC's *Barney Miller* and *Carter Country* finished with 28 and 26 shares, respectively.

- ABC got a good sampling for its new series, *Fantasy Island*, by running a two-hour episode on Friday, Jan. 20, which pulled a 35 share. The network also edged *Love Boat* back to its new 9-10 p.m. time slot (it had been 10-11 p.m., now *Fantasy Island*'s spot) with a two-hour episode Jan. 21 that pulled a 44 share. *What's Happening*, in its new time slot at 8-8:30 p.m. Saturday, scored a 30 share.

- NBC's *Little House on the Prairie* (Monday, 8-9 p.m.), scored its best performance ever, a 30.7 rating and a 45 share.

- CBS aired two pilots during the week, *Fighting Nightingales* and *Annie Flynn*, which pulled 23 and 28 shares, respectively.

## Programing Briefs

**Overseas sales.** Paramount Television, which acquired international rights to distribute "My Fair Lady" from CBS, claims more than \$2 million in sales so far since worldwide licensing began earlier this month. Countries already lined up include France and Japan. Paramount says it received rights "after paying what probably constitutes the highest advance guarantee for international distribution of single film. The guarantee was not disclosed.

**Deeper 'Roots.'** Production is to start this spring on *Roots: The Second Hundred Years* for airing on ABC-TV in 1978-79 season. David Wolper will produce sequel that is to take up where first left off and trace family to present.

**Correction.** It was mistakenly reported that NBC-TV's *CPO Sharkey* would be moved off network prime-time schedule to accommodate seven-week trial run of *Quark*, new science fiction comedy (8-8:30 p.m. Friday). Actually, *Sharkey* will be moved half-hour later, airing at 8:30 p.m., and *Chico and the Man* will be out of line-up for seven weeks (unless *Quark* is instant hit). *Quark* debuts in special one-hour episode Feb. 24, preempting *Sharkey* for that week only.

**New name.** Teletronics International, New York, company specializing video communications and teleproduction, has changed its name to Video Corp. of America to "more closely reflect the expansion in [company's] scope." VCA plans to become "major factor" in growing home videocassette industry through introduction of new services, including distribution to consumers of "movies and other programs on convenient rental and purchase basis."

**Et tu, California?** California state supreme court is expected to put television on trial soon, following lead established in Florida in Ronny Zamora case. Court has agreed that \$11-million damage suit filed by young girl against NBC and Chronicle Publishing Co., owner of KRON-TV San Francisco, should be given jury trial. Girl, 9 years old when case arose in 1974, claimed she was attacked by four adolescents (three girls and one boy) who raped her with bottle. Her complaint alleges assailants got idea from scene in NBC-TV movie, "Born Innocent," in which 15-year-old girl was attacked in shower room of mental institution by four other girls with handle of "plumber's helper." Before case was taken to state supreme court, San Francisco Superior Court Judge John A. Ertola viewed film and threw case out of court holding that film was protected by First Amendment.

**And now, 'Suspense.'** Charles Michelson Inc., Beverly Hills, Calif., distributor of old radio drama series, plans to place another half-hour program, *Suspense*, into distribution in March. Series formerly



played on CBS Radio. Other vintage programming handled by Michelson includes *The Shadow*, *The Lone Ranger*, *Fibber McGee & Molly*, *The Green Hornet*, *Gunsmoke* and *Sherlock Holmes*.

**Switching to Flushing.** WMCA(AM) New York has signed contract to broadcast baseball schedule of New York Mets for next five years, starting next spring. Station had carried New York Yankees coverage for seven years, starting in 1971. Spokesman for the Yankees said ball club would announce its new station shortly, perhaps this week. WPIX(TV) and WOR-TV New York will continue to telecast games of Yankees and Mets, respectively.

**Japan covered.** Broadcast rights in Japan for 1980 winter Olympic games from Lake Placid, N.Y., have been sold to NHK Television for \$1,050,000. Agreement, to be officially signed in March, is third for games. ABC-TV paid \$15.5 million in cash and \$25 million for technical services and equipment and European Broadcasting Union and its East European counterpart signed jointly for \$4.5 million.

**Comic book stuff.** CBS-TV has agreed with Marvel Comics to produce 90-minute specials based on three superhero characters of comic strips, SubMariner, Captain

America and Doctor Strange.

**Focus to South.** Southeast Educational Communications Association has acquired *Focus*, series of six, half-hour public affairs television programs, that will be carried by SECA's 85 member stations. Series is produced by Len Biegel Associates for Brookings Institution, Carnegie Endowment for International Peace and Resources for the Future. Programs are part of series begun in 1975 by Public Issues Network.

## 'Dough' rises again

*Tic Tac Dough*, a game show that was on NBC-TV in the late 1950's and early 1960's, is being resurrected by Barry & Enright Productions, Los Angeles, both as a daytime network strip and as a prime-access series for the fall of 1978.

B&E has made an agreement with CBS-TV for a pilot of the daytime version and has the network's permission to go ahead with different productions for an across-the-board access presentation. Colbert Television Sales, Los Angeles, will handle syndication for the access version.

No host has been selected. Jack Barry, partner in B&E, who was the MC more than a decade ago, is not available now be-

cause he is host of the company's *The Joker's Wild*.

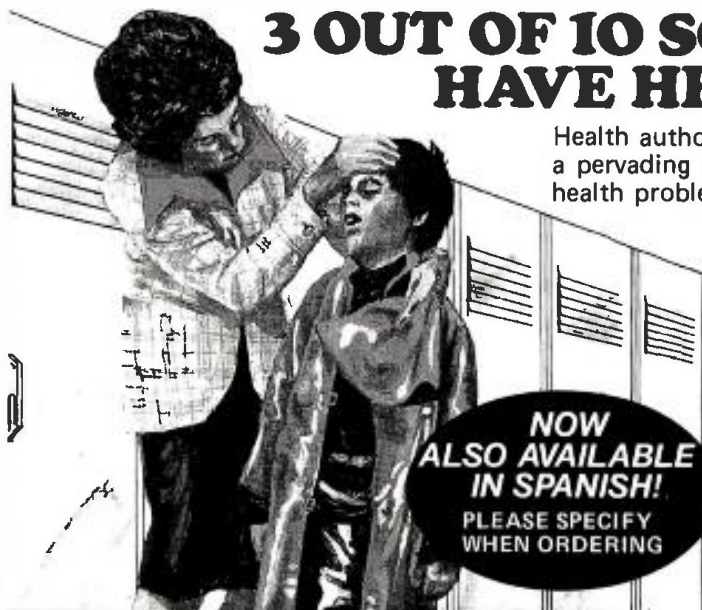
## College of radio knowledge

The National Association of Broadcasters is shooting for an attendance of 1,000 radio program directors and operations managers at its first annual "Radio Program College," scheduled for Aug. 21-23 at the Hyatt Regency hotel in Chicago. With the registration fee set at \$100, it could break even on expenses at 500 registrants, according to William O'Shaughnessy (WVOX(AM)-WRTN(FM) New Rochelle, N.Y.), chairman of the conference's steering committee.

The program will include exhibits for program suppliers, record companies, wire services, software manufacturers and the radio networks, although space rentals have not been set yet.

The program, not yet filled in, will be worked on by the steering committee at a meeting in New York, Feb. 7. Other members of the steering committee are Harold Neal and Rick Sklar, ABC Radio; Dwight Case, RKO General; David Moorhead, KMET(FM) Los Angeles; Bruce Johnson, Starr Broadcasting; Len Hensel, WSM-AM-FM Nashville, chairman of the NAB radio board, and Robert McKune KTRR(AM)-KZNN(FM) Rolla, Mo.

# 3 OUT OF 10 SCHOOLCHILDREN HAVE HEALTH PROBLEMS



Health authorities and school officials are concerned about a pervading attitude among parents that if a child has a health problem, the school teacher or coach will notice it.

Most health problems are far too complex for the teacher to note. And with a busy schedule, the educator can't be expected to have the time to screen for problems that are beyond his or her scope of training, no matter how conscientious the public servant may be.

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I understand the spots will be sent without cost or obligation.  
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Station \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# FREE!

## RADIO AND TELEVISION SPOTS FOR PUBLIC SERVICE USE

## How the two big TV toys are faring

**Even though video games outsold home cassette recorders, the VCR outlook is brighter, with sales predicted to double in '78**

There were millions more video games sold in 1977 than home video tape recorders, yet manufacturers say it was the game that was the more disappointing performer of the two new TV accessories.

That's because the main problem with recorders—a problem that had been anticipated—was that there simply weren't enough of them available. Games, on the other hand, were plagued both by marketing problems and by lower-than-expected sales that had retailers slashing prices in many stores to avoid an oversupply when the Christmas buying season ended.

Sony Corp. claims to have shipped about 100,000 of its Betamax recorders to the U.S. in 1977. Matsushita started shipping its VHS-format machines in August and reports about 100,000 came in by year's end, although at least two stock analysts call that figure inflated. Neither of these two principal suppliers will say how many units went to each of their many licensees here (BROADCASTING, Oct. 24, 1977). JVC reports sales of about 48,000 units; Quasar claims it also is a major competitor in the market, but the company won't reveal sales figures. Given the extensive advertising campaigns dedicated to launching the products in their first competitive Christmas season on the market, "retailers got about half of what they wanted," one analyst said. Thus the industry is still predicting that sales will double in 1978 to reach between 400,000 and 500,000 units.

Compared with those figures, the video games industry is a giant in terms of units sold. Most estimates put sales in the range of five million to six million units, an increase of as much as 40% over 1976. But that's a lot less than many manufacturers had hoped for, and the actual return on sales suffered from heavy discounting by retailers concerned about being caught with an over-supply after Christmas. One games maker said that he had seen his \$70 game selling for as little as \$20.

A number of factors were cited by manufacturers as being responsible for the disappointing year. One was what an analyst called "the classic syndrome of the electronics industry"—too many companies saturating the market with too-similar products. This was true despite the fact that the number of competitors dropped by nearly half after the initial game explosion seen at Christmas a year ago—with most estimates now putting the market size at about 25-35 companies. Retailers still complained that consumers were confused by the plethora of brands from which to choose, while manufacturers



**Sony's Betamax.** Demand exceeds supply.

complained that their products were being lost in piles of other games at the point of purchase.

Heightening the identity problems were the entries of the programable games—those that accept add-on cartridges loaded with different games. According to the industry's most-cited marketing research firm, Creative Strategies, programables accounted for about 650,000 units sold last year—again, fewer than expected. Explanations for what happened vary according to who is asked. RCA, which apparently had disastrous luck with its black-and-white programable entry, Studio II, is reconsidering the market altogether, according to an executive there. But the other programable manufacturers, Fairchild, Coleco and Atari, lay the blame to shortages of programable supplies and to inadequate introduction to consumers by retailers.

Most industry sources agree, however, that games sales tended to split between the lowest-priced limited-game models and the high-end programables selling in the \$150 range. That indicates two things about the market's future, they say: The \$20 limited games should soon take a permanent position on the toy shelves, with sales perhaps doubling each year until a peak is reached in 1980 or so. Program-



**Fairchild's programable.** Supply exceeds demand.

bles, on the other hand, should continue to expand in sales as they expand in consumer familiarity and in capabilities. They are still expected to evolve into the home computer center which most manufacturers predict is the logical extension of the microcomputer technology at the heart of the programables being produced today (BROADCASTING, Jan. 24, 1977).

## AMST sees dividend in California channel swap: chance to make land mobile operators move sites or frequencies

The Association of Maximum Service Telecasters has gone to the aid of two California UHF licensees interested in swapping channels—a rescue mission that affords AMST the opportunity to put the squeeze on 66 land mobile operators operating on channels 16 and 17 in San Francisco.

Bahia de San Francisco Television Co., licensee of KDTV(TV) (ch. 60) San Francisco, and San Mateo County Community College District, licensee of noncommercial KCSM-TV (ch. 14) San Mateo, are seeking FCC permission to switch channels. The quid pro quo: a step-up from black-and-white transmission facilities to \$450,000 worth of state-of-the-art color broadcasting for the community college and an improved signal extending to almost 40% of the Spanish-language population in the area for the commercial operation.

The switch would place those 66 land mobile facilities in technical violation of a commission rule barring their operation less than one mile away from television stations which are two, three, four, five or eight channels removed from the on-air station. Sixty-four of the land mobile operators are on ch. 16, which is two channels removed from ch. 14. Two of the land

mobiles are on ch. 17, which is three channels removed.

The rule complicating the swap was adopted in 1970, when the commission permitted the "temporary" sharing by land mobile facilities of UHF channels 14 through 20 in the nation's 10 largest urban areas. The rule's purpose, AMST noted, was to prevent interference to television reception resulting from the sharing. AMST—long a foe of sharing—said it "was temporary to begin with, has lost any possible justification it might once have enjoyed and continues to be counterproductive."

But AMST also said the rule continues to prevent serious interference to television signals. If the swap is approved, it said, the land mobile stations that would be in violation of that rule "should be required to change their frequency or location accordingly."

However, that kind of confrontation may not occur. The Land Mobile Communications Council, which represents land mobile interests, has informed the commission that negotiations are under way among the affected parties aimed at a "mutually satisfactory agreement" regarding the question of whether the land mobile stations would be required to relocate. LMCC expects the matter to be resolved by Feb. 13, the deadline for reply comments in the proceeding.

But, according to LMCC, the interference issue is not confined to the land mobile stations. LMCC noted that commission rules require television stations to minimize interference to land mobile operations. And LMCC said Bahia is attempting to resolve that problem.

### Technical Briefs

**Engineering debut.** John T. Brown has set up shop as consulting radio engineer at Box 427, Pleasant Grove, Utah 84062; (801) 225-0828.

**Order from Canada.** CFCQ-TV Saskatoon, Sask., has ordered new RCA television transmitting system costing about \$500,000. New RCA TT-35FH, 35 kw VHF transmitter is to be installed this spring.

**Patented digital.** J. Kenneth Moore and Arthur Kaiser of CBS Technology Center and Dr. William E. Glenn Jr., former CBS Laboratory employee, have been granted patent for their digital noise reduction system (DNR) for color television. System improves quality of pictures that have been degraded by noise or snow with signal-to-noise ratios of up to 15 db possible, according to CBS. Applications include use with ENG cameras during marginal lighting situations, video tape recording and microwave and satellite transmissions.

**How long.** Ampro Broadcasting, Feasterville, Pa., has available digital message timer for its cartridge tape machines, either installed on new equipment or as retrofit kit.

### Broadcast Advertising®

## Mutual stations unhappy with NAB turndown on commercial limits

**Affiliates committee says group is unresponsive to needs of outlets in small markets with networks**

The Mutual Affiliates Advisory Committee, representing stations aligned with the Mutual Broadcasting System, is unhappy with the National Association of Broadcasters radio board for refusing MAAC's request for a waiver of the 18-minute commercial limitation in the NAB radio code.

James A. Arthur of WPIK(AM)-WXRA(FM) Alexandria, Va., chairman of MAAC, said the NAB is being "unresponsive to the needs of small market broadcasters," which he said can ill afford the line charges connected with the Mutual hourly radio news broadcasts without a waiver for the two minutes of network commercials contained in the news packages. "Not only do most small stations have to pay for network services," he said, "they also lose revenue from commercials relinquished to the network."

In NAB's defense, Len Hensel of WSM-AM-FM Nashville, chairman of the NAB radio board, objected to Mr. Arthur's charge that the association has been unresponsive. He said the radio board, at its meeting two weeks ago in Puerto Rico (BROADCASTING, Jan. 23), rejected the MAAC's request because it understood it to be asking NAB to petition the FCC for a waiver of the FCC commercial time restrictions, something he said the FCC has indicated to the NAB staff that it will not do.

As regards changing the NAB radio code, Mr. Hensel said the radio board did that last year when it voted to allow radio

stations to exceed the NAB's 18-minute time standard "for good cause ... and when in the public interest."

Mr. Arthur last week termed that standard "one of the most ambiguous statements I've ever heard." Under it few if any stations would try to exceed the 18-minute limit as long as they have to answer to the FCC. Mr. Arthur said the MAAC will continue pressing its complaint, first lodged with the NAB more than a year ago. He said the committee will urge the members of the Mutual Affiliates Association to write to the NAB board members in the stations' districts and demand explanations for their votes in Puerto Rico.

## Scripto test is prelude to national spot TV barrage

In its first sustained national television campaign for writing instruments in about 10 years, Scripto Inc., Atlanta, launched a spot effort there and in Grand Rapids, Mich., and Kansas City, Mo., last week preparatory to beginning a national TV push in the summer.

The initial spot campaign is primarily to ascertain various spending levels for the national effort, which is expected to involve from \$1.8 million to \$3.6 million. The nationwide splurge will run from July through December in the top 25 U.S. markets, containing more than 50% of U.S. households.

Two 30-second commercials have been prepared by D'Arcy, MacManus & Masius, New York, on behalf of Scripto's line of mechanical pencils and its new "Easy Roller" pen. He said Scripto has used TV sporadically in the past decade.

### Advertising Briefs

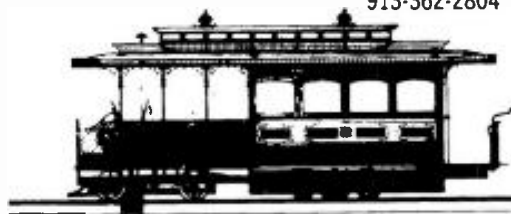
**Schneider warns.** Alfred Schneider, vice president of ABC Inc., deplored pressure being placed on advertisers not to be asso-

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ciated with controversial TV programs. He told meeting of New York chapter of National Academy of Television Arts and Sciences that advertiser "must guard against becoming a pawn in effecting desires or becoming a lobbying tool of special interest groups," adding that "today it is the church—tomorrow it could be right-to-lifers, pro-abortionists, antigun people."

**In new offices.** McGovern Guild Inc., will move to new offices on Feb. 13 at 154 East 46th Street, New York 10017; (212) 599-6500.

**Stamp of approval.** U.S. Postal Service has reappointed Young & Rubicam Inc., New York, as its advertising agency for 1978, with billings up to \$9.6 million. Contract provides for paying Y&R up to \$8,314,000 for cost of broadcast time and advertising space and up to \$1,289,788 for production, research and profit for agency. Postal Service has been spending in excess of \$4 million on TV and radio to promote stamp issues and use of zip codes. Y&R won the renewal in competition with 10 other agencies.

## Mutual road show gets ready to start

**Fourth year of sales presentations will tour 23 cities with detailed look at satellite plans**

Mutual Broadcasting System has announced that it will make 25 network sales presentations in 23 cities between Feb. 7 and April 20. President C. Edward Little, Executive Vice President Gary J. Worth and Mutual's sales executives plan to invite more than 6,000 agency and advertiser representatives to the series, "Today ... The Feeling is Mutual."

This will be the fourth year of such presentations and the upcoming showings will be highlighted by a detailed explanation of Mutual's planned move into satellite transmission of its programs (BROADCASTING, Nov. 28, 1977).

In Boston and New York, the presentations will be made at dinners; in Detroit at a separate dinner and luncheon, and in all other cities at luncheons. The schedule:

Feb. 7, Boston Sheraton; Feb. 8, Waldorf Astoria, New York; Feb. 13, Hilton of Philadelphia; Feb. 15, Baltimore Hilton; Feb. 17, Pittsburgh Hilton; Feb. 21, Tangier Restaurant, Akron, Ohio; Feb. 22, Bond Court hotel, Cleveland; Feb. 24, Netherland Hilton, Cincinnati; March 1-2, Michigan Inn, Southfield (Detroit), Mich.; March 7-8, Palmer House, Chicago; March 9, Pfister hotel, Milwaukee; March 10, Holiday Inn Downtown, Minneapolis; March 13, Crown Center, Kansas City, Mo.; March 14, Sheraton-St. Louis; March 23, Atlanta Hilton; March 27, Shamrock Hilton, Houston; March 28, Dallas Hilton Inn; March 31, Hyatt Regency, Phoenix; April 14, Beverly Hilton, Los Angeles; April 17, San Francisco Hilton; April 19, Portland Hilton, Portland, Ore.; April 20, Olympic hotel, Seattle.

## Cablecasting®

# FCC throws up its hands on cable radio

**Commission kills inquiry, admitting it had no idea what to do with it; interim rules lifted**

The FCC last week looked at the prospect of attempting to draft rules governing cable carriage of radio stations, saw it resembled an impenetrable thicket that would yield few easily identifiable public interest benefits and decided to save its energy for other projects. In a 6-to-0 vote, the commission decided not to adopt any rules, and closed out a proceeding that was begun in February 1972 with a brief notice saying the commission was considering the adoption of cable-radio rules but proposing none for comment.

The commission action also terminated the interim procedures that had been in force. Those barred the importation of distant radio signals (those originated 75 miles away) into communities of 50,000 population or less, and into any community unless all local stations of the same service (AM or FM) were carried.

The commission offered no proposed rules for comment because it had no ideas. Nor, in the view of the commission staff, did the many broadcasters who filed comments favoring rules offer any valid suggestions.

What's more, there was little evidence—either offered by broadcasters in comments or that the staff could develop in surveys of various markets—that cable radio was a serious problem for stations in cable communities. The number of subscribers receiving radio by cable appeared to be very small.

On top of those considerations, the staff felt that rules governing cable radio would be far more complicated than those dealing with cable carriage of television—which have never been regarded as a model of clarity. Not only do the radio stations in a community beam signals varying distances, but they represent an enormous variety of service—daytimers, full-timers, stereo among them. And then there is the seemingly endless number of formats.

One observation with which the staff agreed was made in a comment filed by ABC: No one had studied the problem.

So the commission conceded the staff had made an argument for dropping the project, at least for now. The order noted that the question can be reopened in the event evidence is produced warranting that action.

And, at the request principally of Commissioner James H. Quello, the staff was directed to make clear in the order that radio station licensees who feel they are being hurt by cable carriage of radio signals can petition the commission for "special relief." (Where the staff could

find no examples of radio stations being hurt by cable, the commissioner, a former manager of WJR(AM) Detroit, recounted the experience of a station in Calumet some 10 years ago lost the sponsor of Detroit Tigers games when a local cable system imported broadcasts of Tigers games from a radio station in Ironwood, Mich.)

What the commission's decision means in terms of consequences for radio and cable is uncertain. Robert Schmidt, president of the National Cable Television Association, said the decision reflects "definite judgment" on the part of the commission. But he noted that the number of cable subscribers receiving radio signals is not significant. And Tom Wheeler, executive vice president and director of government relations, said that, while an upsurge in cable carriage of radio is "a distinct possibility," each system will have to determine for itself what it will do regarding radio before industry-wide consequences can be measured.

At the National Association of Broadcasters, officials expressed outrage at the commission's action. But their concern focused on the failure even to require carriage of local stations. James Popham, assistant general counsel, said, "This is the most fundamental of the television rules. Radio should have the same right. It's not a case of having to prove harm. It's basic to the idea of local service."

He said the NAB would consider filing a petition for reconsideration, "one aimed at requiring local service, at least."

## NCTA looks to spending more in new fiscal year

**Although added members will raise income, Aaron anticipates deficit**

A preview of the National Cable Television Association's 1978-1979 budget was offered by the outgoing chairman, Daniel Aaron (Comcast Corp., Bala Cynwyd, Pa.), in a speech before the Denver Cable Club. The expectation is that the budget will be the largest in the association's history.

Income is anticipated to be \$1,680,000, an 8.5% increase over 1977. According to Mr. Aaron, "The principal source of higher revenues are the five new 'medium-sized' MSOs who joined with 345,000 subscribers after last year's dues restructuring"—Gill Cable, San Jose, Calif.; New England Cable, Portland, Me.; Jackson Communications, Clayton, Ohio; Liberty Communications, Eugene, Ore., and Daniels Properties Inc., Denver.

Proposed expenditures—which may be adjusted lower when the final budget is presented to the board of directors for approval, Feb. 13-14—equal \$1,824,000, leaving a \$144,000 deficit. Of those expenses \$60,000 has been set aside to form a Washington "strike force" that Mr.

**Qube expanding?** Although the company continues to remain quiet on subscriber counts and other business details at its Columbus, Ohio, Qube experiment (BROADCASTING, Nov. 21, 1977), Warner Cable Corp. says it has applied for two-way franchises in Pittsburgh and Fort Wayne, Ind., and is considering converting its already built system in Akron, Ohio, to Qube. Still unnamed is a successor to Lawrence Hilford who left the Qube presidency last month.

Aaron said would be available to help state associations fight local pole attachment legislation.

Also to be acted upon at the board meeting, Mr. Aaron said, will be a proposal to "solicit a commitment from the top 50 MSO's to fill at least one executive position with a minority employee.

Running for board office are Robert Hughes, Communications Properties Inc., Austin, Tex., chairman (Chairman Aaron is eligible to run for re-election, but has chosen not to do so); Douglas Dittick, Viacom Communications, New York, vice chairman; J. Richard Munro, Time Inc., New York, treasurer, and Gene Schneider, United Cable Television, Boston, and William Strange, Sammons Communications, Dallas, secretary.

## Cable Briefs

**Moved.** Optical System Corp./Home Premiere Cinema has moved to 970A Detroit Avenue, Concord, Calif. 94518; (415) 676-0225.

**Guide book.** Cable Television Information Center, Washington, has published book, "Regulating Cable Television Subscriber Rates: A Guide for Local Officials." Written specifically for city officials it includes methodology, theory and comparisons with traditional utilities. Copies, at \$15 plus \$2.50 postage are available from CTIC, 2100 M Street, N.W., Washington 20037

## Finance

### Turner turns no profit in the third quarter

**Broadcaster-sports owner ends up in the red in latest report**

Turner Communications, Atlanta-based group broadcaster and sports franchise owner, registered a net loss of \$380,000 or 39 cents per share for its third quarter ended Nov. 30, 1977. The company attributed the deficit directly to increased expenses for its sports interests, the Atlanta Braves professional baseball team and the Atlanta Hawks professional basketball team.

Revenues for the third quarter were \$8,580,000 compared to net sales in the comparable period in 1976 of \$7,908,000 with net income of \$48,000 or 5 five cents per share. In the first nine months of 1977 there was a net loss of \$270,000 or 28 cents per share on revenues of \$21,190,000, compared to earnings of \$133,000 or 14 cents per share on revenues of \$18,827,000 in the first three quarters of the previous year.

Turner Communications owns WTCG(TV) Atlanta, WRET-TV Charlotte, N.C., and WGOW(AM)-WYNQ(FM) Chattanooga.

R.I.-based group broadcaster and retailing firm, has closed sale of \$10 million, 20-year 9¼% notes to three insurance companies: Massachusetts Mutual Life Insurance, Great-West Life Assurance and Home Life Insurance. Funds, along with some of proceeds of \$11-million sale of WYNS-TV Syracuse, N.Y. (BROADCASTING, Nov. 28, 1977), will be used for repayment of approximately \$22 million of \$40 million in bank financing acquired last September. Unpaid balance of \$40-million loan will convert this coming September to fully amortizing five-year term loan.

**Rights to purchase.** Combined Communications Corp., Phoenix, has completed reacquisition of 36,813 warrants representing rights to purchase total of 278,421 shares of company's common stock. Purchase was completed Jan. 19 at cost of \$357,000. CCC had earlier completed portion of reacquisition program by buying warrants for 241,608 shares for \$4,784,000 in 10-year notes at 8% interest.

**Trade press.** Dun & Bradstreet Companies, New York, has acquired Technical Publishing Co., Barrington, Ill.-based publisher of trade magazines. Technical will be part of D&B subsidiary, Dun-Donnelley Publishing Corp. D&B purchased all of Technical's assets in exchange for 1,532,083 shares of D&B common stock, valued at about \$43.3 million. For first nine months of last year Technical reported net income of \$2.4 million on revenues of \$23.9 million.

## Financial Briefs

**Breaking records.** Taft Broadcasting Co., Cincinnati, reported net earnings of \$17,121,292 for first nine months of its fiscal year, 28% more than in comparable period of 1976 and 10% more than in entire previous fiscal year, itself record-setter. Net revenues for first nine months, ended Dec. 31, 1977, were \$112,797,340, up 27% from first nine months of previous year. Earnings per share were \$4.17, up from \$3.28.

**Outlet refinances.** Outlet Co., Providence,

**Increases and acquisitions.** Harte-Hanks Communications, San Antonio, Tex., has increased its quarterly dividend 20% from 18 ¾ cents per share to 22½ cents per share. Increase is payable March 20 to stockholders of record March 1. Newspaper-broadcast owner has also reached agreement to acquire Showcase Publishing Co., Corsicana, Tex., publisher of national newspaper for women's apparel buyers, and Nortex Offset Publications, printing firm in Wichita Falls, Tex.

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

| Company                                   | Period/Ended   | Revenues      | Current and change |             |          | Per Share | Year earlier  |             |           |
|-------------------------------------------|----------------|---------------|--------------------|-------------|----------|-----------|---------------|-------------|-----------|
|                                           |                |               | % Change           | Net Income  | % Change |           | Revenues      | Net Income  | Per Share |
| Chris Craft.....                          | 3 mo. 11/30/77 | 22,275,000    | +10.1              | 1,154,000   | -54.6    | .19       | 20,229,000    | 2,540,000   | .42       |
| Communications Properties.....            | year 10/31/77  | 27,575,000    | +21.0              | 2,666,000   | +66.7    | .55       | 22,790,000    | 1,599,000   | .33       |
| Walt Disney Productions.....              | 3 mo. 12/31/77 | 137,106,000   | +14.7              | 13,353,000  | +12.9    | .41       | 119,529,000   | 11,828,000  | .37       |
| General Instrument.....                   | 9 mo. 11/27/77 | 378,190,000   | + 8.3              | 18,912,000  | +39.5    | 2.15      | 349,311,000   | 13,555,000  | 1.55      |
| Harris.....                               | 6 mo. 12/31/77 | 401,760,000   | +44.8              | 23,230,000  | +36.3    | 1.82      | 277,509,000   | 17,047,000  | 1.34      |
| Kansas State Network.....                 | 3 mo. 11/30/77 | 4,271,000     | + 8.2              | 478,000     | + 6.9    | .28       | 3,948,000     | 447,000     | .26       |
| Meredith Corp.....                        | 6 mo. 12/31/77 | 137,039,000   | +20.5              | 7,188,000   | + 5.4    | 2.34      | 113,737,000   | 6,818,000   | 2.22      |
| A. C. Nielsen.....                        | 3 mo. 11/30/77 | 73,763,000    | +18.8              | 5,381,000   | +18.5    | .50       | 62,072,000    | 4,542,000   | .42       |
| Rockwell International.....               | 3 mo. 12/31/77 | 1,351,400,000 | + 0.2              | 40,100,000  | +36.9    | 1.05      | 1,348,300,000 | 29,300,000  | .78       |
| Scientific-Atlanta.....                   | 6 mo. 12/31/77 | 30,722,000    | +28.8              | 1,549,000   | +27.9    | .94       | 23,848,000    | 1,211,000   | .73       |
| Transamerica.....                         | year 12/31/77  | 3,209,560,000 | +17.5              | 169,103,000 | +48.7    | 2.53      | 2,730,884,000 | 113,737,000 | 1.74      |
| United Cable TV.....                      | 6 mo. 11/30/77 | 10,118,000    | +18.1              | 867,000     | *        | .44       | 8,570,000     | (113,000)   | (.06)     |
| Video Corp. of America (Teletronics)..... | 3 mo. 9/30/77  | 1,725,000     | - 6.0              | 107,000     | +10.3    | .11       | 1,836,000     | 97,000      | .09       |

\*Change too great to be meaningful.

# The Broadcasting Playlist Jan 30

## Contemporary

| Last week | This week | Title □ Artist                                        | Label          |
|-----------|-----------|-------------------------------------------------------|----------------|
| 6         | 1         | <i>Staying Alive</i> □ Bee Gees                       | RSO            |
| 4         | 2         | <i>Baby Come Back</i> □ Player                        | RSO            |
| 5         | 3         | <i>Just the Way You Are</i> □ Billy Joel              | Columbia       |
| 1         | 4         | <i>Short People</i> □ Randy Newman                    | Warner Bros.   |
| 2         | 5         | <i>How Deep Is Your Love</i> □ Bee Gees               | RSO            |
| 3         | 6         | <i>You're in My Heart</i> □ Rod Stewart               | Warner Bros.   |
| 8         | 7         | <i>Here You Come Again</i> □ Dolly Parton             | RCA            |
| 7         | 8         | <i>We Are the Champions</i> □ Queen                   | Elektra        |
| 10        | 9         | <i>Turn to Stone</i> □ Electric Light Orchestra       | UA/Jet         |
| 11        | 10        | <i>Dance Dance Dance</i> □ Chic                       | Atlantic       |
| 15        | 11        | <i>Sometimes When We Touch</i> □ Dan Hill             | 20th Century   |
| 13        | 12        | <i>Come Sail Away</i> □ Styx                          | A&M            |
| 20        | 13        | <i>Love Is Thicker than Water</i> □ Andy Gibb         | RSO            |
| 9         | 14        | <i>Sentimental Lady</i> □ Bob Welch                   | Capitol        |
| 19        | 15        | <i>Emotion</i> □ Samantha Sang                        | Private Stock  |
| 17        | 16        | <i>Native New Yorker</i> □ Odyssey                    | RCA            |
| 12        | 17        | <i>Blue Bayou</i> □ Linda Ronstadt                    | Asylum         |
| 30        | 18        | <i>Don't Let Me Be Misunderstood</i> □ L. Gomez       | Casablanca     |
| 21        | 19        | <i>Serpentine Fire</i> □ Earth, Wind & Fire           | Columbia       |
| 16        | 20        | <i>Desiree</i> □ Neil Diamond                         | Columbia       |
| 22        | 21        | <i>Slip Sliding Away</i> □ Paul Simon                 | Columbia       |
| 38        | 22        | <i>Peg</i> □ Steely Dan                               | ABC            |
| 39        | 23        | <i>Lay Down Sally</i> □ Eric Clapton                  | RSO            |
| 34        | 24        | <i>Wonderful World</i> □ Art Garfunkel                | Columbia       |
| 27        | 25        | <i>I Go Crazy</i> □ Paul Davis                        | Bang           |
| 23        | 26        | <i>Hey Deanie</i> □ Shaun Cassidy                     | Warner Bros.   |
| 25        | 27        | <i>What's Your Name</i> □ Lynyrd Skynyrd              | MCA            |
| 33        | 28        | <i>Poor Poor Pitiful Me</i> □ Linda Ronstadt          | Asylum         |
| 43        | 29        | <i>Theme from "Close Encounters"</i> □ Meco           | Millennium     |
| 24        | 30        | <i>Back in Love Again</i> □ LTD                       | A&M            |
| 42        | 31        | <i>The Way You Do the Things You Do</i> □ R. Coolidge | A&M            |
| 35        | 32        | <i>Name of the Game</i> □ Abba                        | Atlantic       |
| 28        | 33        | <i>Ffun</i> □ Con Funk Shun                           | Mercury        |
| 37        | 34        | <i>Theme from "Close Encounters"</i> □ John Williams  | Arista         |
| —         | 35        | <i>Thunder Island</i> □ Jay Ferguson                  | Asylum         |
| 32        | 36        | <i>It's So Easy</i> □ Linda Ronstadt                  | Asylum         |
| 26        | 37        | <i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle    | United Artists |
| —         | 38        | <i>I Can't Smile Without You</i> □ Barry Manilow      | Arista         |
| —         | 39        | <i>Night Fever</i> □ Bee Gees                         | RSO            |
| 31        | 40        | <i>Your Smiling Face</i> □ James Taylor               | Columbia       |
| —         | 41        | <i>Breakdown</i> □ Tom Petty                          | Shelter/ABC    |
| —         | 42        | <i>Happy Anniversary</i> □ Little River Band          | Capitol        |
| 45        | 43        | <i>Street Corner Serenade</i> □ Wet Willie            | Epic           |
| —         | 44        | <i>Always and Forever</i> □ Heatwave                  | Epic           |
| 40        | 45        | <i>Too Hot to Trot</i> □ Commodores                   | Motown         |
| 18        | 46        | <i>You Light Up My Life</i> □ Debby Boone             | Warner Bros.   |
| —         | 47        | <i>Falling</i> □ LeBlanc & Carr                       | Big Tree       |
| 41        | 48        | <i>Heaven on the Seventh Floor</i> □ Paul Nicholas    | RSO            |
| 46        | 49        | <i>Our Love</i> □ Natalie Cole                        | Capitol        |
| —         | 50        | <i>We Just Disagree</i> □ Dave Mason                  | Columbia       |

## Playback

**A hand for Clapton.** *Lay Down Sally* (RSO), the first single from Eric Clapton's *Slow Hand* album, cannot be labeled "typical Clapton." At least that's the opinion of some radio programmers who have added this Southern boogie style record. "He's a very diversified entertainer," says program director Ron Wiley of WCAO(AM) Baltimore. "We thought the record was good for this market ... we were ready for it." So was Duluth, Minn., says Beau Elliot of WEBC(AM). He predicts "it's going to be big. A hit for sure. It's very nice: a truckin', country song. I believe in that record." *Sally* was the highest debut on "Playlist" last week at 39 and this week bolts to 23. **All stars.** Simon and Garfunkel and Taylor? The famous duo has turned trio on a new, but old, single. James Taylor joins the team on an updated version of *Wonderful World* (Columbia), a Sam Cooke record that also became a hit for Herman's Hermits in the 1960's. "It's a smash hit," reports Pete Shannon of KERN(AM) Bakersfield, Calif. "It's really neat. It has an up feel to it but it's slow: sort of a jam feel." And in St. Paul, Danny Carpenter of KSTP(AM) says "That kind of record has a familiarity base with adults because they remember the original. Due to this familiarity, it's going to be a smash." **Two for the price of one.** Although the Queen songs *We Are the Champions* and *We Will Rock You* (both Elektra) appear as "A" and "B" sides on the single release, the album version unites the two as one. Most radio stations surveyed by "Playlist" report both parts are being played, but some (a conspicuous example: WABC(AM) New York) have chosen to air *Champions* only.

## Country

| Last week | This week | Title □ Artist                                           | Label        |
|-----------|-----------|----------------------------------------------------------|--------------|
| 7         | 1         | <i>You're the One</i> □ Oak Ridge Boys                   | ABC/Dot      |
| 1         | 2         | <i>To Daddy</i> □ Emmylou Harris                         | Warner Bros. |
| 12        | 3         | <i>Here You Come Again</i> □ Dolly Parton                | RCA          |
| 6         | 4         | <i>What a Difference You've Made</i> □ Ronnie Milsap     | RCA          |
| 16        | 5         | <i>I Just Wish You Were Someone I Love</i> □ L. Gatlin   | Monument     |
| 5         | 6         | <i>Somethin' to Brag About</i> □ M. K. Place & W. Nelson | Columbia     |
| 8         | 7         | <i>Out of My Head</i> □ Loretta Lynn                     | MCA          |
| 9         | 8         | <i>The First Time</i> □ Billy "Crash" Craddock           | ABC/Dot      |
| 10        | 9         | <i>Middle Age Crazy</i> □ Jerry Lee Lewis                | Mercury      |
| 2         | 10        | <i>Take This Job and Shove It</i> □ Johnny Paycheck      | Epic         |
| 11        | 11        | <i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty  | MCA          |
| 15        | 12        | <i>Don't Break the Heart</i> □ M. Smith                  | Warner Bros. |
| 3         | 13        | <i>Lonely Street</i> □ Rex Allen Jr.                     | Warner Bros. |
| —         | 14        | <i>What Did I Promise Her Last Night</i> □ Mel Tillie    | MCA          |
| 14        | 15        | <i>I Want to Be Your Everything</i> □ Connie Smith       | Monument     |
| 18        | 16        | <i>How Can I Leave You Again</i> □ John Denver           | RCA          |
| —         | 17        | <i>Woman to Woman</i> □ Barbara Mandrell                 | ABC/Dot      |
| 21        | 18        | <i>May the Force Be With You Always</i> □ Tom T. Hall    | RCA          |
| 20        | 19        | <i>Standard Lie Number One</i> □ Stella Parton           | Elektra      |
| 23        | 20        | <i>Do I Love You</i> □ Donna Fargo                       | Warner Bros. |
| 19        | 21        | <i>My Way</i> □ Elvis Presley                            | RCA          |
| 17        | 22        | <i>Come to Me</i> □ Roy Head                             | ABC/Dot      |
| 13        | 23        | <i>Mister D.J.</i> □ T.G. Sheppard                       | Warner Bros. |
| 4         | 24        | <i>I'm Knee Deep in Loving You</i> □ Dave & Sugar        | RCA          |
| 25        | 25        | <i>I Don't Need a Thing at All</i> □ Gene Watson         | Capitol      |

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.



## ABC tells CBS to keep its hands off Harry Reasoner

**He's under contract until 1980, it's said, although newsman claims oral arrangement lets him out in June**

A job may be waiting for *ABC Evening News* co-anchor Harry Reasoner at rival CBS News, but his present employer has let it be known that he'll not be let out of his contract easily.

Mr. Reasoner, who has been talking with CBS, maintains that two years ago an oral agreement was made giving him the option of getting out of his contract June 1. He has said he expected to exercise it, claiming that changes made by ABC News and Sports President Rooney Arledge didn't leave him much to do (BROADCASTING, Jan. 9).

ABC News management, however, claims that Mr. Reasoner is contractually bound to the network until 1980, and David Burke, vice president and assistant to Mr. Arledge, has telegraphed that message to Donald Hamilton, CBS News vice president, business affairs. CBS responded that the discussions were made under the assumption Mr. Reasoner would be available.

"We're holding our breath," Robert Chandler, CBS News vice president for public affairs, said last week, adding that his network wants Mr. Reasoner but that it's now up to ABC. Mr. Chandler said he was not ready to discuss what part Mr. Reasoner might play in the CBS News operation. Mr. Reasoner had been a co-anchor for CBS News's *60 Minutes* when ABC News hired him away in 1970.

As to the oral agreement, ABC News in-

terprets it differently from Mr. Reasoner and when questioned, Mr. Burke said "it is not our feeling that it should be relied upon." He explained that it was not written in Mr. Reasoner's contract and that "it happened in another administration" as well. (Mr. Reasoner has said that it was made when Barbara Walters was brought on as his on-air partner by former ABC News President William Sheehan).

As to Mr. Reasoner's future with the network, Mr. Burke said it would be "in light of what Rooney Arledge thinks is in the best interests of ABC News. Mr. Reasoner, under advice of counsel, has been trying to avoid public statements on the matter.

It has been speculated that Mr. Reasoner may have been seen as a possible replacement for Bill Moyers, chief correspondent for CBS News's *CBS Reports*. Mr. Moyers is understood to be considering returning to the Public Broadcasting Service in documentary work.

## Wisconsin courts will have camera coverage

**One-year experiment will begin April 1; newsman got ball rolling**

The Wisconsin supreme court will allow cameras and tape recorders in courtrooms as an experiment for one year, beginning April 1.

The court's decision was announced after a succession of events that started with a letter to the court from Ed Hinshaw of WTMJ-AM-TV Milwaukee, who is a member of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi.

Last May a court proceeding was filmed, but only for viewing by parties concerned with the change in rules regarding electronic news coverage. After the films

and still photographs taken at that proceeding were viewed by the seven supreme court judges in their chambers, the court announced its decision to experiment for one year.

The guidelines governing the experiment are to be discussed at a Wisconsin supreme court hearing in Madison Feb. 20.

## Added emphasis and interest in radio-TV reported at J schools

Schools of journalism and mass communications are putting increased emphasis on broadcast news courses, according to a study by Dr. Warren K. Agee, professor of journalism and former dean of the Henry W. Grady School of Journalism and Mass Communication at the University of Georgia.

Titled "Coping With the Seventies: Recent and Projected News-Editorial Curricular Changes in Schools of Journalism," the survey included 125 schools which reported news-editorial courses that were added or dropped during the last three years, those in which substantive changes were made and those that likely will be added or dropped in the near future.

Instruction in broadcast journalism ranked fourth among all existing courses, gaining increased emphasis at the 111 schools that responded and fifth in the number of courses added (21 or 6.7% of the total news-editorial courses added).

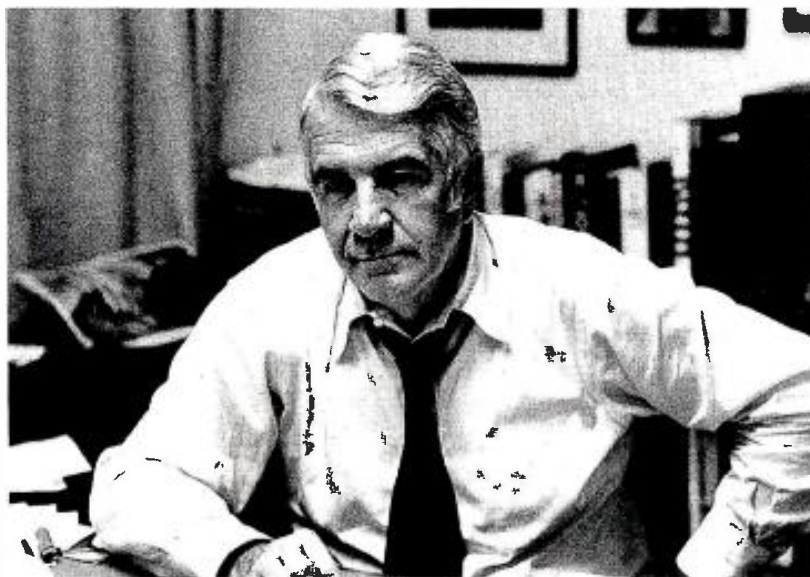
Other changes related to broadcast curricula at the schools reporting included: a decline in the number of students interested in print journalism (newspaper) and an increase in those interested in broadcast journalism, the addition at the schools reporting of broadcasters as course instructors, the addition of majors and minors and a complete overhaul of the journalism curriculum.

## Journalism Briefs

**Talking back.** *Public Conversation*, is new barter syndication radio show offered by Washington Sound Inc. Show features listeners questioning nationally known, Washington-based officials via telephone. Contact Alvin Rosenbaum or Peter Emerson, 1740 N Street, N.W., Washington 20036; (202) 628-2900.

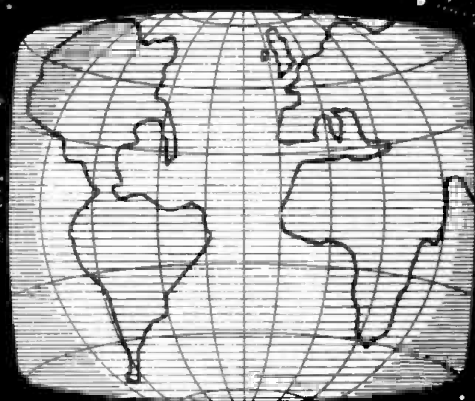
**Butz to TV.** Former Secretary of Agriculture Earl Butz has signed agreement with Clayton-Webster Corp., affiliate of Kenrick Advertising, St. Louis, to produce and syndicate weekly TV commentary. *Earl Butz Reports*, two-and-half minute show, is formatted to run in local newscasts once weekly. Distribution start by May is planned.

**APB nominees.** Ten broadcasters have



Reasoner. Stuck in the middle.

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## **Mip-TV is a must**

# April 17

## The Balance of Trade in TV Programing

### Part I

In advance of the 14th annual MIP-TV exhibition in Cannes (April 21-27) — the international program(me) market — BROADCASTING will present a special report on the overseas action for American television programing. Who the sellers are. Who the buyers are. What programs will be on the block (or "in the stands", as they say there). With a special distribution to delegates at the Palais des Festivals.

# May 1

## The Balance of Trade in TV Programing

### Part II

A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the TV viewer.

You belong in  
**Broadcasting**

April 17/May 1

been nominated for membership on Associated Press Broadcasters board of directors: Franklin H. (Chick) Brown, WBMC-AM-FM McMinnville, Tenn.; Richard Mallary, Cox Broadcasting, Atlanta; Anthony Gonzalez, WWRN(AM) Beckley, W.Va.; Charles K. Murdock, WLW(AM) Cincinnati; Paul McGonigle, KOY(AM) Phoenix; Al Buch, KMJ-TV Fresno, Calif.; former FCC Commissioner Robert K. Wells, Harris Enterprises, Hutchinson, Kan.; Bill Hoover, KTEW(TV) Ada, Okla.; Robert Tobey, KOTS(AM) Deming, N.M., and Clint Formby, KPAN(AM) Hereford, Tex. Additional nominations may be made by petition.

**New forum.** Delaware Governor Pierre duPont broke precedent last week, delivering annual state of state address not before legislature's general assembly but from studios of noncommercial WHYV-TV Wilmington.

**Refuses anonymity.** Carolyn Craven, former reporter for noncommercial KQED(TV) San Francisco, identified herself as victim of Bay Area rapist who has attacked at least 60 women in past four years. Ms. Craven made her announcement, she said, in effort to help capture man police have called "Stinky" and to inspire other victims to come forward with more information. Police have dubbed rapist "Stinky" because victims have reported smelling odd odor about him, possibly of mechanic's grease.

## Gronouski proposes RFE/RL gives time to the Communists

**He says it would be better than  
having them jam U.S. broadcasts**

The chairman of the Board for International Broadcasting has offered to make air time "available to officials of the Soviet Union and Eastern Europe" on Radio Free Europe and Radio Liberty so that they might have opportunities to make responses to the "defamatory propaganda" they contend is broadcast by the organizations.

Dr. John A. Gronouski made his proposal in the board's annual report to President Carter. He said that, although the board "firmly rejects" Soviet charges that RFE/RL broadcasts are controlled by the Central Intelligence Agency, the offer was being made in an attempt to eliminate the jamming of RFE/RL signals by the nations to which they are broadcast.

The chairman called the plan a "more sensible" means of correcting an "occasional inaccuracy" that may be broadcast than the countries' "costly jamming exercise which violates the very essence of the Helsinki commitment to the free flow of information." Dr. Gronouski said, "No radio enterprise broadcasting 980 hours a



CBS-TV PHOTOS

**Homage to HHH.** The three commercial TV networks devoted some 16 hours of air time to special programs and coverage of memorial and funeral services for Senator Hubert H. Humphrey (D-Minn.) following his death Friday night, Jan. 13. ABC News and CBS News had half-hour special reports on the air at 11:30 p.m. NYT, five minutes after his death became known, and NBC News presented one on Saturday night. All three networks provided live coverage of the Sunday morning memorial service at the Capitol and the funeral services in St. Paul the following day, and all three had half-hour special wrap-up reports at 11:30 p.m. Monday. ABC and NBC also provided special coverage on Saturday.

week can avoid committing an occasional inaccuracy."

According to the report, RFE/RL broadcasts in 22 languages, second to the Voice of America's 36 language broadcasts (including worldwide service in English). But the combined effort of the American services is "less extensive" than that of the Soviet Union.

Radio Moscow, the report said, broadcasts 1,999 hours weekly in 80 languages "to audiences on every continent." The Soviet system broadcasts in some languages "not used by any western" system: tongues of the Quecha Indians of Latin America, the Foulha and Lingala people in Africa and the Marathi and Oriya in India.

In addition, Russia broadcasts to North America in English, beaming more than five hours a night to the Eastern half of the continent and four hours to the West, and reaching an estimated audience of about one million listeners a month, the report said. "No person in a position of responsibility in the United States has ever suggested that we interfere with the reception of these broadcasts," said the study.



# Fates & Fortunes

## Media



Nolan



Emery

**Philip E. Nolan**, VP-general manager, Westinghouse Broadcasting's WIND(AM) Chicago, named area vice chairman there for Westinghouse's Radio Station Group. He is succeeded at WIND by **Robert J. Emery**, sales and management consultant and former regional VP of Sudbrink Broadcasting, group station owner based in Fort Lauderdale, Fla.

**J. Richard Munro**, group VP-video, Time Inc., elected to board of directors. Video group subsidiaries are Home Box Office, Manhattan Cable Television, Time-Life Films and WOTV(TV) Grand Rapids, Mich.

**Robert King**, executive VP, Capital Cities Communications, has been named to board of Television Information Office, New York, succeeding **Robert Gordon** of WCPO-TV Cincinnati.

**Allan Howard**, executive VP of KTVV(TV) and KFHI(FM) Austin, Tex., named VP and general manager of KOTV(TV) Tulsa, Okla., effective Feb. 6, replacing **Duane Harm**, whose appointment as VP and general manager of WISH-TV Indianapolis was announced last summer but became effective on Jan. 1. (Both stations belong to Corinthian Broadcasting Corp.).

**Rod Brosig**, general manager, WYQK(FM) St. Petersburg, Fla., elected VP of licensee, Suncoast Stereo Corp.

**Bob Britt**, general manager, WYAN-FM Upper Sandusky, Ohio, named VP of licensee, Triplett Broadcasting Co.

**Joseph A. McGranaghan**, general manager, WHJB(AM)-WOKU-FM Greensburg, Pa., joins WKIK-AM-FM Sunbury, Pa., as VP-general manager. **Barron E. Banker**, WHJB-WOKU news director, appointed operations manager there.

**Andy Blitsko**, operations director, WJMD(FM) Bethesda, Md. (Washington), promoted to station manager. **John Laton**, general sales manager, assumes additional duties as assistant general manager.

**Frank Byrne**, general sales manager, WQAL(FM) Cleveland, assumes additional duties as assistant general manager.

**Donald W. Cuthrell Jr.**, director of client development, Davis & Co. advertising, Virginia Beach, Va., joins WSPA(AM) Spartanburg, S.C., as general manager.

**Jim Romanov**, corporate accountant, Storer

Broadcasting, Atlanta, named controller of Storer's WAGA-TV there, replacing **Bruce Stender**, who retires after 19 years.

**Michael Criddle**, public affairs assistant, KFOG(FM) San Francisco, promoted to marketing and promotion coordinator.

**Chris Michaels**, creative head-public relations director, WGLI(AM) Babylon, N.Y., joins WYNY(FM) New York as promotion administrator.

**Robert Chernet**, sound engineer, WTVJ(TV) Miami, appointed assistant promotion manager.

**Jody Sharp**, artist, WMC-TV Memphis, named art director. **Michael P. Emerson**, art director, noncommercial WKNO-TV there, joins WMC-TV as staff artist. **Holt Scott**, WMC-TV staff artist since 1959, retires.

**Eric Smith**, general manager, noncommercial WSRE(TV) Pensacola, Fla., and head of department of broadcasting at Pensacola Junior College there, appointed public broadcasting services administrator for state of Florida.

**Michael K. Bridgeman**, promotion manager, noncommercial WNIT-TV South Bend, Ind., joins noncommercial WNED-TV and co-owned commercial WEBR(AM)-WNED(FM) Buffalo, N.Y., as producer of on-air promotion.

## Broadcast Advertising



Kopp



Shank

**C.R. (Jack) Kopp**, chief executive officer, Leo Burnett Co., Chicago, assumes additional duties as chairman, replacing **Philip H. Schaff**, who becomes vice chairman of board and chairman of executive committee. **Howard C. Shank**, chief operating officer for North America, appointed president-chief operating officer of corporation.



Crawford

**Bruce Crawford**, president and chief executive officer of BBDO International, New York, assumes additional title of president and chief executive officer of BBDO Inc., New York, domestic agency. He assumes duties formerly held by **James J. Jordan Jr.**, who has resigned because of "policy differences" with Mr. Crawford.

**Louis L. Banks**, adjunct professor of management at Sloan School, Massachusetts Institute of Technology, Cambridge, elected to board of directors, Foote, Cone & Belding Communications, Los Angeles.

**William C. Lang**, VP-finance, Pueblo International, joins Kenyon & Eckhardt, New York, as director and executive VP in charge of administration and finance. He succeeds **Edward F. Murphy**, who is retiring after 22 years with agency.

**Bette Rosenblatt**, timebuyer, Kenyon & Eckhardt, Boston, promoted to media supervisor. **Susan Kittrell**, sales assistant, Blair TV, joins K&E, Boston, as timebuyer.

**Richard D. Rasor** and **John E. Peters**, senior VP-group account directors on Ford division account, J. Walter Thompson, Detroit, named executive VP-general manager of Detroit office and executive VP responsible for Ford's worldwide planning and creative development, respectively. **Alison Bandy**, media planner from Grey North, Chicago, joins JWT there in same capacity. **Neal Reynolds**, graduate of Auburn (Ala.) University, joins Chicago office as art director.

**James T. Smith**, VP-marketing director, Sumner Advertising, marketing and public relations agency, Atlanta, named executive VP-secretary/treasurer and elected to board of directors.

**William E. Sprague**, senior VP of Creamer Lois/FSR, Pittsburgh, named executive VP.

**William Choros**, VP-head of TV production; **Elaine Reiss**, VP-head of legal department, and **William Morrissey**, **David Weiss** and **Robert White**, VP's-management supervisors, Ogilvy & Mather, New York, elected senior VP's.

**Raymond A. McArdle**, VP-director of media, D'Arcy-MacManus & Masius, New York, elected senior VP.

**Elmer J. Dapron Jr.**, account manager, Gardner Advertising, St. Louis, joins Kenrick Advertising there as senior VP.

**Susan Thompson**, VP-assistant media director, A. Eicoff & Co., Chicago, named senior VP-media director.

**Edward W. Parella**, controller and assistant secretary of board of directors, Geer, DuBois Advertising, New York, named VP-treasurer.

**Colln Probert**, account supervisor, DKG Advertising, New York, named VP.

**Susan B. Fireman**, associate manager of creative department, Benton & Bowles, New York, elected VP.

Newly elected VP's, McDonald & Little, Atlanta: **Alf Nucifora**, **Jerry Shereshevsky** and **Jim Quigley**, account supervisors; **Jim Brytowski**, senior copywriter; **Bill Arzonnetti**, art director, and **Barbara Molnar**, account executive.

**Peter Weisbard**, account executive, Television Advertising Representatives, New York,

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348. **THE LENS IN ACTION** by Sidney F. Ray. Combines a review of the state-of-the-art (of lens design) with a survey of modern lenses and their application. The limits of specific lens designs and the requirements for special lenses are discussed. (*Media Manuals*). 160 pages, 5 1/2" x 8 1/2", 64 pages of diagrams, glossary, further readings. **\$7.95**
358. **VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed-circuit systems, material on cassettes and cartridges, and a chapter on editing. (*Library of Image and Sound Technology*). 320 pages, 6" x 9", graphs, diagrams, bibliography, glossary. **\$18.50**

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appointed group sales manager.



Bouloukos

**Don P. Bouloukos**, sales manager, WLS(AM) Chicago, promoted to general sales manager.

**Mal Kahn**, local sales manager, WTVJ(TV) Miami, joins RKO Television Representatives, New York, as account executive.

**Cam Meyer**, media supervisor, Campbell-Mithun, Chicago, joins Kelly, Scott & Madison, media service organization there, as account executive, senior planner and buyer.

**Tom Henton**, art director, *Arkansas Gazette*, Little Rock, joins Cranford/Johnson/Hunt & Associates there in same capacity. **Craig Douglass**, executive secretary of state Democratic party and chief reading clerk of Arkansas House of Representatives, joins C/J/H as account executive.

**Garth Hintz**, media consultant, Pasadena, Calif., and previously community relations director at KNXT(TV) Los Angeles, joins BBDO, Detroit, as broadcast account supervisor.

**Joseph J. Policy**, promotion director, WWL-TV New Orleans, appointed director of corporate marketing services for Photo Electronics Corp., West Palm Beach, Fla., owner of WPEC(TV) there, among other subsidiaries.

**Richard Goldman**, national sales manager, KTVU(TV) Oakland, Calif., appointed general sales manager.

**Martin D. Edelman**, sales manager, KBHK-TV San Francisco, promoted to general sales manager, succeeded by **Francine Link**, account executive.

**Joel Kaplan**, promotion talent coordinator, NBC-TV promotion department, Burbank, Calif., joins KTTV(TV) Los Angeles as advertising manager.

**John T. Geiger**, president, Creative Advertising Techniques, Milwaukee, joins WTMJ-TV there as retail sales director.

**Ben Tucker**, account executive, KJEO(TV) Fresno, Calif., named sales manager. **Thomas W. Beggs**, account executive, KSBW-TV Salinas, Calif., and **Kenneth Simon**, salesman, KFRE(AM) Fresno, joins KJEO sales staff.

**M. E. (Doc) Fidler**, general manager, KAYC(AM)-KAYD(FM) Beaumont, Tex., appointed general sales manager, WOL(AM) Washington.

**Radio's renowned.** Guglielmo Marconi, Arthur Godfrey, Walter Winchell and Jim and Molly Jordan (Fibber McGee and Molly) have been elected to the National Association of Broadcasters radio Hall of Fame, joining 14 past radio greats inducted last year. The late Bing Crosby received the most votes for the honor this year but was ineligible because of a Hall of Fame rule barring a posthumous election until two years after the nominee's death. Induction will take place in formal ceremony at the NAB annual convention in Las Vegas, April 9-12.

**Christine McGee**, account executive, KNEW(AM) Oakland, Calif., joins KFOG(FM) San Francisco in same capacity.

**Guy Courter Jr.**, chief director, WGTU(TV) Traverse City, Mich., named account executive for WGTU and co-owned WGTQ(TV) Sault Ste. Marie, Mich.

**Tom Manderscheid**, district sales manager, Skil Corp., Knoxville, Tenn., joins WATE-TV there as account executive.

**John Percy**, account executive, WRDU-TV Durham, N.C., named local-regional sales manager. **Claudia Brooks**, account executive from WCSC-TV Charleston, S.C., joins WRDU-TV in same post.

**Bob McKay Jr.**, retail account executive, WHDH(AM) Boston, joins WRKO(AM) there as account executive, new business co-op sales.

## Programming

**Andy Albeck**, senior VP, operations, United Artists Corp., New York, named president and chief executive officer, replacing Erick Peskow, who has resigned. **Barton E. Farber**, VP, in charge of legal affairs for UA television and broadcasting subsidiaries, appointed VP, television and special markets, and will be responsible for U.S. network sales and worldwide operation in TV, cable and special markets.

**Richard Traum**, administration manager, NBC-TV programming department, named director, late-night programs and administration.

**Pamela Burke**, co-producer, NBC-TV's *Tomorrow* show, Los Angeles, named producer. Co-producer **Bruce McKay** was named director, variety programs, for NBC-TV (BROADCASTING, Jan. 2).

**Robert J. Wunsch**, independent motion picture producer, joins CBS entertainment division, Los Angeles, as director, motion pictures for television.

**Robert N. Brand**, director of dramatic series development, 20th Century-Fox Television, named VP of program development, MGM Television, Los Angeles.

**Howard H. Mendelson**, VP-New York sales manager, Westinghouse Broadcasting's Television Advertising Representatives, named VP-media sales, co-owned Group W Productions there.

**Jonas Halperin**, international director of communications for Warner Bros. Pictures and Warner Bros. Television, New York, assumes additional responsibilities as assistant VP and international director, communications, for parent company, Warner Bros. Communications, New York.

**Jan Dickler**, member of Westinghouse Broadcasting management training program, Philadelphia, named sales executive at its KYW-TV there. **Bob Jower**, KYW-TV sales executive, appointed director of account services.

**Tom Caputo**, account executive, WHK(AM) Cleveland, promoted to co-op marketing specialist. **Bob Stern**, from Kinsey, Furnace & French Advertising there, joins WHK as account executive.

**Marc Grayson**, Western area sales executive, MCA TV, Los Angeles, named Western area

sales director, succeeding **Bob Greenberg**, Western area VP who retires after more than 28 years with company.

**James J. Ferris**, manager of broadcast advertising, Cotton Inc., marketing and research company representing cotton producers of America, joins Viacom, New York, as director of creative services.

**Erwin Parthe**, program director, WNEM-TV Bay City, Mich., joins KCMO-TV Kansas City, Mo., in same post.

**Jerry Dean**, program director, WCOL(AM) Columbus, Ohio, named to same post, co-owned WCOL-FM there, succeeded by **Dave Bishop**, AM music director. **Bob Gooding**, VP in charge of programming for AM and FM joins WCAU-FM Philadelphia in charge of public affairs and news.

**Stephen H. Morse**, producer-director, AFN-TV (Armed Forces Network), Bremerhaven, Germany, joins WGTU(TV) Traverse City-WGTQ(TV) Sault Ste. Marie, Mich., as production manager.

**Ric Christoferson**, from WAVE-TV Louisville, Ky., joins WTMJ-TV Milwaukee as producer-director.

## Broadcast Journalism

**Bruce MacDonell**, news director, NBC-owned WRC-TV Washington, appointed Asian bureau chief, NBC News, Hong Kong.

**Maysie Stewart**, formerly with news department at KIRO-AM-TV Seattle, named national

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broadcast executive, Western states, for Associated Press.

**Ed Turner**, producer, CBS-TV's *Morning News* program, New York, rejoins KWTW(TV) Oklahoma City as news director.

**Toby Ann Smith**, producer, WBZ-TV Boston, named executive news producer.

**George M. Gudgeon**, newswriter, production assistant and weekend assignment editor, KOMO-TV Seattle, promoted to assignment editor.

**Evelyn Thompson**, court and legal reporter, KOOL-TV Phoenix, joins news department at KTVK(TV) there.

**Bill Brooks**, public affairs director, KBAY(FM) San Jose, Calif., joins KFOG(FM) San Francisco as news and public affairs director.

**Bruce Dixon**, news director, WDBQ(AM) Dubuque, Iowa, appointed news editor, WEBR(AM) Buffalo, N.Y.

**Sally Fitz**, anchor-reporter, KMOX(AM) St. Louis, named weeknight co-anchor, WBBH-TV Fort Myers, Fla. **Jim Kay**, weekend weather reporter, WSOX-TV Charlotte, N.C., joins WBBH-TV as weathercaster-reporter.

## Cable

**David W. Hamilton**, general manager, Warner Cable TV, Akron, Ohio appointed Southern region VP and general manager, Atlanta.

**William H. Grumbles Jr.**, south central district manager for Teleprompter, Galveston, Tex., joins Home Box Office as mid-central regional manager, based in new Kansas City, Mo., office. **Jeri Baker**, HBO director of public relations, has resigned, effective mid-February.

**Barbara King**, director of press and promotion for classical music and Broadway shows, Columbia Records, joins Teleprompter Cable TV, New York, as director of press and public information.

**Richard Gainey**, production director-staff announcer, WJKS-TV Jacksonville, Fla., joins Columbia Cable TV, Columbia, S.C., as production manager, responsible for local origination production.

**Donald A. Smith**, electronics technology in-

structor, Montgomery county, Md., school system, joins Antietam Cable Television, South Bend, Ind., as general manager.

## Equipment & Engineering

**William Gilmore**, director of engineering and program operations, ABC Radio Network, New York, elected VP-radio technical operations, Broadcast Operations and Engineering, ABC-TV.

**Richard S. Bodman**, assistant controller and director of corporate accounting division, E.I. duPont de Nemours, Wilmington, Del., joins Communications Satellite Corp., Washington, as senior VP-finance and corporate development.

**Gary S. Moskovitz**, product analyst for electronic recording equipment, RCA Broadcast Systems, Camden, N.J., appointed manager, electronic recording equipment product management.

**Joseph T. Consalvi**, consultant, CCA Electronics, Cherry Hill, N.J., appointed finance VP-treasurer. **James J. Ehrmann**, accounting manager, named controller. **Anthony F. Tierno**, assistant treasurer, assumes additional responsibilities in areas of systems, controls and procedures.

**Jim Bull**, chief engineer, KOLO-TV Reno, joins Los Angeles office of Grass Valley Group, broadcast equipment manufacturer, as sales engineer.

**Dudley Spruill**, executive VP, Byron Motion Pictures, Washington, named executive secretary, Association of Cinema & Video Laboratories, succeeding **Preston B. Berglin**, who resigns after managing association for 18 years. ACVL represents commercial motion picture and television film processing firms.

## Allied Fields

**T. Michael Barry**, National Association of Broadcasters lobbyist who made unsuccessful try to unionize NAB employees last year, has resigned from NAB after eight years in government relations department. He announced last week he is opening communications law practice in Washington.

**Henry Laura**, network radio research coordinator, NBC Radio Network, New York, joins Arbitron there as Eastern sales service representative, television station sales department.

Washington communications law firm, Mallyck & Bernton, is dissolving. **Gene Mallyck** becomes full-time associate with Smith & Pepper there; **Bill Bernton** is now of counsel to Glaser, Fletcher & Johnson, also Washington.

**Steven A. Lerman**, associate with Washington law firm of McKenna, Wilkinson & Kittner, named partner. **Gaylene V. McCartney**, trial attorney with U.S. Department of Justice, civil rights division, joins firm as associate.

**Dr. Florence M. Monroe**, director of radio, University of Alabama, Birmingham, and general manager of its noncommercial WBBM(FM) there, named assistant VP for telecommunications at university, responsible for telecommunications center, WBBM and cable program transmission.

**Dan Hackel**, anchorman, Mutual Broadcasting System, Washington, joins University of Florida College of Journalism and Communications, Gainesville, as assistant professor of broadcasting and news director of school's non-commercial WUFT(TV) there.

**Robert D. Kasmire**, NBC corporate affairs VP until he left at end of 1977, joins Adams & Rinehart, New York, corporate and financial public relations firm. He will principally handle New York Racing Association account, among others.

## Deaths

**Clifton Utley**, 73, former NBC newsmen and commentator, died at Maui Memorial hospital in Kahului, Hawaii, Jan. 19. He had been admitted Jan. 7 suffering from heart disease. Through 1940's he was NBC radio commentator, broadcasting from Chicago. In 1950's he shifted to television and was anchorman and commentator until he retired in 1959 after heart ailment left him partially paralyzed. Survivors include his wife, Frayn, former NBC commentator; son, Garrick, NBC News correspondent; daughter-in-law, Carol Marin, anchor at WSM-TV Nashville, and sons, David and Jonathon.

**Charles Ahrens**, 73 pioneer broadcast journalist, died at his Chicago home Jan. 23. He had been recovering from flu. Former bureau manager of UPI's national broadcast department, he joined United Press in 1934 and was one of first presidents of Nationwide Radio News Directors Association, and early member of Radio Television News Directors Association. Survivors include his wife, Valeska.

**E. James McDonald**, 51, program director, WSYR-TV Syracuse, N.Y., since 1952, died Jan. 21 at his home of heart attack. Surviving is his wife, Caroline.

**Cole Bunzel**, 25, late news anchorman for KXLY-TV Spokane, Wash., was killed in car accident Jan. 12 en route to cover speech by Vice President Walter Mondale at Washington State University in Pullman. He is survived by his parents and three brothers.

**Howard Brucker**, 56, senior music specialist with Voice of America, died of liver ailment at Fairfax county (Va.) hospital Jan. 20. He joined VOA in 1964. Survivors include his wife, Claire, son, Paul, and daughter, Jane.

**Peabody somebodies.** The regents of the University of Georgia have approved 15 members appointed to the advisory board that decides winners of the Peabody broadcast journalism awards administered annually by the University's School of Journalism and Mass Communication. The members and their terms are:

One-year terms—Dr. Gertrude Broderick, former media research associate in the instructional materials and practice branch of the U.S. Department of Health, Education and Welfare; Don Freeman, TV editor of the *San Diego Union*; Dr. I. Keith Tyler, professor emeritus and research associate at Ohio State University; Terrence O'Flaherty, radio-TV editor of the *San Francisco Chronicle*, and Harold Niven, vice president of the National Association of Broadcasters and executive secretary of the Broadcast Education Association.

Two-year terms—John Charles Daly, former network news commentator and now a broadcast consultant; Sidney L. James, board chairman of Greater Washington Association and former publisher of *Sports Illustrated*; Robert Hudson, formerly with CBS and National Educational Television; Dr. William G. Harley, president emeritus of the National Association of Educational Broadcasters and a consultant to the State Department, and W. Thomas Johnson, president and chief operating officer of the *Los Angeles Times* and president of the University of Georgia Alumni Society.

Three-year terms—Elizabeth Carpenter, former press secretary to Lady Bird Johnson and a faculty member of the Lyndon B. Johnson School of Public Affairs; Wade H. Mosby, editor of the *Milwaukee Journal's* "TV Screen"; Kitty Carlisle, Broadway actress and panelist on the television programs, *What's My Line* and *To Tell the Truth*; Dr. Karl E. Meyer, TV critic of *Saturday Review*, and Dr. Lionel C. Barrow Jr., dean of the School of Communication at Howard University, Washington.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 13 through Jan. 19.

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

### Applications

■ KAPR-AM-FM Douglas, Ariz. (AM: 930 khz, 1kw-D, 500 w-N; FM: 95.3 mhz, BP-20240, permittee only)—Seeks assignment of license from K.A.P.R. Inc. to Coursolle Broadcasting for \$250,000. Seller: Paul W. Knowles, general manager and principal stockholder, has no other broadcast interests. Buyer: James R. Coursolle, president and 95% owner, is 100% owner WLKE(AM)-WGGQ(FM) Waupun, Wis., and 30.6% stockholder of consulting firm which is 60% owner FMI/magnatech equipment manufacturers rep in Minneapolis. Ann. Jan. 16.

■ KNDE(AM) Sacramento, Calif. (1470 khz, 5 kw-D, 1kw-N)—Seeks assignment of license from Mediacast Inc. to KXOA-FM Inc. for \$1,320,000. Seller: is principally owned by Scott M. Elrod, who has no other broadcast interests. Buyer: principally owned by Michael J. Brown and his father Willet H. Brown, also principal owners of KXOA-FM Sacramento, and KGB-AM-FM San Diego. Ann. Jan. 16.

■ KOWL(AM) South Lake Tahoe, Calif. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of KOWL Inc. from C. Kenneth Hildebrandt, Virginia H. Stalder, et al. (100% before; none after) to John B. and Kathleen S. Parker and Jeanette Louise Merillat (none before; 100% after). Consideration: \$550,000. Principals: Mr. Hildebrandt owns 41%, Ms. Stalder 41% of stock to be sold and neither has other broadcast interests. Mr. and Mrs. Parker will each own 40% and Ms. Merillat 20%. Mr. Parker is investment advisor, Mrs. Parker was co-anchor reporter KFMB-TV San Diego, Ms. Merillat was real estate salesperson. (This appeared incorrectly in BROADCASTING, Jan. 16).

■ WCOU-AM-FM Lewiston, Me. (AM: 1240 khz, 1kw-D, 250w-N; FM: 93.9 mhz, 13kw)—Seeks transfer of control of Mid-Maine Communications from Philip M. and Constance C. Greene (100% before; none after) to David P. Welborne (none before; 100% after). Consideration: \$288,000 plus \$80,000 covenant not to compete. Mr. and Mrs. Greene have no other broadcast interests. Buyer is half owner of WNCA(AM) Silver City N.C. Ann. Jan. 16.

■ WYBG(AM) Massena, N.Y. (1050 khz, 1kw-D)—Seeks assignment of license from Twin Tier Broadcasting Inc. to Seaway Broadcasting Inc. for \$150,000. Seller: controlling stockholder, M.J. DeSisti, wishes to devote more time to WTTT-FM Towanda, Pa. which he also owns. Buyer is 51% owned by Godfrey W. Herweg, business development director at WMAQ(AM) Chicago and 48% by his wife Aubrey C., interior designer. Neither have other broadcast interests. Ann. Jan. 10.

■ Editor's note: WGAL-TV Lancaster, Pa.—WTEV(TV) New Bedford, Mass.—Providence, R.I. seller is owned by Steinman Stations, buyer is Pulitzer Publishing subsidiary. These were incorrectly reversed in our Jan. 16 issue.

### Actions

■ KJEM(AM) Wagoner, Okla. (1530 khz, 250 w-

D)—Broadcast Bureau granted assignment of license from NEO Broadcasting Co. to Sherman Enterprises Inc. for \$60,000. Sellers are Charles R. Ingram and Robert R. Toon, who have no other broadcast interests. Buyer is owned by Philip G. Sherman (75%), Marie E. Jett Trust and Bill J. Allred (12.5% each). Mr. Sherman is salesman with KAKC-AM-FM Tulsa, Okla. Miss Jett is partner in Tulsa lighting supply firm. Mr. Allred is former executive vice president of Mark/Way Inc., licensee of KAKC-AM-FM, WAKC(AM) Normal, Ill., and KFUN-AM-FM Las Vegas. Action Jan. 17.

■ KXON-TV Mitchell, S.D. (ch. 5)—Broadcast Bureau granted assignment of license from Buford Television Inc. to George N. Gillett Jr. for \$1,500,000. Seller: is owned equally by brothers, Robert P. Geoffrey and Gerald Buford, owners of KFSM-TV Fort Smith, Ark. and KTRE-TV Lufkin and KLT(TV) Tyler, both Texas. Buyer: VP of Globe Broadcasting Corp. to be acquired by Combined Communications Corp. (BROADCASTING, May 2, 1977), has also purchased subject to approval, KJTV(TV) Bakersfield, Calif. and WAEO-TV Rhinelander, Wis. Action Jan. 17.

## Facilities changes

### TV actions

■ WPTD-TV Kettering, Ohio—Broadcast Bureau granted CP to change ERP to visual and change type trans., condition (BPCT-5030). Action Jan. 12.

■ \*WUNF-TV Asheville, N.C.—Broadcast Bureau granted CP to change ERP to visual; ERP 3.63 kw, max. ERP 91.2 kw, ant. height 2620 feet, and make changes in ant. system (BPET-590). Action Jan. 12.

■ WCCB-TV Charlotte, N.C.—Broadcast Bureau granted CP to change ERP to visual; change type trans. and type ant., condition (BPCT-5120). Action Jan. 12.

### AM actions

■ WFSO Pinellas Park, Fla.—Broadcast Bureau granted CP to add nighttime power with 500 w, change hours of operation to U, and install DA, conditions (BP-20,230). Action Jan. 16.

■ KTCH Wayne, Neb.—Broadcast Bureau granted CP to make changes to ant. radiation, condition (BP-20,957). Action Jan. 5.

■ KAFE Santa Fe, N.M.—Broadcast Bureau granted mod. of license covering change in SL and operate trans. by remote control from the proposed studio site (BRC-3969). Action Jan. 11.

### FM actions

■ WYFE-FM Winnebago, Ill.—Broadcast Bureau granted CP to install new ant, make changes in ant.

system, change TPO, ERP: 1 kw (h&v) and ant. height 510 feet (h&v) (BPH-10832). Action Jan. 11.

■ WPRT-FM Prestonsburg, Ky.—Broadcast Bureau granted mod. of license covering change in SL and remote control location (BRCH-1348). Action Jan. 11.

■ KSMB-FM Lafayette, La.—Broadcast Bureau granted CP to install new trans., change TPO, ERP: 50 kw (h&v) and ant. height 350 feet (BPH-10,801). Action Jan. 11.

## In contest

### Petition to deny

■ WOTW(AM) Nashua, N.H.—Community Service Broadcasting of Nashua Inc. Received Jan. 11, ann. Jan. 16.

### Designated for hearing

■ Houghton Lake, Mich., Sparks Broadcasting Co., renewal proceeding: (Docs. 21497-8)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ John H. Conlin to serve as presiding judge, scheduled prehearing conference for Feb. 21 and hearing for April 4 in Houghton Lake. Action Jan. 10.

■ Woodstock and Saugerties, N.Y., Woodstock Communications et al., FM proceeding: (Docs. 21443-5)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Byron E. Harrison to serve as presiding judge, scheduled prehearing conference for Feb. 24 and hearing for April 10. Action Jan. 11.

■ Roswell, N.M., Andromeda Broadcasting System and Gordon L. Gay, trustee in bankruptcy (KKAT), AM proceeding: (Docs. 21516-8)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Joseph Stirmer as presiding judge, scheduled prehearing conference for Feb. 23 and hearing for April 4 in Roswell. Action Jan. 17.

■ Carlisle, Pa., WIOO Inc. and Carlisle Broadcasting Associates, AM proceeding: (Docs. 21506-7)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Lenore G. Ehrig to serve as presiding judge, scheduled prehearing conference for Feb. 22 and hearing for April 6. Action Jan. 11.

■ Quantico, Va., Happy Broadcasting Co. (WPWC), renewal proceeding: Chief ALJ Chester F. Naumowicz Jr. designated ALJ David I. Kraushaar to serve as presiding judge, scheduled prehearing for Feb. 23 and hearing for April 6. (Doc. 21493). Action Jan. 11.

### Procedural rulings

■ Jackson, Miss., Lamar Life Broadcasting Co. et al., TV proceeding: (Docs. 18845-9)—ALJ Lenore G.

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Ehrig set procedural dates and scheduled hearing for June 13. Action Jan. 17.

### Initial decision

■ WMJX(FM) Miami, Fla. (Doc. 20826)—ALJ Thomas B. Fitzpatrick denied Bartell Broadcasting of Florida Inc. renewal of license for its FM. Action Jan. 18, becomes effective in 50 days barring appeal or review.

### FCC decisions

■ Orlando, Fla. (Docs. 11083-17344)—Review Board adopted an order granting motion for extension of time filed by Comint Corp. Action Jan. 18.

■ Syracuse, N.Y. (Doc. 20599)—Commission denied request by Broadcast Bureau to review ruling by Review Board granting UHF-TV Inc. extension of time to construct WOHN-TV, ch. 43. Action Jan. 12.

## Fines

Actions Jan. 4.

■ KYYL Holdenville, Okla.—Broadcast Bureau notified licensee of apparent liability for \$250 for broadcasting political spot announcements 35 times between May 7, 1977 and May 10, 1977 which did not appear to contain proper sponsorship identification. Action Jan. 4.

■ KATY San Luis Obispo, Calif.—Broadcast Bureau ordered licensee to forfeit \$500 for failure to inform any party to call before recording telephone conversation for broadcast or broadcasting such conversations simultaneously with occurrence. Action Jan. 11.

■ Following licensees did not file applications for license renewal with commission not later than first day of fourth full calendar month prior to expiration date of license:

■ KGLN(AM) Glenwood Springs, Colo.—notified of apparent liability for \$100.

■ KDAN(AM) Winona, Minn.—notified of apparent liability for \$25.

■ KRWS(FM) Hardin, Mont.—notified of apparent liability for \$200.

■ KCGM(FM) Scobey, Mont.—notified of apparent liability for \$200.

■ KDAK(AM) Carrington, N.D.—notified of apparent liability for \$100.

■ KEYJ(AM) Jamestown, N.D.—notified of apparent liability for \$400.

■ KTGO(AM) Tioga, N.D.—notified of apparent liability for \$100.

■ KABR(AM) Aberdeen, S.D.—notified of apparent liability for \$200.

■ KOLY-FM Mobridge, S.D.—notified of apparent liability for \$25.

■ KOLY(AM) Mobridge, S.D.—notified of apparent liability for \$25.

## Allocations

### Petition

■ Boston—Commission accepted amendment to application of the University of Mass. for new noncommercial FM, ch. 220A, which proposed increasing power from 10 w to 1 kw. Action Jan. 11.

### Actions

■ Alexandria, Ind.—Broadcast Bureau assigned ch. 244A to Alexandria as community's first FM reversing an earlier decision denying assignment. Action resulted from petition by Triplett Broadcasting Co. Action Jan. 10, becomes effective March 6.

## Rulemaking

### Petitions

■ Trumann, Ark.—Gate Communications requests amendment of FM table of assignments to assign ch. 296A to Truman. Ann. Jan. 17.

■ Washington—National Association of Broadcasters requests amendment of Part 73 to update and modern-

## Summary of broadcasting

### FCC tabulations as of Dec. 31, 1977

|                | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|----------------|----------|-------------|-------------|--------------|-----------------|--------------------|
| Commercial AM  | 4,487    | 6           | 20          | 4,513        | 48              | 4,569              |
| Commercial FM  | 2,927    | 1           | 73          | 3,001        | 123             | 3,124              |
| Educational FM | 895      | 0           | 31          | 926          | 80              | 1,006              |
| Total Radio    | 8,309    | 7           | 124         | 8,441        | 251             | 8,699              |
| Commercial TV  | 723      | 1           | 3           | 727          | 53              | 780                |
| VHF            | 513      | 1           | 2           | 516          | 6               | 522                |
| UHF            | 210      | 0           | 1           | 211          | 47              | 258                |
| Educational TV | 242      | 3           | 14          | 259          | 6               | 265                |
| VHF            | 93       | 1           | 7           | 101          | 3               | 104                |
| UHF            | 149      | 2           | 7           | 158          | 3               | 161                |
| Total TV       | 965      | 0           | 0           | 966          | 59              | 884                |
| FM Translators | 199      | 0           | 0           | 199          | 85              | 284                |
| TV Translators | 3,462    | 0           | 0           | 3,462        | 454             | 3,916              |
| UHF            | 1,082    | 0           | 0           | 1,082        | 249             | 1,331              |
| VHF            | 2,380    | 0           | 0           | 2,380        | 205             | 2,585              |

\*Special temporary authorization

\*\*Includes off-air licenses

ize type approval standards for AM modulation monitors and specify 125% as upper limit for positive peak measurement of modulation. Ann. Jan. 19.

■ Harris Corp.—requests to adopt their system for AM stereo. Ann. Jan. 19.

■ Princeton, Ill.—WZOE Inc. requests amendment of FM table of assignments to assign ch. 252A to Princeton. Ann. Jan. 19.

■ Fort Wayne, Ind.—Magnavox Consumer Electronics Co. requests to adopt their system for AM stereo. Ann. Jan. 19.

■ Beattyville, Ky.—Hour of Harvest Inc. requests amendment of FM table of assignments to assign ch. 51 to Beattyville and substitute ch. 65 for ch. 51 at Pikeville, Ky. Ann. Jan. 19.

■ Catonsville, Md.—Key Broadcasting Corp. requests amendment of FM table of assignments to reassign ch. 289 from Catonsville to Baltimore. Ann. Jan. 19.

■ Mabel, Minn.—John H. White requests amendment of table of assignments to assign ch. 252A to Spring Grove, Minn. Ann. Jan. 19.

■ Motorola Inc.—requests to adopt their system for AM stereo. Ann. Jan. 19.

■ Greenville, N.C.—Roy H. Park Broadcasting requests amendment FM table of assignments to substitute ch. 300 for ch. 299 at Greenville. Ann. Jan. 19.

■ Grove, Okla.—George C. Lackey requests amendment of table of assignments to assign ch. 300 to Grove. Ann. Jan. 19.

■ Klamath Falls, Ore.—Klamath Broadcasting Co. requests amendment FM table of assignments to substitute ch. 258 for ch. 253 at Klamath Falls and substitute ch. 265A, 272A, 276A, or 296A for ch. 257A at Weed, Calif. Ann. Jan. 19.

■ Tacoma, Wash.—Washington Sideband Petition No. 1 requests amendment of Parts 95 and 97 to create new special radio service between 27.505 mhz and 27.900 mhz. Ann. Jan. 19.

### Action

■ Chief, Broadcast Bureau on request of Cosmos Broadcasting Corp., licensee of WSFA-TV Montgomery, Ala., extended from Jan. 18 to March 6 time for filing responses in matter of amendment of television table of assignments (Selma, Tuscaloosa, Montgomery, all Alabama, and Columbus, Ga.). Action Jan. 13.

## Translators

■ K13NS Kwigillingok and Mecoryuk, Alaska—Broadcast Bureau granted mod of CP to extend completion date for VHF TV translator station to June 22 (BMPTTV-911). Action Dec. 22.

■ K110F Big Elk Meadows, Colo.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KMGH-TV Denver, condition (BPT-TV-5939). Action Dec. 22.

■ K130U Big Elk Meadows, Colo.—Broadcast Bureau granted CP for new VHF TV translator station to rebroadcast KBTU-TV Denver, condition (BPT-TV-5940). Action Dec. 22.

■ KO8HR Placerville, Colo.—Broadcast Bureau granted mod. of CP to increase output power to 10 w, changed trans. and make changes in ant. system for VHF TV translator station (BMPTTV-910). Action Dec. 21.

■ K60AN Henderson, Nev.—Broadcast Bureau granted CP to change TL for UHF TV translator station, decrease output power to 10 w, change trans. and make changes in ant. system (BMPTTV-983). Action Dec. 13.

■ K61AW Panaca, Nev.—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KVVU-TV Las Vegas (BPTT-3392). Action Dec. 20.

■ W64AK Conneaut, Ohio—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast WVIZ-TV Cleveland (BPTT-3019). Action Dec. 20.

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Company

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See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Attractive opportunity** for manager exists in full time east Tennessee AM facility. Must have the ability to carry station's No. 1 account list and provide leadership for staff of eight. Excellent earning potential and good fringes with this expanding firm. Forward resume to Box B-11.

**General Manager** fulltime AM - Class C FM purchased by small market group. Opportunity for Equity with proof of success. Growth opportunity. EOE/M/F. Send resume and salary history. Box B-43.

**Young, Aggressive Manager** for Pennsylvania AM/FM Station Top 20 major markets. Must carry accounts and manage sales force. Equity position possibility. Salary plus commission. Send resume to Box B-83.

**Young operations manager** to serve successful small market Midwestern station. Prefer Midwesterner with small market experience. Must spend 50% of time in sales. Want someone who can advance to manager within a year and has interest in ownership. Call 816-359-2123 after 5 p.m.

**Such a Deal**, wanted AOR-GM. Ideal place to live, not much pressure, no ratings market—salary \$20,000 plus solid programmed Illinois University community is looking for a manager who can take charge of sales and put together a strong sales staff for more station acquisitions. Need take charge person, with sales and people experience. AOR background preferred. 618-687-1779 or 549-0503. WTAQ, R5, Box 286, Murphysboro, IL 62966.

### HELP WANTED SALES

**Need aggressive**, self-starting salesperson with a professional attitude. Should have a successful "track record" before applying. Our station is a well established adult contemporary, automated FM with great potential. Here's an opportunity to grow, earn \$15-20,000 per year in a fine Central Wisconsin community—great for family living and the outdoors person. Really ideal living and working. A fine benefit package. Send resume to: Jack R. Gennaro, W103, Wisconsin Rapids, WI 54494. An Equal Opportunity Employer.

**Aggressive salesperson** for Long Island area—AM-FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550. Equal opportunity employer.

**Sales Manager** for Northern California AM-FM. Will be responsible for training new sales staff. All sales tools you'll need. Salary plus override. Send resume to Mel Peterson, KUBA, P.O. Box 309, Yuba City, CA 95991.

**Like big city** activities, small town environment??? KYMN, 1000 watt clear channel, in two college town 35 miles from Twin Cities, looking for salesperson with proven track record. Take over active account list. Resume, salary requirements to Wayne Eddy, Box 201, Northfield, MN 55057.

**Wanted: Sales Person** with track record. Number one station in small Virginia market. Liberal draw against commission with good opportunity for advancement. Good account list. Call Cliff Davis 703-382-6106.

**Michigan**—Immediate opening in Bay City-Saginaw-Midland market. Need problem-solving salesperson strong on creativity with ability to write and sell campaigns. Established list. Company benefits. Confidential replies to Craig Collins, Box 1440, Bay City, MI 48707. E.O.E.

**Successful South Florida** AM station soon to add FM. Professional operation in beautiful expanding area needs experienced aggressive sales person. Equal Opportunity Employer. Box B-80.

**The Sales People** at this Massachusetts station earn more than most managers. We need one. Box B-82.

**Stock Ownership** in old-line network fulltime AM can be earned by mature professional radio salesman or lady. Must want to sell news, weather, results. Personalities—not numbers. Station programs to conservative medium market. Southern sales experience and RAB technique preferred. Send resume and references with application. Tact, self-starting, restrained, enthusiastic sales and service and some capital essential. Write Box B-86.

**Aggressive, experienced** Salesperson for Country format station. Capable of building sales department. Send complete resume, WJLM, P.O. Box 6099, Roanoke, VA. 703-342-3131.

**Wanted: Beginner or experienced** sales person. Continuous sales training provided. Resume to Dale Low, KLSS and KSMN, Mason City, IA.

**Growing Northern Wisconsin** station needs experienced broadcaster for sales-announcer. Great benefits and salary opportunity. Resume and tapes to: Roger Utneher, P.O. Box 310, Antigo, WI 54409.

**Announcer-Salesperson** or Announcer-Chief Engineer wanted, small market Mid-West station. Send complete resume to Box B-81.

**Executive Sales.** Chapman Associates, media brokers, has opening for an additional Associate on the West Coast (Bay area north). Applicant must have successful sales record and be of good character. Training will be furnished. Contact Paul Chapman, Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

**Aggressive, Self Starter** need for competitive Contemporary market in NC. Excellent opportunity for right person. Renumeration negotiable. Lou Shabott, WHIT, New Bern, NC 919-637-4450.

### HELP WANTED ANNOUNCERS

**Immediate opening** for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

**PRO-FM 92**, Capital Cities Communications in Providence has a choice opening for an afternoon drive personality. If you have experience in Top 40, do knock out production, hold a Third Class License, and carry impeccable references, send a tape and resume to: Gary Berkowitz, Program Manager, WPRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

**WCNC adult contemporary** station in Elizabeth City, NC signs on at 6 AM. If you'd like to be the announcer that says Good Morning, call J L Lamb 919-335-4379.

**Major Market 50-KW** seeking experienced announcer who can present music, news, and information in a bright adult/contemporary manner. Send resume. Box B-27.

**Modern Country Station** seeks experienced Announcer-Program Director. Want strong person to run inside. Salary above average. Delightful place to live by lake area in warm climate. Exceptional schools, excellent medical plans. Send resume indicating starting salary requirement and tape. Jeffrey Miller, WKUL, Cullman AL 35055. Equal Opportunity Employer.

**Immediate Opening** for mature voiced Contemporary MOR Entertainer. Salary based on ability. Resume, tape to William Bland, WNCC, Broadcast House, Barnesboro, PA 15714.

**AM/FM Combo** needs experienced annrc w/production-copy background. Board shift plus production. Excellent pay, medium size college community. Send tape resume to Mgr, KRUS/KXKZ, P.O. Box 430, Ruston, LA 71270. EOE.

**WKRG-FM 100** going live, offers top money, new facilities, reliable management, and number 1 market potential to the most talented, ambitious and aggressive pop/adult winners we can find! If you're good and ready for one of the South's most progressive and beautiful areas, send tapes and resumes to R. Blaine Kelley (WKRG-FM 100) 162 St. Louis St, Mobile, AL 36602. An equal opportunity employer.

**Combo Announcer-technician:** positions open for 2 experienced broadcast personnel. Good air voice, know technical operations, 1st class FCC license (3rd with endorsement considered). Equal Opportunity Employer. Pat Finnegan, WLBC, Muncie, IN. 317-288-4403.

**Immediate opening** for an experienced country announcer at WRIC in Richlands, VA. Good pay and fringe benefits for the right person. Send tape and resume to Box 838, Richlands, VA 24641.

**Morning Personality**... No. 1 station Western Massachusetts, WHYN Springfield. Outstanding opportunity for bright, experienced individual. We are a Rock station, and offer excellent salary, fringe benefits and security. Applicants will be judged on voice, personality, and talent. Send tape and resume to Program Director, WHYN Radio, 1300 Liberty St., Spfld., MA 01101 E.O.E.

**Experienced Beautiful Music** announcer, large Sunbelt market. Must have 3rd Class license and excellent references. EOE. Send resume to Box B-71.

**Dynamic, Northern** New England company seeking bright, ambitious, professionals to grow with us. Good voice? Easy manner? Send intro letter and resume in confidence. EOE, M/F Box B-103.

**News-sports announcer.** Great Texas Community. Responsible position with advancement opportunities. Send resume to Box B-104.

**Major Market MOR** Music Station needs Announcer skilled in production and news. Applicant must have a minimum of two years commercial radio experience and FCC Third Class License. Send tape and resume to P.O. Box 7784, Atlanta, GA 30309.

**Great Falls, Montana**—newest Contemporary 25KW FM needs Announcers/Salespersons immediately. Call Steve Feder 406-452-6235.

**Mature Bright Country** Personality with First Phone. Small Southeast Kentucky AM with major market philosophy. Great stability and bucks. Rob 606-573-1470.

**50kw FM in metro** Washington DC market needs two personality DJ's now! These are nighttime positions, 7-12 & 12-6 AM. Not formatted jukebox station... personality a must! Must be able to read news. Salary negotiable. EOE. Send resume, we will contact you for tape. Box A-95.

**Immediate Opening** for top quality announcer in resort community 90 miles from NYC. Minimum 3 years experience. EOE. S. Lubin, WVOS AM-FM, Liberty, NY.

**Afternoon Announcer** for Midwest 5 Kw MOR. Top salary. Some production. Play-by-play possible. Resume, references, tape to Mike Williams, KMPL, PO Box 907, Sikeston, MO 63801. EOE.

**Fine Arts Producer/Staff** Announcer. Duties: develops and hosts classical music programs and related serious music forms; on-location concert recording; assists in acquisition of records; works on-air shifts; announces and produces other programs as assigned. Requirements: BA in broadcasting, music or comparable field; FCC 3rd with endorsement; extensive knowledge of classical music and foreign language pronunciation; good announcing voice; demonstrable ability to operate broadcasting equipment and related production skills. An Equal Opportunity Educational Institution/Equal Opportunity Employer. WGGL-FM, Michigan Technological University, Houghton, MI 49931.

**Mature morning announcer** with warmth and a smile able to relate to an adult M.O.R. audience in scenic Southeastern Ohio. Fine staff and facilities. Position available very soon. Tape and resume to WATH, Box C, Athens, OH 45701.

**New 50,000 Watt** Contemporary FM to open in April. Experienced only. Tape and resume to WKHI, Box 758, Ocean City, MD 21842.

## HELP WANTED ANNOUNCERS CONTINUED

**First Phone, Announcer** wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest: E.O.E. Box D-125.

**I-95 Bridgeport** (AOR) 50kw has one full-time opening for overnight (12M-5A) DJ/Music Librarian. 6 day week, many newscasts. Tapes and resumes to: Tom Zarecki, P.O., I-95, Box 9595, Bridgeport, CT. No calls or beginners. Minorities encouraged.

## HELP WANTED TECHNICAL

**Chief Engineer** wanted for 5,000 day, 1,000 night directional, Pueblo, Colorado, KIDN, Box 293, 81002. 303-542-5570.

**Chief—Quality Oriented** AM Directional & high power FM stations. Formal electronics training required. Detailed resume and salary requirement to Personnel, WSLC/WSLQ Radio, P.O. Box 6002, Roanoke, VA 24017. AM/FM/TV Group. Excellent benefits. Looking for a good member for a good team.

**Chief Engineer**—experienced directional AM, Stereo FM Studio and Automation. South Central Gulf area. Equal Opportunity Employer, Box B-39.

**Immediate opening** for Assistant Chief Engineer at Illinois station. Transmitter and studio maintenance. Excellent working conditions, good opportunities, benefits. EOE. Resume to Box B-41.

**Chief Engineer** for Midwest Medium Market Class A and Local class II AM. Must be experienced and strong on maintenance, Insurance Plan, profit sharing, and many other benefits go along with working for a five station group. Salary is commensurate with ability, state salary requirements with initial contact. Contact: Russ Salter, President, or Chuck Filippi, GM, WKKD-FM, 312-898-6668, or write 1884 Plain Avenue, Aurora, IL 60505.

**Chief Engineer**, 5000 watt directional AM-FM. Send resume to Mel Peterson, KUBA, P.O. Box 309, Yuba City, CA 95991.

**Maryland AM and FM** stations need chief engineer, strong on maintenance, good working conditions. Call or write WSA/WHDG, Box 97, Havre de Grace, MD 21078; 301-939-0800.

**Asst. Chief for 50kw AM-FM** combination. Ability to work up to Chief in 4-6 months. Good ear, directional experience, first phone a must. Send resume and salary requirements to Box B-60.

**Immediate Opening:** FCC 1st Class Chief Engineer for exceptional 50 kw Stereo Rocker at educational institution starting ground level expansion in Television. No beginners or drifters as all references will be checked. A thorough knowledge of competitive broadcasting a must. Part time teaching in electronics a possibility. Qualifications, references, and salary requirements to Rick Ammon or Tony London—2200 College Drive, Mt. Carmel, IL 62863. An Equal Opportunity and Affirmative Action Employer.

**Chief Engineer:** AM Non Directional - FM Stereo - STL - Automation. Transmitter, studio equipment and preventative maintenance duties. Good pay and benefits. An Equal Opportunity Employer. Resume and Salary requirements to Box B-73.

**Chief Engineer** who understands Top-40 both AM and FM. Midwest Combo needs experienced pro with ears. Good equipment and facility. Chance for advancement with growing, ambitious group. E.O.E., but only winners need apply... Quickly, we need you now! Box B-97.

**Needed-Chief Engineer** strong on processing and construction to join West Virginia's winning radio team. Good money for the right person. A truly great place to work and live. Send full resume and requirements at once if you can make the best sound better. Garry Bowers, WCLG FM/AM, Morgantown, WV 26505.

**Chief Engineer** wanted for Midwest Capitol City. AM-FM-Automation and aggressive growth provides opportunity for hard working First Phone operator. Must have experience with directional systems and excellent references. Send complete resume to Box A-49.

**Consulting firm** is seeking qualified applicants for staff position. Send resume, salary requirements, references to Box B-69.

## HELP WANTED NEWS

**Newsperson.** Top Chicago FM AOR station looking for a laid back style with an emphasis on great writing. Minimum two years medium market news experience. Send resumes and tapes to Richard Rieman, News Manager, WMAQ/WKQX-FM, Merchandise Mart, Chicago, IL 60654. No phone calls, please. An equal opportunity employer.

**News-caster/Reporter**—Immediate need for aggressive broadcast journalist with good sound, solid reporting and writing ability. Good salary and benefits. Please send tape and resume to Rick Hansen, WNLK/WLYQ, Box 1350, Norwalk, CT 06852. EOE.

**Aggressive-Energetic-Experienced** news person. Looking for the person who really likes to dig and has strong desire to beat the competition. Some production and possibly PBR. Call now. Lyle Richardson, KUDE/KJFM, Oceanside, CA 92054. 714-757-1320. An Equal Opportunity Employer.

**Colorful, Opinionated,** Major Market news "Personality" needed. Must be a killer! Hard worker with minimum of five years experience. Excellent air presentation, delivery, writing ability. Community involvement a must. Here's your chance to get out of the snow and grow, with a secure position in one of the South-west's fastest growing markets. Superior Climate. Excellent working conditions, and Big Bucks. If you think you can handle it, lets talk. Full resume to Box B-90.

**Experienced, repeat,** experienced newsperson, preferable with pbp for two person newsroom. Good digger, fair caster. No beginners, no calls, no tapes returned. WKAM, Box 497 Goshen, IN 46526. EOE.

**Major AM/FM Group** has immediate openings for dedicated communicative news people. Send tape, writing samples, resume and salary requirements to: Bob Oakes, Susquehanna Broadcasting Co., P.O. Box 1432, York, PA 17405. An Equal Opportunity/Affirmative Action Employer.

**Newsperson needed** for one of the Southwest's fastest growing markets. Good air presentation delivery, and writing ability a must. Hard worker, with minimum of two years experience. Excellent Opportunity for right person. Full resume to Box B-95.

**Large Midwest radio** chain is looking for an experienced news director, to lead a growing news department. Send tape and resume to Jack Hansen Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

**Reporter/Anchorperson** for all-news and information station. Minimum 1-year experience. Send tape, resume to WMAX Newsradio, 205-B Waters Bldg., Grand Rapids, MI 49503. (Salary Open.)

**Reporter/Anchor** For All-News Station. Broadcast news experience and third endorsed required. First phone helpful. Rush tape, resume, and writing sample to Pete Mobilia, News Director, WNUS Radio, 34 Sylvan Street, West Springfield, MA 01089. EOE M/F

**Major AM/FM Group** has immediate openings for dedicated, creative, communicative air personalities. Send tape, resume and salary requirements to: Bob Oakes, Susquehanna Broadcasting Co., P.O. Box 1432, York, PA 17405. An Equal Opportunity/Affirmative Action 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,** a mature creative professional who's looking for an opportunity to improve his talents—qualified to direct a community involved old line Kentucky station with modern plant facilities. Responsible for total air sound, including staff, music, production, copy and promotion. Good air voice - job opening within 60 days—also need good air-production people for both AM & FM. Send complete resume with tape, starting salary to station manager, Box 70, Fort Knox, KY 40121. EOE.

**Immediate opening**—Maine No. 1 50 kw Contemp. Looking for bright, creative PD. with good pipes, promotion, production and good at detail. Must have experience. Call Turner Porter 207-443-5542.

**Need Aggressive Program Director** for Contemporary Top 40 Southern Medium Market Station. You must have PD. experience, like to work with your staff, be a good administrator, carry an air shift and production shift and be a competitor for ratings. Send resume, references and salary requirements to Box B-64.

**Production/Continuity Director** needed for top rated WDIF Radio. Experience in all aspects of radio production and copy writing needed, with an emphasis on production. Good management and administrative skills also necessary. Send resume in confidence to Phil Hoover, WDIF Radio, P.O. Box 524, Marion, OH 43302.

## SITUATIONS WANTED MANAGEMENT

**Strong sales** orientated General Manager, solid ideas, will motivate and organize staff. Heavy Community involvement. Key Management background includes daily operations of Radio, TV, Cable Television. Prefer Sunbelt. Interested in buy in or stock options. Solid background. Box B-12.

**Major Market GM** with Sales and Program background seeks major or medium market opportunity. Excellent references. Box B-47.

**\$5,000-\$50,000** monthly billing within 12 months. Major Market GSM desires GM position in North-western States. Will consider others. Box B-59.

**Experienced Manager**—sales oriented, full knowledge all operations. Motivator/Leader. No floater. Worth investigating. Box B-61.

**General Manager** selling minority interest in stations; seeking new challenge and opportunity. Excellent record during many years of management experience in competitive markets. Box B-62.

**Tired of begging** for buys? I've had a hand in three turnarounds already, so I know what's needed both on-the-air and on-the-street. GM position, small-market, Mid-Atlantic only. 29, degree, 11 years in radio. Box B-68.

**I can do anything-almost.** Have held every position from night jock to General Manager except engineer. Nearly 20 years experience. Box B-99.

**General Manager,** 20 years experience, degree in communications, successful in all phases of Radio and TV. Have built and owned station. Prefer small or medium market in recreational market or non-commercial University with new or expanding department. Box B-105.

**Sales Manager/Station Manager,** very successful, looking for final place to settle! Only stations that want to win need reply! Good pay, proper tools, a must! Top management skills, ability to train, motivate, hire. My attitude, ability, hard work, cannot be beaten! I'm a selling manager with heavy background sales, music, programming, believer, doer, in promotion, community/civic minded. Know the difference from paper and real money. All replies strictest confidence, please! Box B-106.

## SITUATIONS WANTED SALES

**Account executive**—4 years experience with Pittsburgh Suburban Radio station. Seeking sales position in medium or major market. Interested only in solid opportunity. Willing to relocate. Currently earning 15 K. Strong producer. Box B-74.

**Experienced Salesman/Announcer.** MOR or Country. Available Now! Richard, 812 No. Wilson, Rice Lake, WI 54868. Call 715-234-9222!

## SITUATIONS WANTED ANNOUNCERS

**Female, 22, 3rd endorsed,** experience in Top-40, MOR, seeks position in same. Will relocate immediately, anyplace. Call 312-331-0154, or write Pat Lacey, 541 Thornwood Drive, South Holland, IL 60473.

**For Sure;** Personable male/female combo. Potential Plus. Box B-6

**Adult MOR or Country Pro**—experienced announcer and salesman. Available now. Richard, 812 No. Wilson, Rice Lake, WI. Call 715-234-9222.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Broadcast School Grad.** 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

**Top Notch man,** 4 years experience, B.S., top play-by-play man in area. Talent in copy sales, production, announcing. Looking for first break. Would like to try TV. Box B-72.

**Professional Broadcaster** seeks W. Coast news, PD, or announcing spot with stable operation. MOR, Contemp., or Beautiful Music pref. 8 years exp. Mike Paasch, 2338 Spaulding St. No. 7, Long Beach, CA 90804 or phone after 6pm 213-434-4236.

**Country Jock** with 10-years experience 1-707-839-3336.

**Seeking Advancement** in Western PA or Western NY area. 5 years experience in Top 40 and MOR formats. Currently in medium market. Dependable. Dedicated. 609-927-3809 before 7 PM.

**No Apologies necessary:** Unique morning entertainer. Doesn't come across well on airchecks. However five years as number one in small and medium markets may qualify me as your new and different morning man. Looking for medium or major break. Give me a chance. No previous employer has ever regretted it, personally or professionally. For return call leave message, toll free, 800-824-5136 (Calif. 800-852-7631) Ext. "Jacobs M2166"

**Experienced Announcer**—1st available immediately. 11 years pro. 314-586-8577. Jim Bunn.

**Mature veteran Carolina** School of Broadcasting Graduate with 3rd class ticket seeking first job. Will re-locate. Write E.N. Eddy Edwards, 3750 McKelvey St., Charlotte, NC 28215, or call 704-568-7983 after 6 pm.

**Looking for a creative** Personality with lots of experience, adaptable to format? Look no further—Don Berns (WKBW, KLIF) is available now for AM or PM drive in major market, please. 714-571-1512 or 292-5362 (KFMB-AM San Diego).

## SITUATIONS WANTED TECHNICAL

**Competent, responsible Chief Engineer;** 12 years; currently employed, major market group. In depth capability including administration: high power AM directional, modern FM Stereo including multi-station duplexing systems and related studio audio application, updated audio processing techniques, applied digital technology, including remote control. Senior Broadcast Engineer Certification, degree. Seeking challenge with progressive, stable organization. Box B-66.

**Carolinas or Virginia,** 2 years experience as Chief of small AM/FM. Automation, directionals, audio, RF. Also 8 years programming and announcing background. College degree. Seeking combo, asst. chief, or chief position. Married, 27, and stable. Box B-79.

## SITUATIONS WANTED NEWS

**News and Public Affairs Specialist** seeks Management level position with growth opportunities. Box A-133.

**More than a newscaster.** Radio journalist, B.A., M.S. broadcast journalism, 3 years experience, looking for reporter or news director position. Sound news judgement, intelligent writing. Box B-5.

**Experienced Sportscaster.** Medium Market, willing to relocate, seek Play-by-Play and/or Sportscasting position. Box B-40.

**Young, Aggressive** College Grad seeks News and/or Sports position in Mid-west. Three years experience. Box B-67.

**Wants Farm Department?** Hire me. I'll build a winner. Voting member NAFB, NAMA. Box B-88.

**Editor-Reporter** in Top 50 all news station seeks position. 801-532-2950 nights.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Soul Program Director** and Personality looking 919-483-6530.

**Knowledgeable, Experienced** young programmer. Ten years in radio, college educated, excellent references. Pop/Adult and Top-40 medium and major markets, with preference for West Coast. I'm a hard worker and love winning. Box B-37.

**Jarrett Day,** major market PD and personality seeks programming position. Experience includes KILT, KXYZ, KEYH, and WCBM. 411 Concordia Drive, Katy, TX 77450 or call 713-371-0707.

**Instructor at Junior College** for 3 years, commercial experience, seeks fulltime advisor of college Radio and/or teaching. Dave Downing, 4100 Devonshire, Lansing, MI 48910. 517-882-1302.

**Talent up the mind!!** Family man. Seven years in radio. Experience with music, production and programming. Want stable contemporary station or chain with future. Revolving doors need not respond. Current or upcoming pd slot preferred. Box B-70.

**Young Major Market MD,** currently employed, seeks stable position, any size market. MOR, PA or Country. Prefer Alabama Gulf Coast. Respond Box B-76.

**Operations Manager:** One-in-a-hundred. Incisive, people oriented, dynamic, thorough. Impressive credentials. An accomplished professional. Box B-100.

**Award-Winning Public Affairs** man seeking opportunity with network, major station, or syndicator. I'll attract audience response, publicity, and increase sales prospects with "tune-in" programming. Write today for portfolio and tape. Box B-102.

## TELEVISION

### HELP WANTED MANAGEMENT

**Director of Television** services for Southeastern junior college. Duties include three major areas of emphasis: Public Television, Station Manager of the college-owned PBS station, WSRE-TV; Instructional Television, responsible for CCTV, production and distribution, and Campus-of-the-Air; Academic Program head of the Department of Broadcasting which offers an associate degree in the three major areas of responsibility, experience as a manager of personnel, and a graduate degree. Salary: \$19,000-\$23,000. Application deadline: March 15, 1978. Appointment date: July 1, 1978 (negotiable). Contact: Dr. Noojin Walker, Vice President for Academic Affairs, Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504. Pensacola Junior College is an Equal Employment Institution.

**General Station Manager** (Public Television) Duties: administer all station departments, programming, production, operation, engineering and administration. Station is now being planned. Candidate would be expected to participate in planning, target date for going on air—late 1980. Station to be located on campus of Fort Hays State University (enrollment of University 5600). Qualifications: Minimum of bachelors degree with concentration in communication and/or administration and/or engineering. Extensive administrative experience might be considered in lieu of degree. Candidate needs a minimum of five years' experience in television as manager or assistant manager, preference for experience in public television. Salary in area of \$20,000. Send resume, letters of recommendation and complete credentials by February 20, 1978, to: John D. Garwood, Administrator, Fort Hays State University Public Television Project, Fort Hays State University, Hays, KS 67601. 913-628-4218.

### HELP WANTED SALES

**Number One affiliate** in Southeastern market looking for experienced, aggressive, intelligent sales person. Good pay. Group owner. EOE. Box B-45.

**Experience salesperson** wanted for growing South Texas television station. Good "closer" has great opportunity here. Equal Opportunity Employer. Send resume to Box B-51.

**Account executive** position open in religious oriented television station in Southeast. Lucrative growth position. Requires aggressive attitude, media sales experience and high moral character. Call Herman Ramsey, 404-325-3103. EOE.

**Sales Account Executive**—for local TV station in top 10 market, minimum of three years broadcast sales experience. EEO M/F. Send resume to Box B-98.

**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.

### HELP WANTED TECHNICAL

**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.

**Master Control**—Maintenance Engineer. Must have good knowledge and experience on transmitters, tape, microwave, ENG, and all studio equipment. Contact Ken Renlow, Chief Engineer, KOAA-TV, 2200 7th Ave. Pueblo, Colorado, 81003. Phone 303-544-5782.

**Qualified maintenance technician** with two years experience in maintaining latest television studio equipment. Nations newest television station. The pay isn't great, but the living is. Work, live, ski and breathe clean air in Central Oregon. Contact Jess Ortega, KTVZ, P.O. Box 149, Bend, OR 97701.

**Television Engineer Trainee** candidate for partially funded Minority Training Grant for television broadcast engineer. BSEE or Associates in Electronics desired. Equivalency in education with strong experience background in digital technology also considered. Contact: Roland Desjardins, WCBB, Lewiston, ME 04240.

**T.V. Studio Maintenance Engineer.** Prefer experience with Ampex 1200, RCA TR-70, RCA-TK-45 and Sony BVU 200. Experienced only. Write or phone Don Smith C.E.-WRDW-TV, Drawer 1212, Augusta, GA 30903, 803-278-1212. An Equal Opportunity Employer.

**Broadcast Technician,** FCC First Class Radio-Telephone license required. Minimum two years experience. Applicants should be able to perform light maintenance and video operations. Salary commensurate with experience. Contact: William R. Yordy, Sr., Chief Engineer, KCST-TV, P.O. Box 11039, San Diego, CA. 92111. An equal opportunity employer.

**Chief Engineer** Able to lead, develop staff, establish training program, communicate, handle FCC matters. Midwest group-owned VHF, excellent fringe benefits; Market 100 - 130. E.O.E. send resume, salary, to Box B-65.

**Broadcast Technician.** Southern California University with progressive program in Communication Arts seeks individual possessing high level of expertise in the operation, installation and maintenance of all TV broadcast equipment. Benefit package includes: Tuition remission, health and dental plans. Equal Opportunity Employer. Send resume, stating salary requirements to: Box B-84.

**Maintenance Engineer**—First Class FCC License required, for number one market independent UHF Television, Wometco group owner. Maintenance of Film Chain, 2" VTR, 3/4" VTR, camera and audio. Two years experience required. Write WTVG, P.O. Box 296, West Orange, NJ 07052. E.O.E.

**Don't spend another winter** in the cold. Live and work in lovely Miami-Ft. Lauderdale. Wanted Chief Engineer and qualified maintenance Engineer. Contact WKID-TV 51, 2090 SW 30 Ave. Hallandale, FL 33009. Att: B. Johns.

**Television Engineer**—Chance for rapid advancement to supervisory, maintenance position. Salary commensurate with experience and abilities. Minimum requirements: 1st class license and two years broadcast television experience. All replies confidential. Equal Opportunity Employer; Manager Technical Operations: WNIN-TV; 9201 Petersburg Road; Evansville, IN 47711; 1-812-867-6471.

### HELP WANTED NEWS

**Sports Anchor**—seeking hustler who can keep our audience on top of local sports as well as the major leagues. Need someone with energy and imagination. Market's leading station. E.O.E. Box B-93.

**News Anchor**—Coastal resort market needs primary anchor. Must have proven television street reporting and anchor experience. First class station with winning record. E.O.E. Box B-96.

## HELP WANTED NEWS CONTINUED

**TV Weather.** New Orleans group-owned VHF. Prefer meteorologist with knowledge of Gulf Coast weather. An Equal Opportunity Employer. Send tape and resume to Program Director, WVUE, P.O. Box 13847, New Orleans, LA 70185.

**TV News Producer** needed to take over 6:00 p.m. and 11:00 p.m. news of Southeast top 40 market, No. 1 news station. Must have two (2) years minimum experience as News Producer. Letter should include expected salary. Excellent fringe benefits. Send resume to Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

**Co-Anchor.** Eastern market station seeks experienced news co-anchor Monday-Friday twice nightly news. Require writing, news production experience, knowledge of film editing and production. An Equal Opportunity Employer. Send resume to Box B-30.

**Assignments Editor.** More than logistics and police scanners. Must be able to sparkplug story ideas begin shaping the newday before producer takes over. State-of-the-art-equipment. Live Remote, ENG, etc. Medium Market, Midwest. Equal Opportunity Employer. Box B-49.

**Prime weather anchor person** needed for aggressive South Texas television station. Individual must be able to gather, edit, and report weather and have at least two years television weather anchor experience. Full knowledge of weather and capability of preparing forecasts important. Equal Opportunity Employer. Send resume to Box B-50.

**Producer, Front Line** responsibility for early and late news Monday through Friday. Within format, but flexible. Experienced only Upper Midwest Medium Market. Box B-52.

**Reporter-photographer**—with part-time anchor work. The person we're looking for must be able to gather, edit, photograph and report news well, and must have two years radio or television news reporting experience. Also, must want to work with aggressive team in great South Texas climate. ENG experience is preferred. Equal Opportunity Employer. Send resume to Box B-53.

**TV Reporter wanted:** Must be street wise, have good feel for pictorial continuity. Experience with ENG helpful. Applicant must have 3-6 years experience. Send resume, desired salaries, and audition tapes to James V. Allday, News Director, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An Equal Opportunity Employer.

**Broadcasting Journalism Graduate** with a serious appetite for hard work and development in TV News Reporting. Also ... ENG Photo/Editor with hands-on experience. Contact Tom Moo, N.D., WTVW-TV, Evansville, IN. 812-422-1121. An Equal Opportunity Employer.

**Associate Producer,** Washington. Small network expanding to add hard worker who will assist in all phases of news feed production. Excellent advancement opportunity. Some news experience required: radio considered. \$150-200 per week. Resume to Bureau Chief, ITNA, 2419 M St., N.W., Wash. DC 20037.

**Television Meteorologist** needed to fill vacancy on weather staff. Extensive on-air experience required. At least a B.S. degree in meteorology desired, with Seal of Approval preferably, or qualifications to acquire it. Three or more years of experience to qualify. Send tape and resume to Ray Leep, Weather Director, WTVT, P.O. Box 22013, Tampa, FL 33622. An equal opportunity employer.

**A Fairbanks, Alaska** television/radio station needs an energetic, experienced reporter. Emphasis on state and local reporting. Send resume to KTVF/KFRB Box 950 or call 907-452-2468.

**Exceptional Opportunity** for experienced, enthusiastic on-air reporter. Small market experience preferred. Excellent benefits. Send resume and tape to Station Manager, WABI-TV, Bangor, ME 04401. E.O.E.

**Upstate New York** Medium Market Radio-TV has immediate opening for qualified news person. Ability more important than long experience. EOE. Reply Box B-78.

**Meteorologist**—weather is all-important in this beautiful coastal market. Looking for an imaginative, energetic pro with AMS seal. Well equipped weather lab designed to monitor our tropical conditions. Radar. Would consider establishing weather consulting service with right person. E.O.E. Box B-91.

**TV Weatherperson Wanted.** If you are young, vital, energetic, know your weather and want to move up to the 63rd market ... call Claude Evans, WALA-TV, Mobile, Alabama. 205-433-3754. One year TV weathercasting experience necessary. EOE. We are ready to hire the right person.

**Investigative Reporter**—major group-owned, top-rated news station seeking aggressive investigative reporter. Must be tough, hard-nosed, persistent and thorough. We want to see your best examples of aggressive reporting. Send tape to: M. Casey, 485 Madison Ave., 4th Floor, New York City 10022. EOE employer.

## HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

**Director for major** public television station. Will direct programs for local and national broadcast. Heavy experience and demonstrated creative judgement are required. Salary open. E.O.E. Box B-14.

**TV Director**—for New England network affiliate. Duties include production of local programs, remotes, promos and commercials, some writing. Two years commercial TV experience and college degree (or equivalent) required. Salary commensurate with ability and experience. T-uv jmtunt. Tmjloyer. Detailed resume to Box B-33.

**Medium market Midwest ABC** affiliate seeks producer for early evening newscast. We need someone experienced in newsroom operations, assignments, and repatorial skills to put it all together and help us maintain early news top ratings. BA in Broadcast Journalism preferred. Salary negotiable. We are an Equal Opportunity Employer. Box B-34.

**We are looking** for a director with an extensive production background in studio commercial production, who wants to go with a growing station in a growing market. Excellent facilities, good working atmosphere, creative staff. Located in Mid-South area. An Equal Opportunity Employer, M/F. Reply, stating experience, salary requirements to Box B-35.

**Producer/Director:** Minimum 2 years experience in commercial, sports and program production for major commercial production station. No phone calls. Resumes and tapes only to J. Hark, WPHL-TV, 5001 Wynnefield Avenue, J.vxtj.vf PA 19131.

**Senior Faculty Position** for television producer-director professor to begin fall, 1978, in an ACEJ accredited broadcasting program. Must have had extensive network quality experience as commercial television producer-director and appropriate education. Salary extremely competitive. Send resume, list of references to Dean, College of Journalism, University of South Carolina, Columbia, SC 29208. USC is an affirmative action/equal opportunity employer.

**Producer/Director.** Midwest ETV Station. 2-3 years of varied production experience, B.A./B.S., 16mm film background desirable. Start \$11,000 - \$12,000. Send resume to Don Peterson, Radio-TV Dept., University of Nebraska at Omaha, Box 688, Omaha, NE 68101, or call 402-554-2516. Deadline: February 15, 1978. E.O.E.

**Creative Service Producer/Director.** Responsibilities in on-air promotion production, concept and copy. Three to five years experience producing/directing necessary. Radio and newspaper advertising helpful. Need strong promotion background. Send resume, tape and salary requirements to WISN-TV, P.O. Box 402, Milwaukee, WI 53201. An EEO employer.

**Announcer: Skilled** in all aspects of Audio Production. Must have good voice. TV experience preferred. Box B-92.

**Chief Director:** Experienced, creative, leadership capabilities. Must have experience in all areas including live show direction. Include salary requirements with complete resume. Send information to Director of Operations, WYUR-TV, 4848 Governors Dr. Huntsville, AL 35801. 1-205-533-4848.

**Public TV Supervisor**—Art Dept. Supervises staff of 4 in creation of design, lettering and/or layout of brochures, literature, etc.; construction of back-grounds, sets and properties for TV programs. Selects and orders materials for department. Requirements: 4 year degree with art major, plus 3 years full-time, paid employment in TV graphics, or set design with supervisory responsibilities. Comparable experience in the field may be substituted for the education requirement. Contact: Iowa Public Broadcasting Network, Personnel Office, P.O. Box 1758, Des Moines, IA 50306. 515-281-4498.

**Production Assistant**—At least 2 yrs experience writing and producing TV commercials. Prefer applicants from S.E. region. Super opportunity with Mississippi's First TV station. Write WJTV, P.O. Box 8887, Jackson, MS 39204 or call 601-372-6311, Mr. Dubard.

**Faculty position** to teach graduate and undergraduate courses. Ph.D. and significant commercial broadcasting experience or Masters Degree with extensive commercial broadcasting experience required. Resumes to Chairman, Division of Radio-TV, Arkansas State University, Box 48, State University (Jonesboro), Arkansas 72467. Position open August 15, 1978. Deadline for applications, March 6, 1978. Arkansas State University is an equal opportunity/affirmative action employer, M/F.

**Position starting September 1978** teaching graduate and undergraduate courses in telecommunications theory, history, and production. Assignment of duties mainly in teaching production with some film involvement. Recent EFP/ENG experience desirable. Professional studio production experience utilizing broadcast quality equipment essential. Ph.D. preferred but persons with MA plus teaching and professional experience will be considered. University of Georgia, an equal opportunity employer, invites applications from minority and women candidates. Applications should be sent by March 1 to: Chairman, Faculty Search Committee; Radio-Television-Film; School of Journalism and Mass Communication; Athens, GA 30602.

**Production Assistant:** experienced in on-air switching, VT editing, lighting, audio and camera. Familiarity with mini-cam and location production helpful. Box B-94.

**Teacher of programming** and production radio and television courses and director of broadcast sequence. Ability to teach broadcast commercials, film theory, or pop culture desirable. Ph.D. preferred. Recent broadcast news experience required. Send resume to Dean Warren Bovee, College of Journalism Marquette University, Milwaukee, WI 53233. Affirmative Action/Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**Experienced Station/Program/Operations** Manager seeks relocation. Knows all facets station operation. 712-255-6154.

## SITUATIONS WANTED TECHNICAL

**Black 1st phone** with 955 hrs. of TV Studio Operations & Electronics training in NYC. Good credentials. Phone Jerome Williams 212-478-7533 or 212-651-1456 days. All markets O.K.

## SITUATIONS WANTED NEWS

**Award-winning TV reporter.** Excellent background with highly-regarded news station. Experience includes: network feeds; investigative mini-docs; and stint as medium market News Director. Seek post in South, Southwest, or West. Box A-141.

**TV News Director.** Record of achievement in medium market. A thoughtful, innovative approach. Superb background as large market reporter. Desire ND slot in medium-large market in Sunbelt or West. Box A-145.

**Sharp-writing,** sharp-looking, Columbia U.-trained print journalist seeks position as T.V. reporter. Have academic background in broadcast journalism. Experienced, available, 26. Call Roger Smith, 617-522-0810.

**College graduate looking** for starting position as Reporter/Photographer. Limited experience in 16mm and ENG. Enthusiastic. Dedicated. 305-458-5213.

## SITUATIONS WANTED NEWS CONTINUED

**Turn to a Professional**—not a lightweight News Director/Anchor. Mature, experienced, employed. Seeking new challenge in bigger market. Strongest personality in area. Excellent references. Box B-63.

**Wants Farm Department?** Hire me. I'll build a winner. Voting member NAFB, NAMA. Box B-89.

**Experienced radio newsmen** looking for beginning TV news position. Excellent writer, good digger, good on-camera. Salary/location unimportant. Available immediately. Mike McKee 505-821-9239.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Executive Producer** or Program Director. Creative person with good communications skills and major market experience in all phases of live, film and videotape production. Write for resume. Broadcasting Box B-9.

**MEA Culpa**—I got out—now want back in. 3 yrs. experience, BA. Would like Directing or Promotion. Prefer Midwest. Reply Box B-19.

**If you're reading this ad**, I'm what you're looking for! Experience on air switching, assisting news department in editing news inserts for local broadcast, and director of mini-newscast. I can give you max results. Box B-36.

**Graphic Artist**. 10 Years Television Experience. Upper Thirties. Immediate. Van Rinehart, 201 Claremont Avenue, Louisville, KY 40206.

**TV Feature** and Documentary Producer, unique approach to presentation, proven success, major national credits, P.O. Box 014335, Miami, FL 33101.

**Community Affairs** are crucial. 10-yr. producing (2 Nat'l Emmys) and marketing pro with Ph.D. seeks challenging responsibility as Dir. Community/Public Affairs. I offer fresh insight, sound judgment, wealth of management skill and experience, deep commitment, and solid background for major station with progressive management and realistic budget for ascertainment, PSA, Children, Religion, Education, Consumer, etc. 314-382-0975.

**Hard worker** in small market looking to move up. I direct newscasts. Experience in TV production. B.A., Journalism. 1st phone. Box B-57.

**Award-winning Public Affairs** man seeking opportunity with network, major station, or syndicator. I'll attract audience response, publicity, and increase sales prospects with "tune-in" programming. Write today for portfolio and tape. Box B-102.

**College Athlete**, recent grad with production experience seeks start on East Coast. 215-657-0136.

**Production Specialist** seeking creative position with your enterprising organization. 7 years experience, everything from Producer - Director to Camera-man. Prefer Eastern half of U.S. GLB. 215-664-3346.

## WANTED TO BUY EQUIPMENT

**Request for bids.** Details and specifications for four Broadcast Television towers, 500 ft., 750 ft., and two 1000 ft. to be erected in North Dakota may be obtained by contacting: Don Geiken, Director of Engineering, Prairie Public Television, Inc., 4500 South University Drive, Fargo, North Dakota 58102. Bids will be opened at the offices of Prairie Public Television, Inc., on Wednesday, February 15, 1978, at 11:00 A.M. CST; Prairie Public Television, Inc., reserves the right to reject any and all bids; Each bid shall be accompanied by a bidder's bond in a sum equal to five percent of the full amount of the bid, executed by the bidder as principal and by a surety company authorized to do business in this state, conditioned that if the principal's bid be accepted and the contract awarded to him, he, within ten days after notice of award, will execute and effect a contract in accordance with the terms of his bid and a contractor's bond as required by law and the regulations and determinations of the governing board. All bidders must be licensed for the highest amount of their bids, as provided by section 43-07-05; and No bid will be read or considered which does not fully comply with the above provisions as to bond and licenses, and any deficient bid submitted will be resealed and returned to the bidder immediately.

**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.

**Wanted Used UHF Transmitter.** RCA or Harris 30 or 50 KW. Must be no more than ten years old. Ph. 419-225-3010.

## FOR SALE EQUIPMENT

**5" Air Hellax**—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Norelco PC-70** Color Camera. Super FET, Separate Mesh Light Bias Tubes, 10 to 1 Servo Zoom Lens with Shot Box. Excellent Condition. Call R. Hippler 313-548-2500.

**TK-27 with all modifications.** Three PC-70 Cameras. One CDL Model VSA-102 Audio Video Switcher. Bill Orr, WBNS Stations, 614-460-3912.

**Revox A-77** New, factory guarantee \$699. Val-tronics Inc. Call collect 717-655-5937.

**Audiopak Cartridges** new, factory wound, 24 for \$39.95. Val-tronics Inc. Call collect 717-655-5937.

**One-RCA TR4** MI43301A1 Serial No. 40207. Two headwheel panels MI40760. Contact Carland, Inc. 816-842-6098.

**Transmitter: 5KW RCA** BTA-5T, Multitronics Two Tower phasor and tuning boxes, 2-150' Stainless towers, Antenna, frequency and modulation monitors and misc. The lot or separate. Art Selley-305-841-1600.

**Norelco Phillips PCP-90B** hand held color camera with spare board kit, Approx: 1000' Triax, Base Station, batteries, charger, 10-1 Schneider zoom Lens, range extenders, etc. Asking \$22,500. Call for inventory List 212-354-4127.

## COMEDY

**FRUITBOWL:** world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

**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 Twining, Dallas, TX 75227.

## MISCELLANEOUS

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Editorial Capsule** Opinion research weekly. Trial subscription—\$3.78 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

**Custom Station ID** Packages, Jingles, Sound logos, reasonable prices, for information write: Nutmeg Music, 4E Beach St., Bethel, CT 06801.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 13, March 27. Student rooms at each school.

**REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.**

**REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.**

**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 F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

**1973 "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.

**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.

**1st phone test preparation.** Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

**Bill Elkins** and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

## RADIO

### Help Wanted Management

#### FEMALE OR MALE CONSULTANTS

Well established "Executive Search" firm is expanding and we're interested in adding 2 consultants to our staff. Candidates must be comfortable working with top-level broadcasting executives and enjoy the challenge of solving client problems. High energy level and excellent written and verbal skills essential to success as a recruiting consultant. Limited travel to all areas of the country from attractive, new offices near O'Hare Airport. Send resume, and letter stating why you are interested in this unique opportunity. Lee Hague, Ron Curtis & Company, Renaissance Plaza, 1460 Renaissance Drive, Suite 213, Park Ridge, Illinois 60068. All replies answered promptly.

## SUN BELT

Have you ever worked for a radio station that increased revenues 500% the first year and doubled sales the second year? (One thousand percent increase over 2 years) KLAZ in Little Rock accomplished this feat and also tripled audience to become the highest ARB rated FM station in the top 100 markets. Profits in our third year will be substantially greater than the purchase price.

Our Tulsa radio station, KWEN, is enjoying the same kind of record breaking growth and we're ready to start acquiring new stations as soon as we can develop replacements for the management and sales people we will be sending to our next market.

If you have exceptional talent and the desire to move ahead quickly, we can promise a learning experience not available anywhere else in the radio industry. This may be the opportunity you have been seeking to advance your career. Unless I hear from you, we will never know.

Send resume, salary requirements, and letter stating your short and long term goals to Ron Curtis, Renaissance Plaza, 1460 Renaissance Drive, Suite 213, Park Ridge, Illinois 60068. All replies answered promptly.



## Help Wanted Management Continued

The Corporation for Public Broadcasting  
Invites Nominations and Applications  
for the Position of

### PRESIDENT

A private, nonprofit organization, the Corporation for Public Broadcasting is committed to leadership in the development of a unique, noncommercial broadcasting service that will "inform, enlighten, entertain, and enrich" the lives of the American people. The Corporation is engaged in a wide variety of activities; for example, introducing major technological improvements, supporting the development and production of radio and television programs, and enhancing career and program opportunities for women and minorities in public broadcasting. Its present budget exceeds \$100 million, chiefly from Congressional appropriations, and prospects appear good for significant growth over the next five years.

The president of the Corporation is the chief executive officer responsible to the board of directors (a non-partisan, fifteen-person body whose members are appointed to six-year terms by the President of the United States with the advice and consent of the Senate)

The ideal candidate will bring to the position:

- outstanding professional and managerial achievements, excellent judgment, and appreciation of the potential improvement of the general welfare through development of communications technology;
- leadership qualities, including demonstrated ability to motivate and to unify diverse groups to high performance in seeking common goals;
- conceptual and analytical abilities that range across the arts, technology, management, public policy, and law.

Salary: negotiable within the \$70,000 range.

Nominations should include name, address, and as much other information as possible. Applicants are asked to send a resume and list of references.

Nominations, applications, and inquiries should be addressed to:

Dr. McCrea Hazlett  
Executive Secretary, Nominating Committee  
c/o Hazlett & Grant  
15 Lynnwood Drive  
Rochester, New York 14618  
An Equal Opportunity Employer—M/F

## Help Wanted Programing, Production, Others Continued

### Promotion Manager (Outstanding Opportunity in Lovely Seacoast City)

TV production experience, print and on-air copywriting necessary. TV promotion background essential. Resume including salary requirements and samples of your work to Celia Shaw, WCIV-TV, P.O. Box 10866, Charleston, S.C. 29411.

Equal Opportunity Employer

### CREATIVE PERSON NEEDED FOR THE WIDE OPEN SPACES.

Somewhere west of the Hudson and east of Sunset Boulevard we have a very good television station.

We're looking for a very good creative person to reinforce and improve its position as #1 in its market.

This person will be responsible for everything that goes into our promotion package—newspaper ads, TV Guide ads, TV spots, billboards, the whole shooting match.

The best candidate for this position is someone with experience in either television promotion or advertising.

Salary \$21-25,000 depending on experience. All letters will be kept completely confidential.

An equal opportunity employer. M/F.



McGraw-Hill  
Broadcasting Company, Inc.  
BROADCASTING Box B-110.

## Situations Wanted Management

### GENERAL MANAGER

Highly skilled in leading and motivating professional sales, programing and administrative staffs. Over 19 years experience in medium and major markets, with the past 9 as GM. I am seeking a permanent senior management position at either station or group level that will provide a challenge and the opportunity for financial growth. Let's talk in confidence 713-497-5425.

## TELEVISION Help Wanted Programing, Production, Others

### TV Personnel Needed

The Christian Broadcasting Network, Inc., a non-profit, religious corporation and producers of "The 700 Club," has a continuing need for experienced personnel in all areas of programing, production, and engineering to help spread the Gospel to the world. Please key resume with a "B" and send to CBN Personnel, Virginia Beach, Va. 23463. Equal Opportunity Employer.

## Situations Wanted Sales

### GENERAL MANAGER or SALES MANAGER

Experienced, with outstanding record achieving high profits and sales, with successful radio stations in competitive major markets is available. Top references. Offer talent and royalty. 215-449-7378

## Situations Wanted Programing, Production, Others

### DAVE DONAHUE

Country programing pro, Group PD, Consultant .... NUMBER ONE results ... everywhere is AVAILABLE .... Now. Call 319-365-8726.

### Want Something Better?

There are lots of jobs out there and we know where they are. We are a major broadcast referral agency, and we charge no fees. We are looking for the following people:

1. On-air talent: news, weather, sports, talk show hosts, reporters. Send resume and 3/4" cassette only.
2. Production: cinematographers, news producers, public affairs producers, magazine show producers. Send resume and 3/4" cassette if available.
3. Management: station managers, program managers, news directors, assignment editors, executive producers. Send resume.
4. Promotion: Send resume and examples of your work.

All inquiries will be held in strictest confidence, and all cassettes will be returned.

### THE BROADCAST GROUP

Suite G-6  
3601 W. Devon  
Chicago, Illinois 60659  
We serve equal opportunity employers.

## Help Wanted News

### METEOROLOGIST

Top twenty market. AMS Seal required. Prefer 3 yrs experience in top 75 markets. Send resume and cassette to News Director, WFLA-TV, PO Box 1410, Tampa, FL 33601. E.O.E.

### TV NEWS DIRECTOR

Immediate opening, to manage full news dept. Must have min. 5 yrs. reporting, assignment and editorial experience. Broadcast not a prerequisite. Send all pertinent details to:

Jack Mahoney, G.M.  
WTVR-TV, 3301 W. Broad St.  
Richmond, Va. 23230  
Equal Opportunity Employer

## Help Wanted Management

# WE'RE EXPANDING AND NEED HELP.

McGraw-Hill Broadcasting is looking for an experienced account executive to join our expanding operating staff for two leading television stations in Denver and Indianapolis.

If you've got experience in television sales, either on the broadcast or retail side, you may be the right person to join our growing TV retail sales department.

An equal opportunity employer M/F.



**McGraw-Hill  
Broadcasting Company, Inc.**  
BROADCASTING Box B-111.

## Help Wanted Technical

### LAS VEGAS

Based remote videotape facility company wants top Maintenance Engineer. Experience preferred with Norlco Cameras, Ampex VTR 1200/2000's & Grass Valley accessories. Some travel required.

Call Collect (702) 873-3660  
Trans-American Video Inc. of Nevada  
Fifty Plaza Vegas  
3355 Spring Mountain Road  
Las Vegas, NV 89102

## In-plant Sales Engineer

If you're an experienced salesperson looking for a challenging in-plant position, the Grass Valley Group has an unusual opportunity for you in an excellent location—the serene, recreationally abundant foothills of California's Sierra-Nevada Mountains.

This new marketing position has been created because of company expansion and offers an excellent opportunity for professional advancement. The ideal candidate must have a comprehensive technical understanding of the total broadcast system. Previous experience in broadcast equipment sales and broadcast engineering is essential.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, Inc., PO Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

**The Grass  
Valley Group**

## Help Wanted Technical Continued

### 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.

## Situations Wanted Management

### Corporate Communications Director

32 year old TV/Multimedia Manager with 12 years of increasingly responsible experience. Extensive background in PTV, CATV, Corporate Communications and Meeting Planning. Know software and facility design as well as seminar/workshop leadership. Public affairs specialist. B.S. Speech, M.S. Radio/TV/Film. Outstanding references. Reply on company letterhead for resume. Box 8-75.

## Situations Wanted News

### ANCHOR/TALK HOST

Presently employed, hard working professional anchor is seeking anchor slot and/or television talk program. I do an excellent job at both. Send replies to Box A-89.

## Situations Wanted Production

### Savvy TV Producer

Major market experience as producer of advertising and promotion, producer and director of top rated morning show and as associate producer of nationally syndicated talk and variety program. Fresh ideas, solid managerial abilities and sound journalistic judgment. Top references, degree in broadcasting and journalism. Seeks challenging opportunity 301-587-6723.

## Miscellaneous

### NEED A NEWS SET?



TELE-VISION DESIGN

1670 Hanna Building Cleveland Oh 44115 (216) 621-7360

## Radio Programing

*The GREEN  
HORNET*  
Radio Mystery Series  
IS BACK ON THE AIR!

Now available for local purchase:

**CHARLES MICHELSON, Inc.**  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

## Radio Programing Continued



### LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY

### Program Distributors

11 VISTA DRIVE  
LITTLE ROCK, ARK. 72210  
Phone (501) 378-0135

## Now, from ABN

### The Total Information Package!

**80** "People Oriented" **30¢**  
weekly Radio Newsfeatures each

\$25 per week—any size market!  
EXCLUSIVELY!

- 16 bright, one-on-one, actuality packed (Washington newsmakers) mini-docs daily, 5 days per week, 90 secs to 2:00 in length.
- Individual station outros ... with Washington datelines.
- Listener participation. You send the questions from listeners/news staffers, we'll get the answers from the official or newsmaker of your choice.
- Your own Washington news bureau, reasonable per assignment rates.
- Quantity with Quality—Professional Sound with Substance.

Sound good? Wait until you hear the demo cassette! Write Bob Cody, ASSOCIATED BROADCAST NEWS, 726 National Press Bldg., Washington DC 20045.

## Consultants

### Broadcast Advisory Services

Serving Radio Ownership In:

1. Programing (R&B, Adult Contemporary & Top 40's)
2. Sales
3. Administration
4. Recruiting

All inquiries in confidence reply to:  
Box B-101

## Wanted To Buy Stations

### TV ACQUISITION

Privately held company interested in TV acquisition. Must have positive cash flow. Cash or terms. Replies treated in strictest confidence. Box A-87.

## MAJOR MARKET F.M.

wanted by financially qualified group.  
All correspondence in confidence.  
Reply to: Box B-87.

## PUBLIC COMPANY

interested in acquisitions  
and/or mergers.  
T.V.—Radio.  
Profitability not a factor.  
Reply Box E-69.



# THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

OVER 8 HOURS OF  
SOUND EFFECTS: fire engines and fire-  
works... wind and waves... birds and  
sea lions... horses & buggies and racing  
autos... explosions and avalanches...  
airports... stadiums... courts of law  
... factories... orchestras... parties  
... sirens... fighting... kids at play  
407 CUTS IN ALL --- AND ALL IN A  
16-LP RECORD SET FOR ONLY  
\$150. COMPLETE!

## BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

Please ship the 16-LP CBS Sound Effects  
Library to:

Name \_\_\_\_\_

Firm or Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

I agree to purchase this set for \$150.

My check (payable to  
BROADCASTING BOOK DIV.)  
is enclosed.

## For Sale Stations

|        |        |         |         |        |
|--------|--------|---------|---------|--------|
| Plains | Small  | AM      | \$160K  | Terms  |
| MW     | Medium | Daytime | \$400K  | \$118K |
| MW     | Major  | AM-D    | \$250K  | \$81K  |
| W      | Major  | FM      | \$26KK  | SOLD   |
| W      | Metro  | AM/FM   | \$1.1KK | Cash   |

Atlanta, Boston, Chicago  
Dallas, Los Angeles



**CHAPMAN ASSOCIATES**

nationwide service

1835 Seyov Dr., N.E., Atlanta, Georgia 30341

- Powerful fulltimer, good metro area of GA, real estate, billed about \$300,-000. \$590,000.
- Class A FM, GA city, 50% for \$175,-000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$1,150,000.
- Powerful Fulltimer in Central Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Oregon fulltimer. Profitable. \$180,-000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$280,000.
- Daytimer. Southern Georgia. \$285,-000.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511m 24 HOURS

## Control

of Network Fulltimer available to professional sales producer with strong financial statement. Low, long terms and \$75,000 cash. Reply to Box B-85.

## FOR SALE

Class C FM. Now operating profitably. Exceptional market growth potential. Price 2-1/4 times gross billing. Write Box B-77.

## MEDIA BROKERS APPRAISERS

RICHARD A.

**Shahen** INC.  
435 NORTH MICHIGAN • CHICAGO 80611

312-467-0040



## LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Contact: Washington

William L. Walker  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-223-1553

## H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1208 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104  
415/973-4474

EAST COAST: 210 EAST 53RD ST., NO. 50, New York 10022  
212/558-0737

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.  
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



# Stock Index

|                     | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Jan. 25 | Closing<br>Wed.<br>Jan. 18 |   | Net change<br>in week | % change<br>in week |       | 1977-78<br>High | Low    | PIE<br>ratio | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|---------------------|-----------------|-------|----------------------------|----------------------------|---|-----------------------|---------------------|-------|-----------------|--------|--------------|-----------------------------------|----------------------------------------------|
| <b>Broadcasting</b> |                 |       |                            |                            |   |                       |                     |       |                 |        |              |                                   |                                              |
| ABC                 | ARC             | N     | 35 3/8                     | 38 1/4                     | - | 2 7/8                 | -                   | 7.51  | 46 3/4          | 35 3/8 | 6            | 19,152                            | 642,127                                      |
| CAPITAL CITIES      | CCB             | N     | 54 3/8                     | 57                         | - | 2 5/8                 | -                   | 4.60  | 60 1/2          | 44 3/4 | 10           | 7,481                             | 406,779                                      |
| CBS                 | CBS             | N     | 46 5/8                     | 47 3/4                     | - | 1 1/8                 | -                   | 2.35  | 62              | 46 5/8 | 7            | 28,100                            | 1,310,162                                    |
| COX                 | COX             | N     | 34                         | 33 1/2                     | + | 1/2                   | +                   | 1.49  | 35 1/4          | 25 1/2 | 9            | 6,360                             | 216,240                                      |
| GROSS TELECASTING   | GGG             | A     | 14 1/4                     | 14 5/8                     | - | 3/8                   | -                   | 2.56  | 15 1/2          | 13 5/8 | 7            | 800                               | 11,400                                       |
| KINGSTIP COMMUN.    | KTVV            | O     | 6 1/2                      | 6 1/2                      |   |                       |                     |       | 7               | 3 7/8  | 12           | 462                               | 3,003                                        |
| LIN                 | LINP            | O     | 23 1/4                     | 23                         | + | 1/4                   | +                   | 1.08  | 25 1/4          | 16 1/2 | 3            | 2,745                             | 63,821                                       |
| MOONEY**            | MCON            | O     | 2 5/8                      | 2 5/8                      |   |                       |                     |       | 2 5/8           | 1 7/8  |              | 425                               | 1,115                                        |
| RAHALL              | RAHL            | O     | 19 1/2                     | 19 1/4                     | + | 1/4                   | +                   | 1.29  | 19 1/2          | 9 5/8  | 21           | 1,281                             | 24,979                                       |
| SCRIPPS-HOWARD      | SCRIP           | O     | 31 1/2                     | 32                         | - | 1/2                   | -                   | 1.56  | 37              | 31 1/2 | 7            | 2,539                             | 91,553                                       |
| STARR               | SRG             | M     | 9                          | 8 1/8                      | + | 7/8                   | +                   | 10.76 | 9               |        | 6            | 1,487                             | 13,383                                       |
| STORER              | SPK             | N     | 20 3/4                     | 20                         | + | 3/4                   | +                   | 3.75  | 26 7/8          | 19 3/8 | 8            | 4,876                             | 101,177                                      |
| TAFT                | TFB             | N     | 30 1/2                     | 30 1/3                     | + | 3/8                   | +                   | 1.24  | 33 7/8          | 24 5/8 | 7            | 4,071                             | 124,165                                      |
| TOTAL               |                 |       |                            |                            |   |                       |                     |       |                 |        |              | 78,829                            | 2,999,904                                    |

## Broadcasting with other major interests

|                     |       |   |        |        |   |       |   |        |        |        |         |           |           |
|---------------------|-------|---|--------|--------|---|-------|---|--------|--------|--------|---------|-----------|-----------|
| ADAMS-RUSSELL       | AAR   | A | 7      | 6 1/2  | + | 1/2   | + | 7.69   | 7      | 3 3/4  | 8       | 1,229     | 8,603     |
| JOHN BLAIR          | BJ    | N | 16 7/8 | 17 5/8 | - | 3/4   | - | 4.25   | 19 3/4 | 11 1/8 | 5       | 2,432     | 41,040    |
| CHRIS-CRAFT         | CC:   | N | 8 1/4  | 8 7/8  | - | 5/8   | - | 7.04   | 9 3/8  | 4 1/2  | 16      | 4,451     | 36,720    |
| COMBINED COMM.      | CCA   | N | 30 3/4 | 30 3/8 | + | 3/8   | + | 1.23   | 33 1/4 | 19     | 10      | 6,799     | 209,069   |
| COWLES              | CWL   | N | 16 5/8 | 16 1/4 | + | 3/8   | + | 2.30   | 19     | 12 1/2 | 19      | 3,969     | 65,984    |
| DUN. & BRADSTREET   | DN:   | N | 26 1/2 | 28 1/4 | - | 1 3/4 | - | 6.19   | 31     | 26 1/4 | 13      | 26,356    | 698,434   |
| FAIRCHILD IND.      | FEN   | N | 16     | 15 3/8 | + | 5/8   | + | 4.06   | 16 1/2 | 9 1/2  | 10      | 5,708     | 91,328    |
| FUGUA               | FQA   | N | 9 1/2  | 9      | + | 1/2   | + | 5.55   | 13     | 8      | 6       | 9,396     | 89,262    |
| GANNETT CO.         | GCI   | N | 36     | 35 3/4 | + | 1/4   | + | .69    | 40 3/4 | 32 3/4 | 15      | 22,430    | 807,480   |
| GENERAL TIRE        | GY    | N | 23 3/4 | 23 3/4 | + |       |   | 29 1/4 | 22 3/8 | 5      |         | 22,242    | 528,247   |
| GLOBE BROADCASTING  | GLBTA | O | 4 3/8  | 4 3/8  |   |       |   | 4 3/8  | 2 1/8  |        |         | 2,772     | 12,127    |
| GRAY COMMUN.        | O     |   | 13     | 13     |   |       |   | 13     | 9      |        | 6       | 475       | 6,175     |
| HARTE-HANKS         | HHN   | N | 33     | 33 1/2 | - | 1/2   | - | 1.49   | 36     | 26     | 12      | 4,477     | 147,741   |
| JEFFERSON-PILOT     | JP    | N | 28 1/2 | 27 5/8 | + | 7/8   | + | 3.16   | 32 3/8 | 26 5/8 | 9       | 23,400    | 666,900   |
| MARVIN JOSEPHSON    | MPVN  | U | 13 3/4 | 13     | + | 3/4   | + | 5.76   | 17 1/4 | 10 1/4 | 8       | 1,931     | 27,238    |
| KANSAS STATE NET.   | KSN   | O | 9      | 8 1/4  | + | 3/4   | + | 9.09   | 9      | 4 3/4  | 9       | 1,727     | 15,543    |
| LEE ENTERPRISES     | LNT   | A | 25 1/4 | 23     | + | 2 1/4 | + | 9.78   | 28 1/8 | 22 1/4 | 11      | 5,010     | 126,502   |
| LIBERTY             | LC    | N | 21 7/8 | 21 3/8 | + | 1/2   | + | 2.33   | 24 3/4 | 18     | 7       | 6,762     | 147,918   |
| MCGRAW-HILL         | MHP   | N | 17 1/2 | 17 3/8 | + | 1/8   | + | .71    | 19 5/8 | 15 5/8 | 9       | 24,675    | 431,812   |
| MEDIA GENERAL       | MEG   | A | 14 1/4 | 14 3/4 | - | 1/2   | - | 3.38   | 20     | 13 5/8 | 7       | 7,277     | 103,697   |
| MEREDITH            | MOP   | N | 26 1/4 | 25 5/8 | + | 5/8   | + | 2.43   | 28 7/8 | 17 3/8 | 7       | 3,074     | 80,692    |
| METROMEDIA          | MET   | N | 33 1/4 | 34 3/8 | - | 1 1/8 | - | 3.27   | 34 5/8 | 25 1/4 | 7       | 6,707     | 223,007   |
| MULTIMEDIA          | MMED  | O | 24 3/4 | 24 3/4 |   |       |   | 27 1/2 | 21 1/2 |        | 10      | 4,394     | 108,751   |
| NEW YORK TIMES CO.  | NYKA  | A | 17     | 17     |   |       |   | 19 1/2 | 15 3/4 |        | 7       | 11,422    | 194,174   |
| OUTLET CO.          | OTU   | N | 20     | 19 1/4 | + | 3/4   | + | 3.89   | 24 1/4 | 16 5/8 | 7       | 2,290     | 45,800    |
| POST CORP.          | POST  | O | 22 3/4 | 22 3/4 |   |       |   | 24     | 16 1/4 |        | 7       | 867       | 19,724    |
| REEVES TELECOM      | RHT   | A | 2 5/8  | 2 5/8  |   |       |   | 3      | 1 3/4  |        | 44      | 2,381     | 6,250     |
| ROLLINS             | ROL   | N | 17 1/4 | 19 1/2 | - | 1 1/4 | - | 6.75   | 24 1/4 | 17 1/8 | 9       | 33,000    | 569,250   |
| RUST CRAFT          | RUS   | A | 24     | 23 7/8 | + | 1/8   | + | .52    | 24     | 8 1/2  | 14      | 2,297     | 55,128    |
| SAN JUAN RACING     | SJR   | N | 8 1/2  | 8 1/2  |   |       |   | 11 3/4 | 7 5/8  |        | 13      | 2,509     | 21,326    |
| SCHERING-PLOUGH     | SGP   | N | 30 1/8 | 29 1/4 | + | 7/8   | + | 2.99   | 44 3/4 | 28 1/8 | 10      | 54,034    | 1,629,280 |
| SONDERLING          | SDS   | A | 10     | 10 5/8 | - | 5/8   | - | 5.28   | 12 7/8 | 8 3/8  | 5       | 1,103     | 11,030    |
| TECH OPERATIONS     | TC    | A | 3 3/4  | 3 1/4  | + | 1/2   | + | 15.38  | 4 3/4  | 2 3/8  | 18      | 1,344     | 5,040     |
| TIMES MIRROR CO.    | TMC   | N | 23 3/8 | 23 3/4 | - | 3/8   | - | 1.57   | 25 3/8 | 20 3/4 | 9       | 33,911    | 792,669   |
| WASHINGTON POST CO. | WPO   | A | 31 3/8 | 32 1/2 | - | 1 1/8 | - | 3.46   | 35 1/8 | 21 3/4 | 9       | 8,545     | 268,099   |
| WONETCO             | WOM   | N | 12 5/8 | 12 1/2 | + | 1/8   | + | 1.00   | 14 3/4 | 10 7/8 | 8       | 9,404     | 118,725   |
| TOTAL               |       |   |        |        |   |       |   |        |        |        | 360,900 | 8,410,765 |           |

## Cablecasting

|                     |      |   |        |        |   |     |   |      |        |        |        |           |         |
|---------------------|------|---|--------|--------|---|-----|---|------|--------|--------|--------|-----------|---------|
| ACTON CORP.         | ATN  | A | 6 3/4  | 6 1/4  | + | 1/2 | + | 8.00 | 7 3/8  | 3 1/8  | 3      | 2,710     | 18,292  |
| AMECO**             | ACO  | O |        |        |   |     |   |      | 1/2    |        |        | 1,200     |         |
| AMERICAN TV & COMM. | AMTV | O | 40 3/4 | 40 3/4 |   |     |   |      | 41 3/4 | 19 3/4 | 22     | 3,856     | 157,132 |
| ATHENA COMM.** *    |      | O | 7/8    | 7/8    |   |     |   |      | 7/8    | 1/8    |        | 2,125     | 1,859   |
| BURNUP & SIMS       | BSIM | O | 4 1/4  | 4 1/8  | + | 1/8 | + | 3.03 | 4 3/4  | 3 1/8  | 19     | 8,370     | 35,572  |
| CABLE INFO.         |      | O | 5/3    | 5/8    |   |     |   |      | 7/8    | 1/2    | 3      | 663       | 414     |
| COMCAST             |      | O | 6 1/4  | 5 3/4  | + | 1/2 | + | 8.69 | 6 1/4  | 3 3/4  | 11     | 1,651     | 10,318  |
| COMMUN. PROPERTIES  | COMU | O | 8 1/4  | 8 3/8  | - | 1/8 | - | 1.49 | 9 1/4  | 3 5/8  | 20     | 4,816     | 39,732  |
| ENTRON              | ENT  | O | 2 1/4  | 2 1/4  |   |     |   |      | 2 1/4  | 7/8    | 2      | 979       | 2,202   |
| GENERAL INSTRUMENT  | GRI  | N | 21 3/8 | 20 1/2 | + | 7/8 | + | 4.26 | 23     | 17 5/8 | 8      | 7,508     | 160,483 |
| GENVE CORP.**       | GENV | O | 11 3/8 | 11 5/8 | - | 1/4 | - | 2.15 | 12 1/2 | 7 1/2  |        | 1,121     | 12,751  |
| TELE-COMMUNICATIONS | TCOM | O | 10 1/4 | 10 3/4 | - | 1/2 | - | 4.65 | 10 7/8 | 2 7/8  | 51     | 5,281     | 54,130  |
| TELEPROMPTER        | TP   | N | 8 7/8  | 8 3/9  | + | 1/2 | + | 5.97 | 9 3/8  | 6 3/4  | 21     | 16,793    | 149,037 |
| TEXSCAN             | TEXS | O | 1 5/8  | 1 1/2  | + | 1/8 | + | 8.33 | 2      | 1 1/4  | 10     | 786       | 1,277   |
| TIME INC.           | TL   | N | 36 1/8 | 36 5/8 | - | 1/2 | - | 1.36 | 38 1/4 | 31 3/4 | 9      | 20,349    | 735,107 |
| TOCOM               | TOCM | O | 3 3/4  | 3 3/4  |   |     |   |      | 4 5/8  | 2 1/4  | 8      | 894       | 3,352   |
| UA-COLUMBIA CABLE   | UACC | O | 23 3/4 | 23     | + | 3/4 | + | 3.26 | 26     | 15 1/2 | 16     | 1,679     | 39,876  |
| UNITED CABLE TV     | UCTV | O | 8 7/8  | 8 5/8  | + | 1/4 | + | 2.89 | 9 1/4  | 3 7/8  | 31     | 1,915     | 16,995  |
| VIACOM              | VIA  | N | 17 7/8 | 17 7/8 |   |     |   |      | 20     | 9 1/2  | 13     | 3,750     | 67,031  |
| TOTAL               |      |   |        |        |   |     |   |      |        |        | 86,446 | 1,505,560 |         |

|                      | Stock<br>symbol | Exch. | Closing<br>Wed.<br>Jan. 25 | Closing<br>Wed.<br>Jan. 18 |   | Net change<br>in week |   | % change<br>in week |        | 1977-78<br>High | Low | P/E<br>ratio | Approx.<br>Shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |
|----------------------|-----------------|-------|----------------------------|----------------------------|---|-----------------------|---|---------------------|--------|-----------------|-----|--------------|-----------------------------------|----------------------------------------------|
|                      |                 |       |                            |                            |   |                       |   |                     |        |                 |     |              |                                   |                                              |
| <b>Programing</b>    |                 |       |                            |                            |   |                       |   |                     |        |                 |     |              |                                   |                                              |
| COLUMBIA PICTURES    | CPS             | N     | 14 5/8                     | 15 1/8                     | - | 1/2                   | - | 3.30                | 20 1/2 | 7 3/8           | 6   | 6,748        | 98,689                            |                                              |
| DISNEY               | DTS             | N     | 34 1/8                     | 36                         | - | 1 7/8                 | - | 5.20                | 47 5/8 | 32 1/2          | 13  | 32,380       | 1,104,967                         |                                              |
| FILMWAYS             | FWY             | A     | 8 3/8                      | 8 3/8                      |   |                       |   |                     | 9 7/8  | 6 7/8           | 6   | 2,579        | 21,599                            |                                              |
| FOUR STAR            |                 |       | 1 1/8                      | 1 1/8                      |   |                       |   |                     | 1 1/4  | 3/4             | 11  | 666          | 749                               |                                              |
| GULF • WESTERN       | GW              | N     | 11 1/4                     | 11 3/8                     | - | 1/8                   | - | 1.09                | 18 3/8 | 10 1/4          | 4   | 48,215       | 542,418                           |                                              |
| MCA                  | MCA             | N     | 34 5/8                     | 35 1/8                     | - | 1/2                   | - | 1.42                | 42 3/4 | 32              | 8   | 18,554       | 642,432                           |                                              |
| MGH                  | MGH             | N     | 26 1/2                     | 27 1/4                     | - | 3/4                   | - | 2.75                | 28     | 16              | 12  | 14,111       | 373,941                           |                                              |
| TRANSAMERICA         | TA              | N     | 14                         | 14                         |   |                       |   |                     | 16 1/2 | 13 1/2          | 6   | 66,781       | 934,934                           |                                              |
| 20TH CENTURY-FGX     | TF              | N     | 22 1/8                     | 22 1/2                     | - | 3/8                   | - | 1.66                | 25 7/8 | 10              | 4   | 7,684        | 170,008                           |                                              |
| VIDEO CORP. OF AMER. | Q               | O     | 4 1/2                      | 4 1/2                      |   |                       |   |                     | 6 1/2  | 3 1/2           | 6   | 973          | 4,378                             |                                              |
| WARNER               | WCI             | N     | 30                         | 30 1/8                     | - | 1/8                   | - | .41                 | 32 3/4 | 25 3/4          | 6   | 14,352       | 430,560                           |                                              |
| WRATHER              | WCO             | A     | 9                          | 9                          |   |                       |   |                     | 9 1/4  | 4 1/2           | 9   | 2,243        | 20,187                            |                                              |
| TOTAL                |                 |       |                            |                            |   |                       |   |                     |        |                 |     | 215,286      | 4,344,862                         |                                              |

## Service

|                       |       |   |        |        |   |       |   |       |        |        |    |        |           |
|-----------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|----|--------|-----------|
| BBD INC.              | BBD   | O | 24 1/4 | 24 1/4 |   |       |   |       | 29 3/4 | 22 1/2 | 7  | 2,513  | 60,940    |
| COMSAT                | CQ    | N | 32 5/8 | 30 3/4 | + | 1 7/8 | + | 6.09  | 36 3/4 | 28 3/4 | 9  | 10,000 | 326,250   |
| DOYLE DANE BERNBACH   | DOYL  | O | 19     | 19 1/8 | - | 1/8   | - | .65   | 22     | 16 3/4 | 6  | 1,876  | 35,644    |
| FOOTE CONE & BELDING  | FCB   | N | 16 1/4 | 15 5/8 | + | 5/8   | + | 4.00  | 18     | 14 3/4 | 7  | 2,304  | 37,440    |
| GRFY ADVERTISING      | GREY  | D | 29     | 29     |   |       |   |       | 32     | 16 1/2 | 5  | 716    | 20,764    |
| INTERPUBLIC GROUP     | IPG   | N | 26 5/8 | 26 1/8 | + | 1/2   | + | 1.91  | 39 1/4 | 22 1/2 | 8  | 2,387  | 63,553    |
| MCI COMMUNICATIONS    | MCIC  | O | 4 1/8  | 4 1/4  | - | 1/8   | - | 2.94  | 4 1/4  | 7/8    | 41 | 20,137 | 83,065    |
| MOVIELAB              | MOV   | A | 1 1/8  | 1      | + | 1/8   | + | 12.50 | 3      | 1      | 8  | 1,410  | 1,586     |
| MPO VIDEOELECTRONICS* | MPO   | A | 5      | 5      |   |       |   |       | 9      | 4      | 7  | 520    | 2,600     |
| A. C. NIELSEN         | NIELB | O | 22 1/4 | 22     | + | 1/4   | + | 1.13  | 22 1/2 | 18 7/8 | 13 | 10,832 | 241,012   |
| OGILVY & MATHER       | OGIL  | O | 39     | 37 3/4 | + | 1 1/4 | + | 3.31  | 41 3/4 | 31     | 8  | 1,805  | 70,395    |
| J. WALTER THOMPSON    | JWT   | N | 23 3/4 | 23 1/2 | + | 1/4   | + | 1.06  | 24 5/8 | 15 1/8 | 8  | 2,649  | 62,913    |
| TOTAL                 |       |   |        |        |   |       |   |       |        |        |    | 57,149 | 1,006,162 |

## Electronics/Manufacturing

|                      |       |   |        |        |   |       |   |       |        |        |    |           |            |
|----------------------|-------|---|--------|--------|---|-------|---|-------|--------|--------|----|-----------|------------|
| AEL INDUSTRIES       | AELBA | O | 4 3/4  | 4 1/2  | + | 1/4   | + | 5.55  | 6      | 2 3/8  | 5  | 1,672     | 7,942      |
| AMPEX                | APX   | N | 11 1/4 | 11     | + | 1/4   | + | 2.27  | 11 1/4 | 7 3/8  | 11 | 10,924    | 122,895    |
| ARVIN INDUSTRIES     | ARV   | N | 17 1/4 | 18     | - | 3/4   | - | 4.16  | 20 3/4 | 14 1/2 | 4  | 5,959     | 102,792    |
| CCA ELECTRONICS*     | CCA   | O | 5/8    | 5/8    | - | -     | - | -     | 5/8    | 1/8    | 3  | 897       | 560        |
| CETEC                | CEC   | A | 4 1/8  | 3 1/2  | + | 5/8   | + | 17.85 | 4 1/8  | 1 3/4  | 13 | 1,654     | 6,822      |
| COHU                 | COH   | A | 3 1/8  | 2 7/8  | + | 1/4   | + | 8.69  | 3 1/2  | 2 1/8  | 10 | 1,779     | 5,559      |
| CONRAC               | CAX   | N | 21 1/8 | 20 3/4 | + | 3/8   | + | 1.80  | 27 1/4 | 19 5/8 | 7  | 1,803     | 38,088     |
| EASTMAN KODAK        | EASKD | N | 46 1/2 | 49 5/8 | - | 3 1/8 | - | 6.29  | 86 3/4 | 46 1/2 | 12 | 161,369   | 7,503,658  |
| FARINON              | FARN  | O | 8 1/2  | 8      | + | 1/2   | + | 6.25  | 12     | 9      | 9  | 4,628     | 39,338     |
| GENERAL ELECTRIC     | GE    | N | 45 1/2 | 46 1/2 | - | 1     | - | 2.15  | 56 5/8 | 45     | 10 | 184,581   | 8,398,435  |
| HARRIS CORP.         | HRS   | N | 41 3/4 | 40 1/2 | + | 1 1/4 | + | 3.08  | 45 3/4 | 23     | 12 | 12,236    | 510,853    |
| HARVEL INDUSTRIES*   | HARV  | O | 4 1/4  | 4 1/4  | - | -     | - | -     | 5 1/2  | 3 1/8  | 11 | 480       | 2,040      |
| INTL. VIDEO CORP.**  | IVCP  | O | 5/8    | 5/8    | - | -     | - | -     | 2 3/8  | 1/4    |    | 2,701     | 1,688      |
| MICROWAVE ASSOC. INC | MAI   | N | 29 5/8 | 28 1/2 | + | 1 1/8 | + | 3.94  | 29 5/8 | 20 1/4 | 12 | 1,320     | 39,105     |
| 3M                   | MMM   | N | 49     | 47 1/2 | + | 1 1/2 | + | 3.15  | 57     | 46 1/4 | 14 | 115,265   | 5,647,985  |
| MOTOROLA             | MOT   | N | 36 1/4 | 36 1/4 | - | -     | - | -     | 56 7/8 | 34 1/4 | 11 | 28,544    | 1,034,720  |
| N. AMERICAN PHILIPS  | NPH   | N | 26 3/4 | 27     | - | 1/4   | - | .92   | 36     | 26 5/8 | 6  | 12,033    | 321,882    |
| OAK INDUSTRIES       | OAK   | N | 16 1/4 | 17 1/8 | - | 7/8   | - | 5.10  | 19     | 9 5/8  | 18 | 1,697     | 27,576     |
| RCA                  | RCA   | N | 24 1/2 | 23 3/4 | + | 3/4   | + | 3.15  | 31 3/4 | 22 3/4 | 8  | 74,912    | 1,832,894  |
| ROCKWELL INTL.       | RCK   | N | 29 1/2 | 29     | + | 1/2   | + | 1.72  | 36 3/4 | 28 1/4 | 7  | 33,600    | 991,200    |
| RSC INDUSTRIES       | RSC   | A | 2      | 1 7/8  | + | 1/8   | + | 6.66  | 2 3/8  | 1 5/8  | 8  | 2,690     | 5,380      |
| SCIENTIFIC-ATLANTA   | SFA   | A | 19 5/8 | 21 5/8 | - | 2     | - | 9.24  | 23 1/2 | 16 3/4 | 11 | 1,649     | 32,361     |
| SONY CORP.           | SNE   | N | 7 1/4  | 7 3/4  | - | 1/2   | - | 6.45  | 10 3/8 | 7      | 11 | 172,500   | 1,250,625  |
| TEKTRONIX            | TEK   | N | 35     | 35     | - | -     | - | -     | 68 1/2 | 28 1/4 | 12 | 17,804    | 623,140    |
| TELEMETION           | TMT   | O | 1      | 1      | - | -     | - | -     | 1      | 1/2    | 1  | 1,050     | 1,050      |
| VARIAN ASSOCIATES    | VAR   | N | 17 3/4 | 17 3/4 | - | -     | - | -     | 21     | 14 3/4 | 11 | 6,838     | 121,374    |
| WESTINGHOUSE         | WX    | N | 18 1/4 | 17 3/4 | + | 1/2   | + | 2.91  | 22     | 16 1/4 | 6  | 87,434    | 1,595,670  |
| ZENITH               | ZE    | N | 13 5/8 | 13 1/2 | + | 1/8   | + | .92   | 23     | 13 1/4 | 18 | 18,818    | 256,395    |
| TOTAL                |       |   |        |        |   |       |   |       |        |        |    | 966,737   | 30,522,027 |
| GRAND TOTAL          |       |   |        |        |   |       |   |       |        |        |    | 1,765,347 | 48,789,280 |

## Standard & Poor's Industrial Average

98.3 99.7 -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

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. Earnings  
figures are exclusive of extraordinary  
gains or losses.

## Herman Land: declarer for the independents

Herman W. Land has been at the helm of the Association of Independent Television Stations almost from INTV's inception, working closely, of course, with the other officers and members. Then a consultant, he was retained to organize the meeting in St. Louis in 1972 at which INTV's first board of directors was selected, and was himself named executive director at the same meeting. In that role and as president since 1974 he has focused his considerable energies increasingly on building the organization and its services and the image of the independent station.

The INTV convention in San Diego this week will provide quite a contrast to the first one, in Dallas, four years ago. That one was a two-day affair that attracted fewer than 100 people. In San Diego, more than 400 are expected to participate in activities spread across four days.

Producing INTV conventions is only one phase of Herman Land's job as president of the association. Other phases range from sales to government relations, from programing and promotion to publicity, presentations and station relations. But he's used to a lot of jobs. He's had a lot, sometimes several simultaneously because there have been times when multiple jobs were highly desirable if not a necessity.

"I was born in the slums, I grew up in the slums," Mr. Land recalls with no trace of bitterness. Specifically, he was born in the Brownsville section of Brooklyn—a section that a New York mayor later showed off, almost with pride, as the ultimate model of urban decay.

At Brooklyn College he majored in philosophy but also spent a lot of time in the radio department, worked as an assistant in the animal psychology laboratory to earn a little money and, among other things, produced newcasts for the government class and wrote and produced comedies and dramas. Along the way he decided that, though he majored in it, he didn't have the temperament to make a profession out of philosophy. He put in a summer at the New York University Radio Workshop and, in 1945, through a want ad in *BROADCASTING*, got a job as an announcer at WBIR(AM) Knoxville, Tenn.

Finally, deciding that he had pretty well exhausted the opportunities in Dayton broadcasting, he returned to New York in 1948. He was a freelance producer for a while, then became a door-to-door salesman, selling cookware. In 1950 he joined an audio-visual concern as a writer-editor,



Herman William Land—president, Association of Independent Television Stations; b. Sept. 23, 1924, New York; BA, philosophy, Brooklyn College; New York University Summer Radio Workshop, 1945; announcer, WBIR(AM) Knoxville, Tenn., 1945; organized and headed broadcast department, Kircher, Helton & Collett advertising agency, Dayton, Ohio, 1945-48; freelance producer and door-to-door salesman, New York, 1948-50; writer/editor, Frederick House Inc., New York, audio/visual firm, 1950; producer/editor, Yugoslav Information Center, New York, 1950-54; associate editor, *Sponsor* magazine, New York, 1954-55; senior editor, later VP and executive editor, *Television* magazine, New York, 1955-59; director of public relations and special projects, Corinthian Broadcasting Corp., New York, 1959-61; director of creative services, later director of special projects, Westinghouse Broadcasting Co., New York, 1961-65; head of Herman W. Land Associates (later Herman W. Land Corp.), New York, consulting firm, since 1965; executive director, INTV, 1972-74, president since 1974; m. Dorothy Fogel, Dec. 16, 1945; one child, Mady Ellen Land.

but continued his door-to-door selling on the side.

Mr. Land married before moving to Knoxville, and in the World War II housing shortage he and his bride lived there with "a hillbilly family—really delightful people, but different from Brooklyn." Finally, after protracted efforts, they despaired of finding an apartment, and he placed another ad. This brought a response from a station in Denver, offering \$35 a week. "But we didn't have enough money for both of us to go to Denver," he recalls, so they wound up in Dayton, Ohio, where the Kircher, Helton & Collett advertising

agency hired him to set up and run its broadcast department.

His next stop was the broadcasting trade press, first with *Sponsor* magazine and then at *Television*, where he became vice president and executive editor. From there he went, in 1959, to Corinthian Broadcasting Corp., where his title was director of public relations and special projects and his role that of idea man. One of his proudest accomplishments at Corinthian was the concept of group stations' coverage of national political conventions, a team approach for coverage of local people and local interests that is now widely used. While at Corinthian, then a John H. Whitney property, he also developed a new concept for the television-radio page of Mr. Whitney's now defunct *New York Herald-Tribune*.

Mr. Land moved to Westinghouse Broadcasting Co. in 1961 as director of creative services, where among other things he developed the "Group W" concept, designed to establish the values of station group operations both generally and in Washington (although the Group W name itself was chosen by the design firm hired to handle the execution). He also developed Westinghouse's "Opening Night on Broadway" idea, in which the company underwrote production of a Broadway play and showed a taped version on the Westinghouse stations on opening night.

Moving into a new role as director of special projects for Westinghouse, Mr. Land became involved in a variety of undertakings including the film business, movie making and the investigation of overseas opportunities. In mid-1955 he struck out on his own, forming Herman W. Land Associates as a consultancy with Westinghouse as his first client.

Assignments from other clients have included a study for the National Association of Broadcasters that resulted in his 1968 report, "Television and the Wired City"; work for the National Association of Educational Broadcasters that produced what is said to have been the first comprehensive study of educational radio and to have helped bring radio under the Public Broadcasting Act of 1967; research into urban problems for AT&T that led to a series of documentaries on NBC-TV; and a variety of studies and other assistance for the Corporation for Public Broadcasting, New York University, RKO General, the Markle Foundation and Taft Broadcasting, among others. From 1971 through 1975 he also was director of the Aspen Broadcasters Conference, sponsored by the Aspen Institute for Humanistic Studies.



## Bigger picture

Members of the Association of Independent Television Stations meet in San Diego this week in what should be a sunny place and a sunnier mood. As described in detail elsewhere in this issue, independents as a whole—whether INTV members or not—are stronger and their prospects brighter than they've ever been.

The growing acceptance of independents by audiences and advertisers is traceable to many factors. Indispensable have been the long and strong missionary efforts of individual stations and groups, aggressive and imaginative programing and counterprograming, sales results that continue to convince more and more advertisers and also, to be sure, the strong television economy of 1976 and 1977.

The problems haven't all been solved by any means, but there is in sight a new prospect that could at once solve some and create others. This is the new tuner developed by Texas Instruments under contract to the FCC. If it works as some of its enthusiasts predict, it might eventually make way for enough new UHF stations to permit the formation of a fourth network composed entirely of what are now independents—both UHF and VHF—well beyond any present possibility.

If a fourth network is too ambitious a dream—and it should also be recognized that some independents say they would prefer to remain primarily independent—the tuner's supporters suggest that at the very least it holds the promise of giving UHF parity with VHF. To some VHF operators—independent or affiliated—that prospect may not be the best news of 1978. It will, however, sustain the hopes of UHF broadcasters now in business and may encourage applicants for facilities now unoccupied.

The one certain prospect is that the television broadcasting system is enlarging rather than contracting—a condition that will affect independents and affiliates, V's and U's, alike.

## Next round

The salary that Fred Silverman is to be paid as president of NBC has become a matter of national interest. Things are like that in the television business these days. The television picture may be smaller than life, but television as a phenomenon is often larger.

The prevailing question, of course, is whether RCA has overspent in acquiring Mr. Silverman. If Mr. Silverman can deliver a winning program schedule, he will be worth at least as much as he has been promised. If NBC continues to trail after he has had a chance to work his magic, well, another president will materialize, as he did.

Networking has always been hard on executives, even in the pre-television days of radio. The condition has been accentuated with the enormous increase in the volume of money flowing through the television system. Competition among networks is fiercer when a difference of a rating point can make a multimillion-dollar difference in revenue.

It was less than three years ago that Mr. Silverman left CBS to join ABC. In that time television network presidents and program chiefs have come and gone at CBS and NBC, and CBS has been reorganized. Meanwhile, all three have been engaged in accelerated program development. More programs are reaching production now on any given television network than were put before cameras by all three not so many years ago.

There is a question whether the profusion of production is leading to a decline in program quality. It could be argued that in the testing of so many shows, a hit must assert itself at once if it is to be a hit. Only a program chief with firm conviction of the worth

of a program and exceptional confidence in his job will exert the patience and care to nurture a slow starter into popular acceptance. There are those who doubt that an *All in the Family* would make it from scratch today.

Still, the system is self correcting, and the bet here is that overall there will be a decline in the quantity of production in the next few years and an accompanying search for lasting values. The competition will be no less fierce. It will be manifest in different ways.

Mr. Silverman has done his part in shaping present practices and will no doubt do more in his new and larger job. Meanwhile, those he has left at ABC he cannot count on to be idle, and his original company, CBS, has been given a new formation to throw into the fight. He'll earn his money.

## Ple in the sky

A new approach to trading with the adversary is proposed by the U.S. Board of International Broadcasting, which supervises Radio Free Europe and Radio Liberty.

The proposition, advanced by the BIB board chairman, John Gronouski, is to provide free rebuttal time to the Communists if they will quit jamming RFE and RL.

In our view, it won't work. What's proposed amounts to application of our fairness doctrine to international broadcasting. It's inconceivable that the Soviets would accept the judgment of a U.S. body as to issues appropriate for rebuttal on U.S. facilities.

The so-called Helsinki Accords outlaw the kind of jamming in which the Soviet Union and its satellites now indulge. The BIB plan may be worth the try for openers. But who is to referee disputes that will inevitably arise between American and Russian authorities?

The most plausible procedure, it seems to us, is for U.S. transmitters to transmit the truth—the Voice of America as well as RL/RFE. Then let the opposition answer as it sees fit on the basis of Helsinki's "free-flowing" information agreement. This would be more in keeping with the great debates formula than an attempt to adapt our fairness doctrine to international totalitarian rebuttal.



Drawn for BROADCASTING by Jack Schmidt

"That's some windscreen."

# The #2 Independent in America's Top 25 Markets Just Happens to be UHF!

## **KTXL-TV Sacramento/Stockton** **DOES IT AGAIN!**

| SHARE OF<br>AUDIENCE | STATION     | MARKET                | ADP RANK  |
|----------------------|-------------|-----------------------|-----------|
| 22                   | PORTV       | PORTLAND              | 24        |
| <b>19</b>            | <b>KTXL</b> | <b>SACRAMENTO</b>     | <b>23</b> |
| 17                   | WTCN        | MINNEAPOLIS/ST. PAUL  | 14        |
| 17                   | WTTG        | WASHINGTON D.C.       | 8         |
| 17                   | WTTA        | BALTIMORE             | 20        |
| 16                   | WGN         | CHICAGO               | 3         |
| 15                   | WABC        | NEW YORK              | 4         |
| 15                   | WUPA        | ATLANTA               | 16        |
| 14                   | WABC        | LOS ANGELES           | 2         |
| 14                   | WFAA        | DALLAS-FORT WORTH     | 17        |
| 14                   | WFLA        | TAMPA-ST. PETERSBURG  | 15        |
| 14                   | WISN        | MILWAUKEE             | 25        |
| 13                   | WTVN        | ST. LOUIS             | 18        |
| 13                   | WTVZ        | SEATTLE/TACOMA        | 19        |
| 12                   | WISN        | SAN FRANCISCO/OAKLAND | 21        |
| 12                   | WISN        | CINCINNATI            | 22        |
| 12                   | WISN        | DENVER                | 23        |
| 12                   | WISN        | WICHITA               | 24        |
| 12                   | WISN        | CLEVELAND             | 25        |
| 11                   | WISN        | DETROIT               | 26        |
| 11                   | WISN        | NEW YORK              | 27        |



**KTXL-TV40**

\*SOURCE:

Arbitron reports November 1977 sign on to sign off metro share of audience top 25 markets. Based on the number of households in ADI 1/1/78.

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**FRANK  
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**JERRY  
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