

**CBS holds out on the President
Getting serious about spectrum efficiency**

Broadcasting Feb 6

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

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

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Hogan's Heroes

Gomer Pyle

Petticoat Junction

I Love Lucy

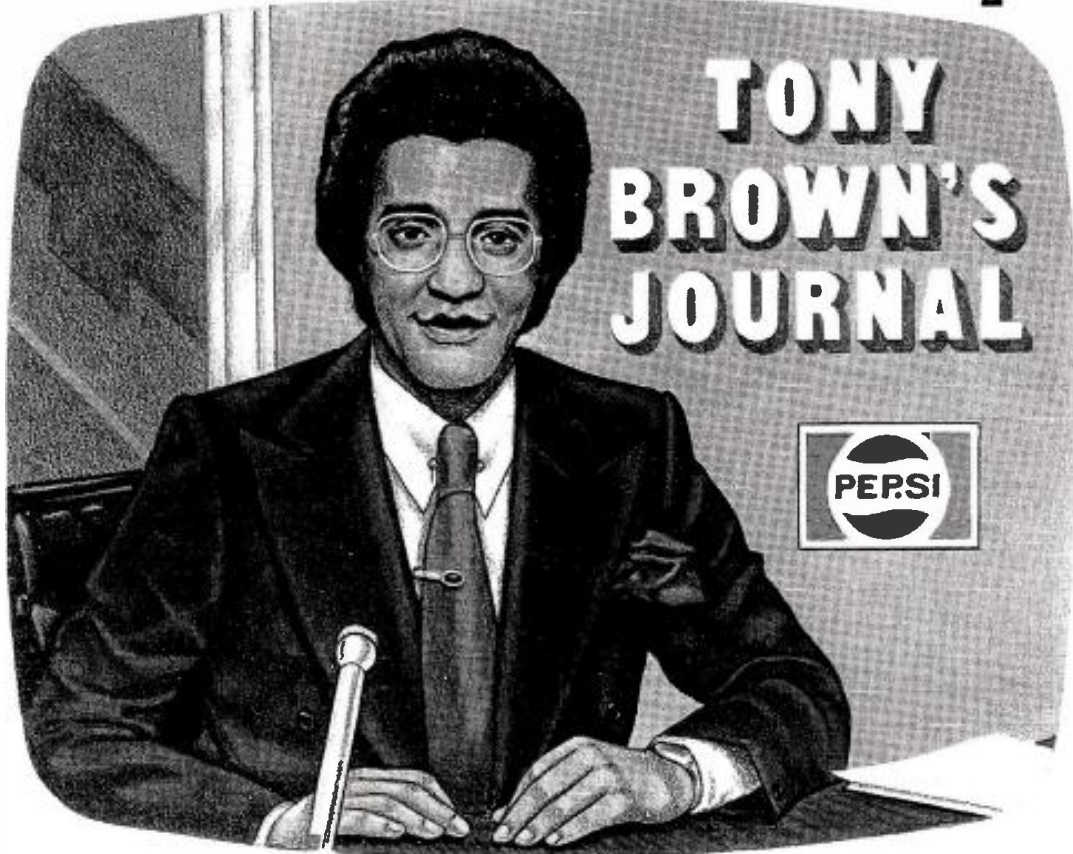
The Dick Van Dyke Show

The Honeymooners

The Phil Silvers Show

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13 new half hours of the #1 Black Public Affairs Program.

This is television at its best. Tony Brown, who built a solid reputation on his nationally acclaimed "Black Journal" on PBS, now brings black America into sharper focus on a new 30-minute series you will be proud to have on your station.

Offered on barter for Pepsi-Cola Company, "Tony Brown's Journal" is already cleared on such flagship stations as:

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WDSU
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Shouldn't your station be carrying "Tony Brown's Journal"? You can find out if your market is still available by calling David Sifford at Show Biz, Inc., Baker Building, P.O. Box 12594, Nashville, TN 37212. Telephone: (615) 327-2532.

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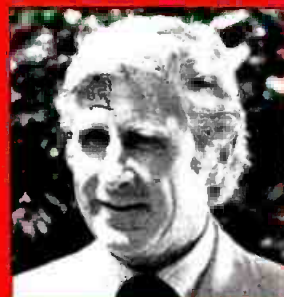
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Narrated by: Lloyd Bridges

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THE ATLANTA CONSTITUTION

As I See It



By **PAUL JONES**
Constitution TV Writer

Special Programs

TV station managers can no longer lament that the only programming available to them on Saturday mornings is the cartoons and the other rot they thrust upon the unsuspecting kiddies every weekend.

An innovative approach to family programming is now available to commercial television stations for almost nothing. It consists of a package of 17 series involving some 287 hours of programming which was created at a cost of more than \$34 million.

The package, which was touted at the current meeting of the National Association of Broadcasters here Thursday, consists of a wide spectrum of drama, comedy, animation and documentary. Most of it is informative, all of it is entertaining, and it is programming intended for the entire family — not just the kids.

... and an easy way to meet your programming needs for children and minorities! Call now, toll free (800) 421-0597 or in California (213) 463-7060.

Select one or all of the series for your station. The only cost is a distribution fee of \$15 to \$20 per show. Since all of the programs are government-funded, they must run on a sustaining basis.



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All Children

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TVAC operates under a contract from the U.S. Office of Education awarded to KWSU-TV, Washington State University, Pullman, Washington. These series have been funded under the Emergency School Aid Act through the U.S. Office of Education, Department of Health, Education and Welfare.

The Week in Brief

WHEELING AND DEALING □ Joe L. Allbritton further enhances his reputation as a slick trader and enlarges his bank account with the \$20 million sale of the *Washington Star* to Time Inc. It's unclear what happens now to the related trade of WJLA-TV for KOCO-TV. **PAGE 29.**

FUROR OVER THE FIRESIDE □ CBS-TV refuses to carry live President Carter's talk on the Panama Canal treaties. **PAGE 30.**

HERE IT COMES □ Although he didn't talk specifics, some in his AAF conference audience thought FTC



Chairman Michael Pertschuk was softening them up for the blow to come from the commission's proposals for regulating children's advertising. **PAGE 30.**

SILVERMAN'S SUCCESSOR □ Anthony Thomopoulos, right-hand man to ABC-TV President Fred Pierce, is picked as the new president of ABC Entertainment. **PAGE 31.**

DONE AND ALMOST DONE □ A House Rules subcommittee votes out the proposal for broadcast coverage of the House, and it calls for congressional control of the cameras as Speaker Tip O'Neill wants. **PAGE 31.**

ROOM FOR PLENTY MORE □ The FCC is presented with a study by its UHF task force which claims there is technological room for up to 10 times the present number of land mobile channels in that service's current spectrum space. If so, it means that UHF can breathe a lot easier. **PAGE 32.**

SPECIAL REPORT □ The Association of Independent Television Stations winds up a three-day convention in San Diego higher than when it began. **PAGE 34.** The program producer-independent station mutual admiration society discusses prospects for the future in a convention panel session. **PAGE 36.** Research services tell INTV members that things are looking up in that sector. **PAGE 36.** A business workshop is bullish on independent television, but there are a few bears in the

bushes. **PAGE 38.** Whether you win or lose in the ratings with news, INTV delegates are told, it's still good for the image. **PAGE 40.** One advertiser's love affair with independent TV. **PAGE 40.** Another panel session urges stations to get those satellite birds in hand. **PAGE 44.** FCC's Washburn says that all the technology in the world can't beat good local service; he also has his ideas about the Van Deerlin rewrite effort. **PAGE 44.** That congressman lays an egg in his own back yard as he tries to rally support for the project. **PAGE 46.**

GETTING INTO THE ACT □ The Carter administration announces its proposals for increasing minority participation in broadcast and cable ownership. Some are old, some are new, some are borrowed and some come from Henry Geller. **PAGE 47.**

ON THE UP AND UP □ Ted Bates's annual survey of media prices finds that the cost of television grew faster than the consumer price index in 1977, but so did the cost of newspaper advertising. **PAGE 52.**

STOP THE FIGHTING □ The second annual survey of television violence by the National Citizens Committee for Broadcasting notes that advertisers are dropping support of "murder and mayhem," and the networks, except CBS, are too. **PAGE 54.**

SWEPT AWAY □ ABC is sticking with its series during this month's sweep rating periods while the other two networks load up on specials and movies. **PAGE 58.**

TV FOR A PRICE □ Pay television gets a big boost in Los Angeles as American Subscription Television announces it will start up a pay-TV operation on ch. 22 there, the city's second such station. **PAGE 58.**

LEAR'S TEARS □ One of TV's biggest program producers laments that the ratings race is stifling creativity at the networks. **PAGE 59.**

NEWS FROM ABOVE □ The Christian Broadcasting Network, which has ordered 60 earth stations, announces a try at a nightly half-hour news program that will go out via satellite. CBN has hired a former *New York Times* editor to head the project. **PAGE 61.**

WARWICK'S WARWICK □ John Warwick, head of one of the country's largest agencies, Warwick, Welsh & Miller, thinks Americans spend too much time watching the world's largest advertising medium. **PAGE 81.**

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HOW A BUNCH OF BROADCASTERS WOUND UP IN THE COMPUTER BUSINESS.

In the summer of 1969, the Jefferson Pilot Broadcasting Corporation went out on a limb.

Instead of asking an established computer company to design a corporate general accounting system, they asked a number of us at Jefferson to do the job.

The venture was so successful, they decided to have us branch out by developing a distributive traffic service for the Jefferson Pilot stations. A service that would custom blend hardware and software to fit their exact needs at the time. As well as any future needs.

After all, who's in a better position to design a system for broadcasters than broadcasters?

Within two years, four Jefferson-Pilot properties, two radio and two TV, were flourishing from the program we designed.

The Post-Newsweek Corporation got wind of our escapades and became curious. They wanted to know which division of Jefferson-Pilot had developed this software.

Division? We didn't even have a name. But we got one quick. And before we knew it, seven Post-Newsweek stations were Jefferson Data clients.

Up until now we hadn't really told anybody about our product. But it was obviously time to start. We got in quite a few doors.

And we sold quite a few systems. Thirty-five in three years. But the startling fact was that forty percent of our clients had tried another computer service before switching to one of our custom blended systems.

So, if you're thinking about investing in a computer service, before you find yourself up a tree, talk to Bill Jennings, Jefferson Data Systems, Executive Plaza, 501 Archdale Drive, Charlotte, N.C. 28210, (704) 374-3631.

And wind up doing business
with a good bunch.

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EXPERIENCE YOU CAN DEPEND ON FROM BROADCASTERS YOU TRUST.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Pat hand

Biggest media question in Washington at end of last week was whether Joe Allbritton and Combined Communications Corp. will extend contract, which expires Feb. 28, for swap of his WJLA-TV Washington for CCC's KOCO-TV Oklahoma City plus \$55 million in CCC preferred stock. However it comes out, Allbritton watchers agree he can't lose, as indeed he has already profited from selling off pieces of Washington Star Communications Inc., including *Star* itself (see page 29).

If contract is renewed, Mr. Allbritton will continue to reap benefits from WJLA-TV—successful ABC-TV affiliate—while transfer is under court appeal. If ultimate decision goes against deal, it's assumed FCC would give him chance to divest himself of WJLA-TV by other means. Meanwhile he'd continue to take station profits and remain as publisher of *Star*, part of his agreement with buyer, Time Inc. If contract is allowed to lapse, scenario is shorter, but best guess is FCC would grant extension if he reached present divestment deadline of January 1979 without finding new WJLA-TV buyer.

In a little grass shack?

Naming of Anthony Thomopoulos as successor to Fred Silverman as president of ABC Entertainment, "effective immediately" (story page 31), led to quick speculation that this might free Mr. Silverman to take up new duties as NBC president before his ABC contract expires June 8. But ABC sources say not so. And sources at RCA, NBC's parent, agree. "It's very apparent to us that his contractual obligations with ABC won't expire before June 8," said one high RCA executive, "so we'll have no contact with him until then."

Mr. Silverman was reported meanwhile to be on vacation in Hawaii and planning to spend February there.

Venturer wanted

Radio Advertising Bureau has decided not to go ahead now with plan to set up industry-owned organization to purchase audience measurements conducted to its specifications (BROADCASTING, Nov. 7, 1977). Instead, feeling "climate" is right for private enterprise to get into act, it will encourage independent companies to use method it developed and tested last fall. System is called TRAC-7 (for Telephone Radio Audience Cumulation, with "7" representing measurement seven days a

week) and it would provide programing index, conventional ratings and sales-development tools such as intermedia comparisons and data on retail shopping habits.

RAB isn't saying what company or companies might be inclined to take up TRAC-7, or whether it's had any feelers. There are reports, however, that Audits & Surveys Inc., which has done extensive research in both broadcast and print media, might be interested. It was A&S that conducted feasibility study on TRAC-7 last fall.

Las Vegas no gamble

With 8,000 hotel rooms already committed for National Association of Broadcasters convention in Las Vegas April 9-12, association executives are now predicting gross attendance of 14,000 to 16,000, breaking all records. Additional accommodations, NAB says, must be booked through Las Vegas convention bureau catch-as-catch can. Previous record was 12,939 at last year's convention in Washington.

On market

ABC has quietly let it be known it's open to offers to buy its KXYZ(AM) Houston. Officials say if they sell they'll look for 50 kw replacement in bigger market but have no specific one in mind. They have no plan to dispose of KAUM(FM) Houston, companion to 5 kw KXYZ.

Price tag on KXYZ wasn't disclosed but is believed to be in \$3-million range. ABC acquired both AM and FM outlets in 1968 from Lester Kamin and associates for 20,000 shares of ABC stock, then worth about \$1.2 million, plus assumption of obligations not to exceed \$1.5 million (BROADCASTING, Feb. 5, 1968).

Subsidy study

Frank Washington, legal assistant to FCC Chairman Charles Ferris, is compiling information these days with eye toward devising plan for reimbursement of citizen groups' expenses in actions before FCC. Nothing's on paper yet, said FCC official, and Mr. Washington has set no timetable for completing his review. Official said Mr. Washington is moving as "expeditiously as possible" on proposal but has "90 balls in the air" and does not know when final report will be written.

Never say die

U.S. television stations along Canadian border are looking for new ways to fight Canadian deletion of U.S. commercials on U.S. signals carried on Canadian cable

systems and Canadian government's disallowance of tax deduction for Canadian advertising placed on U.S. stations. Wometco group, which owns KVOS-TV Bellingham, Wash. (Vancouver, B.C.), has retained Sheldon Cohen, Washington tax lawyer who was commissioner of internal revenue under President Johnson.

Evincing new interest in problem are members of staff of Robert S. Strauss, international trade negotiator for President Carter. High-level meeting is to be held soon in Washington.

Emissaries

While border stations themselves hope for legal action against Canadian restraints (see above), National Association of Broadcasters will try to enlist help of counterpart Canadian Association of Broadcasters. Boards of both associations are to hold joint meetings in Toronto next June. Preliminary agenda is to be discussed with CAB executive committee in Montreal Feb. 20 by delegation from NAB: Chairman Donald Thurston, President Vincent Wasilewski, television board Vice Chairman Thomas Bolger.

Leverage?

Ogilvy & Mather, New York, is reported to be giving presentation to key-market television stations and national reps on "flexible television planning." It's asking stations to give agency reading on spot TV rates on long-range basis (six months or more) so that comparison may be made with network TV costs and possibly lead to increased spot expenditures. Some reps have reservations, saying agency is asking for "long-cycle" plan for "short-cycle" marketplace.

Change of command

Top echelon of Radio Free Europe/Radio Liberty, which are beefing up their transmission to USSR and Eastern Europe to break through illegal jamming, is expected to undergo change by mid-1978. Alex Buchan, chief executive officer headquartered in Munich, is in frail health and is expected to request retirement. Sig Mickelson, headquartered in Washington, wants to retire this year. He relinquished top spot last year, declining in invitation to move to new Munich headquarters.

Search for successors now is under way by Board for International Broadcasting, headed by John A. Gronouski. John S. Hayes, former president of Post-Newsweek stations, and, during Johnson years, ambassador to Switzerland, is chairman of RFE/RL.

Business Briefly

TV only

City Loan & Savings □ Subsidiary of Commercial Credit Co. starts 25-week TV buy beginning late this month for consumer loans. W.B. Doner, Baltimore, will schedule spots in eight Ohio markets during prime, fringe and prime access time. Target: adults, 18-49.

Shoprite Supermarkets □ Supermarket chain starts four-month TV flight late this month. Keyes, Martin & Co., Springfield, N.J., is buying spots in three markets during all day parts. Target: women, 25-49.

Knouse Foods □ Lucky Leaf apple products and pie fillings get 13-week TV buy beginning next week. Walter G. O'Connor, Hershey, Pa., is placing spots in 10 markets during day, fringe and prime time. Target: total women.

Sunfield Foods □ Homemade bread mix gets 12-week TV buy starting next week. Haworth Group, Edina, Minn., is

Rep appointments

- Kvi(AM) Seattle: Major Market Radio, New York.
- WKKI(FM) Celina, Ohio: Regional Reps Corp., Cleveland.

scheduling spots in three markets during day and fringe time. Target: total women.

Getty Refining & Marketing Co. □ Skelly service stations get 13-week TV campaign starting in May. Brewer Advertising, Kansas City, Mo., will buy spots in 10 markets during prime and news time. Target: men, 25-54.

Ragu Foods □ Packaged food division of Chesebrough-Pond's will focus on its Adolph's chili in 10-week TV flight starting this week. Waring & LaRosa, New York, will seek spots in six markets during day and prime time. Target: total women.

General Mills □ Consumer foods group

highlights its Bisquick biscuit mix in six-week TV push beginning this week. Needham, Harper & Steers, Chicago, is handling spots in 24 markets during fringe time. Target: total women.

Andrew Jergens Co. □ Division of American Brands focuses on its Gentle Touch soap in five-week TV campaign starting next week. Cunningham & Walsh, New York, will buy spots in 26 markets during day, prime and fringe time. Target: total women.

K-Tel International □ *Star Power* record album gets five-week TV promotion starting this week. Commonwealth Advertising, Minnetonka, Minn., is placing spots in 105 markets during day and early fringe time. Target: adults, 18-34, and teen-agers.

Charles F. Cate & Sons. □ Aunt Jane's pickles will get four-week TV push beginning in late February. Bradham-Hamilton Advertising, Charleston, S.C., will schedule spots in Chicago and Indianapolis during children's time. Target: total children and adults.

Gino's □ Restaurant chain launches four-week TV campaign in late March. Weightman Advertising, Philadelphia, will select spots in five markets during day, prime and late fringe time. Target: men and women, 18-34.

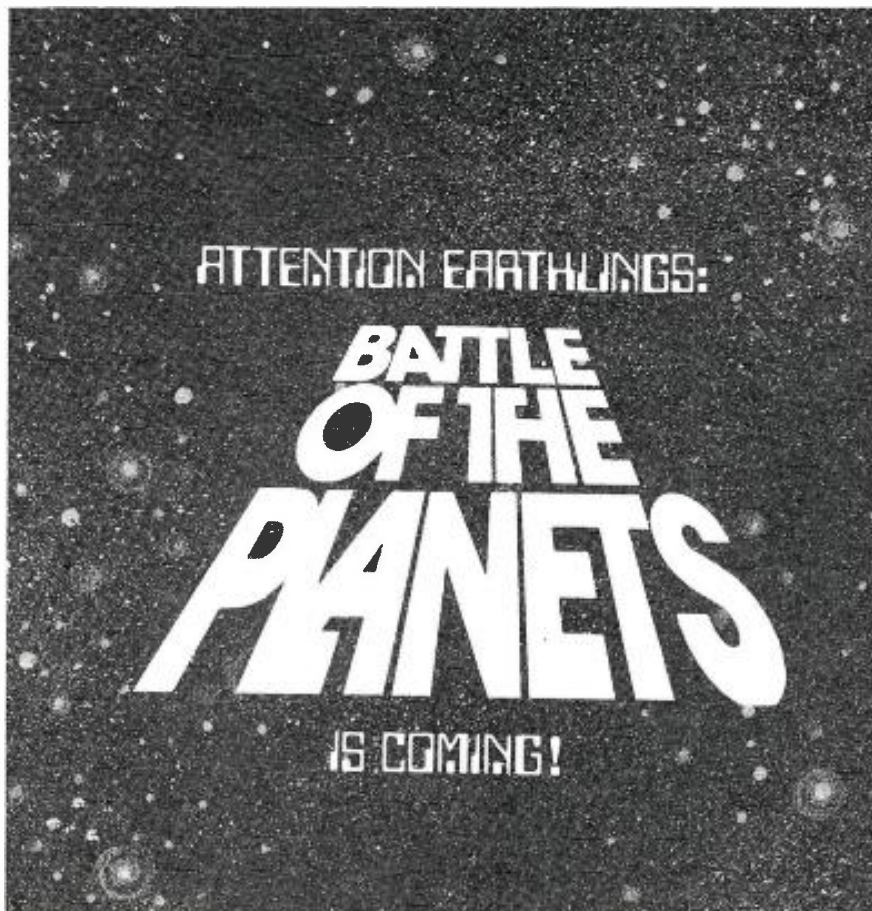
Sedgefield Sportswear □ Division of Blue Bell Inc. will feature its men's sportswear in four-week TV promotion beginning in early April. Mathieu, Gerfen & Bresner, New York, will buy spots in 10 markets during fringe and sports time. Target: men, 18-34.

Pennzoll Co. □ Four-week TV push for its Gumout product will start in mid-March. Eisaman, Johns & Laws, New York, will place spots in 27 markets during fringe and news time. Target: total men.

Wm. Underwood □ Meat spreads will get four-week TV flight starting in late March. Kenyon & Eckhardt, Boston, will seek spots in 50 markets during fringe and prime time. Target: women, 25-49.

Continental Trailways □ Subsidiary of Holiday Inns features its bus service in four-week TV flight starting this week. Ogilvy & Mather, Houston, is placing spots in about 30 markets during late news and late fringe time. Target: total men.

Pet Inc. □ Grocery group features its Sego diet bar in four-week TV push beginning late this month. Haworth Group, Edina, Minn., will place spots in 20



OVERWHELMING



More Women 18-34 and 18-49 in its time period
than the two competing networks combined.

MORE THAN EVER YOU NEED "HAPPY DAYS"



NTI 1977-78 Season
Subject to Survey Qualifications
Available Fall 1979

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

GAF Corp. □ Wall tiles will be featured in three-week TV buy starting this week. Daniel & Charles, New York, will pick spots in selected test markets during day and fringe time. Target: total women.

Color Tile □ Decorating store chain starts three-week TV promotion late this month. Mart Advertising, Fort Worth, will seek spots during day and late fringe time in 38 markets. Target: women, 25-49.

Firestone □ Tire and rubber manufacturer starts two-week TV buy in March. Sweeney & James, Cleveland, is placing spots in 20 markets during late fringe and prime time. Target: total men.

Playtex □ Division of Esmark starts one-week TV push for its control-top pantyhose late this month. Ted Bates, New York, is selecting spots in 29 markets during fringe time. Target: total women.

Pocket Books □ Division of Simon & Schuster features paperback, "Purity's Ecstasy," in two-week TV buy beginning in early March. DKG, New York, will place spots in eight markets during day and late news time. Target: total women.

Texaco □ Oil company sponsors *Bob Hope Comedy Special from Palm Springs*

BAR reports television-network sales as of Jan. 8

ABC \$29,195,600 (32.9%) □ CBS \$29,626,700 (33.4%) □ NBC \$29,930,300 (33.7%)

Day parts	Total minutes week ended Jan. 8	Total dollars week ended Jan. 8	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	132	\$ 824,000	132	\$ 824,000	\$ 697,200	+18.2
Monday-Friday 10 a.m.-6 p.m.	1,006	20,903,400	1,006	20,903,400	13,286,600	+57.3
Saturday-Sunday Sign-on-6 p.m.	321	7,883,200	392	12,127,700	21,501,000	+56.4
Monday-Saturday 6 p.m.-7:30 p.m.	105	5,339,200	105	5,339,200	5,164,500	+3.4
Sunday 6 p.m.-7:30 p.m.	20	1,002,800	40	3,007,300	3,358,400	-10.5
Monday-Sunday 7:30 p.m.-11 p.m.	405	34,279,300	477	41,375,100	39,486,800	+4.8
Monday-Sunday 11 p.m.-Sign-off	221	4,676,800	234	5,175,900	4,364,900	+18.6
Total	2,210	\$74,908,700	2,386	\$88,752,600	\$87,859,400	+1.0

Source: Broadcast Advertisers Reports

through Benton & Bowles on NBC-TV, Monday, Feb. 13 (8-9 p.m. NYT). Show will feature Phyllis Diller, Telly Savalas, Raquel Welch and Andy Williams from Riviera hotel in Palm Springs.

Prudential Insurance Co. □ Insurance group sponsors Mary Tyler Moore's *How to Survive the 70's and Maybe Even Bump into Happiness* special on CBS-TV, Feb. 22 (10-11 p.m. NYT), through Ted Bates & Co. Musical comedy special will feature Harvey Korman among other guests. Other major sponsor is Vick Chemical, on behalf of Oil of Olay, through Benton & Bowles.

and San Francisco. Target: women, 18-49.

Westwood Pharmaceuticals □ Subsidiary of Bristol-Myers starts four-week radio push for its Fostex soap late this month. Foote, Cone & Belding, New York, is seeking spots in about 25 markets including Baltimore, Detroit, Houston and Seattle. Target: teen-agers.

Pa. Lottery □ Pennsylvania lottery starts four-week radio promotion this week. Lewis & Gilman, Philadelphia, is handling spots in 14 markets. Target: adults, 18 and over.

Dubuque Packing Co. □ Processed meats manufacturer will start four-week radio campaign in early March. Hoffman York Baker & Johnson, Milwaukee, will buy spots in Los Angeles and San Francisco. Target: women, 18-49.

Qantas Airlines □ Australian airline starts three-week radio buy this week. Cunningham & Walsh, San Francisco, is buying spots in about 10 markets including Chicago, Houston and Los Angeles. Target: men, 35-64.

Julius Wile Sons & Co. □ Wine and liquor group starts three-week radio drive for its Dry Sack sherry in early March. Ted Bates, New York, is scheduling spots in 13 markets including Boston, Houston and San Francisco. Target: men, 25-49.

Anheuser Busch □ Brewery focuses on its Bavarian beer in two-week TV push beginning next week. Needham, Harper & Steers, Chicago, is placing spots in 40-50 markets during fringe and prime time. Target: men, 18-34.

Dell Books □ Publishing group features its paperback, *Snowman*, in one-week radio push beginning next week. BBDO, New York, is placing spots in 15 markets including Detroit and Los Angeles. Target: adults, 18 and over.

THE NINTH NATIONAL ABE LINCOLN AWARDS

TO DISTINGUISHED BROADCASTERS
PRESENTS THE
VINCENT T. WASILEWSKI AWARD

FOR OUTSTANDING IMPROVEMENT IN
BROADCASTING AND THE RELATED ARTS
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An Active Broadcaster 1932-1969
WIS and WIS-TV, Columbia, South Carolina
WSFA-TV, Montgomery, Alabama
WTPL-TV, Toledo, Ohio
WDSU-TV, New Orleans, Louisiana

For forty years Mr. Shafto has developed, for Cosmos Broadcasting Corporation, stations which exemplify the highest standards in distinguished public service and top quality in both engineering and creative programming. These radio and television stations stand as monuments to his dream realized, that a visionary broadcaster can shape not only his present community but affect the course of future events. We honor his life with this award.

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of the SOUTHERN BAPTIST CONVENTION
FORT WORTH, TEXAS 76150

Radio only

Delta Air Lines □ Company starts 26-week radio push in early April. Burke Dowling Adams, Atlanta, is placing spots in approximately 12 markets including Detroit, New York and St. Louis. Target: men, 25-49.

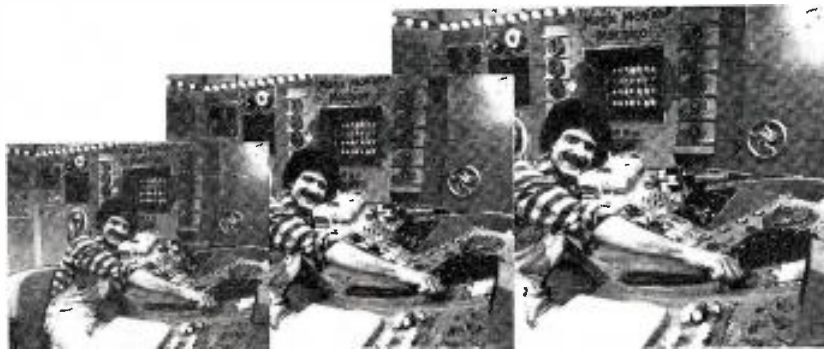
Schieffelin & Co. □ Blue Nun wine will be focus of 17-week radio campaign that will begin in early March. Della Femina, Travisano & Partners, New York, will seek spots in about 35 markets including Atlanta, Chicago and Houston. Target: adults, 18-49.

ITT Continental Baking Co. □ Wonder Wheat bread gets eight-week radio campaign starting next week. Ted Bates, New York, is scheduling spots in five markets including Milwaukee and Indianapolis. Target: women, 18-49.

Lawry's Foods □ Food and restaurant chain starts four-to-eight-week radio flight in early March. Dailey & Associates, Los Angeles, is buying spots in 10 markets including Las Vegas, Phoenix

Look at MARLO

The National PTA TV Action Center
looked at
"Marlo"
and said that the series
"represents the finest of children's programming...
we hope local broadcasters will carry
'Marlo' on their stations so that all children
can view the program."



and Look at MARLO grow!

Last spring "Marlo and the Magic Movie Machine" made its debut as a weekly attraction on the five CBS Owned television stations which created and developed the series with the Corporation for Entertainment & Learning, Inc.

Now "Marlo" is playing in more than 70 markets covering over 70 percent of the U.S. population. The rapidly expanding lineup includes the five CBS Owned stations, the Post-Newsweek stations and owned stations of ABC, NBC, Group W, General Electric, Hearst, Gaylord, Taft, Outlet, Gateway and many others.

And "Marlo" has already been renewed by the CBS Owned stations and the Post-Newsweek stations for 52 weeks beginning in April.

Why is "Marlo" growing so fast? Basically, because people like what they see.

The 6 to 12 year olds, for whom it is designed, are thoroughly entertained and enlightened. So are the adults who look in. Here's informative programming with an

impressive rating success story.

The critics are delighted, calling it "a children's program with a difference," "unusually good children's series," "superb and fascinating...has to be seen to be appreciated," "one of the best children's series."

And the educators and parents are lavish with praise. The National PTA's TV Action Center called the series "outstanding" and concluded that "the show is informative as well as entertaining, and represents the finest of children's programming." Since the program's inception, a distinguished panel of educators and child psychologists has been deeply involved in the program planning process.

So if "Marlo" is missing from your market, contact Group W Productions, 90 Park Avenue, New York, N.Y. 10016, (212)983-5088 and take a look.

You'll want "Marlo" to work his magic on your audiences, too.



"Marlo and the Magic Movie Machine" is a production of the Corporation for Entertainment & Learning, Inc.
It is produced in association with Post-Newsweek Stations, Inc., at WFSB-TV, Hartford.





ENRICHING CHILDREN'S PROGRAMMING... AND THERE'S NO END IN SIGHT ON ABC

ABC has made a serious commitment to quality programming for children which has been recognized not only by industry leaders, but also by critics and groups of concerned citizens from coast to coast.

Perhaps nowhere has this commitment been more evident than with the spectacularly successful ABC AFTERSCHOOL SPECIALS. For the past six years this extraordinary series has captured countless awards. But more importantly, they have captured the minds and hearts of children and their parents with a broad range of drama and comedy which never fails to be compelling and succeeds in teaching without preaching.

Millions were moved by HEWITT'S JUST DIFFERENT, the tender story of a rather remarkable young boy who just happens to be retarded. And FRANCESCA, BABY, the compelling drama about a child with an alcoholic parent. A glimpse of life inside the White House intrigued young viewers with the airing of P.J. AND THE PRESIDENT'S SON.

Always striving to be relevant, entertaining and never frivolous, ABC After-school Specials have not shied away from difficult subject matter. The Chicago Film Festival's highest award for programming of any kind went to VERY GOOD FRIENDS, the touching story of an 11-year-old girl coming to terms with the death of her sister. The Emmy-winning MY MOM'S

HAVING A BABY was the highest rated children's dramatic program of all time. It was also shown in prime time for the benefit of an even larger audience.

And of course, exciting, brand-new specials will be appearing throughout the year. For example, coming up soon, MICHEL'S MIXED-UP MUSICAL BIRD. Here is a fanciful story of music appreciation featuring the talented composer Michel LeGrand and his delightful animated bird who knows exactly what he likes and doesn't like.

This season ABC initiated another very important development in children's programming—ABC WEEKEND SPECIALS. These include Short Story Specials and Children's Novels for Television and are shown every Saturday morning. The Betsy Byars classic, WINGED COLT, TROUBLE RIVER, O. Henry's THE RANSOM OF RED CHIEF, and many others appeared this season to the delight of children, parents and critics alike. And many more new Weekend Specials are on the way.

For years ABC has recognized that quality children's programming must inform as well as entertain. Since 1973 ABC's Emmy Award-winning SCHOOLHOUSE ROCK has done just that. Every weekend these short, cleverly produced animated films set to contemporary music, delight young viewers with their instructive stories about multiplication,

grammar and history. And premiering next month, an exciting new addition, SCIENCE ROCK.

Continuing this year are the ABC NUTRITION COMMERCIALS. These imaginative thirty-second messages deliver a valuable story about the importance of a balanced diet.

Still another example of enriching television can be seen in the Peabody Award-winning ANIMALS ANIMALS ANIMALS hosted by Hal Linden. This very popular series is produced by ABC News, as is the ABC MINUTE MAGAZINE—a prime time news-update tailored especially for children and aired early each Sunday evening.

Of course, a substantial amount of children's entertainment will continue to be seen during prime time. Later this season the whole family will want to see ROLL OF THUNDER, HEAR MY CRY. This three-hour drama is based on the 1977 Newbery Award-winning novel by Mildred Taylor. It tells the inspiring story of a Southern black family during the Great Depression.

Whether it's afternoon, prime time, Saturday or Sunday morning, ABC is committed to quality television for young people. And no matter who you are, no matter what you are, no matter where you live or what you do... you'll find enriching children's programming on ABC all year long.

ABC TELEVISION NETWORK 

Monday Memo[®]

A broadcast advertising commentary from E.B. Brogan, national advertising manager, Toyota U.S.A. Inc., Torrance, Calif.

Made in Japan, sold on American television

At Toyota, the decision to get into television was made very easily. Years ago, our top management asked our then advertising agency for a recommendation as to the most powerful medium for Toyota advertising. Television was the answer, and we've been there ever since. What more exciting way to persuade Americans, in the home of the American automobile, to buy what seemed in those days to be strange little cars made in Japan?

Toyota has been lucky as a marketer. That's because Toyota is a product of the television age. We didn't have the heavy conventional media attachments of some domestic automotive manufacturers. Although the American automotive business is huge, the successful marketing of Toyota products requires a market-by-market approach.

Spot television in particular has been most important to us because of our unusual market pattern. To better understand this, picture a map of the country. Our strongest markets are along the West, Gulf and East Coasts, roughly in shape of a "U." To reach this market concentration, spot television, supported by network television, has been the answer.

When Toyota was first getting started, the company established dealer associations—known as the TDA's—for the purpose of group advertising. We have 12 marketing regions and TDA's were set up by region to concentrate our advertising effectiveness. Because of our marketing pattern, Toyota didn't spend one cent for network television advertising until 1970. I set out to change this when I joined Toyota that year.

Our advertising is targeted primarily at an audience of men, 18-34, with some college education. Our basic medium is television, with emphasis on sports programming because it reaches our target audience most efficiently, and delivers a lot of other buying prospects too—some women, men 35-plus, and teen-agers, just to name a few.

Our advertising allocation policy really points up the reasons for our emphasis on spot television. We have always tried to allocate our advertising in a manner beneficial to our distributors and dealers. Unfortunately, advertising can never be allocated in a way that will leave all distributors and dealers 100% satisfied. And if media people think that the life of an advertising manager is simple, clear cut and a bowl of cherries, they're wrong.

Our current advertising allocation policy gives us the flexibility to capitalize on various marketing opportunities. At Toyota,



E. B. (Barney) Brogan, national advertising and public relations manager for Toyota Motor Sales U.S.A. Inc., directs the creation and implementation of the company's advertising and public relations programs. He also is coordinator with the company's advertising agency, Dancer-Fitzgerald-Sample. Before joining Toyota in late 1970, Mr. Brogan served nearly 20 years on the advertising staff of American Motors Corp., including three years as the company's director of advertising.

we have three main categories of advertising expenditures. First, there's a fund for advertising—in a combination of national and local advertising—in each of our 12 sales territories in proportion to the anticipated sales volume from that territory. The second category is a fund for the support of top Toyota sales markets and other high potential markets. And the third category is a fund for activities directed at special market targets such as youth, auto enthusiasts and the military.

The majority of our media budget goes into the first fund. It's applied in relation to the anticipated sales weight of the 12 distributor regions in the U.S. What this means is that each of the regions receives from this fund advertising made up of national media—network television and magazines—and local media—spot television, newspapers, radio and outdoor. The region's share of advertising from this fund correlates directly to the sales being generated in that area.

Our three-fund advertising policy enables us to conduct a smart, aggressive ad-

vertising program, yet at the same time it takes into account the needs of individual dealers and distributors.

In selecting our top markets for special emphasis, we look at our sales, competition and media costs, to name a few factors. For 1976, we chose nine markets out of the 22 ADI's that represented 1% or more of our sales. In those markets, we predetermined the level of advertising we thought we needed relative to Toyota's progress and our competition. This was our approach to a "task method" of determining advertising weight. We needed this weight because the import car market is highly concentrated geographically. Take Los Angeles, for example. It represents about 10% of Toyota sales, yet contains only 5% of the households in the U.S.

So you see, Toyota uses spot television to generate increased local advertising visibility in markets of special importance to us. Consider the import truck market. One out of every seven imported trucks sold in the entire U.S. is sold in the Los Angeles ADI. Through increased use of spot television, we are able to put special advertising emphasis behind our trucks in the major import truck markets.

For 1977, we moved into 10 more major car markets. And just recently we increased our special emphasis into a total of 22 major markets.

Television provides us, by far, the most powerful medium for Toyota's message. By taking advantage of the efficiencies inherent in network television, Toyota is able to promote its products nationally with a base effort. Without heavy use of spot television, however, we would not be able to realize our key advertising objectives of spending in accordance with sales. Through our highly flexible use of spot television, we are able to vary weight by market, based on how successful each market is for Toyota.

While basic strategy calls for us to spend where sales are, the use of spot television also allows us the luxury of heavying up where necessary due to promotions, competitive problems, timely marketing opportunities and any other reasons that may call for additional support.

Toyota is sold on television. And television is helping sell Toyotas. In 1976, we were 23d in spot television expenditures, and 49th in total advertising spending. In our major markets, we run our combined television advertising with intensity that few advertisers apply. We don't release expenditure figures, but Broadcast Advertisers Reports says that in 1976 we spent over \$28 million in television, and \$18.5 million was in spot TV. For 1978, more than 60% of our television budget will again be spent on spot television.

**There's a word for people
who change channels
to hear Bert Lance's
Commentaries on
WXIA-TV Atlanta.**

Intelligent.



The man who's won the hearts of Atlantans has joined
the newscast that's won the Emmy for best news.



You can get top studio quality with this portable production camera- and that's video freedom.

Video freedom is our TKP-46.

Now, our portable production camera is even better. We've improved the stability in the TKP-45, even added the TK-46 studio-control room CCU for greater production flexibility. That's why it's now our TKP-46. It has a huge assortment of mounts, controls, lenses and accessories that complement its basic quality, automatic features and sensitivity. It's a multi-camera system in one unit.

For flexibility to pay off on location, your camera has to have studio quality deep down under.

The TKP-46 has that quality, with big camera features in a production-designed portable camera.

Among them are standouts like shock-mounted optics for stability even in rough-and-tumble situations. High performance input amps with full level video outputs. Lots of automatics: white balance, black balance, iris control, pulse advance and voltage regulation. There's a scene contrast compression. Built-in contour enhancer with coring and comb filter. And more. No wonder it's a teleproduction favorite.

You start with a quality camera, and you end up with a quality multi-camera system.

Have we got a system for you!

The TKP-46 and its accessories let you build exactly the electronic field production camera you need.

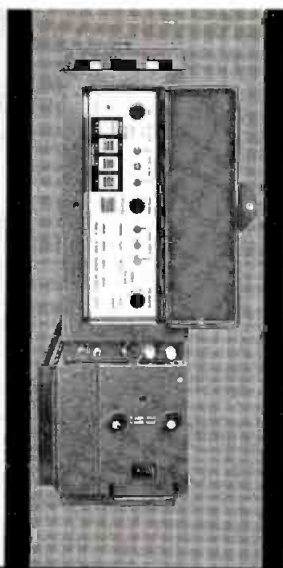
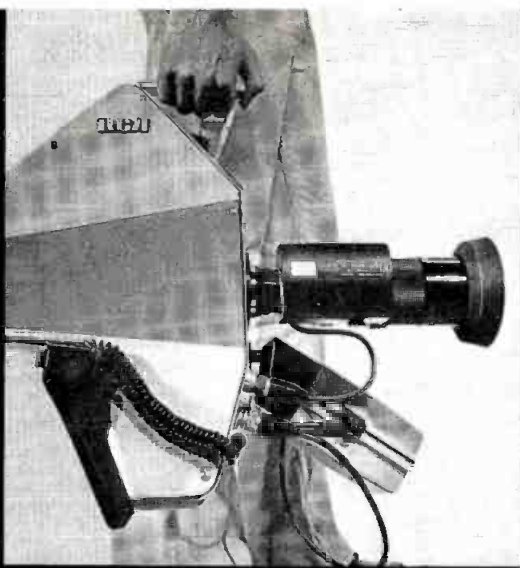
Let's start with portability. There's no backpack with the TKP-46 so it can go almost anywhere with ease. Since the TKP-46 is a system, not just a camera, there are two CCUs available. For studio or OB van work we use the studio-control room TK-46 CCU, which will work with up to 1500 ft. of mini-weight camera cable. For portable power, you can plug into our compact AC or battery operated Minipack CCU which has a built in sync generator with color genlock.

The system concept goes on: two tiltable, interchangeable viewfinders, 3" and 7". A host of tripods, shoulder mounts and studio bases. Three zoom lenses. A fixed lens adapter, to let you get effects from fisheye to multiple-image. And a Minimax adapter that accepts full-size lenses, to turn your TKP-46 into a studio camera.

The new video freedom is the TKP-46, our other quality cameras, and a huge array of broadcast equipment.

Considering an ENG camera? Looking into a mobile van? Thinking about a new transmitter? Investigating a VTR? Turn to RCA, and get the new video freedom in every item you need for superior broadcasting. See your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

The RCA logo, consisting of the letters "RCA" in a bold, stylized, sans-serif font.



Minipack control unit.

Studio camera conversion using Minimax adaptor.



TKP-46. Part of the new video freedom.

■ indicates new or revised listing

This week

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. Zimpfer, division of continuing education, University of Florida, 2012 West University Avenue, Gainesville 32603.

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

Feb. 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. 9**—*Television Bureau of Advertising* regional meeting. Hyatt Chatham Center, Pittsburgh.

■ **Feb. 10**—All day seminar by *Political Campaign and Election Law Committee of the Federal Bar Association*. National Lawyers Club, 1815 H Street, N.W., Washington.

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

Also in February

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* an-

nual 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**—*Television Bureau of Advertising* regional meeting. Hyatt Regency, Atlanta.

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

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 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. 08098; (609) 769-1313.

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. 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**—*Television Bureau of Advertising* regional seminar. New York Hilton, New York.

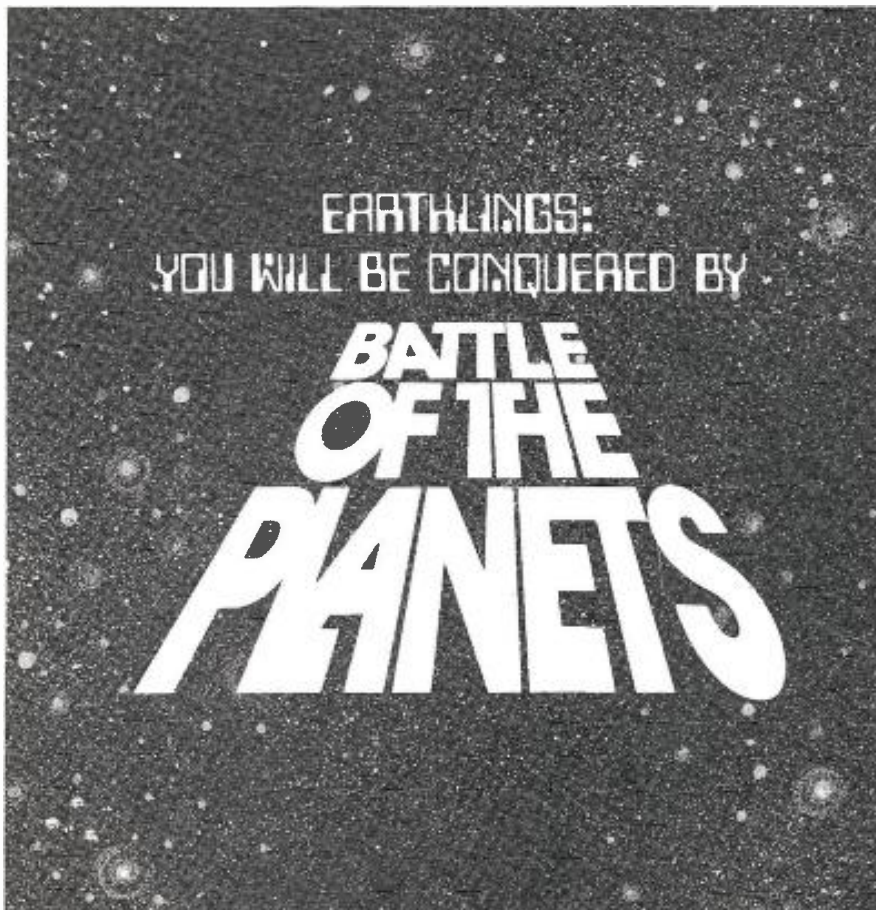
Feb. 21-23—*National Association of Evangelicals* 36th annual convention. Radisson South hotel, Minneapolis.

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. Car-





THE FINEST COPS MONEY CAN BUY.

Available for September, 1980.


Columbia Pictures Television

rousel 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**—Seventh annual "Take a Broadcaster to Lunch" benefit of *Radio-Television Council of Greater Cleveland*. Jessica Savitch, NBC Washington correspondent, will be speaker. Cleveland Plaza hotel, Cleveland.

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**—*National Association of Broadcasters* seminar on effect of new cable provision of copyright law. NAB headquarters, Washington.

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 business. UCLA, Los Angeles.

■ **Feb. 24-25**—*Oklahoma Broadcasters Association* winter meeting. Skirvin Plaza hotel, Oklahoma City.

Feb. 28-28—*CBS Radio Affiliates Board* meeting. Cerromar, 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).

■ **Feb. 28**—Special meeting of the engineering committee of the *Association of Maximum Service Telecasters*. AMST headquarters, 1735 DeSales Street, N.W., Washington.

March

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

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

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

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

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

■ **March 2**—*Television Bureau of Advertising* regional seminar. Hyatt Embarcadero, San Francisco.

■ **March 3**—*Television Bureau of Advertising* regional seminar. Olympic hotel, Seattle.

Major meetings

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

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

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 hotel, 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.

■ **Nov. 13-15**—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

■ **Nov. 15-18**—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

■ **March 4**—Meeting of *Region 14 of Radio Television News Directors Association*. Georgia State, Atlanta.

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 CCA 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 Broadcast, Cable and Consumer Electronics Society of IEEE*. Holiday inn West, St. Louis. Contact: Judith Baer, (202) 659-2131.

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. Maryland Inn Annapolis, Md. Contact: Ted Landphair, WMAL(AM) Washington.

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

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

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

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

■ **March 14**—*Television Bureau of Advertising* regional seminar. Hyatt O'Hare, Chicago.

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 17-18**—*Society of Professional Journalists, Sigma Delta Chi*, region 3 conference. Mobile, Ala.

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

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

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.

■ **March 31**—*FCC's* new date for replies in its FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

■ **March 31-April 1**—*Society of Professional Journalists, Sigma Delta Chi*, region 4 conference. Cascade Holiday Inn, Akron, Ohio.

■ **March 31-April 1**—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. New Orleans.

April

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 7-8**—*Society of Professional Journalists, Sigma Delta Chi*, region 6 conference. Minneapolis-St. Paul.

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

■ **April 7-9**—*Society of Professional Journalists, Sigma Delta Chi*, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

■ **April 8**—Meeting of the board of directors of the *Association of Maximum Service Telecasters*. MGM Grand hotel, Las Vegas.

■ **April 9**—*Association of Maximum Service*

Telecasters 22d annual membership meeting. Las Vegas 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 10-11**—*New York State Cable Television Association's* spring meeting. Quality inn, Albany.

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 13-14**—Second annual *Texas Association of Broadcasters* Southwest broadcast conference and clinic. Texas Tech University, Lubbock, Tex.

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

■ **April 15**—Meeting of *region 14 of Radio Television News Directors Association*. University of South Florida, Tampa.

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 Singleton, 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 21-22**—*Society of Professional Journalists, Sigma Delta Chi*, region 1 conference. Hotel Hershey, Hershey, Pa.

■ **April 21-22**—*Society of Professional Journalists, Sigma Delta Chi*, region 8 conference. Holiday Inn West, Oklahoma City.

■ **April 21-22**—*Society of Professional Journalists, Sigma Delta Chi*, region 9 conference. Park City, Utah.

■ **April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 10 conference. Davenport hotel, Spokane, Wash.

■ **April 21-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

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

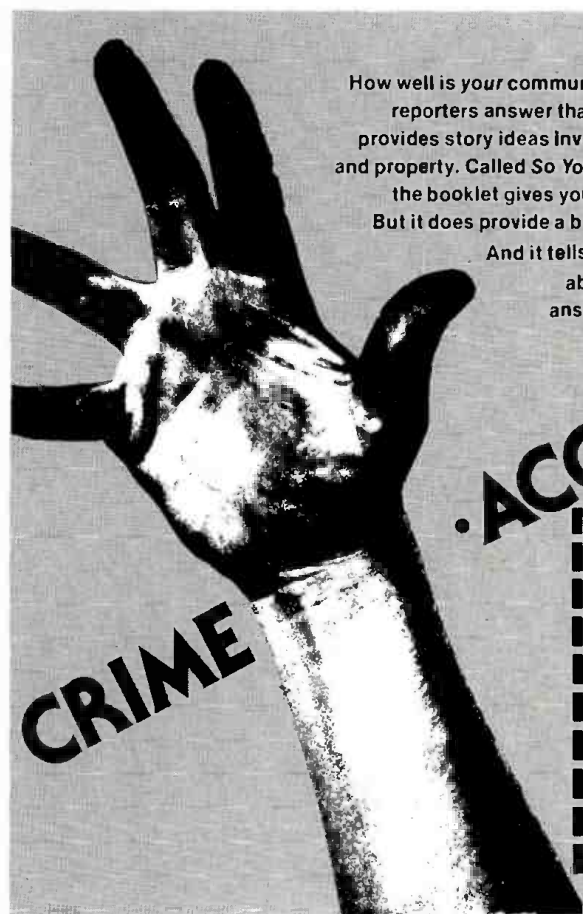
April 22—Regional workshop by *Radio Television News Directors Association and Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

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, campus, U. of Florida, Gainesville.

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

■ **April 28-29**—*Society of Professional Journalists, Sigma Delta Chi*, regions 5 and 7 joint conference, in conjunction with SDX Distinguished Service Awards ceremonies. Bel Air hotel, St. Louis.



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Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

Advertising legislation. Pending in Congress in conference committee is House energy bill that has provision prohibiting electric and natural gas utilities from passing on to consumers costs of institutional, promotional and political ads. There is no such provision in Senate version of energy legislation, and National Association of Broadcasters, which is lobbying against such restriction, is hopeful House will bow to Senate on that point in reconciling differing bills.

Agency for Consumer Protection. Legislation that would create agency to represent consumers before government agencies, which has barely clung to life in Congress for several years, faces do-or-die situation in House, where it is scheduled for vote this week. That version does not contain provision preventing proposed agency from intervening in FCC license renewal proceedings; Senate version does.

All-channel radio. House Small Business subcommittee last year held inquiry into allegations that auto manufacturers are overpricing FM radio sets (BROADCASTING, Sept. 26, 1977), but those charges were not substantially supported in Booz-Allen research sponsored by National Association of Broadcasters and Corporation for Public Broadcasting (BROADCASTING, Dec. 19, 1977). Subcommittee Chairman John Breckenridge (D-Ky.) says he intends to reopen matter this year. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), one-time sponsor of all-channel legislation, says he intends to treat issue in rewrite of Communications Act. There also is bill pending in House by Joseph Addabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

AM stereo. National AM Stereophonic Radio Committee (NAMSRC), in comments filed last month with FCC regarding proposed systems for AM stereo broadcasting, concluded that systems it tested—Magnavox, Motorola and Belar Corp.—all worked and differences among them were "consequence of proponents' system-design philosophy." NAMSRC—made up of representatives of National Association of Broadcasters, National Association of Radio Broadcasters, Electronic Industries Association, Institute of Electrical and Electronics Engineers—and other broadcast groups, public, equipment manufacturers and auto makers were overwhelmingly in favor of idea in general (BROADCASTING, Jan. 9).

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them.

ABC and CBS, however, are fighting on; Justice has asked court to consolidate cases and proposed agenda that calls for trial beginning next Oct. 16 (BROADCASTING, Nov. 28, 1977).

AT&T rates. FCC late last year rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Existing tariff has been designated for hearing, after which commission could proscribe rates. FCC's rejection of occasional use tariff, however, is seen by some as legally risky (BROADCASTING, Dec. 5, 1977).

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects to permit AT&T at AM directional and TV stations next spring.

Bell bill. So-called "Bell bill," named after its chief supporter, AT&T, which would limit competition in business communications field, was reintroduced in both houses of Congress last year. It does not have serious chance of passing in its present form, but idea is considered very much alive, especially in context of House Communications Subcommittee's rewrite of Communications Act. Telephone companies argue that rates of home telephone users might have to go up if "cream skimming" by specialized common carriers in private-lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters and cable operators use, argue that bill is anticonsumer and will confer unparallelled monopoly on AT&T. Association of Independent Television Stations is among those that have gone on record against it (BROADCASTING, April 18, 1977). At end of year special telephone industry task force floated revised proposal which opponents, such as National Cable Television Association, say is as bad as first from their point of view.

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments deadline has been postponed from Jan. 2 to March 15. On Capitol Hill, meanwhile, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced his panel will begin work this year "on major legislation designed to give cable legislative mandate."

Cable rebuild/refranchising. FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year March 31, 1977, deadline for

refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by number of citizen groups. Commission also has decided to retain 3%-5% limit on franchise fees, but deleted six other franchise provisions (BROADCASTING, Aug. 7, 1976). Comments have been filed in the ongoing refranchising inquiry (BROADCASTING, March 7, 1977).

Children's advertising. FTC Chairman Michael Pertschuk has said commission has "ample legal authority" to deal with "commercial exploitation" of children (BROADCASTING, Nov. 14, 1977) and commission staff is preparing proposals for regulation of such advertising in response to petition by Action for Children's Television. Commission has been conducting ongoing investigation into question and has met with representatives of breakfast cereal producers (BROADCASTING, Nov. 28, 1977) and toy makers (BROADCASTING, Dec. 19, 1977).

Carter use of broadcasting. President held 21 televised press conferences last year, close to promise he made to hold them twice monthly. He has held two more already this year. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one last week on Panama Canal to year-end interview with representatives of four national TV networks.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Commercial practices at noncommercial stations. FCC has started inquiry that will examine whether public stations are stepping too far into realm of commerce. Last round of comments in this proceeding was filed last summer (BROADCASTING, July 25, 1977).

Communications Act rewrite. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) hopes to have draft legislation ready by Easter recess at end of March. There would then be five to six weeks of hearings on the draft, followed by mark-up. How long it will take to get bill through subcommittee, full Commerce Committee and House—if it can be moved at all—is anybody's guess. So



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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**—Seventh annual "Take a Broadcaster to Lunch" benefit of *Radio-Television Council of Greater Cleveland*. Jessica Savitch, NBC Washington correspondent, will be speaker. Cleveland Plaza hotel, Cleveland.

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**—*National Association of Broadcasters* seminar on effect of new cable provision of copyright law. NAB headquarters, Washington.

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 business. UCLA, Los Angeles.

■ **Feb. 24-25**—*Oklahoma Broadcasters Association* winter meeting. Skirvin Plaza hotel, Oklahoma City.

Feb. 26-28—*CBS Radio Affiliates Board* meeting. Cerromar, 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).

■ **Feb. 28**—Special meeting of the engineering committee of the *Association of Maximum Service Telecasters*. AMST headquarters, 1735 DeSales Street, N.W., Washington.

March

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

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

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

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

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

■ **March 2**—*Television Bureau of Advertising* regional seminar. Hyatt Embarcadero, San Francisco.

■ **March 3**—*Television Bureau of Advertising* regional seminar. Olympic hotel, Seattle.

Major meetings

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

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

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 hotel, 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.

■ **Nov. 13-15**—*Television Bureau of Advertising* annual meeting. Continental Plaza hotel, Chicago.

■ **Nov. 15-18**—National convention of *Society of Professional Journalists, Sigma Delta Chi*. Hyatt House, Birmingham, Ala.

■ **March 4**—Meeting of *Region 14 of Radio Television News Directors Association*. Georgia State, Atlanta.

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 Broadcast, Cable and Consumer Electronics Society of IEEE*. Holiday Inn West, St. Louis. Contact: Judith Baer, (202) 659-2131.

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. Maryland Inn Annapolis, Md. Contact: Ted Landphair, WMAL(AM) Washington.

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

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

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

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

■ **March 14**—*Television Bureau of Advertising* regional seminar. Hyatt O'Hare, Chicago.

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 17-18**—*Society of Professional Journalists, Sigma Delta Chi*, region 3 conference. Mobile, Ala.

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

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

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

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is what Van Deerlin rewrite will say. Most recent indication was contained in speech congressman gave in December (BROADCASTING, Dec. 5, 1977). In new act, he said, there must be: (1) promotion of diversity of broadcast service, including "a healthy mixture of locally and nationally originated materials, and the encouragement of innovation ..."; (2) incentives for more efficient use of spectrum, including possibly fee for spectrum use; (3) removal of all barriers to introduction of new communications technologies; (4) assurance that diverse viewpoints will have access to media, and (5) recognition that different technologies can perform similar functions or can be combined to provide useful services.

Crossownership (newspaper-broadcast). Supreme Court heard oral arguments Jan. 16 on question of whether FCC should permit common ownership of broadcast stations and newspapers in same market (BROADCASTING, Jan. 23). It is possible, however, that crossownership case will finally be resolved not by Supreme Court but by Congress. Legislation (H.R. 5577) has been introduced by Representative Samuel Devine (R-Ohio) to prohibit FCC from considering newspaper crossownership in broadcast license proceedings and bar divestiture of crossowned media. And, to some extent, events are overtaking courts and Congress. Actions threatening existence of crossowned media have been followed by quickening trend to dissolve crossowned media holdings. Last year, eight transfers or assignments of licenses involving crossowned stations were announced (BROADCASTING, Dec. 12, 1977).

Crossownership (television broadcast-cable television). FCC has amended its rules to require divestiture for CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. FCC has rejected petitions for reconsideration of new rule (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). Court is holding Citizens' petition for summary judgment pending Supreme Court's disposition of petition for review in broadcast-newspaper crossownership case (BROADCASTING, April 25, 1977). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

Drug advertising. Federal Trade Commission completed several weeks of Washington hearings (BROADCASTING, March 7, 14, 1977) on proposed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by Food and Drug Administration. Proposal, which may not come up for FTC decision for more than year, is backed by FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters. In Congress, Senator Ernest Hollings (D-S.C.) has announced that his Communications Subcommittee will undertake inquiry into broadcast advertising, with emphasis on the effects of advertising OTC drugs and

sugared products to children (BROADCASTING, June 20, 1977).

EEO. One rulemaking proposal left over from administration of former FCC Chairman Richard E. Wiley which commission under Charles D. Ferris will resolve involves equal employment opportunity rules for cable television systems. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appeared to cast doubt on commission's authority to impose EEO rules on cable systems. Or so FCC general counsel's office under Chairman Wiley had felt. Whether new general counsel will feel the same, after reviewing comments that have been filed in proceeding, remains to be seen. In broadcast EEO area, comments are due March 24 on proposal to amend form 395, commission's annual employment reporting form, to reflect more accurately job positions in industry.

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (BROADCASTING, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

FCC fees. Commission has embarked on effort to determine how much of \$163 million in fees it received between 1970 and 1976 was collected illegally and to make necessary refunds. It is also undertaking task of developing another fee schedule to replace schedules overturned by courts. Under plan presented to commission by staff last month (BROADCASTING, Jan. 16), agency would begin making refunds in July. Broadcasters' share of fees paid to FCC is estimated at \$47.5 million. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, seeking order for refund of fees.

FM quadrasonic. National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June to study merits of various quadrasonic techniques. Comments were filed late last year (BROADCASTING, Dec. 19, 1977).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This was contrary to several recent appeals court decisions and expectation is that Supreme Court will ultimately decide the issue. Several

citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

Indecency. Supreme Court has agreed to review appeals court decision that overturned FCC declaratory ruling that broadcast of George Carlin "seven dirty words" comedy routine by WBAI(FM) New York was indecent (BROADCASTING, Jan. 16). At same time, commission, which brought appeal in WBAI case, has asked U.S. Court of Appeals in Washington to remand case involving agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25, 1977).

License renewal legislation. Bills to lengthen broadcast license terms and make licensees more secure against challenges have been relegated to back burner in Congress, which came close to passing measure in 1974. Senate Communications Subcommittee continues to exhibit little interest in subject, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed lengthening radio licenses to as much as 10 years in his subcommittee's rewrite of Communications Act (BROADCASTING, Oct. 17, 1977). But House subcommittee will not take time away from rewrite to give separate consideration to bills such as that of subcommittee ranking Republican Lou Frey (Fla.), which would lengthen radio and TV license terms to five years, exempt radio licensees from community ascertainment requirements, and cut down on license renewal-related paperwork (BROADCASTING, Feb. 28, 1977). Among renewal bills pending in Senate is measure by Commerce Committee ranking Republican James Pearson (Kan.) to lengthen license term to five years and require FCC to renew license if station's programming is responsive to the community and if operation of the licensee's station in previous term has been without "serious deficiencies."

Minority ownership. Carter administration last week announced wide-ranging push to increase participation of minorities in broadcast and cable ownership (see page 47). FCC already has begun inquiry into possibility of rule that would require 45 days' advance public notification of planned station sale. Proposal is held out as means of fostering increased minority participation in broadcast ownership. Comments in proceeding were filed in fall (BROADCASTING, Nov. 7, 1977). National Association of Broadcasters, meanwhile, advanced its own proposal by filing petition with commission for declaratory ruling that would provide for tax certificates to licensees that sell stations to minorities or minority controlled enterprises (BROADCASTING, Sept. 5, 1977). And Small Business Administration, under prodding from former FCC Chairman Richard E. Wiley, is moving toward change in its policy to allow loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Comments were filed late last year with SBA (BROADCASTING, Dec. 19, 1977). In that regard, Representative (and broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow SBA to exceed its \$500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977).

Network exclusivity on cable. FCC order substituting 35- and 55-mile zones for signal contours as basis of protecting television stations has been affirmed by U.S. Court of Appeals in Washington (BROADCASTING, April 14, 1977). Appeals have been filed by CBS, NBC and ABC television affiliates associations, National Association of Broadcasters and number of individual broadcasters. Commission has denied petitions for reconsideration of order. Commission has also begun inquiry to determine purpose, desirability and effect of exclusivity rules in light of adoption of copyright law including limited cable liability (BROADCASTING, Nov. 8, 1976).

Network inquiry. FCC's network inquiry remains off track, where it was left last summer when Senator Ernest Hollings, chairman of Communications Subcommittee and of appropriations subcommittee, blocked transfer of FCC funds necessary to finance project. He wanted inquiry conducted by new Democratic chairman of commission. That chairman, Charles Ferris, is now in place, but process of selecting staff is still ongoing. Inquiry is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Season-to-date prime time ratings for three commercial networks (Sept. 5, 1977-Jan. 29): ABC 20.7, CBS 18.5, NBC 18.1

Operator licensing. Comments were filed last month in FCC rulemaking looking to dropping requirement for tests for what are now third-class radio operator licenses (BROADCASTING, Jan. 9). Rulemaking proposal also calls for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retitling of licenses and for new class of license for operation of television transmitters.

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce \$9 million in revenues monthly. There are two over-air pay TV stations currently telecasting: WTVG-TV Newark, N.J., and WBSG-TV Corona, Calif.

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings into allegations of payola in Washington (BROADCASTING, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tarnapol and three other Brunswick Record executives won reversal of federal convictions on multicount payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

Performers' royalties. Proposal to create new performers' royalties that broadcasters and other users of recorded music would have

to pay record performers and manufacturers, which has been kicked around in Congress for more than 30 years, is dormant, but could revive at end of February when register of copyrights is due to deliver report to Congress on matter. Copyright revision, which passed into law in 1976, deferred action on performers' royalties pending study by Register of Copyrights Barbara Ringer, who has stated her support for principle in past. Among materials solicited by her for study was report by consultant firm that concluded performers' royalties would not hurt radio stations as much as broadcasters claim (BROADCASTING, Nov. 14, 1977).

Pole attachment legislation. Legislation concerning regulation of cable pole attach-

ments was on way toward passage in Congress last week. House's and Senate's approaches differed significantly, but it appeared Senate's would prevail, probably without need to go to conference committee. Senate bill would establish zone of reasonableness for cable pole attachment rates, but to be applied in areas where there is not state regulation. House's standard would have pre-empted state regulation. Senate bill, unlike House's also has provision authorizing FCC to fine cable television systems for rule violations.

Television in Congress. Following House vote last year to open chamber to live daily broadcast coverage, subcommittee of Rules Committee last week voted to recommend that

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new system, including signal distribution to broadcast stations, be set up and operated by House rather than by network pool. Recommendation is expected to clear full Rules Committee this week. Final decision in matter is up to House Speaker Thomas P. O'Neill Jr. (D-Mass.), who supports House-controlled system, but he says he will put question to vote of entire House. Recommended system would be available to TV and radio following experimental period, length of which was left undecided. Meantime, Senate leadership scrapped plans for broadcasting debate on Panama Canal treaties, saying time is too short to work out logistics of coverage (BROADCASTING, Jan. 30).

TV violence and sex. Issue was hot in 1977, but may now have run out of steam. Pressure was applied on networks by advertisers, citizen groups, viewers, Congress and National Association of Broadcasters, all protesting or reacting to protests that amount of hard action and sex being beamed into living rooms had reached intolerable levels. At present, Congress shows no signs of moving beyond hearings it held on subject last year, and citizen groups that had threatened boycotts and license-renewal fights are monitoring programming.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum (BROADCASTING, March 14, 1977), expected early this year. Task force last week reported to commission that land-mobile pressure for UHF spectrum space can be eased technologically

(see "Top of the Week"). And, National UHF Broadcasters Association will hold first membership meeting Feb. 17-18 in Atlanta. Comments have been filed in FCC rulemaking looking to reduce permissible noise levels in UHF receivers (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Dec. 12, 1977).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977).

WARC. Starting this month, U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as homestretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued five notices of inquiry in connection with its responsibility to help prepare U.S. position. (U.S. position is being prepared by commission and Office of Telecommunications Policy.) Named to head U.S. delegation is former FCC commissioner, Glen Robinson (BROADCASTING, Jan. 23).

Open Mike[®]

Make that 101

EDITOR: Conspicuous by its absence in the Association of Independent Television Stations list of 100 independent TV stations in the Jan. 30 issue is WZTV Nashville. —*Ian N. Wheeler, general manager.*

EDITOR: Your extensive special report on independents [Jan. 30] is to be commended for thoroughness. I only wish that one station among the 100 listed had been correctly identified with its newest call letters: WBTV-TV Newark, N.J., should be WTVG Channel 69, Newark/Channel 60 New York. —*Ken Taishoff, vice president and general manager, WTVG Newark, N.J.*

(The Newark station has a translator on channel 60.)

The WBAI case

I must oppose your editorial stand as concerns the Supreme Court's decision to rule on "seven dirty words." Even though it has created a dilemma, it also provides an opportunity for broadcasters to stand up

and be counted on a clear-cut issue... that can reaffirm for the American people wherein the broadcasting industry's "integrity" lies.

Freedom of expression and freedom from government interference is indeed precious, but on the other hand smut is not defensible. Dirty words come from dirty little minds that prey upon victims without provocation. Those who associate themselves with it can only be classified as sick. I am one broadcaster who cannot go forward holding my nose, as you suggest. *Bill Merrell, sales manager, KVMA(AM) Magnolia, Ark.*

Over the years

Although retired, I maintain an interest in the broadcasting industry as a member of the board of directors of The Evening News Association (WWJ-AM-FM-TV Detroit, others).

I appreciated and enjoyed the comprehensive article on the Association of Maximum Service Telecasters in the Jan. 16 issue of BROADCASTING. —*Edwin K. Wheeler, Tucson, Ariz.*

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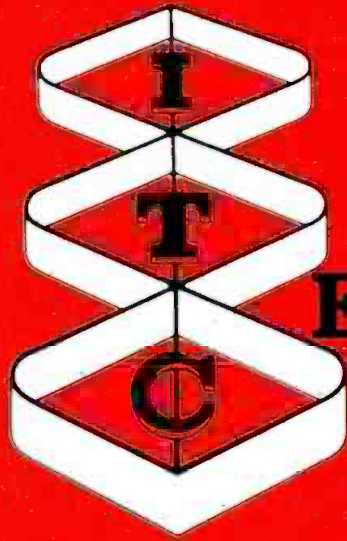


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Top of the Week

Wheeling and dealing in Washington

Allbritton sells 'Star' to Time Inc. for \$20 million, raising questions about fate of WJLA-KOCO swap

Joe L. Allbritton, who emerged from Texas a few years ago to establish himself as a force in American media with his purchase of Washington Star Communications Inc., last week added to his reputation as a financial sleight-of-hand artist. He sold the *Washington Star* to Time Inc. for \$20 million, plus some obligations, including an \$8 million mortgage on the *Star* building, in a transaction both parties said was designed to strengthen *The Star*. The survival of the troubled *Star* had figured importantly in FCC approval, only three weeks earlier, of Mr. Allbritton's exchange of the co-owned WJLA-TV Washington for Combined Communications Corp.'s KOCO-TV Oklahoma City plus \$55 million in CCC preferred stock (BROADCASTING, Jan. 16). Not only is Mr. Allbritton to receive \$20 million from Time; he is also to remain as the *Star*'s publisher and chief executive officer, for at least five years.

The *Star* sale, announced jointly in the paper's first edition last Friday by Mr. Allbritton and James R. Shepley, president of Time Inc., came three days after four citizen groups attacked the FCC's approval of the WJLA-TV transfer in the U.S. Court of Appeals in Washington and asked the FCC to stay its order until action by the court.

A stay by the commission or by the court would prevent closing by the contract deadline of Feb. 28.

What effect that would have on the WJLA-TV deal—which if consummated would set a record for station prices—was unclear last week.

Karl Eller, president of CCC, said Mr. Allbritton had telephoned him last Thursday night in Phoenix, site of CCC's headquarters, to inform him of the sale of the *Star*. Mr. Eller said Mr. Allbritton assured him the sale would be "proceeding forward" and that both he and Mr. Allbritton concluded the conversation with the feeling they had "no intention but to close the deal."

However, in discussing the requested stay, Mr. Eller said there had been no conversations as to what would happen after Feb. 28. Mr. Allbritton, who was asked the same question at a news conference on Friday, declined to answer on the advice of his attorney, Berl Bernhard.

Mr. Allbritton is disposing of WJLA-TV to comply with an FCC order to break up his multimedia holdings in Washington, in accordance with commission rules. And the commission's staff said Mr. Allbritton's retention of the preferred stock in CCC would not violate those rules.

But some commissioners were not so sure. Commissioner Abbott Washburn, in a concurring statement, said the structure of the sale at least appears to violate the ban on co-located, co-owned broadcast and newspaper properties. But he said his concern on that score was offset by the "extraordinary public interest considerations," since the transaction "will permit the continued generation of cash flow to the *Washington Star* and thus help preserve media diversity in the nation's capital." Washington's only other major

lion, Mr. Allbritton has already realized an \$8,160,000 profit (not accounting for the more than \$30 million he said he put into the newspaper's operating funds).

If the Combined Communications deal goes through, Mr. Allbritton will add another \$55 million in CCC stock and KOCO-TV Oklahoma City to his capital gains. As things stand now, however, the Allbritton media holdings include: WJLA-TV; WSET-TV (formerly WLVA-TV) Lynchburg, Va.; WCIV-TV Charleston, S. C., and several other newspapers.

Mr. Shepley and Mr. Allbritton in their statement expressed a determination to preserve the *Star*, Washington's only other newspaper is the *Post*, which, as it happens, is commonly owned with the other major newsweekly, *Newsweek*.

Mr. Allbritton told a news conference he decided to sell the newspaper because it needed "more than I can give." Time would not be "just another investor" but would provide publishing expertise and editorial resources. "It has journalistic strengths the newspaper needs," he said.

Mr. Allbritton said his appointment as



Making news again. This was the scene at *Washington Star* headquarters Friday afternoon (Feb. 3) as Joseph L. Allbritton explained his latest media maneuver in that city: a plan to sell the *Star* to Time Inc. for \$20 million. Backing him up (far left): attorney Berl Bernhard of Verner, Lipfert, Bernhard & McPherson.

newspaper is the *Post*.

Selling the *Star* probably does not put Mr. Allbritton outside the reach of the crossownership rules. Commission lawyers as well as private attorneys say that if he were to remain as publisher of the newspaper and sought to retain ownership of WJLA-TV, a serious question about a violation of the rule would be raised.

Mr. Allbritton acquired WSCI in December 1975 for \$28.5 million. Early last year he received FCC approval of the sale of WMAL-AM-FM to ABC Inc. for \$16 million, and in September 1977 the commission approved the sale of WLVA(AM) Lynchburg, Va., for \$660,000. Thus, with the sale of the *Star* to Time for \$20 mil-

lion, as an employee of Time Inc., in effect—was at Time's urging. He said it was "a condition precedent" to the sale.

There was some ambiguity about how long negotiations were under way and who initiated them. Mr. Allbritton said "serious negotiations" were begun "about a week ago" at Time's request.

Donald Wilson, Time's executive vice president-corporate and public affairs, said Mr. Shepley remembers that Mr. Allbritton first brought the matter up casually in a conversation between the two men about a year ago. The matter was pursued intermittently in the interim, until "the thing all jelled in the last seven or eight days," he said.



Carter gets stood up by CBS-TV

Network delays 9 p.m. talk on Panama Canal until 11:30, citing news judgment; other two go live; it's not an unprecedented action

CBS-TV refused to clear time at 9 p.m. last Wednesday (Feb. 1) for President Carter's fireside chat on the Panama Canal treaties. Instead, it delayed broadcast of the speech until 11:30 p.m., which left ABC-TV and NBC-TV and the President up against "See How She Runs," a made-for-TV film starring Joanne Woodward.

She didn't run as well as might have been thought. The movie scored 23.3 rating and 35 share against the President at 9-9:30 in the national overnights.

Cynics noted that last Wednesday was the first day of Arbitron's February sweep period (Nielsen's began on Thursday). But CBS News President Richard Salant bristled at suggestions that the decision not to go with the President at 9 was made for business as well as journalistic reasons. "Insulting and outrageous," he said.

At the White House, media aide Barry Jagoda stressed the administration's "respect" for CBS's rights and termed the whole affair "not a big deal." Nevertheless, he said it was ironic that the network found the talk important enough to carry at 11:30, but not at 9. Mr. Salant had an answer for that: "I think we made a mistake," he said. After seeing the President's presentation, he didn't think the speech, in its entirety, was worth carrying at all. The Public Broadcasting Service apparently agreed with that assessment and didn't carry the talk live or delayed.

Not all CBS affiliates, however, agreed with the network's decision. At least the three Post-Newsweek stations that are aligned with CBS carried it live. The group's WTOP-TV Washington, where the President is obviously big news, plugged into the network pool and carried the speech live, interrupting a locally popular basketball game (University of Maryland vs. University of Virginia) in doing so. The station's vice president and general manager, James Lynagh, said that "when

a leader of the country says he wants to communicate with the country, we are part of that process." P-N's two other CBS-affiliated TV's, WJXT-TV Jacksonville, Fla., and WFSB-TV Hartford, Conn., picked up President Carter from other local stations.

The last time any of the commercial networks turned down a White House request for live coverage was in 1975, when it happened twice in one week. On Monday, Oct. 6, CBS and NBC refused clearance for President Ford's prime time talk on economic affairs while ABC carried the speech; on Thursday, Oct. 9, the situation reversed when ABC opted out of covering an 8 p.m. presidential press conference and CBS and NBC carried it. In the first instance, the networks cited equal time problems; in the second, ABC doubted the newsworthiness of the occasion (BROADCASTING, Oct. 13, 1975).

FTC restraints on children's ads about to surface

The Federal Trade Commission lifted the curtain a bit on its proposed children's advertising regulation last week as its long-awaited staff report on the issue was delivered to the commissioners. Chairman Michael Pertschuk shied away from specifics about the report, but he and an FTC staffer who worked on the report made public appearances before advertisers and hinted strongly that there is much to come from the commission on the issue in the near future.

Last Thursday, the day the FTC staff delivered to the chairman a several-hundred-page children's advertising proposal, Mr. Pertschuk addressed an American Advertising Federation public affairs conference in Washington. Although the chairman said he would not use the occasion to unveil the children's advertising proposals, there was considerable specula-

tion among some members of the audience that Mr. Pertschuk was, at least in part, preparing the way for the release of the recommendations this month.

Speaking of the "painful bite" of the FTC under his leadership, Mr. Pertschuk said the "new teeth" of the FTC included: "substantial civil penalties and consumer redress, preliminary injunctions, corrective advertising, all in pursuit of the agency's commitment to undo the damage done and to deter others from the temptation to overreach."

Then, reiterating a point he has made throughout much of the time the commission has been involved in the children's advertising question, Mr. Pertschuk said, "We must transcend the lawyer's ingrained preoccupation with the printed word and enter into the total environment of advertising." He said that "a skillful ad designer can make even the most odious disclaimer pale, dissipate its impact or so distract the viewer with sound or image that it disappears entirely."

"An FTC which is reaching beyond literal truth, seeking to understand the total impact of advertising on its audience can be a headache," he said. A commission "obsessed with the literal truth of advertising messages can be a nuisance, but is hardly threatening." He said he felt it was the FTC's duty to require advertisers to "remedy a deceptive ad campaign."

Although Mr. Pertschuk offered considerable praise for some children's advertisers—specifically the Quaker Oats Co., which has supported the idea of a commission inquiry into the matter—he lamented that others have refused to address the "central moral and ethical concern" of the investigation. "At what age does a child in our society become a fit object of commercialization?" he asked. Saying that the FTC under his chairmanship was concerned with the question of unfairness in advertising, Mr. Pertschuk said, "We are looking to the fundamental guideposts of our law for social norms to infuse the standard of fairness in its applicability to children."

Wallace S. Snyder, assistant director for advertising practices at the commission, told the audience of 200 that the staff's report on the issue, a draft of which was delivered to the commissioners that morning, "fully discusses" the unfairness question in advertising. He said the staff report "should be made public" within the next two weeks and the commission was expected to take it under consideration by the end of this month.

He described the staff's document as "several hundred" pages long with a summary of 30 to 40 pages. In it, he said, the staff argued that "government regulation as to the fairness of children's ads is necessary, just as it is with adults." He suggested, too, that the staff apply a three-point "unfairness" test to children's advertising: whether it has a potential for "substantial injury," whether it "counters or offends some public policy" and whether "questions of morality" are raised.

Tony Thomopoulos, right-hand man to Fred Pierce, named to succeed Fred Silverman

Former head of ABC Entertainment now goes into limbo awaiting his departure to NBC; replacement worked his way up in programing

Anthony D. Thomopoulos, who as chief lieutenant to ABC-TV President Fred Pierce has gained a reputation as a well-rounded television executive, has been chosen successor to Fred Silverman as head of ABC Entertainment.

Mr. Thomopoulos, 39, is to assume his responsibilities immediately, according to ABC's Feb. 1 announcement, confirming that Mr. Silverman will not be further involved in ABC programing. Mr. Thomopoulos and Mr. Pierce were in Los Angeles last week for a series of strategy meetings with most of the other major executives in the programing department.

All other titles at ABC Entertainment remain as they were under Mr. Silverman, with the exception of the promotion of Bridget Potter, director of program development, East Coast, to vice president, prime time program development, East Coast.

The appointment of Mr. Pierce's right-hand man was seen by some knowledgeable observers as an indication that Mr. Pierce would himself be returning to a more active role in program decision-making. "Fred is pulling the programing up to his office," said Anthony Hoffman, broadcast analyst for Bache Halsey Stuart Shields. "He's back in the master programmer's saddle. But that's not to say Thomopoulos is a flunky. Fred doesn't hire flunkies."

In announcing the appointment, Mr. Pierce commented, "Tony Thomopoulos has had a broad experience and involvement in all creative and administrative aspects of television programing. As one of my closest associates, he has made a significant contribution to ABC's move to the top."

Mr. Thomopoulos, a foreign service graduate of Georgetown University, began his rise to the top in 1949 as a messenger for NBC. He worked there as a mail clerk, as an administrative traffic clerk for the network's WNBC-TV New York and as a production assistant for the NBC owned-and-operated stations division before moving into the network's international sales department as an administrator. In 1964 he went to the international sales division of Four Star International.

In 1970, he followed Four Star's former president, Thomas McDermott, to RCA, where both worked to acquire entertainment properties for the company's SelectaVision video disk project. Two years later

he was hired as a sales representative for various television specials, including *I Heard the Owl Call My Name* and *Queen of the Stardust Ballroom*.

According to Thomas Moore, a former president of ABC-TV who now is president of Tomorrow Entertainment, Mr. Thomopoulos handled more than just sales for the company. "He shaped product while it was in development, he packaged it and made presentations to the networks," Mr. Moore said. "He is anything but a stranger to what it takes to get something on the air." One project shepherded particularly closely by Mr. Thomopoulos, according to Mr. Moore, was *The Autobiography of Miss Jane Pittman*, which Mr. Moore said was rejected by ABC-TV before airing on CBS-TV. *Pittman* won nine Emmys.

He joined ABC in 1973 as vice president, prime time programs, New York, reporting to the then-head of prime time programing, Barry Diller. After a year in that position and another year as vice president of prime time creative operations, he became vice president, special programs, responsible for supervision of all prime-time specials and the acquisition of theatrical feature films. His reputation apparently soared in that capacity. He is credited with several major projects during that period, including *Death Be Not Proud* and *Eleanor and Franklin*, and with securing some top-flight movie releases for the network.

In May 1976 he became Mr. Pierce's chief assistant, a promotion which Bache's Mr. Hoffman views as an indication that he was being groomed for broader responsibilities. Sources at ABC say that Mr. Thomopoulos was Mr. Silverman's liaison with Mr. Pierce, and as such was entitled to sit in on all programing meetings.

Mr. Thomopoulos is apparently not widely known outside programing circles, having worked to some degree as a behind the scenes coordinator. But those who do know him seem to have almost unanimously high regard for him. "You enjoy working with him," said Edward Bleier, executive vice president of Warner Brothers Television. "He has a way of accomplishing what is in everybody's best interests. He's perhaps less of a specialist than Fred Silverman. Silverman was more of a quarterback. Thomopoulos is more of a coach."



Thomopoulos

Hope fades for broadcast control of House cameras

Rules subcommittee recommends that they be run by insiders

To no one's surprise, the subcommittee of the House Rules Committee under Representative Gillis Long (D-La.) last week recommended that the broadcast system authorized last year for coverage of House chamber proceedings be built and operated by the House itself, not by a network pool.

Unless objections are raised in the full Rules Committee, which is to clear a recommendation by Feb. 15, it appears that House Speaker Thomas P. (Tip) O'Neill (D-Mass.) will have his way on the matter. On the record in favor of House control of the broadcast signal, Mr. O'Neill has final say, but he said in a recent news interview that he plans to put the question to a vote of the House (BROADCASTING, Jan. 30).

With four of seven subcommittee members present, the Rules subcommittee quickly adopted a staff-drafted list of recommendations to the Speaker which argue that, although no alternative seems to be perfect, a House-controlled system seems to be the best way to insure an unbiased visual and audio record of the House—a sort of "electronic equivalent of the *Congressional Record*," Mr. Long said. Representative Shirley Chisholm (D-N.Y.) alone dissented to the recommendation, saying she favors operation of the House TV system by a pool of the commercial networks and the Public Broadcasting Service.

Mr. Long cited several reasons for choosing the House control alternative. But the main one continued to be concern about the networks' news judgment. The networks look for drama, conflict and humor to make events more lively to viewers and listeners—"quite understandably," the subcommittee report says. But the subcommittee's interest is different: "We believe that the news aspect is subsidiary and ancillary to the more fundamental need for a complete, uninterrupted, undistracted, unbiased and completely accurate record of the official actions of the House. Whatever broadcast journalists do with that record on their news programs is their business... [But to permit broadcasters to control the system] is to subject all the broadcast journalists, and our posterity as well (for these will be the historical records for future generations of citizens and scholars) to a single point of view."

The Radio Television News Directors Association, which has led the fight for network pool control, released a statement Thursday expressing "regret" at the subcommittee's action. It said the subcommittee "dismissed much too lightly the two most significant arguments against the House covering itself—(1) the First

INTV Convention

The action was behind the scenes in San Diego

Workshop sessions were low-key and nuts and bolts; syndicators prowl the hallways and INTV announces image-building campaign

Like members of any trade association leaving their annual convention, those of the Association of Independent Television Stations felt well stroked on departing their fifth annual get-together, held in San Diego last week.

They had been told that their piece of the television industry was doing well, and they had reason to feel a new sense of importance as a result of the court paid them by producers and syndicators. Indeed, executives of the 52 member stations felt good enough, or determined enough, about the future to vote unanimously to commit the organization to a \$350,000-plus, one-year installment on what could be a continuing advertising campaign aimed at improving independent television stations' share of the money spent on television advertising; it will be an image-building effort.

And if the atmosphere throughout the convention seemed subdued, even flat, as some said, with panel discussions seeming to fail to generate much enthusiasm, well, INTV President Herman Land said, that was because "this was a catch-up convention." Talk of a new world of satellite transmission and of plans to develop new sources of programming for independents had dominated recent conventions and made them newsworthy. Last week, in San Diego, the reality of satellite transmission—where it's used and how much it costs—and of the development of program sources—the success or failure of efforts made since last year—was the subject of discussion.

What's more, there was, Mr. Land said, an effort at the convention simply to impart the kind of nuts-and-bolts information that is the reason many attend conventions.

But whether there was any electricity surging through the atmosphere or not, there did seem to be a feeling of confidence, as panelists talked of an upsurge that could be expected in revenues and profits. (Not all panelists were as bullish as others, however. James Barker, of Erwin Wasey Inc., said the broadcasting market is "soft" [see page 38].)

Numbers alone were encouraging. INTV reported 450 registrants and 106 members—statistics that enabled speakers to note with pride how far the organization had come since its first convention, in 1973 in Dallas, when 98 persons attended.

The smell of success was strong enough to attract a swarm of syndicators. And although INTV policy prohibits sales efforts at conventions ("We don't want to make this a junior NATPE," Mr. Land said. "We don't want disruptions") the salesmen managed with varying degrees of discretion to buttonhole station executives. Some sales reportedly were made.

The lure of INTV members' buying potential was evident not only in the activities of the syndicators. In Los Angeles' Century Plaza, immediately following the close of the convention on Wednesday and continuing through Friday, Hollywood program producers were attempting to sell programming ideas to a steering committee of Operation Prime Time, the combination of independents and affiliates that has joined forces to acquire first-run programming (BROADCASTING, Jan. 17, 1977).

This manifestation of interest on the part of independents in first-run programming may well prove to be the continuing story of the 1978 convention, as well as that of the convention in 1977, when plans for OPT were laid. Out of that interest and the apparently fierce desire of producers to find customers beyond the networks, new mechanisms are being developed to provide a "fourth market."

Programming was not the only problem

INTV members are confronting in their effort to move up to a faster league. Image is another. More than once during the convention, panelists referred to advertisers' and agencies' alleged discrimination against independents.

To overcome such prejudice, real or imagined, the INTV commissioned Ted Barash & Co., of New York, to mount an advertising campaign designed to persuade media and business executives that it is in their self-interest to keep in mind that independents represent an alternative advertising vehicle to networks. The campaign is expected to begin in a month or two.

The INTV board of directors recommended the campaign to the membership on Tuesday after hearing a presentation by Mr. Barash. The cost is expected to exceed \$350,000 (which is more than two thirds of what is said to be an annual INTV budget of some \$500,000) and will be apportioned among members on an ability-to-pay basis.

The campaign will be carried out in print media—newspapers and the business and trade press—at least in the first year. If the campaign is continued, Mr. Land said some funds might be shifted to television.

No one was talking of specific goals for the campaign. But Mr. Barash noted that, with more than \$3 billion in stations' net revenues in 1976 (BROADCASTING, Aug. 29, 1977), a 1% shift would represent \$30 million. INTV stations sharing in that would probably feel well stroked throughout the year, not just at convention time.



All smiles. Key figures of the INTV convention posed together at the opening dinner in San Diego Sunday night (Jan. 29). L to r: FCC Commissioner Abbott Washburn; Herman Land, INTV president; Leavitt Pope of WPIX New York, INTV chairman; Vicki Van Deerlin, daughter of Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee; Mr. Van Deerlin, and Nicki Goldstein, INTV vice president for operations.



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KRLD, a bundle of joy in the metroplex community of Dallas/Fort Worth, has joined the Metromedia Family of Owned and Operated radio stations. Now Metromedia Radio can deliver coverage in still another vibrant, key market.



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 REPRESENTED NATIONALLY BY METRO RADIO SALES

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 KRLD (1080)
NEW YORK
 WNEW (1130); WNEW-FM (102.7)
LOS ANGELES
 KLAC (570); KMET (FM) (94.7)
PHILADELPHIA
 WIP (610); WMMR (FM) (93.3)
DETROIT
 WOMC (FM) (104.3)
CHICAGO
 WMET (FM) (95.5)
SAN FRANCISCO/OAKLAND
 KNEW (910); KSAN (FM) (94.9)
WASHINGTON, D.C.
 WASH (FM) (97.1)
BALTIMORE
 WCBM (680)

a long struggle over what, in the eyes of advertising agencies, constitutes "clutter" on independent stations.

Mr. Sherman, who appeared on a panel at the Association of Independent Television Stations convention in San Diego last week, announced that, beginning Feb. 1, BAR would begin using a clutter analysis computer program for independents that is no more restrictive than the National Association of Broadcasters' code to which independents subscribe.

Mr. Sherman said the change is the result of efforts on the part of INTV and BAR, working with the Media Directors Council in New York. "The independent TV stations have won their battle on clutter analysis," he said. "For years, agencies have paid BAR to analyze clutter based on a standard which they invented and to which not one of you agreed." The new policy means, Mr. Sherman said, that as agencies have agreed to accept the independents' standards—"and in fact give them some leeway" in those standards—that, provided stations adhere to their own code, the agencies will no longer have data available to them "to support the myth of independent clutter."

Beyond that "brightest ray of sunshine" on the independents' research horizon, there also was word of new research services offered by Arbitron Co. and of some research on household reach in a market and how advertisers can achieve it by using independent stations either alone or with affiliates.

Theodore F. Shaker, president of Arbitron, said the company would "in the next few weeks" offer an Arbitron Information on Demand (AID) service based on meter data that would provide "the needed documentation of most multispot schedules." It will start with four-week schedules and expand to the standard 13-week reach and frequency capability. "This," he said, "should make independent television easier to buy."

The research on household reach was discussed by Roy H. Anderson, executive vice president, media research services group, of the A.C. Nielsen Co., but had been done by Richard Zackon, of Air Time Inc., a buying service. The analysis was of NSI Plus data gathered in New York in November in early fringe time (4:30-7 p.m., Monday-Friday, for affiliates, and 6-8 p.m., Monday-Friday, for independents). It contains these findings:

- Independents and affiliates build equally well in reach during early fringe time, with affiliates having a slight edge at the upper gross rating point levels.

- A two-station buy of all-family programming (two independents) outperforms a two-station news buy. Combining program types, like combining number of stations, can improve message delivery. "It appears that early news should be included as a third, not a second, station to an 'all-family' base."

- Stations and program types affect women 18-49 in a manner similar to that in which they affect household levels, except that the preference for all-family programming is even more pronounced.

Scattered clouds in forecast for independent TV

But sky is mostly blue for the medium in years ahead, panelists generally agree at INTV session on business

National conventions are not the place for doom-and-gloom sessions; things are upbeat, if at all possible. And the convention of the Association of Independent Television Stations in San Diego last week was no exception. There was talk at some panels of the need to overcome agency biases against independents and warning that the blue sky some speakers were talking about contained some clouds.

But the over-all tone was positive. One convention session on "National Media Perspectives" seemed representative.

No one there was more bullish than Davis S. Allen, senior vice president of the Katz Agency Inc. Although Katz in December forecast an increase of 6%-8% in television spot business in 1978, Mr. Allen feels now, one month into the new year, that spot business will be 8%-10% over-all in the first quarter. (However, he is sticking with Katz's long-range forecast for the time being.)

He also sees independent stations growing "at a far greater rate than the average." Broadcasting, he contends, "is a far better business" than it used to be, what with the advertising base increasing at a 5%-6% rate per year. And the "smart money," he said, "is betting that independent television station growth will continue to race ahead of the industry as a whole."

What's more, Mr. Allen feels television is among the blessed of the national economy. He said it survives on the nondurable sector, which is the fastest growing and most stable. And if Congress passes the tax cuts President Carter is seeking, he added, "I maintain that these dollars will flow into this sector of the economy and

retain its pace into the 1980's.

He noted some of the dark clouds—primarily regional networks and barter syndication, which, he said, take dollars out of the TV station marketplace. And he said there is cause for concern in a sharp disparity between the drop in children's population and in viewing in early fringe areas.

But, he insisted, "television is a better business than it used to be, and you are in the cat bird seat."

Another panelist, James Barker, executive vice president of Erwin Wasey Inc., Los Angeles, was somewhat less sanguine. He said independents' revenues were increasing at a declining rate in recent years, and said, "The broadcast market is soft, and is expected to remain so through 1978."

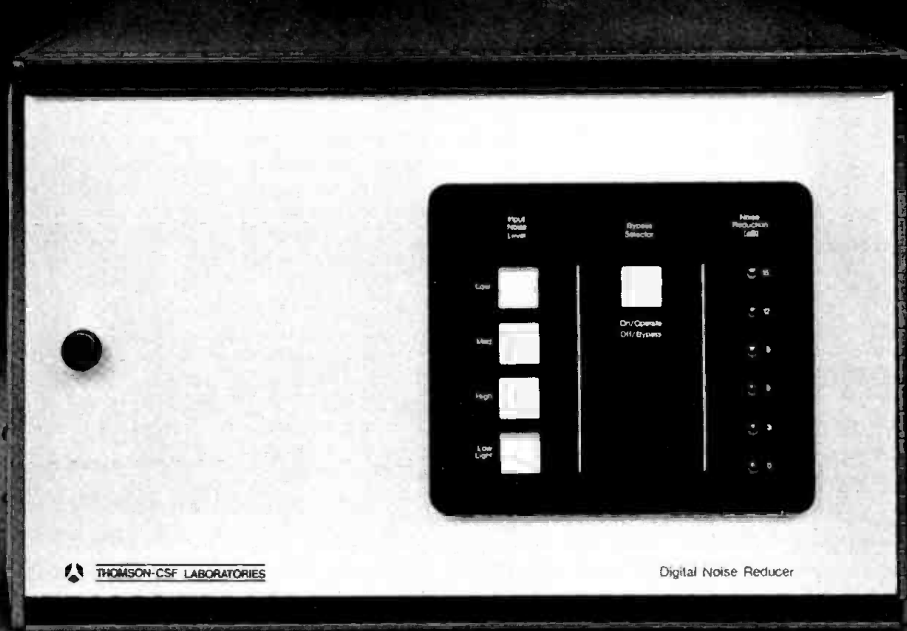
But Mr. Barker was upbeat, too. Spot billings in 1978 will be up, regardless of any new or improved programming, he said. And he offered a way to overcome low ratings which he called the "nemeses" of independent stations: "cume rating points and cume packaging." The technology and data exist for generating accurate cume curves that buyers can use in evaluating cume packages quickly. And the curves, he said, "will allow you to compete on a one-to-one basis with the network affiliates in a number of day parts where you are not getting your share of the business." (Mr. Barker was not the only advocate of the use of cumes at the convention. James W. Packer, president of Mission Argyle Productions Inc., Los Angeles, called cumes "the independent's secret weapon.")

Mr. Barker, as well as another member of the panel, Isabel Ziegler, senior vice president of Ted Bates & Co., New York, cited the importance of broadcasting's product—programming—as a key factor to be considered in plotting the independents' future. Mr. Barker noted that "giant inroads" had been made in that area—the paid David Frost interviews with Richard Nixon and Operation Prime Time's *Testimony of Two Men* were mentioned frequently at the convention as examples of the programming power independents can



Crystal ball gazers. Sharing their predictions for the future of independent television at an INTV convention workshop are (l to r): Isabel Ziegler, Ted Bates & Co.; David S. Allen, The Katz Agency, and James R. Barker, Erwin Wasey, Inc.

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muster—and, he added, the record made “believers out of those few remaining doubters who felt people watched channels and not programming.”

Ms. Ziegler said that with production companies forming divisions to create programs for the independents, those stations have an opportunity for the first time to compete for high quality programming. And as network time continues to soar “to intolerable heights,” she said, “what advertiser, either spot or network, could not be supportive of alternative quality prime availabilities?”

She, too, had a word of advice. Independent television is conservatively managed, she said. And although that approach has served independents well in the past, the time has come for them “to translate [their] improved revenues into an investment in the future . . . The time is ripe for an all-out effort to add share points in prime time and daytime, too—in direct competition” with the networks.

But adopting a bold policy on investment in programming wasn’t the only suggestion she offered for independents trying to improve their condition. She said independents who guarantee buys should “flaunt” that fact—“make it a selling point.” (She noted that network affiliates guarantee buys, too.) And as for the concern that agencies and clients are prejudiced against independents and UHF stations, she said, that is a problem for INTV to solve. “Don’t knock your head against a brick wall.”

News: badge of honor for the independent

Often it means a loss, INTV session is told, but it means much more in terms of image

News is important business for independent television stations. This was evident last week at the San Diego convention of the Association of Independent Television Stations in the testimony of station officials who described the costs involved—and the losses too—as the price that has to be paid for credibility and image. And it was evident, too, in the plans of WPIX(TV) New York as expressed by its president, Leavitt Pope, to present a half-hour news show for distribution by satellite to independent stations.

KTXL(TV) Sacramento, Calif., began producing a half-hour news program three years ago after being on the air for six years. Part of the reason, at least, said Jack Matranga, KTXL president and general manager, at a convention panel on news, was “a matter of image.” The station had “built its numbers” on movies and children’s programming, he said, and he was anxious to leave that image behind.

The station has expanded the news program to a full hour and now is budgeting almost \$416,000 annually for it—almost



Growing interest in independent news. News is becoming a more and more important programming tool for independent TV stations. Discussing its growth and future trends, including satellite distribution of a possible half-hour show originated by WPIX New York, are (l to r): Robert C. Fransen, WTCN-TV Minneapolis; Jack F. Matranga, KTXL Sacramento, Calif.; Harold E. Protter, KPLR-TV St. Louis; Leavitt J. Pope, WPIX; and Joseph T. Loughlin, WTV Milwaukee.

five times the first year’s budget of \$87,000—and expects to lose \$100,000 on the project. Nor are the numbers “dramatic,” as Mr. Matranga put it—the highest rating was a 3. But he did not seem discouraged. “I chalk off the loss to image building,” he said. “I think it benefits the rest of the schedule.” He feels the station now attracts advertisers who would not have brought time when the station concentrated on movies and children’s shows.

Harold E. Protter, vice president and general manager of KPLR-TV St. Louis, agreed on the importance of news in making the station attractive to advertisers. But KPLR-TV experience indicates that image-building need not come at the expense of financial losses.

KPLR-TV began producing its news show at a modest level in 1975. It spent less than \$40,000 a year for a half hour program that included unedited film clips from the now defunct TVN news service and an on-air “talent” to whom Mr. Protter referred as a “news disk jockey.” Not only did the TVN material fill the half hour cheaply, but, since it dealt with national and international news, it constituted counterprogramming in a market where network affiliates were concentrating on local news. Today, the station is expending \$200,000 on above-the line costs and, Mr. Protter said, “is making a substantial profit.”

It’s the kind of interest in news that independent stations are evidencing that fueled WPIX’s hopes for the projected half-hour newscast—a project about which WPIX has disclosed some information in the past but not in as much detail as Mr. Pope did last week. The newscasts, which would be modeled on those of the networks, would be budgeted at about \$3.5 million. To recoup that cost, WPIX would retain for national sale three of six commercial minutes to be included in the program. WPIX would sell the three minutes at a 30-second rate of \$500 for a cost-per-thousand of less than \$3, said Mr. Pope. Stations taking the program would not only pay no fee but would have three minutes of time to sell locally.

WPIX feels the economics of satellite transmission make the project feasible.

Where land-line transmission of the program would cost \$3,000 each evening, Mr. Pope said, satellite transmission would cost \$300. The program is also expected to incorporate the services of ITNA, a news consortium of independent stations.

Launch time for the project has not yet been set, but Mr. Pope said WPIX “is about to initiate a major promotional campaign.” The start-up time depends on how long it takes to secure a minimum line-up of stations. Mr. Pope said such a line-up would consist of 15 stations in the top-25 markets or 18 in the top 35.

Meanwhile, WPIX is admitting to problems with its own local news show. Suffering in its news ratings battle with independent WNEW-TV in the 10-11 p.m. time period, WPIX last month tried something new: It reduced its 10 o’clock program to a half hour and added a half-hour news show at 7:30 p.m., which for network affiliates is access time. The promotional theme: “All the news in half the time.”

Pat on the back, slap on the wrist from an advertiser

Toyota executive tells INTV that independents are essential to its marketing plans, but he also urges better programming, less clutter

What does it take for an independent station to be picked as an advertising vehicle for Toyota? For starters, there is quality, audience-pleasing programming and stability in pricing.

E. B. (Barney) Brogan, national advertising and public relations manager of Toyota Motor Sales U.S.A., offered the tips in a luncheon speech at the Association of Independent Television Stations convention in San Diego last week.

Mr. Brogan, who said Toyota needs the flexibility of spot television, was responding to the convention planners’ request that he describe the role independents could play in Toyota’s plans (For the larger picture of Toyota TV advertising, see

BCS Announces the Next Three Words in Automation:

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“KARTS” inventories your tape cassettes, reel-to-reel tapes and commercial films. With “KARTS” you'll know the subject and availability of each cassette, along with the pull date and disposition of every commercial, PSA, program or promotion. Best of all, “KARTS” is completely interfaced with your station logs.

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Let BCS keep track of it all — traffic, accounting, switching, film inventory and amortization, tape cassette inventory and news inventory. And start saving film, tape and news dollars now!

Find out more about “FILMS,” “KARTS” and “NEWS.” See the BCS representative at NATPE or NAB. Or call Jack Finlayson today: (303) 599-1601.

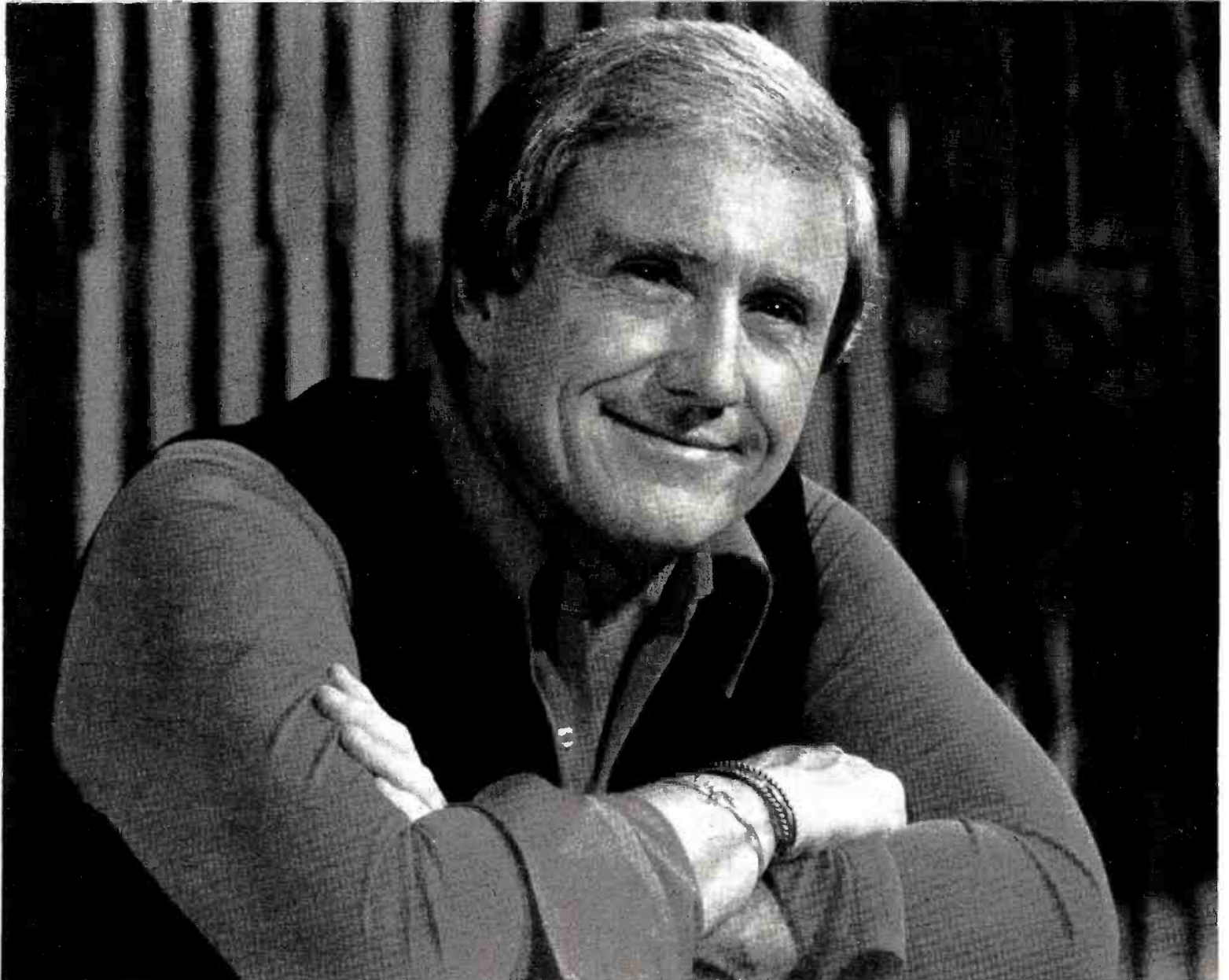
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Source: NSI, Nov. 1977 and Nov. 1976. Estimated audiences are subject to limitations of the rating service.

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This season, forty-two of Merv's ninety-plus stations play "The Merv Griffin Show" during the all-important early fringe time periods.

And Merv is coming on strong with the right demographics.

On 83% of these stations, Merv Griffin women surpass or equal the number who watched year-ago programming in the time period.

On 71% of the stations, Merv tops or matches year-ago women 18-49.

On 67% of the stations, Merv reaches households in numbers greater than or equal to year-ago levels.

By comparison, Merv's two major competitors do not match his strong performance in any of these major categories of audience measurement. In fact, they do not even come close.

So if you're looking for a ninety-minute winner in early fringe (or looking to upgrade your current talk-variety strip), count on a big winner.

Count on...

The Merv Griffin Show



485 Lexington Avenue, New York, N.Y. 10017.
(212) 682-9100

"Monday Memo," page 14.)

He mentioned programming first. Toyota is pleased with the sports programming on independents, he said, but he urged them "to continue to seek out new and exciting programming." He said the competition among networks for mass audiences "is driving some of the better demographics away." And Toyota's primary target area, he said, consists of many of those viewers.

He also expressed concern about commercialization. More attention should be paid to increased separation between competitive commercials, he said. And he urged the independents to adhere to the National Association of Broadcasters code limiting the time for nonprogram material to seven minutes in a 30-minute period in prime time or eight minutes in a 30-minute period at other times. (Following Mr. Brogan's speech, Pro Sherman, executive vice president of Broadcast Advertisers Reports, announced that BAR would begin using a new, less restrictive standard in determining clutter on independent stations (see page 36).

As for stability in pricing, Mr. Brogan said that is essential to Toyota's ability to plan in advance—an ability he said has been critical to Toyota's success. He said rapidly increasing media costs can affect intermediate and long-term commitments. He also sounded a warning that "rapidly increasing TV costs are detrimental to all of us.

"Instances where advertisers are dropping out of TV completely are no longer limited to the small advertisers. The big price increases are forcing even medium and large advertisers to reassess their mix in search of media that provides better cost/efficiency relationships."

Satellites: birds in hand for independents

INTV panel urges stations to look into cost saving potential

Satellite transmission service, independent television station operators were told last week, is the way to go. It is cheaper than terrestrial service, provides more flexibility in bringing in a variety of programming and, the independents were told, they have the chance to lead the way in the use of satellites.

That was the message for members of the Association of Independent Television Stations who attended a panel on "How to Get There From Here—Alternatives to AT&T" at the INTV convention in San Diego last week.

Indeed, one of the panelists, Ken F. Leddick, senior marketing engineer of Scientific-Atlanta Inc., indicated that cable television systems have already discovered the advantages of satellites, and have moved to take advantage of them. He said 250 systems have their own earth stations for taking programming from satellites and

that the number will rise to 450 or 500 within the next year.

Only 11 or 12 broadcasters have their own earth stations, although many more lease time on them, Mr. Leddick said. Broadcasters, he added, prefer 10-meter dishes for the assurance of quality signals they provide, while cable systems generally install five-meter antennas. He put the price of a receive-only 10-meter antenna at \$150,000-\$160,000, and a five-meter dish at about \$30,000. A send-and-receive 10-meter facility could cost up to \$375,000.

Robert J. Wormington, president and general manager of KBMA-TV Kansas City, Mo., which has its own receive-only station and is planning to add transmission capacity, compared the costs of terrestrial and satellite transmission for those attending the panel. Hypothesizing transmission of coverage of a two and a half hour event from Atlanta to Kansas City, a distance of 750 miles, he said the cost by AT&T long lines would be \$3,185.50 while the cost of satellite service would be \$2,310, or even less, \$1,486.50, if the television station owns the receiver.

The Christian Broadcasting Network is, singlehandedly, changing the dimensions of the picture of broadcast ownership of earth stations. It has placed an order with Scientific Atlanta Corp. for 30 10-meter stations for delivery in the next several months (BROADCASTING, Jan. 30), and says it plans to order 30 more. The total cost will be \$2 million. CBN disclosed its plans at the same time its president, Dr. M.G. (Pat) Robertson announced formation of a National News Division, to be headed by Bob G. Slosser, former assistant national editor of the *New York Times* (see page 61). Four of the earth stations will be located near CBN's owned television outlets; the remainder will be leased to CBN affiliates.

John A. Tagliaferro, vice president for communications services of Paramount Television Distribution, encouraged "all those considering earth station investment, but particularly broadcasters," to make the investment. He not only cited the lower costs but said such investments could lead to the creation of a "broadcasters's satellite network" that would make it possible for broadcasters to obtain "more and better programming"—sports, news, and first-run and syndicated material.

As Mr. Tagliaferro sees it, independent television stations have the opportunity "to lead in the use of satellites, to get a competitive advantage in the marketplace." The networks, he said "favor the status quo."

An issue that came up several times during the convention in connection with the matter of transmission costs was INTV's role in the successful effort on the part of several parties to oppose an AT&T tariff that would have raised substantially transmission costs of occasional users—which include independent stations—and lowered them for full-time users (the networks). INTV petitioned the FCC to sus-

pend the proposed tariff, while the networks asked that it be permitted to go into effect as it applied to them.

The commission in November rejected the tariff, saying that the proposed rates were not cost justified and that AT&T had failed to justify the apparent discrimination.

The matter isn't over. AT&T is expected to file a new tariff. But Eugene McCurdy, president and general manager of WPHL-TV Philadelphia, said INTV, by its action in the rate case, "saved the industry millions of dollars." Furthermore, he said, "We couldn't have afforded it. Advertisers wouldn't have borne the additional costs."

The words from FCC's Washburn

**Commissioner tells INTV that
good local service is key to
survival in a world of rapid
technological change; suggests that
Van Deerlin deal with the parts,
not the whole of communications**

FCC Commissioner Abbott Washburn traveled to San Diego last week to offer words of advice and encouragement to members of the Association of Independent Television Stations at their convention. "Local service is the essence" of the broadcasting system, he said, and those broadcasters who provide it will remain in business, no matter what new technologies are developed.

And while he was about it, in his luncheon address on Monday, he offered some advice to Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who in his remarks to the convention the night before had tried to rally support for his plan to rewrite the Communications Act (BROADCASTING, Jan. 30). A complete rewrite is impossible, said Mr. Washburn; "a selective approach would accomplish more." He suggested that a review of the comparative hearing process is a good place to start.

Speaking of what he regarded as the im-



Washburn



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Both **SPOT TELEVISION & RADIO** books are geographically arranged with rates, special features, closing times, facilities, programming formats, ID specifications and station representatives for stations actively seeking national or regional advertising.

BUSINESS PUBLICATIONS RATES & DATA (monthly), for more than 3000 business, trade and technical publications of interest.

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NEWSPAPER RATES & DATA (monthly). Information on 1600 U. S. daily newspapers, newspaper groups, supplements and comic sections, showing advertising rates, special features, contract and copy regulations, mechanical requirements, and latest circulation figures.

NEWSPAPER CIRCULATION ANALYSIS issue of **NEWSPAPER RATES & DATA** (an Annual Issue). A tabulation of adjusted circulation and market data for all U. S. daily and Sunday newspapers. All the information you need to plot and rank newspapers and their markets. All the information you need to allocate circulation penetration to sales areas.

PRINT MEDIA PRODUCTION DATA (Quarterly). Divided into business publication, farm publication, consumer magazine and newspaper sections. Information about shipping instructions, binding method, reproduction materials in order of preference, printing process, production specification, inserts, bleeds, special issues, and closing dates.

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Change Bulletins (optional).....	\$ 6.00
Spot Radio Small Markets Edition.....	\$25.00
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Change Bulletins (optional).....	\$ 6.00
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portance of local service, Commissioner Washburn said: "What does the programmer in New York City know about water-shortage developments in Marin county, Calif.? He doesn't know beans. But the staff at KTVU(TV) Oakland knows all about it. They follow the situation day by day and inform Bay Area viewers how their lives are affected."

And he drew applause when he knocked down with a "Don't believe it!" the suggestion in a 1976 Office of Telecommunications Policy-sponsored study by A.D. Little & Associates that there is the possibility of broadcast service without over-the-air signals by the year 1990. The United States, he said, is not about to adopt a system similar to the one in the Soviet Union in which all programming originates in Moscow and is delivered by satellite to stations across the nation's 11 time zones.

But several paragraphs later, he held out the prospect of such an eventuality if what he regards as an "alarming" trend is not halted—the increase in the percentage of time network affiliates devote to network programming. He noted that the percentage has increased from 50% to 66% over the last 20 years, and indicated that was one reason he was the first commissioner to endorse publicly the idea of an FCC network inquiry after Westinghouse Broadcasting Co. petitioned the commission to investigate alleged network dominance of television broadcasting. "If local service is eventually lost sight of," he said, "the whole system could be replaced by direct-to-the home satellite broadcasting—with everything coming out of New York and Los Angeles."

For Commissioner Washburn, the best television stations, like the best newspapers, are those that develop a local identity—that follow local news and issues and take an interest in the community. And earning that kind of identity, he said, is a station's "best life line for survival, regardless of what new technologies emerge."

The commissioner's advice to Representative Van Deerlin was not in the prepared draft of his remarks that was distributed beforehand, but it appeared to reflect deeply held views. In urging Congress to focus on specific issues that he said needed attention rather than on an attempt to redo the entire act, he mentioned first the need to overhaul the comparative hearing process, which he described as "monstrous" because cases can drag on for years.

His remarks not only echoed those of an administrative law judge in a supplemental initial decision in the 25-year-old Orlando, Fla., case (BROADCASTING, Jan. 9), but also they came two weeks after the commission heard oral argument in the nine-year-old comparative hearing case involving WPIX(TV) New York (BROADCASTING, Jan. 23).

Such cases "are unfair to everyone," he said. "Uncertainty extends over a decade. There has to be a better way. Representative Van Deerlin should examine it. The

commission should study it. The present system is impossible."

The commissioner had some other suggestions. The commission, he said, should be given authority to regulate cable television, including the authority to issue forfeitures. The five-year broadcast license period "is a good idea," he said. "It would improve the whole renewal process." And the requirement that broadcasters accord political candidates "reasonable access" should be "clarified," he added.

On the other hand, some things he would leave alone, such as the fairness doctrine, which he said is in broadcasters' "best interest." It not only works well without "chilling" broadcasters' interest in dealing with controversial issues, but "the main thing is that you could get

snow evident "east of the Rockies."

In his prepared text, Commissioner Washburn touched on other matters that were of particular concern to his audience. As for the commission's upcoming consideration of proposals to modify the rules governing cable television's use of syndicated programming, he drew applause when he said broadcasters' exclusive rights to such programming in a given market "should continue to be protected." And he said efforts to enable UHF to achieve technical parity with VHF continue to receive "high level attention" at the commission. In that connection he noted that work is nearing completion on the Texas Instrument contract to develop a high performance UHF receiver that would permit relaxation of many UHF taboos.



Sitting on their hands in San Diego

Congressman Van Deerlin and his rewrite revivalism win no converts among INTV members

Representative Lionel Van Deerlin (D-Calif.) was as a stranger in his own home town when he addressed the opening dinner of the Association of Independent Television Stations in San Diego. But while he had friends in the audience, his speech—an effort to rally support for his proposed rewrite of the Communications Act (BROADCASTING, Jan. 30) was received without warmth.

Not a single passage, not even those that seemed designed for the purpose, elicited applause. There was no response to calls for broadcasters to wait until a rewrite draft is completed before condemning the project, or for broadcasters to let him and his colleagues know directly what changes they feel would be beneficial. ("You, not a federal regulatory agency, know how best to serve your community.") And the response at the end was no more than cordial.

Indeed, Mr. Van Deerlin continued speaking for several minutes after reaching the end of his text, in what seemed a determined effort to establish contact with the audience. He noted that as chairman of the Communications Subcommittee, his constituency includes all of broadcasting; as a result, he said, his door is open to broadcasters. Before he was through, he even compared the balmy San Diego weather with the frigid temperatures and

snow evident "east of the Rockies."

The subcommittee chairman's prepared remarks largely restated his reasons for wanting to overhaul the Communications Act, a project he said independents, particularly, should welcome. He said they might find in it a lengthening of license terms and a repeal of the fairness doctrine. In addition, independents should also benefit from the increased competition among common carriers, which the rewrite will attempt to promote, Mr. Van Deerlin said, and competition should lead to lower program transmission costs for independents, "thereby facilitating the creation of ad hoc networks for the delivery of special events or specialized programs."

Although some in the audience tended to assign the cool reaction to disinterest borne of lack of sophistication regarding Washington affairs, one general manager of a West Coast station expressed a view that seems to sum up the trouble Representative Van Deerlin is having in promoting the rewrite project. To him, the congressman's references to "increased competition within and among the communications media, which could involve substantially less regulation," meant "cable deregulation" and that bothered him. As for the congressman's remarks regarding easing, if not removing, regulations from broadcast programming, he said, "Free speech for broadcasters is not a controversial issue. We're fair whether there's a fairness doctrine or not."

The Carter plan to get minorities into ownership of broadcast, cable

Among proposed inducements: tax incentives to sellers, 'distress' sales to challengers by licensees facing hearing, government loans and training

The Carter administration last week proposed a broad, "multifaceted" national program to increase the number of minority owners in broadcasting and cable and to enhance the financial conditions of those already established in the communications fields.

The program includes:

- A petition requesting the FCC to establish a minority ownership policy.
- Changes in the loan policies of the Small Business Administration and the Economic Development Administration.
- A new federal policy intended to increase the flow of government advertising contracts to minority-owned advertising agencies and media outlets.

A White House statement issued at the

Whom to see. In an effort to aid minority group members wishing to enter broadcasting or cable television, the White House last week issued a list of organizations and contacts ready to offer assistance:

□ *Administration Program Coordination*: Allen Hammond (202) 395-5616. □ *Economic Development Administration*—loan and loan guarantees for broadcasting and cable television: Glenn Waldron (202) 377-2607. □ *Small Business Administration*—loan and loan guarantees, broadcasting and cable television: Evelyn Cherry (202) 653-6696. □ *Department of Labor, Native American Economic Stimulus Program*—training and funding assistance for all communications technologies: Carl Earles (202) 376-7146. □ *Office of Federal Procurement Policy, OMB*—promoting use of minority-owned communications, advertising and production firms by federal agencies: Tom Williamson (202) 395-3100. □ *National Association of Broadcasters*—financial assistance and seminar programs: Erwin Krasnow (202) 293-3562. □ *National Radio Broadcasters Association*—financing, management and operational assistance programs: John L. Richer (202) 466-2030. □ *National Cable Television Association*—aid for franchised cable systems: Robert Johnson (NCTA) (202) 457-6776; Clayton Sinclair (American Association of Cable Television Owners) (404) 681-0797. □ *Communications Resource Center, Booker T. Washington Foundation*—full minority assistance program for broadcasting and cable television: Phil Watson (202) 857-4877. □ *Federal Communications Bar Association, Legal Aid Committee*—free and reduced-price legal assistance: Herbert Forrest (202) 862-2000. □ *American Association of Advertising Agencies*—examination of minority-related ratings and advertising practices. William Hesse (212) 682-2500. □ *Federal Communications Commission*: Frank Washington (202) 632-6366.

Tuesday morning announcement of the program said, "Because of telecommunications' vital role in social, economic and political progress, full minority participation is a critical component of President Carter's economic and social goals.

"Minority ownership markedly serves the public interest, for it insures the sustained and increased sensitivity to minority audiences."

In a separate statement, Secretary of

Commerce Juanita Kreps said, "In addition to serving the needs and interests of the minority population and increasing diversity of viewpoints, minority ownership would promote minority economic growth and employment opportunities."

Perhaps the most far-reaching of the administration's proposals were contained in the FCC petition. Although submitted by C.L. Haslam, general counsel of the Department of Commerce Office of



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Telecommunications, and by the Office of Telecommunications Policy in the White House, the petition bore the mark of Henry Geller, former general counsel of the FCC and now a consultant to the Commerce Department who is expected to assume the helm of the new National Telecommunications and Information Agency which is to supplant both OT and OTP. Mr. Geller was authoritatively said to have been the principal architect of the FCC petition.

The petition urged the FCC to establish a policy promoting ownership of broadcast facilities by minorities in areas with minority populations. It further suggested that the FCC give preference to participants in comparative hearings that are, at

least in part, owned by members of minority groups.

In the noncomparative licensing process, the petition included suggestions that the commission adopt the proposal of the Congressional Black Caucus to permit sales at reduced prices of stations designated for license renewal or revocation hearings to groups with at least 50% minority ownership (BROADCASTING, Jan. 10, 1977).

Adoption of such a policy, the petition argued, would "speedily" remove "a possible wrong doer from broadcasting" and help to avoid a "drawn-out hearing and appeal." "It strains belief that a broadcaster will now feel free to violate the Communications Act or commission

policies, when the consequence is to sell its going business in the market at a distress price less than full market value."

The petition also urged the FCC to adopt a National Association of Broadcasters proposal that the commission issue tax certificates to station owners who choose to sell their facilities to minority group members (BROADCASTING, Sept. 5, 1977). The petition suggested that the commission relax its three-year rule, which specifies the minimum time a property must be retained where minority buyers are concerned as well as its rules barring television-radio acquisitions (one-to-a-market rule) and its top-50-market policy that prohibits one company from owning more than two VHF television stations and one UHF in the top 50 markets.

The petition argued that the "judicially approved" proposals set forth in it were necessary "in light of the minuscule minority ownership in the broadcast industry."

It implored the commission "to act promptly" on the proposals in order "to redress past societal discrimination and more important, to secure in the future the larger and more effective use of radio in the public interest." The petition argued that the FCC was empowered to adopt all the proposed policies without the formality of a rulemaking or even a public notice of inquiry.

But the FCC petition was only a part of the administration's minority ownership package. As part of an effort "to ease initial financing problems," the White House statement said, the Small Business Administration and the Economic Development Administration, part of the Department of Commerce, would be extending their loan programs to the broadcasting and cable fields.

The SBA has changed its rules to extend direct loans of up to \$350,000 and guarantee loans up to \$500,000 to individuals or groups wishing to buy cable or broadcast properties. Mr. Geller doubted that such a program would greatly benefit groups desiring to enter major-market television—where station prices run well into the tens of millions—but called it "very helpful to radio."

The EDA will extend its loan program to broadcasting and cable, according to the administration's statement, "consistent with its job-ratio requirement of creating one direct job for every \$10,000 expended" or where EDA has invested considerable resources in a community's development.

Yet another major portion of the White House program was embodied in a revision of federal guidelines concerning government advertising contracts. The Office of Federal Procurement Policy, a part of the Office of Management and Budget, ordered a three-year limit on all "contracts with advertising agencies... inclusive of options." Lester A. Fettig, administrator of the procurement office, said in a letter to the heads of "executive departments and establishments" that they should begin dividing their advertising dollars

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Company	Period/Ended	Revenues	Current and change				Year earlier		
			\$ Change	Net income	\$ Change	Per Share	Revenues	Net income	Per Share
Adams-Russell.....	3 mo. 1/1	5,360,000	+27.0	295,000	+30.5	.24	4,221,000	226,000	.18
American Television & Communications	6 mo. 12/31/77	31,657,690	+27.1	4,152,031	+53.0	1.03	24,898,078	2,714,689	.70
Lee Enterprises.....	3 mo. 12/31	26,532,000	+31.8	6,170,000	+108.4	1.25	20,132,000	2,960,000	.59
Marvin Josephson.....	6 mo. 12/31/77	16,948,900	+ 7.5	2,679,600	+ 5.4	1.35	15,768,300	2,542,800	1.36
Kingstip Communications.....	3 mo. 12/31/77	751,312	+ 6.9	86,583	-12.2	.19	702,516	98,563	.21
Rollins.....	6 mo. 12/31/77	140,916,383	+17.1	10,471,502	+11.0	.78	120,312,468	9,435,728	.70
Scripps-Howard.....	Year 12/31/77	49,829,179	+ 5.1	11,538,734	+ 2.8	4.46	47,418,721	11,229,727	4.34
Technical Operations.....	3 mo. 12/31/77	20,819,000	-14.1	116,000	+13.7	.09	24,249,000	102,000	.07

among minority and "other small firms." The administrator said that "large multimillion-dollar awards to a single advertising agency should be discouraged in the interest of maximizing competition."

Mr. Fettig said that government advertisers would be expected to have new advertising policies and procedures established by June 1978. Some of the larger government advertisers include the Department of Defense, Amtrack and the Postal Service.

The new program also highlighted other areas in broadcasting and cable that would receive special government attention. The Department of Labor has launched a program to assist American Indian com-

munities in starting communications facilities, the White House reported.

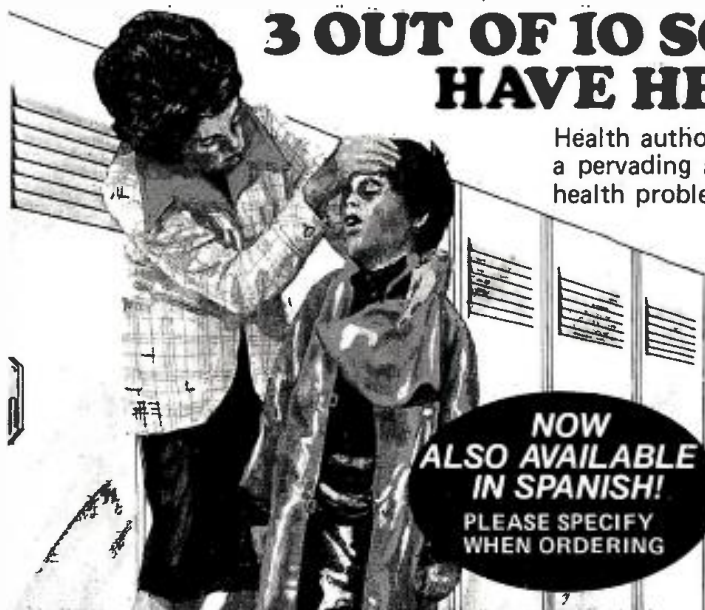
President Carter's public broadcasting legislation introduced last fall (BROADCASTING, Oct. 3, 1977) would change the facilities grant program to make minority control a primary consideration for choosing grantees.

Mr. Geller, who outlined the administration's new program last week, said the proposals were intended to help "close the economic gap" between minority groups and the broadcasting and cable establishments. The proposals "won't work any magic," however, Mr. Geller warned. They will only "add a substantial number" of minorities to the industry.

Citizen group wants broadcasters to tell more in reporting on children's programs

The information the FCC requires of broadcasters about children's programs "is so narrow that it provides neither the commission nor the public with meaningful information to judge self-regulation," said the Council on Children's Media and Merchandising in a petition filed at the commission last week. The consumer group has asked the com-

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Carter can't come. Maybe next year, President Carter told the National Association of Broadcasters in turning down the association's invitation to appear at its annual convention in Las Vegas April 9-12.

NAB had suggested that the President might want to take advantage of the association's international theme this year to hold a worldwide press conference via satellite. Presidential Press Secretary Jody Powell, replying on the President's behalf, told NAB President Vincent Wasilewski that the press conference idea "is intriguing, and the kind of imagination which helps us come up with valuable schedule proposals for the President."

"However, it doesn't appear possible for the President to accept your invitation to attend the NAB convention this spring. I do hope that we will be able to work out an appearance at an NAB convention for the President either next year in Dallas or the following year in New Orleans, and we will try to work with you toward that end."

NAB has also had a convention invitation turn-down from Canadian Prime Minister Pierre Trudeau. If there have been other refusals from prominent officials or other newsmakers, NAB is not anxious to talk about it because such information serves no useful purpose, said James Hulbert, senior vice president for station services.

mission to make several substantial changes to its form 303.

The form, now used by the commission to evaluate children's programming, does not require that information be supplied to the FCC about "commercial matter on programs originally produced for adults but broadcast when children are a sizable portion of the audience," the petition said.

According to the FCC's definition of children's programming ("produced primarily for a child audience"), the petition said, "13 of the 20" network programs most viewed by children are not covered by form 303.

The petition said that the FCC "has denied parents information with which they can negotiate meaningfully with local broadcasters" and suggested that the com-

mission alter the reporting form to redefine children's programming based on the demographics of a show's audience. The petition said such a redefinition "represents a less arbitrary and more rational approach to the FCC's announced policy of protecting children and its intention of monitoring the effectiveness of self-regulation in this area."

One more time

Bairdland Broadcasting Co., licensee of KCHS(AM) Truth or Consequences, N.M., is proving to be a survivor if not a model FCC licensee.

The commission has granted a short term renewal of license, to Feb. 1, 1979,

because of a history of technical and other failings that have caused renewal to be deferred for six years. KCHS's history since 1968 includes one previous short term renewal, imposed in 1969, two late renewal filings and one failure to file a requested supplemental renewal application. That failure, in 1971, kept the station in deferred status until the next regular renewal cycle in 1974.

The commission, in granting the new short term renewal, said it was encouraged by Bairdland's efforts to improve its technical facilities, correct logging practices and eliminate other rule violations. But it admonished KCHS for its oversights and warned it that recurrence of them would be viewed with "gravest concern." KCHS provides the only broadcast service to Sierra county, which has population of 7,189.

Changing Hands

Announced

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

■ WEZN(FM) Bridgeport, Conn., and WFTQ(AM)-WAAF(FM) Worcester, Mass.: Control of Robert L. Williams Broadcasting Co., licensee, sold by Robert L. Williams and others to group of employees and others for \$3.2 million. Mr. Williams (72%) is marketing director of McGovern-Guild Inc., station representative, and is retaining 14% share of company. Two other sellers have no other broadcast interests. Richard A. Ferguson, vice president and general manager of company and 10% owner before transfer, is increasing his ownership interest to 25%. Steven Marx, general manager of WFTQ-WAAF, and Mario Scalisi, account executive with WEZN, will hold 10% and 3.5%, respectively, in company after transfer. Remaining shares will be held by institutional investors. No principal has other broadcast interests. (Williams Broadcasting acquired Worcester stations in 1976, and new principals will request waiver of FCC's three-year rule if commission finds that transfer cannot be approved otherwise, said Mr. Ferguson.) WEZN is on 99.9 mhz with 25 kw and antenna 660 feet above average terrain. WFTQ is on 1440 khz with 5 kw full time. WAAF is on 107.3 mhz with 16.5 kw and antenna 780 feet above average terrain.

■ WAIM-AM-TV-WCAC(FM) Anderson, S.C.: Sold by Wiltón E. Hall to Frank L. Outlaw for \$850,000. Seller is retiring and disposing of stations for health reasons. Buyer owns supermarket chain in Southeast, has various other business interests in South Carolina and has no other broadcast holdings. WAIM is on 1230 khz with 1 kw day and 250 w night. WAIM-TV is affiliate of ABC and CBS on channel 40 with 135 kw visual, 26.9 kw aural and antenna 380 feet above average terrain. WCAC is on 101.1 mhz with 6.4 kw and antenna 330 feet above average terrain. (FCC rules barring acquisition of co-located radio and



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television stations may be waived for UHF where public interest showing can be made.)

■ **KNEV(FM) Reno:** Sold by Everett B. Cobb and his wife, Eleanore, to McClatchy Newspapers for \$350,000. Sellers have no other broadcast interests. Buyer is major group broadcaster and publisher of daily newspapers in Fresno, Modesto and Sacramento, all California. Station group includes: KOH(AM) Reno, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto and KFBK-AM-FM Sacramento. McClatchy has traded, subject to FCC approval, KOVR(TV) Stockton, Calif., for Multimedia's WFBC-TV Greenville, S.C. (BROADCASTING, Dec. 12, 1977). Earl Ling, general manager of KOH, will also serve as general manager of KNEV. Buyer is owned by members of McClatchy family. Eleanor McClatchy is president. KNEV is on 95.5 mhz with 50 kw and antenna 530 feet above average terrain.

■ **WOKO(AM) Albany, N.Y.:** Sold by Area Radio Inc. of Cleveland to October Mountain Broadcasting Co. for \$785,000. Seller is subsidiary of Welcome Radio Inc., owner of KTLK(AM) Denver and WSLR(AM) Akron, Ohio. Cleveland attorney, Harrison M. Fuerst, is president and principal owner of seller. Buyer is principally owned by Antony B. Mason, Emerson, N.J., former president of North Street Capital Corp., small business investment firm and subsidiary of General Foods Corp. WOKO is on 1460 khz with 5 kw full time. Broker: Keith W. Horton Co.

■ **WYIG(AM) Jackson, Miss.:** Sold by Radio One Inc. to Fogelman-Thomas Broadcasting for \$470,000. Seller is owned by F.E. Holladay, who also owns WYMI(AM)-WQUD(FM) Biloxi, 50% of WOKK(AM)-WALT(FM) Meridian and 26% of WNSL-AM-FM Laurel, all Mississippi. Buyer is owned 51% by Avron B. Fogelman, Memphis businessman, and 49% by William Thomas, general manager of WWEE(AM) Memphis and 28% owner of WEEF(AM) Germantown, Tenn. WYIG is on 1590 khz with 5 kw day and 1 kw night.

■ **WXEE(AM) Welch, W.Va.:** Sold by Davis-Major Communications Corp. to Mountaineer Broadcasting Corp. for \$192,000. Seller is owned by Gerald E. Davis, who has no other broadcast interests. Buyer is owned by W. Dale Ellis, mayor of Terra Alta, W.Va., and three others from Oakland, Md.: James Sassak, news director of WMSG-AM-FM there; Thomas Kuhn, school teacher, and Donald M. Browning, businessman. None has other broadcast interests. WXEE is on 1340 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

Approved

■ Station sales approved by the FCC last week included: KRIT(FM) Clarion, Iowa; WAID(FM) Clarksdale, Miss.; WKRT-AM-FM Cortland, N.Y., and WBLB(AM) Pulaski, Va. (see page 65).

Different strokes. The British Broadcasting Corp. is "not owned by the government, as all Americans seem to think," said Sir Huw Wheldon, its former managing director, in an interview in the *Washington Star*. "The corporation has 10 governors and a chairman appointed by the crown, so they do not change if the government falls. The crown comes in handy; it's a devilishly clever idea."

As to American television, Sir Huw contended it "got off to a wrong start. It began as a function of advertising—commercial television—or education—public television. The question in commercial television is: Do you give them what they want? And the question in public television is: Do you give them what you think they ought to have?"

"If you're actually trying to make good programs, you don't ask either of these questions under any circumstances. Noel Coward never asked himself, 'Am I going to give them what they want?' Neither does Saul Bellow. Neither did Shakespeare. In 1923, at the beginning of radio, a national decision was taken that advertising would pay for entertainment, and education would pay for the serious things. That's causing problems you will have to work out as best you can. There's no use saying you need a BBC: the BBC suits England, not the U.S."

Short-termers to two

Two radio station licensees have been given short-term license renewals in initial decisions issued by FCC administrative law judges. KDIG-FM San Diego was recommended for one-year renewal in a decision by Judge Chester F. Naumowicz Jr., who said the station had failed to make reasonable good faith efforts to carry out program proposals, to support its claim of financial inability, or to present significant nonentertainment programming responsive to local needs. But he said the problems stemmed from inexperience on the part of management and lack of funds, rather than a deliberate attempt to avoid its responsibilities. In the other case, Judge Joseph Stirmer granted one-year renewal

to WRPL(AM) Charlotte, N.C. The licensee, Voice of Charlotte Broadcasting Co., was found to have violated technical rules and failed to exercise proper control.

Media Briefs

Cox gains. Cox Broadcasting Corp., Atlanta, reported that net income for 1977 amounted to \$23,456,000, equal to \$4.11 per share, up from \$19,759,000 or \$3.36 per share in 1976. This includes cumulative effect of change in accounting for Cox Cable Communications Inc. investment tax credit. Operating revenues last year climbed 11% to \$186,430,000. Company said 1976 figures were restated to include revenues, expenses and minority interest

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in earnings of Cox Cable, which was merged into Cox Broadcasting last July 22.

Granted. FCC approved research funds totaling \$100,000 for remained of fiscal year 1978. Funds will go to study radiation leakage along cable television systems and for pilot program under auspices of commission's UHF task force for investigation of narrow band voice transmissions. Cable study is to be conducted with National Cable Television Association and Federal Aviation Administration, which is interested in problem because of potential for interference with airplane communications.

Comsat turned down

The FCC has refused to stay its December 1977 order requiring Communications Satellite Corp. to file new informational tariffs designed to yield a 10.8% level of return for international satellite operations overcharges. Comsat, which has appealed the commission's December ruling to the courts, requested the stay because, it said, it fully expected the commission to be overruled. The commission noted that its decision was still "subject to further judicial review" and that Comsat had failed to demonstrate "any irreparable injury" to itself or to the public. The commission, however, is allowing Comsat to delay placing \$25 million into an escrow fund to cover possible overcharges.

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Network TV prices outjump economy in '77, says Bates

Annual analysis shows that last year, C-P-M rose faster than Consumer Price Index; so did newspapers', but spot television comes in well under CPI

Network television's cost-per-thousand clearly surpassed the inflation rate of the general economy in 1977, Ted Bates & Co. said last week in its annual analysis of media trends.

For the period from 1970 through 1977, the analysis estimated, the consumer price index (CPI) rose 56% while daytime network TV C-P-M advanced by 76% and network evening C-P-M by 68%. A year ago, Bates figures showed, network TV C-P-M was still trailing the general inflation rate (BROADCASTING, Jan. 31, 1977).

Newspaper cost-per-thousand also surpassed the CPI advance in 1977, reaching 70% above the 1970 levels.

For 1978 the Bates study anticipates further strong rises in both network TV and newspaper C-P-M: It projects a 15% increase over 1977 for daytime network TV to bring the total since 1970 to 102%; almost a 12% increase for evening network TV to bring the 1970-78 rise to 87% and about an 8% rise for newspapers to bring the 1970-78 total to 83%.

By comparison, Bates estimates that the rise in the CPI between 1970 and the end of this year will be 66%.

For spot television, Bates projects a 7% decline in C-P-M this year from last year, thanks to a projected 5% decrease in unit costs and a 2% increase in audience. Spot TV's C-P-M then would be 14% above its 1970 levels.

Spot radio's cost-per-thousand is projected to rise about 9% this year over 1977 to make a 52% increase since 1970. Network radio's C-P-M is seen increasing about 14% this year to reach a 1970-78 figure of 23%.

Among other media C-P-M's, magazines' is expected to rise about 7% to reach 31% since 1970; newspapers' is seen rising

about 8% for a 1970-78 increase of 83%; newspaper supplements' is expected to add another 10% to reach 63% for the 1970-78 period and outdoor's is tabbed for a 6% rise to make it 62% since 1970.

In arriving at the C-P-M estimates, Bates projected 1978 unit cost increases of 17% over 1977 levels for daytime network TV 30-second spots; 13% for nighttime network TV 30's; 10% for spot-radio 60's and 15% for network radio 60's, along with 10% increases for magazines (four-color page) and newspaper supplements (black-and-white page), an 8% increase for newspapers and a 7% increase for outdoor.

Modest audience gains—generally in the 1%-2% range—are also anticipated for all media in 1978 except newspapers and newspaper supplements, for which no change from 1977 levels is projected. Bates feels that TV viewing "has peaked in the 1970's," and, as others have suggested, will be "plateauing" from here on out. Actually, Bates estimated a 2.5% decline in daytime network TV viewing in 1977, a less than 1% increase in evening network viewing and no change from 1976 in the spot-TV audience. For 1978 Bates projects audience increases of almost 2% for daytime network TV, less than 1% for evening network and almost 3% for spot TV.

Bates estimated that national advertising revenues rose by about 15% in 1977, reaching approximately \$10.5 billion distributed as follows: network TV, 32.8%; spot TV, 21.5%; magazines, 20.6%; newspapers and newspaper supplements, 15.9%; spot radio, 5.5%; outdoor, 2.6%, and network radio, 1.1%.

During 1977, Bates estimated, daytime network TV's cost-per-thousand rose 28% above 1976 levels, evening network's advanced 26% and spot TV's moved up 5%. For network TV these would be more than Bates had predicted a year ago, when it projected a 24% increase for network daytime and a 23% rise for network nighttime. In spot TV, Bates had anticipated a larger rise, 9%.

Spot and network radio's 1977 C-P-M's rose about 9% each, according to the Bates calculations. The agency had predicted gains of about 5% and 9% respectively. As to 1977 C-P-M's for other media, Bates had anticipated a gain of about 6% for magazines but found it closer to 2%; had forecast rises of 10% for newspapers and 8% for supplements and found them about 9% and 6% respectively, and had looked for a 5% increase for outdoor that turned

Slice of the national media pie

	1977		1976
Network TV	\$3,455,000,000	32.8%	\$2,857,000,000
Spot TV	2,260,000,000	21.5	2,154,000,000
Spot Radio	580,000,000	5.5	518,000,000
Network Radio	120,000,000	1.1	105,000,000
Magazines	2,165,000,000	20.6	1,789,000,000
Newspapers and supplements	1,680,000,000	15.9	1,502,000,000
Outdoor	275,000,000	2.6	252,000,000
Total	\$10,535,000,000		\$9,177,000,000

out to be about 9%.

The analysis found 1977 total advertising volume (national and local), stated as a percentage of gross national product, at its highest level since the late 1960's, with TV's growth (14%) closely paralleling that of total national advertising (15%). Magazines were the biggest gainers, with a 21% advance.

"Bates sees national media expenditures well outpacing the nation's economic growth for the second straight year," the report said. "While not as dramatic as [in 1976], national ad dollars rose a healthy 15% [in 1977]. This increase, compounded with 1976's growth of 25%, has expenditures rising 43% over two years. The GNP has increased only 24% in the same period.

"From 1970 to 1975 national advertising volume lagged far behind the nation's growth. During those five years, ad dollars rose 30% while the gross national product grew 54%. The gap certainly has narrowed. The 1977 data show the GNP growing 92% [since 1970] with ad expenditures increasing 86%."

Five of seven major national media, Bates said, posted gains of at least 10% in each of the last two years. In 1977, network television and magazines both gained by 21% over 1976. Spending increases of 12% each were recorded for spot radio and newspaper supplements, while network radio was up by 14%. Outdoor advertising was up 9% in 1977 and spot TV was up 5% in the Bates estimates.

The analysis noted that "while spot television registered only a 5% gain in 1977 expenditures, this increase, compounded with the staggering 33% gain in 1976, shows a 40% increase over the last two years." Bates said that in comparing first-half expenditures in 1976 and 1977 for the top 100 advertisers of 1976, it found that the number increasing their expenditures in network TV was "almost identical" with the number increasing their magazine outlays (72 in TV, 73 in magazines). The expenditure increases were also similar: 25% for magazines, 23% for network TV.

"With its limited inventory," the report said, "network television growth was mainly a function of its unit cost increases. Magazines, on the other hand, experienced 'real' growth with a 10% gain in ad pages over 1976. Reasonable increases in unit costs and advertisers' growing reluctance to bow to television's rate demands were responsible for magazines' healthy showing.

"Spot television experienced minimal growth among these leading advertisers—2% in the first half of 1977. The annual change may be even less than 2% or negative when you realize that spot television's strongest quarter was the first (a 13% increase over the first three months of 1976)".

Walter Reichel, Bates senior vice president and executive director of media and programs, called attention to TV's "justified high rate increases" and to "sig-

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On the up and up in media costs

Unit cost trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	101	106	102	112	117	119
1973	113	124	95	104	112	109	119	119	123
1974	121	137	100	108	119	121	124	117	134
1975	140	147	102	117	138	140	132	123	144
1976	163	160	130	119	152	146	151	129	156
1977	204	203	137	127	166	159	166	148	172
1978	239	229	130	140	179	175	183	170	184

Audience trends

1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	103	100	98	104	112	104
1972	116	110	103	99	100	99	104	132	107
1973	119	111	105	99	100	102	111	134	108
1974	115	121	108	99	100	104	113	132	100
1975	127	120	110	99	98	104	114	136	110
1976	119	120	112	99	98	106	117	130	111
1977	116	121	112	104	98	108	119	136	112
1978	118	122	115	106	98	108	120	138	114

Cost-per-thousand trends

1970	100	100	100	100	100	100	100	100	100
1971	87	93	98	97	103	101	102	99	104
1972	84	100	92	102	106	103	108	89	111
1973	95	112	91	104	112	107	108	89	114
1974	105	121	93	110	119	-16	109	89	123
1975	110	123	93	118	141	134	115	90	131
1976	137	133	116	120	156	139	129	99	140
1977	176	168	122	122	170	148	140	108	153
1978	202	187	114	131	183	163	152	123	162

Expenditure trends

	Network television	Spot television	Magazines	Newspapers, supplements	Spot radio	Network Radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	128	121	116	134	109	123	132
1975	135	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	208	183	168	189	156	214	179

These estimates are based on units of 30 seconds for TV, 60 seconds for radio, four-color pages for magazines, 1,000 lines black and white for newspapers, black-and-white pages for supplements and 100 showings for outdoor. Audience levels and C-P-M's are based on women 18+ for daytime network, total persons 12+ for evening network, TV households for spot TV, persons 12+ for network and spot radio, adults 18+ for magazines, total population for outdoor and circulation for newspapers and supplements. C-P-M figures for spot TV are based on Bates's own experience; for network TV, on Nielsen reports. Tables show trends in index form, with 1970, as base year, at 100. The number by which any subsequent year exceeds or falls below 100 is that year's percentage of increase or decrease from 1970. Figures for 1977 expenditures and all 1978 figures are Bates estimates.

nificant changes in media mix by leading advertisers."

He said that "Sears, Ralston-Purina and S. C. Johnson have turned to magazines trying to negate television's rising costs. General Motors increased its 1977 radio budget, as did General Mills. Advertisers no longer can afford to acquiesce to television's annual demand of unjustified high rate increases, without careful scrutiny of other media and their effectiveness for a brand."

While Bates anticipated TV network cost increases of 17% in daytime and 13% in evening for the 1977-78 season, it also felt that "more moderate unit cost increases are expected for the 1978-79 season." But already, the report concluded, rates have reached the point where, on a cost-per-rating-point basis, "an advertiser must increase day and evening network budgets 139% and 106%, respectively, to maintain the same coverage of his target audience in 1978 as in 1970."

The analysis was prepared by the media information and analysis division of the Bates media and programs department.

NCCB study details drop in TV violence

Citizen group's monitoring project, funded by AMA, notes over-all decline in 'murder and mayhem,' says CBS went against trend

Nine of the top 12 sponsors of hard-action television shows in 1976 greatly reduced their advertising support of "aggressive personal violence" in television programming during the 1977 season, and the networks decreased portrayal of it by 9% in prime time, according to the National Citizen's Committee for Broadcasting's second annual 13-week study of television violence.

Labeled "murder and mayhem" throughout the study, aggressive personal violence (as opposed to total violence, upon which last year's study was based) is described as "the realistic portrayal of a gunfight, gun threat, gun shooting at a person, beating threat, beating, strangling, manhandling, fist fight, inflicting wounds, stabbing, attempted drowning, attempted suicide, killing, kidnapping or suicide." Not all violent incidents are included, the report explains. "Excluded are depictions of comedic violence, such as pratfalls, and those in which the initiator or perpetrator is not a human, such as natural catastrophes or accident."

Funded by a \$30,000 grant from the American Medical Association, the study, again conducted by the program monitoring division of bi Associates, Washington, shows that the most prominent advertisers to move from the most-violent to the least-violent rankings were Schlitz, Campbell Soup and Kodak, although General Foods increased its prime time network commercials by 75% and Kodak

by 35%, the survey reports, both showed significant decreases in total sponsorship of aggressive personal violence.

There was a network average of 190 such incidents per week in the fall of 1976, dropping 9% to 173 this past fall, the study reports. "This decline is consistent with an 11% reduction ... by NBC, but it obscures an impressive 26% reduction in such incidents by ABC. What undercuts this clear improvement by ABC and NBC is a jump ... by CBS of 14%.

"Even more striking for CBS," the report continues, "is its great [violence] increase ... in the family viewing hour by a 105%—an average of 6.7 weekly acts ... last year up to 14 this year ... ABC, by contrast, has shown that it can be the most popular network while supporting the least [aggressive personal violence]."

Though the report shows CBS increased depiction of such acts, it shows NBC to be the leader in that type of programming, with an average of 43 such acts weekly. CBS had 36 and ABC seven.

The violent top-10 programs in the fall of 1977 were said to be: *Logan's Run* (CBS), *The Godfather* (NBC), *Young Dan'l Boone* (CBS), *Man from Atlantis* (NBC), *Wonder Woman* (CBS), *Barnaby Jones* (CBS), *Oregon Trail* (NBC), *Rockford Files* (NBC), *Bionic Woman* (NBC) and *Starsky and Hutch* (ABC). Of the 30 network programs that contained no such acts NBC's *Columbo* was singled out as "significant in that it was designed by its writers and producers to be a non-violent detective show."

The study disclosed "an across-the-board increase in murder and mayhem in prime time movies this session. 'Apparently,' NCCB said, 'the care taken with regular program series was abandoned when the networks determined their movie schedules. [An average of] 599 acts ... have jumped to 846 acts this season—a 41% increase.'"

The top-10 sponsors of aggressive personal violence were found to be: Whitehall Labs, Miller products, Sears, Ford, Oldsmobile, Chevrolet, American Motors, Sylvania, Colgate Palmolive and General Electric. The top-10 sponsors of the least were said to be: Exxon, Kraft, Texaco, Oscar Mayer, General Foods dog foods, Quaker Oats, Jean Nate, Timex, Purina dog food and Peter Pan peanut butter.

NCCB spokesman Ted Carpenter said

HUT watch. Latest A. C. Nielsen figures on homes using television, for first three weeks in January report period, show only a 1% decline in both prime time and daytime viewing compared to the same period a year ago. If these relative levels hold for the entire month, it would be the second month in a row that daytime viewing returned to statistically acceptable degree of variation. Daytime viewing had been off about 6% year-to-year March through November 1977; prime time had lagged about 3% for the same period.

the shift in advertiser practices and the network's reduction in violence shows responsibility and concern on the part of the industry and demonstrates the impact that viewers can have on commercial television.

TVB reports upward trend in automobile advertising

Heavier investments in television by auto dealers and their associations were reported last week by the Television Bureau of Advertising preparatory to TVB's participation in the convention of the National Automobile Dealers Association in San Francisco, Feb. 19-21. During the first nine months of 1977, TVB said, dealers increased their TV spending by 41% to \$81.1 million while dealer associations invested \$32.7 million in spot TV, a 32.7% rise.

Richard O'Donnell, vice president-Detroit sales for TVB, said a recent survey of 622 auto dealers showed that 33.6% said they had used TV and 49.2% said TV's effectiveness was "very good." When questioned on cost effectiveness of different media, 44.6% of the TV users and 28.2% of all respondents identified TV as the most efficient medium.

Retailers endorse TV at Chicago conference

Case histories on the effective use of television by retailers were the backbone of a Television Bureau of Advertising presentation to be given last Saturday (Feb. 4) before the 26th annual Retail Advertising Conference in Chicago.

More than 400 department and specialty store advertisers were expected to hear the TVB presentation delivered by Dave Michels, TVB vice president-Midwest sales, and Ben Doroff, executive vice president for sales promotion of Wanamaker's in Philadelphia. They provided commentary as taped segments from various retail advertisers' commercials were shown to illustrate different advertising approaches.

Included in the presentation were taped comments from executives of Bloomingdale's, stressing the use of TV to increase white sales volume while reducing catalogue distributions; Barney's, describing its move to upgrade the clothing store's image with TV commercials spotlighting its high-fashion apparel; Cherry & Webb, detailing its production of inexpensive fashion commercials; Two Guys, explaining its accent on TV to build up identity, particularly among New Yorkers who must travel to the stores in New Jersey, and Jordan Marsh, telling how it doubled its television budget for a clearance sale of its women's swimsuits and with the result that it doubled its sales volume over the previous year.

Roger D. Rice, president of TVB, was scheduled to appear on a panel yesterday (Feb. 5) fielding questions from retailers.

Elderly get fair treatment from advertising, say agency executives

At House hearing, they defend against charges of stereotyping

A panel of advertisers denied ridiculing and stereotyping old people in television commercials, save for one instance.

Facing a skeptical House Select Committee on Aging in a hearing late last month, John Rand, senior vice president of Ogilvy & Mather, screened film clips that he said demonstrated how old people are depicted as being "vital, energetic, peppy, witty and productive."

The industry can be faulted for one slip, he said, a recent ad for Country Time lemonade, which builds repetition of the product's name in a dialogue with a checkers-playing old man who is hard of hearing. Because there is nothing funny about hearing impairment, "we're sorry we did this," Mr. Rand said. Kenneth Cox, chairman of the National Advertising Review Board, said he suspected the Country Time campaign "will not be repeated and others like it are not likely to appear."

Max Ways, chairman of an NARB

"consultative panel" that studied the problem of the aged in advertising, said a 1976 survey by the panel uncovered not one example of the elderly being depicted unfairly. Several of the committee members, however, found that incredible. "It seems to me somebody missed the boat somewhere," said Representative Edward Beard (D-R.I.). Representative Mary Rose Oakar (D-Ohio) professed to be "really distressed" at the statement, in light of the "volumes" of testimony the committee has collected indicating abuse is rampant.

The committee released a study on advertising and the aged by staffer Kathleen Jamieson that concluded there is an old-age stereotype in TV commercials: Among her findings from an analysis of 90 TV commercials aired the week of Jan. 16 was that old people in commercials are not as healthy as old people in real life. Women especially seem to demonstrate this. Older

women in commercials are less likely to be selling beauty aids than laxatives, arthritis remedies and denture products. Furthermore, old women are far outnumbered in TV commercials by old men, even though in real life they are more numerous. And the functions of older men and women are different; older men are usually represented as authority figures, while older women are caricatured as incompetent. Old people in general are identified with nostalgia—"the good old days."

The study reviewed a host of commercials that seem to downgrade the elderly, making them appear forgetful, out of touch, and in the case of the women carrying toilet paper in her handbag, silly.

Patricia Reed Scott, producer and director of the *Getting On* television series on public television, testified that television advertising focuses on the 18-to-49-year-old consumer market, largely ignoring the over-55 group, which she said is the largest consumer segment in the nation today. There are signs that older people are appearing more frequently in TV commercials these days, she said, but by and large "older people are not considered to be in the market. And in this country, if you're not part of the market, you're not part of the mainstream."

In advertising's defense, O&M's Rand testified that if there is a youth culture reflected in TV commercials, it cannot be blamed on the commercials. "Trends may come from movies, magazines and from

On their own. With ABC Radio Spot Sales in the process of being phased out, seven ABC-owned FM radio stations have secured their own sales representation. Already effective are appointments by WPLJ New York, WRFI Detroit and KSFX San Francisco of Blair Radio; KLOS Los Angeles of Katz Radio; WROX Washington of McGavren Guid and KAUM Houston of RKO Radio Sales. Katz Radio will assume representation of WDAI Chicago in about one month.

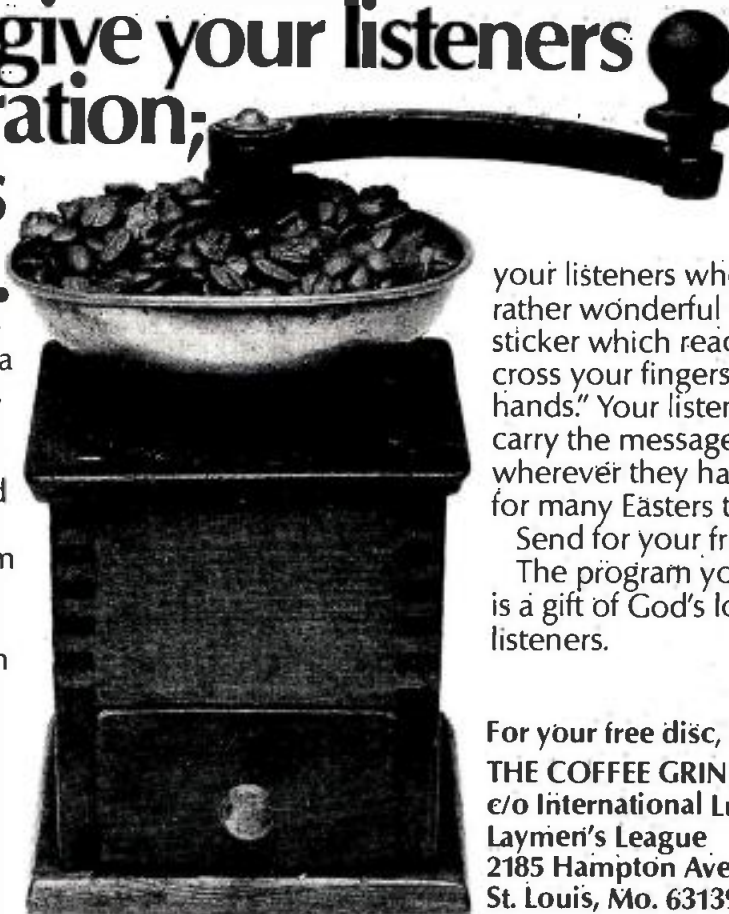
This Easter give your listeners hope, inspiration; and God's love.

This Easter, bring joy to the hearts of your listeners with a 30-minute special radio play, "The Coffee Grinder Man."

"The Coffee Grinder Man" is an inspiring play produced by the Lutheran Laymen's League. It'll make Easter seem like a holy day rather than a holiday.

The drama is followed with a homily by Dr. Oswald Hoffmann. Both can be enjoyed by Christians of all denominations.

Order the 12" disc, free of charge, of course. As a memento, we'll send any of



your listeners who write us a rather wonderful bumper sticker which reads: "Don't cross your fingers—fold your hands." Your listeners can carry the message of God wherever they happen to go, for many Easters to come.

Send for your free disc now.

The program you'll receive is a gift of God's love for your listeners.

For your free disc, write:
THE COFFEE GRINDER MAN
 c/o International Lutheran
 Laymen's League
 2185 Hampton Ave.
 St. Louis, Mo. 63139



popular stars and songs," he said, "but not from commercials. We may reflect trends, but we don't start them."

Ms. Scott suggested that with the promise of broadened program choices through new technologies such as cable television, satellites and improved UHF receivers, there should be new legislation or regulation to insure that neither old people nor any other group is restricted or excluded from television.

Hers was the only suggestion of government initiative at the hearing, however. Representative Edward Roybal (D-Calif.) filling in for absent Chairman Claude Pepper (D-Fla.), said he "firmly believes" that negative portrayals of the elderly, of which "there are far too many," should be corrected. But he went no further than to urge the NARB representatives to work with the committee to "encourage" that change.

FCC Chairman Charles Ferris was invited to appear at the hearing, but declined, saying in a letter released by the committee Jan. 26 that it would be inappropriate to involve the commission in any attempts to force change in advertising. "The program material presented on television generally enjoys the constitutional guarantees of free speech," he said, "even if it may be offensive to some viewers. Thus the commission must rely on the good taste and responsible judgment of broadcast licensees to assure

broadcast of material that would not tend to stereotype, demean, or degrade any group in the society." Actually, he added, the FCC has received "very few" complaints about the problem.

Jerome Lansner, vice president and general manager of the National Association of Broadcasters Code Authority, in a statement for the hearing record, defended the broadcast industry's self-regulatory mechanism as being sensitive to the problems of the elderly. The Code Authority will challenge commercials demeaning to old people, he said, but has not found it necessary in the last 14 years to institute any proceedings that could lead to the revocation of a subscriber's code seal.

D-F-S study finds bonus in Christmas TV specials

Dancer-Fitzgerald-Sample last week released its analysis of Christmas network TV specials and concluded that, with few exceptions, the programming scored comfortable ratings.

D-F-S pointed out that of the 37 specials telecast between Nov. 28 and Dec. 25, those of the star/variety type registered the highest ratings, with seven of the 13 placing in the Nielsen top 20 with an average rating of 25; four of the six drama specials averaged 24.5 ratings; nine of the 16 animated shows averaged 22.9.

The highest-rated holiday special was NBC-TV's *Bob Hope Special* with a 34.0 rating, followed by *Bing Crosby* on CBS-TV with a 30.7 and *Rudolph the Red-Nosed Reindeer* on CBS-TV with a 28.7. D-F-S singled out *A Charlie Brown Christmas* on CBS-TV (24.1 rating) saying that "after 13 CBS network runs, this perennial never wears out its welcome and has won both Emmy and Peabody Awards in the process."

Encyclopedia tries TV

In its first use of television for the *New Book of Knowledge*, Grolier Inc., New York, has begun a three-week spot TV campaign in 28 prime mail-order markets in support of the children's encyclopedia.

A spokesman said that the juvenile reference book has been marketed almost exclusively for more than 60 years by door-to-door sales. To his knowledge this advertising marks the first mail-order effort and includes, in addition to TV, a direct mail campaign to about 1.2 million families and a four-page spread in *TV Guide*.

The three-week advertising effort, which ends this month, is expected to be continued, a Grolier spokesman said, but this campaign is a test to decide if the media mix is appropriate and if the markets chosen should be varied. Television is

expected to receive the major portion of more than \$1.3 million allocated for the initial launch. The agency is Wunderman, Ricotta & Kline Inc., New York.

Bozeman station seeks \$3 million in suit against Arbitron Radio

KBOZ(AM) Bozeman, Mont., reported last week that it had filed a \$3 million lawsuit against Arbitron Radio, charging deceptive practices.

William R. Reier, president and general manager of the station, said that Arbitron contracted with the Intermountain Network and KBMN(AM) Bozeman, its affiliate there, and with KBOZ to conduct an audience survey of the Bozeman market in April-May 1977 covering specified demographics. Arbitron produced the report as ordered, Mr. Reier said, but two days later published "an altered and edited version" that eliminated the demographic categories favorable to KBOZ and added an unordered category that favored KBMN.

The categories eliminated, he said, were adults 25+, adults 18-49 and adults 18-34, while the added category was adults 35+.

KBOZ claimed the second report "was published for IMN and KBMN," and that "as a result of Arbitron's actions KBOZ has suffered a loss of business and has suffered damage to its business reputation."

The suit, filed in U.S. District Court in Butte, Mont., seeks \$1.5 million in general damages and \$1.5 million in punitive damages, plus costs. It also requests a jury trial.

An Arbitron spokesperson said last week the company had not received formal notification of the suit and would have no comment until it does.

Advertising Briefs

Sorry about that. In letter to Health, Education and Welfare Secretary Joseph A. Califano last week, National Association of Broadcasters President Vincent Wasilewski said he was wrong when he said last month that government continues allocations for foreign advertising of cigarette. (BROADCASTING, Jan. 16). Government stopped practice in 1975. Nevertheless, he repeated NAB's lack of enthusiasm for Mr. Califano's urging that broadcasters increase number of free anti-smoking announcements on air.

Arbitron expansions. Arbitron Television has signed five Chicago stations for its new metered measurements there, to begin next fall. Stations are WMAQ-TV, WGN-TV, WBBM-TV, WLS-TV and WFLD-TV. Ratings service has also signed up most stations in two markets, Seattle and New Orleans, to try out new "extended measurement plan." Plan spreads audience sample over three-month period and provides stations with additional reports at cost 7%-10% higher than regular service.

PRODUCERS OF: STAR TRAK WITH CANDY TUSKEN • DR. DEMENTO • NATIONAL ALBUM COUNTDOWN • THE SOUND OF MOTOWN • IN HOLLYWOOD WITH DARCEL • 12 HOURS OF CHRISTMAS

DR. DEMENTO

L.A.'s #1 rated weekend program. 2 hour weekly with the Doctor's famous Demented vignettes. One of a kind. Offered FREE of charge to ARB Radio Markets on a barter basis. Nominal fee for non ARB Markets. CALL NOW FOR FREE DEMO.

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WESTWOOD ONE

The Broadcasting Playlist Feb 6

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>Staying Alive</i> □ Bee Gees	RSO
2 2	<i>Baby Come Back</i> □ Player	RSO
3 3	<i>Just the Way You Are</i> □ Billy Joel	Columbia
4 4	<i>Short People</i> □ Randy Newman	Warner Bros.
6 5	<i>You're in My Heart</i> □ Rod Stewart	Warner Bros.
11 6	<i>Sometimes When We Touch</i> □ Dan Hill	20th Century
5 7	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
8 8	<i>We Are the Champions</i> □ Queen	Elektra
13 9	<i>Love is Thicker Than Water</i> □ Andy Gibb	RSO
15 10	<i>Emotion</i> □ Samantha Sang	Private Stock
9 11	<i>Turn to Stone</i> □ Electric Light Orchestra	UA/Jet
7 12	<i>Here You Come Again</i> □ Dolly Parton	RCA
10 13	<i>Dance Dance Dance</i> □ Chic	Atlantic
12 14	<i>Come Sail Away</i> □ Styx	A&M
29 15	<i>Theme from "Close Encounters"</i> □ Meco	Millennium
18 16	<i>Don't Let Me Be Misunderstood</i> □ L. Gomez	Casablanca
20 17	<i>Desiree</i> □ Neil Diamond	Columbia
24 18	<i>Wonderful World</i> □ Art Garfunkel	Columbia
39 19	<i>Night Fever</i> □ Bee Gees	RSO
34 20	<i>Theme from "Close Encounters"</i> □ John Williams	Arista
22 21	<i>Peg</i> □ Steely Dan	ABC
19 22	<i>Serpentine Fire</i> □ Earth, Wind & Fire	Columbia
25 23	<i>I Go Crazy</i> □ Paul Davis	Bang
23 24	<i>Lay Down, Sally</i> □ Eric Clapton	RSO
38 25	<i>I Can't Smile Without You</i> □ Barry Manilow	Arista
14 26	<i>Sentimental Lady</i> □ Bob Welch	Capitol
32 27	<i>Name of the Game</i> □ Abba	Atlantic
27 28	<i>What's Your Name</i> □ Lynyrd Skynyrd	MCA
28 29	<i>Poor Poor Pitiful Me</i> □ Linda Ronstadt	Asylum
31 30	<i>The Way You Do the Things You Do</i> □ R. Cooldidge	A&M
21 31	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
33 32	<i>Ffun</i> □ Con Funk Shun	Mercury
16 33	<i>Native New Yorker</i> □ Odyssey	RCA
30 34	<i>Back in Love Again</i> □ LTD	A&M
- 35	<i>Dust in the Wind</i> □ Kansas	Kirshner
26 36	<i>Hey Deanie</i> □ Shaun Cassidy	Warner Bros.
35 37	<i>Thunder Island</i> □ Jay Ferguson	Asylum
47 38	<i>Falling</i> □ LeBlanc & Carr	Big Tree
36 39	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
49 40	<i>Our Love</i> □ Natalie Cole	Capitol
40 41	<i>Your Smiling Face</i> □ James Taylor	Columbia
- 42	<i>Run Around Sue</i> □ Lelf Garrett	Atlantic
44 43	<i>Always and Forever</i> □ Heatwave	Epic
41 44	<i>Breakdown</i> □ Tom Petty	Shelter/ABC
42 45	<i>Happy Anniversary</i> □ Little River Band	Capitol
43 46	<i>Street Corner Serenade</i> □ Wet Willie	Epic
45 47	<i>Too Hot ta Trot</i> □ Commodores	Motown
- 48	<i>Theme from "Which Way Is Up"</i> □ Starguard	MCA
46 49	<i>You Light Up My Life</i> □ Debby Boone	Warner Bros.
- 50	<i>Jack and Jill</i> □ Raydio	Arista

Playback

More from Manilow. *I Can't Smile Without You* (Arista), the newest single by Barry Manilow, is proving to be an "automatic." That's how Alan Smith (Brother Love) of WCAO(AM) Baltimore describes this sing-along style record from Mr. Manilow's latest album *Even Now*. "Barry Manilow is radio's definition of mass appeal," says Mr. Smith. "He's a composer yet most of the records he has done have been someone else's. But he's a hell of an interpreter." *Can't Smile* is also on at WOCM(FM) Hagerstown, Md., where music director Steve Williams reports he has "never seen a record move that fast." It bolts on "Playlist" from 38 to 25. **Dust storm** Kansas is back with a follow-up to *Point of Know Return* (Kirshner), the first single released from the album of the same name. This one, *Dust in the Wind*, is a soft ballad that's stirring up a storm. It's the highest debut on "Playlist" this week, entering the chart at 35. Dave Brewer of WHNN(AM) Bay City, Mich., offers one reason for the record's growing success: "It's a good mix. You can mix that record with anything. The violin on the last third of the record makes it." **Fail proof.** Two number one singles have already been drawn from the Bee Gees *Saturday Night Fever* (RSO) album, and some say *Night Fever* could be a third. *How Deep Is Your Love*, the first single released, held the top spot on "Playlist" for five weeks and *Staying Alive* is there now (for the second week). As Dave Bishop of WCOL(AM) Columbus, Ohio, put it: "We ought to come up with a new rotation and call it the 'Saturday Night Fever' rotation. We could just play that album 24 hours a day."

Country

Last This week week	Title □ Artist	Label
10 1	<i>Take This Job and Shove It</i> □ Johnny Paycheck	Epic
7 2	<i>Out of My Head</i> □ Loretta Lynn	MCA
17 3	<i>Woman to Woman</i> □ Barbara Mandrell	ABC
4 4	<i>What a Difference You've Made</i> □ Ronnie Milsap	RCA
5 5	<i>I Just Wish You Were Someone I Love</i> □ L. Gatlin	Monument
20 6	<i>Do I Love You</i> □ Donna Fargo	Warner Bros.
14 7	<i>What Did I Promise Her Last Night</i> □ M. Tillis	MCA
12 8	<i>Don't Break the Heart</i> □ Margo Smith	Warner Bros.
1 9	<i>You're the One</i> □ Oak Ridge Boys	ABC
25 10	<i>I Don't Need a Thing at All</i> □ Gene Watson	Capitol
9 11	<i>Middle Age Crazy</i> □ Jerry Lee Lewis	Mercury
2 12	<i>To Daddy</i> □ Emmylou Harris	Warner Bros.
18 13	<i>May the Force Be With You Always</i> □ Tom T. Hall	RCA
22 14	<i>Come to Me</i> □ Roy Head	ABC
6 15	<i>Somethin' to Brag About</i> □ M.K. Place & W. Nelson	Columbia
3 16	<i>Here You Come Again</i> □ Dolly Parton	RCA
- 17	<i>Some I Wrote</i> □ Statler Bros.	Mercury
21 18	<i>My Way</i> □ Elvis Presley	RCA
- 19	<i>Don't Let Your Babies</i> □ Waylon & Willie	RCA
8 20	<i>The First Time</i> □ Billy "Crash" Craddock	ABC
- 21	<i>Come a Little Bit Closer</i> □ Johnny Duncan	Columbia
13 22	<i>Lonely Street</i> □ Rex Allen Jr.	Warner Bros.
- 23	<i>I Love You</i> □ Ronnie McDowell	Scorpion
15 24	<i>I Want to Be Your Everything</i> □ C. Smith	Monument
- 25	<i>Shine on Me</i> □ John Wesley Ryles	ABC

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's series to do battle with specials during sweeps

CBS, NBC set blockbusters for February; it will be a test of variety versus consistency

It's sweep time again, and CBS-TV and NBC-TV are unleashing their highest-powered programing, while ABC-TV is generally maintaining a lower profile, if its regular schedule can be accurately described that way. Stunting on all three networks will be generally less furious than it was during the last sweep in November, however, with a rough count showing that NBC will pre-empt about 20 hours of regularly scheduled programing to CBS's 14-1/2 hours and ABC's 10.

CBS is promoting both its specials and second-season schedule changes with one ad, under the logo "The 32 Fabulous Days of February." The copy explains: "So jam-packed with super specials, blockbuster movies [and] great new series that 28 days won't hold it all. That's why we're starting four days early [on Jan. 28]. . ."

Ballyhoo aside, however, the four extra days were actually devoted to the premieres of new series—*Baby, I'm Back*, *Celebrity Challenge of the Sexes*, *Shields* and *Yarnell* and *CBS Tuesday Night Movie*—and to getting several old shows into new time periods (BROADCASTING, Jan. 9). When *Arbitron*'s sweep started on Feb. 1 (Nielsen started Feb. 2), CBS's specials bonanza did too, beginning with *Leapin' Lizards*, *It's Liberace* and, as the ad put it, "continuing nonstop from there." Among specials still to come: a three-hour dramatization of the Kennedy assassination, *Ruby and Oswald*, a made-for-TV movie, *(Who Killed) The President's Mistress?*, Burt Reynolds in *Gator*, Muhammad Ali fighting Leon Spinks for the heavyweight championship, *The People's Choice Awards* with host Dick Van Dyke, a Mary Tyler Moore variety special and the Grammy Awards with host John Denver. The network's new Tuesday movie slot had its debut Jan. 31 with "Chinatown," with Jack Nicholson, and other features scheduled for that night demonstrated the intention to offer male-oriented films as an alternative to the more feminine programs on NBC and ABC. Features for February include "The Call Girl and the Cop," "Twilight's Last Gleaming" and "Magnum Force."

NBC is not only exploiting its "events" concept to the fullest this month, but also has scheduled at least a dozen specials that pre-empt regular series programs. Included in the latter category are two *Laugh-Ins*, a Bob Hope special, a *Hallmark Hall of Fame*, *The Great*

Wallendas and two Valentine's Day specials. Included in the regular events/movies slots will be the big theatrical releases "Midway" and "Farewell, My Lovely," plus a *Columbo* and a Dean Martin roast of Frank Sinatra. But it is miniseries that will be the most prominent event attractions, beginning on Feb. 12 with *King*, and continuing with *The Awakening Land: the Saga of an American Woman* on Feb. 19 and *Loose Change* on Feb. 26. *Black Beauty*, the five-part miniseries which finished its run Feb. 4, was scheduled in pre-emptive time periods (8-9 p.m.).

Compared to the line-ups on the number-two and number-three networks, ABC appears to be calmly coasting through the month. Only five specials are on the calendar besides the *ABC Silver Anniversary Celebration* scheduled for last night (Feb. 5, 7-11 p.m.): *John Denver in Australia*, *The Honeymooners' Valentine Special*, a special Valentine's episode of *Love Boat* and two three-hour introductory presentations of the new series, *How the West Was Won*. That specials budget actually represents a cutback of four specials that were originally scheduled for February when ABC announced its "Special 100" list last fall (BROADCASTING, Oct. 31, 1977). Even in its movie slots there are no blockbusters.

So while CBS and NBC turn cartwheels, ABC will be methodically ticking off its regular series. All in all, the month may present the most clear-cut opportunity yet to test what viewers really prefer: variety or consistency.

Rogers waves warning under Rozelle's nose

Florida Democrat offers bill to reinstate blackout ban if NFL refuses to continue its voluntary policy

Representative Paul Rogers (D-Fla.) has introduced legislation to reinstate for three more football seasons the sports broadcasting antiblackout law that expired in 1975, if the National Football League refuses to continue the ban on its own.

In a Jan. 25 letter, the congressman urged NFL Commissioner Pete Rozelle to continue for two years the spirit of the antiblackout law, which requires professional sports teams to make home games available for local broadcast if sold out 72 hours in advance. The law applies to professional baseball, basketball and hockey as well as football, but it is football that Congress is most concerned about. The NFL had voluntarily continued the blackout ban through the season just ended, but, Representative Rogers noted, has not yet made known its plans for the future.

Mr. Rogers said he hopes the NFL will comply with his wish, but that he went ahead with introducing his bill "because I believe the House should send a signal to the league that it is prepared to extend the law if this is necessary to assure that mil-

lions of people in our districts will not unnecessarily be prevented from viewing home football games."

He said in a letter seeking co-sponsors for his bill that he will ask House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) to hold hearings if the NFL does not respond.

A sudden surge of over-the-air pay TV interest in Los Angeles

Second UHF station will begin subscription service in June; Sears, Roebuck gets into the marketing act in response to 'virtual explosion of demand'

Optimism about the Los Angeles area's over-the-air pay TV potential ran high on two fronts last week.

American Subscription Television of California announced that it plans to operate its SelecTV pay-per-program service on ch. 22 KWHY-TV Los Angeles by next summer.

Sears, Roebuck & Co. gave notice that its marketing and installation skills were behind National Subscription Television, currently the area's only STV operation, which began a flat fee service from ch. 52 KBCS-TV Los Angeles (Corona) last April 1 (BROADCASTING, March 7, 1977) and now claims more than 20,000 subscribers.

According to Robert Block, ASTC president, that system already has financial commitments representing about \$10 million. Initially the service is expected to offer movies and sports events from about 8 p.m. to midnight seven days a week. Movies would run from \$2.50 to \$3.50, with the charge for a sports program depending on the average price of a ticket to the game. An agreement has been made for Hollywood Home Theater, a pay programming company owned by 20th Century-Fox and United Artists, to act as a programming consultant.

Specials and cultural events also are expected to become a part of the SelecTV schedule. Mr. Block also anticipates eventual specialized scrambled broadcasts to police, doctors and other groups.

The SelecTV service, he explained, represents a merger of the scrambling and memory technology of Teleglobe Pay TV Systems Inc. (led by Sol Sagall) and the telephone billing system developed by Telease Inc. (which Mr. Block also serves as president, among a group of investors).

Installation fee for the STV box in the home is expected to be \$25 with a \$5 monthly rental fee. The boxes are being produced by Clarion Ltd. of Japan. Mr. Block said that the first units are costing about \$200 each, but that he expects the price to drop to about \$150 when mass produced.

Working toward a June target date, Mr.

Block anticipates 20,000 SelecTV subscribers by the end of 1978, 50,000 by the end of the first year of operation and 175,000 by the end of the second. The major restraint in achieving more subscribers, he said, is the financing of decoders. SelecTV says there are 3.8 million households in the area it will be able to reach.

Los Angeles is seen only as the first stop for SelecTV. Mr. Block has an ownership interest in the permittee for ch. 24 WCGV(TV) Milwaukee which he expects to begin pay-per-program service before the first of next year. STV applications, he said are pending for permittees ch. 23 Minneapolis-St. Paul; ch. 50 Washington, ch. 27 WSMW-TV Worcester, Mass. (which already is on the air). He also said that applications for stations and STV service have been filed for Miami, Philadelphia, Fort Worth, Seattle, Houston and Kansas City, Mo., and that other cities are being investigated as possible STV markets.

As for two STV operations serving the Los Angeles area, Mr. Block claimed that "the market is big enough for both of us."

The demand for STV service there also was expressed by Eugene W. Weldon, general manager of the Sears Los Angeles/Orange county retail district. "It's an idea that has been around for decades, but suddenly there's a virtual explosion of demand," Mr. Weldon said with the announcement that his district would be marketing and installing decoders for National Subscription Television's "ON TV" service.

Despite its fleet of 50 trucks, NST (owned by Oak Industries and the Chartwell Communications Group of Los Angeles) was said not to be able to keep up with installation requests, primarily in the San Fernando Valley where NST has directed its initial marketing.

While NST will continue its own marketing, Sears will start selling the service through four major stores in the San Fernando Valley and within a few months expand to all 37 full-service stores in the Los Angeles area.

The financial arrangement between NST and Sears was not revealed. Sears, however, has not acquired any ownership interest in the pay programming company.

NST offers a nightly mix of films, sports and specials for \$17 per month. Installation runs \$39.95 and a refundable \$25 deposit is required on the Oak Industries decoder.

Gold Key aligns with Burrud to sell wildlife films

Gold Key Entertainment, as part of its over-all expansion in the production field, has joined forces with Bill Burrud Productions on a four-phase co-production and distribution arrangement aimed at network and syndicated TV and theatrical markets.

Already available to stations are six new wildlife adventure films. Each two hours in

length, the Burrud features distributed by Gold Key are "Creatures of the Amazon," "The Amazing Apes," "Predators of the Sea," "The Great American Wilderness," "Vanishing Africa" and "The Secret World of Reptiles."

Co-production between Gold Key and Burrud with an estimated \$2.5 million budget has begun on three other films—"Devils Mountain," "Ghost Treasure of the West" and "Curse of the Mayan Temple." Television distribution of these features will follow release to motion picture theaters.

An original adventure series of 26 shows is being jointly produced for syndication. Called *Adventure Journals*, the shows, currently being scripted, are in 60-minute or 90-minute formats, with an estimated \$150,000 budget per episode. It is expected that stations would run about 13 episodes per year.

As the fourth phase of the arrangement, the two companies are offering two made-for-TV movies to the networks—*Man Eater*, about seagoing crocodiles, and *Type*, based on the Herman Melville novel.

Super Bowl postgame show runs afoul of FCC

Attorneys in the FCC's network study office are not really out to get the Super Bowl. They are, however, concerned about an apparent violation of the commission's prime-time access rule on Jan. 15, the night of airing of Super Bowl XII.

According to Terry Maguire, an FCC attorney, CBS-TV before the game had requested a waiver of the rule, in case the game ran long, to present a 15-minute postgame show. Mr. Maguire said the postgame show was to have been "a little bit different" in that it was to have included an awards presentation. As things turned out, Mr. Maguire said, it "seemed" that CBS "tacked on another 15 minutes" of replays and postgame entertainment.

At home the night of the game, Mr. Maguire turned on his television set at about 10 p.m. NYT and thought it "funny" that the postgame coverage apparently was going beyond the allowed time. "If that's indeed the case," Mr. Maguire said, "then there was an apparent violation of the prime-time access rule."

The network study staff has asked CBS for more information about the broadcast and will suggest a possible commission action after the network's replies have been reviewed. "The whole thing's been blown out of proportion," Mr. Maguire said. At the very "worst" the commission would do no more than write letters to all of the CBS affiliates that carried the suspect postgame feed, he said. He called that possible commission action "sort of a slapping on the backs of their hands" that would serve basically as a reminder that adherence to the rule "really is the affiliates' responsibility."

Ratings race is stifling creativity, says producer Lear

Networks are more interested in greater amounts of money than in new ideas, he claims, and print media makes problem worse

The profit motive has created a "state of fear" among programming executives that is ruining network television, in the opinion of producer Norman Lear.

Elaborating last week on comments he made at a recent Hollywood Radio and Television Society meeting in Los Angeles, Mr. Lear said that network programmers have become so conscious of the dollar value of every rating point that they are no longer willing to risk making their own decisions about what is good and what is not.

"The competition between the networks is so fierce," Mr. Lear said, "that I question that any of the creative executives are able to function creatively." Asked if that has long been true to some extent, he replied, "Yes, but as the climate gets more intense, the heat increases."

Mr. Lear mentioned two ramifications of that "Wall Street climate" in particular that disturb him:

■ An unwillingness or inability to consider new ideas. Mr. Lear said that when he consults with network programmers about possible new shows, he finds them more apt to be thinking about how to counterprogram next week's *Laverne and Shirley* than about the merits of the proposal before them. "When you think of the amount of people coming in with very creative ideas, it's terrible," he said. "They [program executives] might listen to me or to a Grant Tinker, but are they listening to the George Joneses? I'm worried about George Jones."

■ The tendency of the print media to amplify the importance of the ratings game by giving it extensive coverage. Mr. Lear said he believes the ratings a program gets are less important than its quality, but that ratings stories reinforce the quantitative considerations in the minds of both network executives and the general public. "The message is always there," he said, "at least subliminally—winning and losing, winning and losing. I think it's a disservice to our viewers."

Turning more directly to one of his own professional problems, Mr. Lear also decried the signing of performers, writers and producers to exclusive network contracts. He said that practice has increased "about 700%" in the last few years, and that it is "not only unfair, but possibly illegal." The injustice from the producer's point of view, he said, is that a talent can be developed and then taken away by the network that can afford to offer more attractive financial benefits. "The networks have all the aces," he said. "There is a commercial advantage that is materially

hurting the independents."

Among Mr. Lear's associates now committed to network deals are Rob Reiner and Sally Struthers of *All in the Family*. Mr. Lear said that although he is not at present pursuing legal action on the issue, he does intend to seek the advice of his lawyers about a possible solution.

ACT and the arts

Twenty-nine communications, arts and business leaders have accepted an invitation from Action for Children's Television to serve as advisers in a two-year project to encourage locally produced and funded arts programs for children on television.

With a \$98,750 grant from the Cleveland-based George Gund Foundation, ACT will be coordinating four regional conferences designed to evoke increased cooperation at the local level as well as to discuss strategies to bring such programs to the air.

While the public workshops are not likely to come before next year, ACT, in the meantime, will be gathering information and continuing to prepare a resource book on children's TV and the arts. The first meeting of the advisory board is planned for October in New York.

Those serving on the board: Leonard Bernstein, composer/conductor; Henry Cauthen, director, South Carolina Educational Television; Gideon Chagy, vice president, Business Committee on the Arts; Betty Cope, president and general manager, noncommercial WVIZ-TV Cleveland; Henry Davis, vice president and general manager, Storer Broadcasting's WITI-TV Milwaukee; John Elliott, chairman, Ogilvy & Mather International; Howard Gardner, director, Harvard Project Zero; Kazuko Hillier, performing arts administrator; George Hinckley, vice president, Travelers Insurance Co.; Thomas Hoving, president, Hoving Associates and former director, Metropolitan Museum of Art; Russel Karp, president and chief operating officer, Teleprompter Corp.; Nora Kaye, dancer and film producer; Elma Lewis, director, National Center for Afro-American Artists; Donald McGannon, chairman and president, Westinghouse Broadcasting Co.; J. Richard Munro, video group vice president, Time Inc.; Brian O'Doherty, program director of public media, National Education Association; Richard O'Leary, president, ABC Owned Television Stations; David Rockefeller Jr., chairman, Arts, Education and Americans; John Ryor, president, National Education Association; Christopher Sarson, independent television producer; Barbara Schultz, executive producer, Public Broadcasting Service's *Vision*; Marta Vega, director, Association of Hispanic Arts; Douglas Turner Ward, artistic director, Negro Ensemble Co.; Suzanne Weil, director, Arts and Humanities, PBS; Billy Wilson, director/choreographer; Warren Yost, director, Young Audiences school/arts program; Anthony Bliss, executive director, Metropolitan Opera, and Herbert Schmertz, vice president, Mobil.

Program Briefs

Wishful thinking? NBC-TV's *Columbo* special to air Feb. 25 (9-11 p.m.) concerns "ruthless" television executive, "passed over for an anticipated promotion by her lover-boss, [who] carries out his perfectly timed execution while supposedly screening a film for New York VIP's." As *Columbo* closes in, she continues to work out network's program schedule.

Revival. Agreement has been made between Paracom and Don Reid, chairman of College Bowl Co., to return academic quiz show to television via syndication. Two one-hour international *College Bowl* specials are planned for June. Weekly half-hour series is to begin in September, with 38 weeks produced in local markets across country and last five weeks as championship specials.

For young. Under umbrella of *Krofft Super Stars*, Gold Key Entertainment is distributing six off-network children's series from Sid & Marty Krofft Productions. Live action shows (137 half hours available for stripping) include *Far Out Space Nuts*, *Sigmund and the Sea Monsters*, *Land of the Lost*, *H.R. Pufnstuf*, *Lost Saucer* and *The Bugaloos*. Package, available for fall, is being sold for cash.

Sci-fi. Sandy Frank Film Syndication this week expects pilot delivery of *Battle of the Planets*, animated series of 78 new half hours for strip or weekly run beginning this fall. Series, produced under banner of Sandy Frank Productions (with Hanna-Barbera/Disney veterans Alan Dinehart and Jameson Brewer), will be sold to stations for cash.

Barris's beauties. As spin-off of *Gong Show*, Chuck Barris Productions is preparing *\$1.98 Beauty Contest*, weekly half-hour spoof on pageants, with celebrity judges and Rip Taylor as host. Unlike *Gong Show*, however, there will be no real competition among participants. Show is being geared toward prime-time access period, with cash sales to stations. Sandy Frank's Station Program Sales is handling distribution.

Home help. *You Can Do It Yourself*, new series of 260 one-minute radio features is offered by Creative Marketing & Communications Corp., Cincinnati. Programs offer solutions to common repair and maintenance problems.

Star gazing. MMT Sales Inc., New York, is offering package of 365 90-second astrological forecasts featuring Arlene Dahl, actress (and secretary of National Astrological Association). Daily feature, covering all 12 signs of Zodiac, will be produced by Carter-Grant Productions and will include disclaimer required by National Association of Broadcasters code. Station deals are for cash.

Building ranks. Operation Prime Time and MCA TV/Universal report 76 stations (25 independents, 51 affiliates) already on board for this year's three OPT best-seller

adaptations. Filming began last week on first production, John Jakes's *The Bastard*, planned for May airings. OPT planners expect to exceed last year's clearance list for *Testimony of Two Men*, carried on 22 independents and 73 affiliates (BROADCASTING, Jan. 30).

Acquisition. Vidtronics Co., Hollywood, postproduction facility, has bought 100% of stock of A&G Concepts Inc., San Diego, video-tape production firm. Present management and personnel of A&G will remain, with Phil Arenson as president and Bill Stevens as executive producer.

Lonigan's run. James T. Farrell novel, "Studs Lonigan," will be basis for six-hour NBC-TV miniseries during 1978-79 season. Reginald Rose, writer of "Twelve Angry Men" and creator of CBS-TV series, *The Defenders*, has written screenplay. Lorimar Productions will produce, beginning in April.

She's Reddy. Singer Helen Reddy has signed contract with NBC-TV. First project is planned Thanksgiving-season special for 1978. Her husband, Jeff Wald, is to be executive producer.

Golden Globes. Hollywood Foreign Press Association's Golden Globe awards were awarded on NBC-TV special Jan. 29. Television winners were Carol Burnett, best actress, comedy or musical series (CBS-TV's *Carol Burnett Show*); Ed Asner, best actor, drama series (CBS-TV's *Lou Grant*); *All in the Family*, best comedy or musical series; *Roots*, best series, drama; Henry Winkler, best actor, comedy or drama (ABC-TV's *Happy Days*); Lesley Ann Warren, best actress, drama series (NBC-TV's *79 Park Avenue*), and *Raid on Entebbe*, best motion picture for television (NBC-TV).

If they watch at night, they listen in the morning

Adult viewers of prime time television also tend to be heavy listeners in radio's prime period, according to a CBS Radio analysis of the recently released RADAR data.

CBS Radio said that of the 45 million adults who are heavy viewers of weeknight TV (more than three hours of viewing between 7 p.m. and 12 midnight), more than two-thirds (69%) also listen to radio on a typical weekday morning for an average of more than one and a half hours during the four-hour span between 6 and 10 a.m. Similarly, light viewers (one hour or less per night) total about 37 million adults, and approximately 61% average more than an hour and a half of listening to radio between 6 and 10 a.m., the network said.

The dual use of radio in the morning and TV in the evening is being adopted by a growing number of advertisers, according to Richard M. Brescia, vice president and general sales manager of the CBS Radio Network. He said this approach increases reach among the light viewers and frequency among the heavy adult TV viewers.

News is next for Christians

CBN, increasingly active on satellite programming front, says it will begin national news service with nightly 30-minute broadcast series; earth stations on order for 60 of top U.S. markets

The Christian Broadcasting Network, group station owner and syndicator of *The 700 Club* program, Virginia Beach, Va., has announced plans to form a national news division that will produce two national and international 30-minute television newscasts six days a week. The service, to be offered to independent stations and network affiliates "seeking alternative news sources," is expected to compete with the ABC, CBS and NBC network news.

CBN said it has ordered 60 satellite earth stations from Scientific Atlanta for the top 60 U.S. markets. The first 30 are to be delivered "in the next several months." At that time the news service is expected to broadcast one 30-minute program daily. After the final 30 satellites are in place, CBN plans to expand to two shows six days per week.

The news service is to be tested this coming summer on the CBN-owned television stations—WAX-TV Atlanta, WXNE-TV Boston, KTX-TV Dallas and WYAH-TV Portsmouth, Va.—to start "hopefully" on Sept. 1 and no later than Oct. 1.

With a budget of \$2.5 million-\$3 million per year, CBN anticipates a network of about 200 correspondents in the U.S. and abroad for its news sources and satellite feeds from Viznews in London and Fuji Television in Tokyo.

The service, which will also include a weekly news magazine program with a 60-minute format, a separate religious news program and news updates, will be provided free to affiliate stations. Revenues



Slosser

are expected to come from local and regional advertising.

Bob G. Slosser, former assistant national editor of the *New York Times*, has been named to head the CBN news operation. He said the emphasis will be on "fairness, accuracy and thoroughness, rather than flamboyance or being 'first at all costs.'" Because CBN is a Christian organization "and under closer scrutiny," he said, "we have to be better than the others."

Mr. Slosser, who will assume management of the news network March 1, is co-author of several books including "Child of Satan, Child of God," "The Miracle of Jimmy Carter" and "The Road to the White House."

CBN President M.G. Robertson said the new service will cover all major stories shown on the other network newscasts. "However," he said, "we feel that national network news has reflected a bias centered in the Washington/New York axis, and we do not intend to follow the lead of two or three national newspapers in deciding what are the key stories." According to Mr. Robertson, CBN news will show particular interest in investigative reporting "and will not be bound by any 'gentleman's agreements' to cover up the failings or escapades of public figures or of gross errors in public policy."

"It's a big job," he said. "It's like David taking on Goliath. But I think the time is now, and that the project is economically viable."

Heat on media reduced in new criminal code

Version voted out of Senate no longer contains some provisions that, news organizations complained, amounts to prior restraint

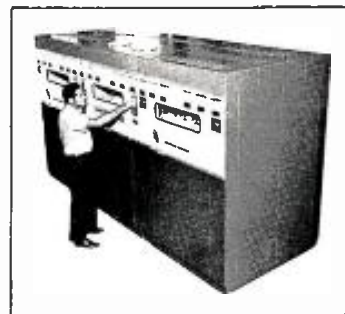
The Senate last week passed a sweeping reform of the federal criminal code, without provisions that journalists have opposed as infringements of the First Amendment.

Gone, for instance, is a provision that would have made it a crime to air or publish news stories in violation of court-issued gag orders. The Washington-based Reporters Committee for the Freedom of the Press had argued that this provision amounted to prior restraint on publication in violation of the First Amendment. Under the bill that passed the Senate Monday, 72-15, a broadcast station, newspaper or newperson can use the defense that a gag order was constitutionally invalid and constituted a prior restraint if faced with a contempt citation.

Gone too are provisions that would make it a crime to criticize a government official in the news "improperly" if the criticism causes humiliation or economic injury, to publish a stolen government report or to possess without autho-

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Not just a fair weather friend. Residents of Ohio and Indiana were especially hard hit by winter storms the last week of January, and broadcasters worked overtime to help out. Winds reaching 80 miles per hour and more whipped up drifts that cut off all roads in many sections and trapped people in their homes. Especially in rural areas, broadcasters provided the only means of communication and help.

Many daytime broadcasters extended their hours to supply information on the availability of food and health care and acted as clearinghouses for thousands of telephone calls a day. In North Vernon, Ind., WOCH(AM) became the control center for more than 25 four-wheel drive vehicles that evacuated more than 200 people stranded without food or electricity. Some of the staff of WITZ-AM-FM Jasper, Ind., were snowed in at the station, where they broadcast emergency information and handled about 1,200 phone calls a day.

In addition to the snow problem, which by last week was slowly clearing up, there was growing concern over a continuing coal strike that threatened to cut the amount of power available to industry when existing supplies run out. While radio and TV outlets probably won't be affected, some stations were voluntarily reducing power to help out. But according to Tom Sawyer, executive director of the Ohio Association of Broadcasters, the energy situation "is going to be grim." He says national broadcasting organizations should push for a federal energy priority for broadcasters.

rization an original government document.

Senator Edward Kennedy (D-Mass.), sponsor of the criminal reform bill, asserted that the bill leaves undisturbed the privilege a reporter can claim for confidential information. "Nothing in the code would alter or eliminate any privilege which a reporter is entitled to claim, nor the authority of the courts to continue to develop the law in this area," he said.

Under questioning from Senator Alan Cranston (D-Calif.), Senator Kennedy clarified a few other provisions of the bill. Senator Cranston: Would a reporter be guilty of concealing a document containing evidence of unlawful conduct (which is unlawful under the bill) if he did not turn over his notes regarding government corruption obtained in an interview with a confidential source? Senator Kennedy: No.

Senator Cranston: Would a reporter be guilty of concealment if he refuses to give the name of a source or hand over any notes under persistent questioning by federal investigators? Senator Kennedy: No.

Senator Cranston: Would a reporter be guilty of a crime if he destroyed his notes or erased tapes, knowing they contained evidence sought by law enforcement agencies? Senator Kennedy: "No, unless the evidence had been subpoenaed or otherwise lawfully requested." And in any case, there would be no crime if the reporter destroyed the sought-after material without intent of thwarting an investigation.

Senator Cranston: Would it be a crime to air or print information regarding a witness in a court hearing or congressional hearing that might humiliate or do economic injury to the witness? Senator Kennedy: No.

Senator Kennedy said most of the provisions—for instance, the one against concealing information in hindrance of a law enforcement investigation or the one against publishing information against a witness—were not specifically aimed at the press. In the case of the former example, the aim was to prevent the destruction of information such as the Watergate tapes; in the latter, the aim was to protect a witness from retaliation for testifying against the government or his employers or associates.

The criminal reform bill is less than half-way toward completion. It must now pass the House, which has only begun hearings before a judiciary subcommittee.

Journalism Briefs

No takers. Soviet news agency, Tass, has called proposal to give Communist leaders response time on Radio Free Europe and Radio Liberty in exchange for end to jamming (BROADCASTING, Jan. 30) "unacceptable and insulting."

On the other foot. Charles Royer, Seattle mayor who was commentator for KING-TV there before his election (BROADCASTING, Nov. 14, 1977), has barred cameras from

his twice-weekly briefings, saying he doesn't want "to be on TV all the time." Frankly he said, "I don't have that much to say twice a week." Announcement was made by his new press secretary, Carol Lewis, former city hall reporter for KING-TV.

Miami media fight ban on secret tapes

WCKT, 'Herald' go to Supreme Court in effort to overturn edict against recording conversations without permission of all parties involved

WCKT(TV) Miami and the *Miami Herald* have asked the U.S. Supreme Court to review a Florida supreme court ruling that effectively bars investigative reporters from secretly recording conversations with the subjects of their inquiries. Last October the state court upheld a 1974 Florida law that requires that all participants in a recorded conversation be made aware that their statements are being taped.

Gene Struhl, news director at WCKT, said that the law has hampered his reporters. According to Mr. Struhl, WCKT has been engaged in "heavy investigative reporting" since 1963 and has in recent years won three Peabody awards for its coverage.

"We are not asking for the right to bug people," Mr. Struhl said. The station is requesting that its reporters be allowed to record "a conversation to which they are a party."

Alan Rosenthal, an attorney with the Miami law firm of Milledge & Hermeller, which filed the appeal two weeks ago with the Supreme Court, said the action stemmed from a 1974 Florida legislative action that amended that state's law to require that both parties be aware of recording devices. Mr. Rosenthal called the law "an impairment of our ability to gather news." He said, too, that the statute "operates like a prior restraint" on reporters.

Mr. Rosenthal said the station filed a suit in December 1976 in a Dade county circuit court to have the law overturned and was upheld. But the state appealed to the Florida supreme court, which reversed the earlier ruling in October 1977. The appeal to the Supreme Court was filed Jan. 26.

Big M in Big D

Mutual sets up 'mininetwork' to distribute Dallas Cowboys games, other sports and news programming from Texas offices

Mutual Broadcasting has disclosed plans to set up a "mininetwork" at its new Southwest regional headquarters in Dallas. It will be equipped to feed the full Mutual network, according to President C. Edward Little.

Mutual has sales offices in New York, Chicago, Los Angeles, San Francisco and

Detroit, but the Dallas office will be the first to have broadcast facilities outside headquarters in Arlington, Va.

A principal function of the new facilities will be to distribute professional football games of the Dallas Cowboys under a four-year agreement and over a nine-state network to be called the Dallas Cowboys Radio Network. The games, originated by KRLD(AM) Dallas, will go to more than 250 stations in Arkansas, Arizona, Kansas, Louisiana, Mississippi, New Mexico, Tennessee and Texas. Mutual will simultaneously produce and originate play-by-play broadcasts of the Cowboy games in Spanish to some stations in the U.S., Puerto Rico and Mexico.

The Cowboys contract covers all preseason and regular-season games and first-round championship play-off games. Dick Doty, director of network communications for Mutual, said the Dallas studios will also distribute 63 Southwest Conference college football games next season.

Viewers get their turn on CBS's 'Your Turn'

New bimonthly TV talk show lets audience ask questions and rebut stories on news programs

CBS News yesterday (Feb. 5) was scheduled to launch a new forum for viewer response, *Your Turn: Letters to CBS News*, a bimonthly half-hour series on CBS-TV.

The first broadcast, anchored by correspondent Sharron Lovejoy, was to have pre-empted the Sunday morning religious program, *Look Up and Live*. Viewer comments from across the country concerned "How Sweet It Is," a 60 Minutes segment on sugar consumption; *CBS Reports: the Battle Over Panama*, and a two-part report on abortion on the *CBS Evening News with Walter Cronkite*. The retirement of commentator Eric Sevareid also was a subject of the program.

According to Joel Heller, the series' executive producer, *Your Turn* goes beyond the viewer-feedback segment of 60 Minutes, for example, by allowing viewers to expand on the content of their letters. Rebuttals from CBS News will not be included, Mr. Heller said.

Each segment (four to five minutes) is to begin with a short synopsis of the broadcast in question followed by interviews with three or four persons who have written—pro and con—on the news presentations.

Although the show is planned to air once every two months, Mr. Heller said a regularly scheduled time slot has not yet been chosen. He explained that the Sunday morning period was chosen for the first show because it is already assigned to CBS News and because it would be difficult to gain network clearance for "an untied, unproved program" such as *Your Turn* at another time.

Pole bill is on its way

Senate's version wins out; It includes provision for FCC fines

The House and Senate appeared headed toward resolution of their differing cable pole attachment bills last week without having to go to a conference committee. The answer was easy; the House was to accede to Senate's amended version.

The Senate passed a bill Tuesday but created a snag at the time by adding an unrelated amendment having to do with the classification of telegraph services to Hawaii; the House was unwilling to accept. By sending its refusal back to the Senate the following day, however, the House got the measure back on track. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) told House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) the Senate would take out its telegraph amendment and Mr. Van Deerlin said the revised measure probably would encounter no resistance in the House.

The Senate bill sets a standard of reasonable rates cable operators may be charged for cable space on telephone and utility poles, but which may be pre-empted by the state regulatory authorities. This state-prerogative approach marked a chief difference between that bill and the original House-passed version, which sets a federal standard within which both states and FCC regulation must fall.

The Senate's zone of reasonableness would stand through an interim period of

five years, during which the FCC would write a new standard.

The other major difference is that the Senate version includes a provision—absent altogether from the House bill—to authorize the establishment of fines that the FCC may impose on cable systems for violation of FCC rules. At the same time, it raises the ceilings on fines for cablecasters and broadcasters to \$2,000 for single offenses and \$20,000 for multiple offenses. For other licensees, land mobile and citizen band operators, for instance, the maximum fines would be raised to \$5,000.

Because of its states-rights approach—which could lead to widely varying cable pole rates across the country—the Senate bill is not the one the cable industry set out to win. Nor was cable too eager for the FCC to have the authority to impose fines on cable systems (that is a provision the National Association of Broadcasters lobbied for). But cable's chief association, the National Cable Television Association, threw its support to the Senate bill nevertheless, perceiving that not doing so might prevent passage of pole legislation altogether.

All for one?

The problems of larger firms monopolizing convention delegates in hospitality suites at the National Cable Television Association convention has led a committee of associate members to suggest a joint suite for the upcoming convention in New Orleans, April 30 to May 3.

The proposal calls for a single suite in which to entertain about 2,000 guests for two nights, which would cost \$50,000-\$60,000. The money would come from the approximately 150 exhibitors

who would be required to pay an amount equal to half their annual NCTA dues (associate dues range from \$500 to \$2,500).

Daniels & Associates is the new name; Allstate doubles its money in selling cable interests

Daniels Properties, a Denver-based cable multiple system operator, broker and management firm, has expanded its corporate structure and changed its name.

In the first move, Daniels repurchased all the outstanding convertible, preferred stock of a subsidiary, Cablevision Investors, from Allstate Insurance Co. of Northbrook, Ill., for \$5,300,000. (Allstate bought the stock four years ago for about half that figure.) Cablevision owns 16 cable systems in Nebraska and Texas. Financing for the deal was arranged through Travelers Insurance and, which John Hancock loaned Daniels \$5 million.

At the same time the company changed its corporate name to Daniels & Associates Inc. to encompass all the units previously operated as separate divisions. Daniels owns and operates 10 cable systems serving 110,000 subscribers in four states and holds management contracts and minority interests in systems serving an additional 52,000 subscribers. The firm's gross revenues for the period ending May 31 will be \$11,600,000, according to John Saeman, president of Daniels Properties who becomes president and chief executive officer of the new corporation—representing a 29% increase over the year before. The company's brokerage services accounted for more than \$65,100,000 in transactions last year.

Fates & Fortunes

Media

John Rohrbeck, station manager of KNBC(TV) Los Angeles, appointed VP and general manager of WRC-TV Washington, replacing **Robert A. Walsh**, who has been appointed VP and general manager of WMAQ-TV Chicago (BROADCASTING, Jan. 30). All stations are owned by NBC.

Richard P. Oakley, from WSSV(AM)-WPLZ(FM) Petersburg, Va., named VP-general manager, Century Communications, licensee of WVOT(AM)-WXYX(FM) Wilson, N.C.

Ed Allen, program director, WTND(AM) Orangeburg, S.C., promoted to station manager-programmer.

Tom Taylor, program director, WHWH(AM) Princeton, N.J., and co-owned WPST(FM) Trenton, N.J., appointed WPST station manager.

Dale K. Ouzts, general manager-director of broadcast services, noncommercial WSSR(FM) Springfield Ill., named National Public Radio's

senior VP for representation, Washington.

Nicholas P. Schiavone, manager, NBC Radio Network planning, New York, named research manager.

Arnold Labaton, director of municipally owned WNYC-AM-FM-TV New York, named director of special projects, noncommercial WNET(TV) there. Despite WNET's long-standing proposal to take over stations from city, Mr. Labaton claims that's not his mission.

Marijané Roark, member of creative services and promotion department, WWBT(TV) Richmond, Va., joins WMAR-TV Baltimore as on-air promotion producer.

Broadcast Advertising

John A. Sidebotham, **R. B. Montgomery** and **Theodore Shaw**, senior VP's and co-creative directors, McCaffrey & McCall, New York,

elected to board of directors.

Louis A. Tripodi, VP-corporate director of public relations, Needham, Harper & Steers, New York, elected senior VP and appointed assistant to chairman. **Daniel Cohen**, management representative, NH&S, elected senior VP.

Susan Thompson, VP-assistant media director, A. Eicoff & Co., Chicago, named senior VP. **Kathy Parrish**, media buyer, appointed media supervisor. **Rosalyn Starr**, writer-producer from WTCG(TV) Atlanta, joins Eicoff as creative director-producer.

Marjorie Kallns, manager, financial production control, Benton & Bowles, New York, appointed VP.

George Klas, senior account executive, Bozell & Jacobs, New York, promoted to VP-account supervisor.

George M. Rogers Jr., VP-director of media services, Bozell & Jacobs, Chicago, named VP,

media director and director of special services, McCann-Erickson there.

George Rubin and John McCurdy, account supervisors, Richard K. Manoff advertising, New York, elected VP's.

Robert B. McDonald, VP and director of media for BBDO, New York, has resigned and is being replaced by **Gene DeWitt**, who has been executive VP and director of business affairs of Rosenfeld, Sirowitz & Larson, New York.

Steve Seidl, account supervisor, Grey Advertising, Minneapolis-St. Paul, elected VP.

Ronald F. Zabke, senior VP, A. Eicoff & Co., Chicago, joins Ed Libov Associates, retail broadcast ad agency there, as executive VP-general manager.

Maurice Lerman, VP-Norman, Craig & Kummel, New York, promoted to senior VP-creative director. **Mary Ann Lambert**, associate media director, promoted to VP-media planning director.

Joining sales staff at H-R Television, New York: **Anne Eng**, from Ogilvy & Mather; **Keefe Werner**, from Avery-Knodel, and **Steve Santo**, from Katz Television.

Kevin Mirek, account executive from WSOC-TV Charlotte, N.C., and **Preston Putnam-Farr**, account executive from WNBC-TV New York, named to sales staff, Telerep, New York.

Georgette Houghton, Eastern sales manager, Field Spot Sales, New York, appointed director of marketing.

Barbara Grosiak, account executive, RKO Radio Sales, New York, appointed research director.

Lynne Shapiro, senior research executive, Grey Advertising, New York, named manager of research, Sawdon & Bess Advertising there.

Joan Darwal, media assistant, Wyse Advertising, Cleveland, promoted to broadcast negotiator.

Gary Lewis, general sales manager, WMCA(AM) New York, named VP of parent, Straus Communications.

Cynthia J. Scott, market research manager, Farah Manufacturing Co., El Paso, joins Hoefer, Dieterich & Brown, San Francisco, as senior research analyst.

Phillip Geiger, general manager, WPST(FM) Trenton, N.J., promoted to VP-sales, WPST and co-owned WHWH(AM) Princeton, N.J. **Bob Roberts**, sales manager of stations, becomes regional sales manager.

Francine Link, account executive, KBHK-TV San Francisco, promoted to sales manager.

Karen Alpert, research analyst, Telerep, New York, joins WTVJ(TV) Miami as assistant research director, responsible for sales and audience research.

Robert L. Jawer, account executive, KYW-TV Philadelphia, assumes additional duties as director of account services.

Charles Zellermyer, account executive, WMJX(FM) Miami, joins WQUE(FM) New Orleans as sales manager.

Warren Hills, producer-director, WBAL-TV Baltimore, named commercial production manager.

Bob Oakley, corporate broadcast director, Allied Stores Corp.'s radio and TV activities, New York, named manager, mobile commercial production unit, WBZ-TV Boston.

Betty Anne Morris, account executive, Meeker Co., Kansas City, Mo., and **Connie Brigman**, account executive from KBEQ(FM) there, join sales staff, KMBC-TV there.

Donna Smith, account executive, WERC-AM-FM Birmingham, Ala., named to same post, WAGA-TV Atlanta.

Wanda Lewis, account executive, KTEM(AM)-KPLE(FM) Temple, Tex., named to same post WTVR-TV Richmond, Va.

Roxanne Durell, account executive, KBRG(FM) San Francisco, joins KYUU(FM) there in same post.

Jim Meadows, sales supervisor, WAVI(AM) Dayton, Ohio, named account executive, WYDD(FM) Pittsburgh.

Shelley Murray, account executive, The Design Team, Seattle, joins KVI(AM) there in same post.

Robbie Vorhaus, from KUDL(AM) Fairway, Kan., joins KYYS(FM) Kansas City, Mo., as account executive.

Programing

Lenore Cantor, director-program research, NBC, Burbank, Calif., named VP-program research. **Gerald M. Jaffe**, director, audience measurement and schedule analysis, NBC, New York, appointed VP, audience research.

Joe Bos, senior VP-finance, United Artists, New York, named senior VP-operations. **John Dartigue**, executive assistant to **Gabe Sumner**, senior VP in charge of advertising and publicity, for UA, East Coast, named VP, advertising and publicity, replacing Mr. Sumner, who has been appointed senior VP in charge of production, East Coast.

Beth Sullivan, senior TV story analyst, TV division, 20th Century-Fox Television, Beverly Hills, Calif., named associate developer of programing.

Geoffrey Haines-Stiles, executive producer of weekly public affairs magazine and documentary program, WCAU-TV Philadelphia, appointed executive producer, program department.

Migs Levy, former story editor, Columbia Pictures, Burbank, Calif., joins Columbia Pictures Television there as executive story editor for movies and long form programing.

Jim Smith, music director, WLS(AM) Chicago, joins WOKY(AM) Milwaukee as program director.

Stephen J. Scheffer, director of film acquisition, Time-Life Television, New York, named to newly created post of VP, film acquisition, there. **Carmen M. Pugliese**, member of business department, promoted to director of contracts.

Wallace B. Ashby Jr., executive producer of special projects, WJZ-TV Baltimore, joins WTOP-TV Washington as director of morning talk show and producer of special programing.

Lane Blackwell, manager of his own TV program sales company, joins Children's Television Workshop, New York, as associate director of international department.

John Stegall, production assistant, WRDU-TV Durham, N.C., promoted to producer-director.

Michael Baer, Southwestern sales representative, TM Productions, Dallas, appointed national sales representative.

Bree Bushaw, morning air personality WYNY(FM) New York, appointed music director.

Robin Vierbuchen, news assistant, WMAL(AM) Washington, named manager of public affairs.

A. J. Giardina, weekend sports anchor-reporter, KALB-TV Alexandria, La., joins KJAC-TV Port Arthur, La., as sports director.

Jim Riekse, investigative reporter, WZZM-TV Grand Rapids, Mich., appointed public affairs director.

Vince Papale, wide receiver and special team captain of Philadelphia Eagles professional football team, appointed weekend sportscaster, WCAU-TV there.

Don Eaton, photographer-editor, KING-TV Seattle, named sports photographer, KIRO-TV there.

Hugh R. Fisher, director of program development, University of North Carolina TV Network, named programing VP, noncommercial WMFE-TV Orlando, Fla.

Suzanne Kennedy Flynn, senior editor of *Harper's Bazaar*, named consulting editorial producer for *Contemporary Woman*, series being produced by Minute Plus Inc., New York.

Broadcast Journalism



Beatty

Frank W. Beatty, UPI's VP-general manager for Asia, based in Hong Kong, appointed VP-broadcast services, New York. He succeeds **William B. Ketter**, who resigned (BROADCASTING, Jan. 16).

Walter Mears, Washington bureau chief, AP, elected VP. **Dennis A. Eckert**, member of AP's Tulsa, Okla., news staff, appointed broadcast executive for Oregon and Washington, based in Seattle.

Frank Coffey, assignment editor, WPIX(TV) New York, named managing news editor.

Bert Roselle, anchorman, WKFS-TV Jacksonville, Fla., appointed news director.

Gene Pell, co-anchor, WCVB-TV Boston, named correspondent, NBC News, Moscow.

Michael P. Crew, assistant news director, WDBO-TV Orlando, Fla., named news director.

Robert Head, director, WTVT(TV) Tampa, Fla., joins WWAY-TV Wilmington, N.C., as news director.

H. Paul Jeffers, freelance writer-editor, joins WINS(AM) New York as news director.

Herbert Gershon, former director of marketing and communications, Atlanta Chamber of Commerce, named news director, WRNG(AM) there.

Jeff Starr, talk show host at WICE(AM) and non-commercial WSBE-TV, both Providence, R.I., appointed news director, WNEB(AM) Worcester,

Mass.

J. Ronald Gamache, news director, WLLH(AM)-WSSH(FM) Lowell, Mass., named to same post, WCCM(AM)-WCGY(FM) Lawrence, Mass.

Gary Whiteaker, news director-anchorman, WEHT(TV) Evansville, Ind., named executive news producer, WBAL-TV Baltimore.

Frank Humphreys, news producer, WJZ-TV Baltimore, named executive news producer, succeeded by **Dave Cochran**, assignment editor.

Ned McGrath, producer-newsletter, WMAQ-TV Chicago, joins WLS-TV there in same capacity.

Mike Talbbl, ABC News correspondent, London, named reporter, WCVB-TV Boston.

Ken Woo, producer-reporter, KIRO-TV Seattle, assumes additional duties as news producer. **Doug Kriegel**, reporter, KXTV(TV) Sacramento, Calif., named to same post, KIRO-TV.

Jim Jablonski, reporter, WLYH-TV Lancaster, Pa., joins co-owned WOJK-TV Huntington, W.Va., in same post.

Jeffrey A. Hodes, assignment editor, WRC(AM) Washington, named assignment manager, WMAL(AM) there.

Mark Kalber, anchorman-reporter, Arkansas Radio Network, Little Rock, promoted to assistant news director.

Clint Warby, reporter, KSL-AM-TV Salt Lake City, appointed KSL farm news director.

Brian Naylor, reporter-air personality, WLBZ(AM) Bangor, Me., joins Maine Information Radio Network, Augusta, as reporter.

Mike Walcher, reporter-anchorman, WMT-TV Cedar Rapids, Iowa, joins WCCO-TV Minneapolis as reporter.

John Irving, news director-reporter, WDEV(AM) Waterbury, Vt., named anchor-reporter, WRC(AM) Washington.

Carlos Amezcua, assignment desk assistant,

KSL-TV Salt Lake City, joins KOOL-TV Phoenix as reporter.

Eric W. Elfrig, assistant program director, WMVO-AM-FM Mount Vernon, Ohio, joins WDIF(FM) Marion, Ohio, as reporter.

Genny Johnston, weather reporter, WPTA(TV) Roanoke, Ind., named to same post, WFLA-TV Tampa, Fla.

Anna Sklar, freelance journalist, Los Angeles, joins National Public Radio there as reporter.

Cable

Barbara King, director of press and promotion for classical music and Broadway shows, Columbia Records, New York, named director of press and public information, Teleprompter Cable TV there.

Sarah Gallagher, consultant to Home Box Office, New York, named director of program development-films for HBO.

Dick Davis, district manager, New York Bell Telephone, named general manager, UA-Columbia Cablevision's Oakland, N.J., system.

Equipment & Engineering

John Abdoun, sales engineer, International Tapetronics Corp. (ITC), Bloomington, Ill., promoted to direct sales coordinator. **John Schaab**, shipping manager, named broadcast salesman. **Karen Ryder**, member of sales staff, appointed administrative sales coordinator.

Gaylen C. Evans, radio-TV specialist in U.S. Air Force, joins RCA Broadcast Systems, Camden, N.J., as sales representative based in San Francisco.

William Fenn, field service representative, RCA Broadcast Systems, joins WTVR(TV) Richmond, Va., as chief engineer.

Kenneth L. Manley, director of engineering, KIVI(TV) Nampa and co-owned KPVI(TV) Pocatello, both Idaho, named engineering assistant chief, technical operations, KIRO-TV Seattle.

Robert Ruggiero, manager of video-tape department, CBS-TV, New York, joins non-commercial WETA-TV Washington as VP for operations and engineering.

Ruth K. Witkin, advertising manager, Chyron Telesystems division of Chyron Corp., manufacturer and distributor of electronic graphics and titling systems New York, assumes additional responsibility for Video Products division, which markets and distributes Chyron cassette cleaner and evaluator for 3/4-inch videocassette tape.

Deaths

William A. MacCallum, 54, retired program director of ABC Radio Network, died at his home in Eatontown, N.J., Jan. 18. He joined ABC in 1946. In 1961 he left position as assistant national program director in New York to become Midwest program director, based in Chicago. In 1968 he was appointed program director for American Entertainment Network and following year took charge of programming for all four ABC Radio networks. Survivors include his wife, Doris, three sons and one daughter.

Frederick Igals, 87, retired member of Voice of America's Latvian language broadcasting staff, died after heart attack Jan. 23 at his home in Chevy Chase, Md. He joined VOA in New York in 1952, moved to Washington with organization in 1954 and retired in 1967. He is survived by his wife, Mirdza.

Tim McCoy, 86, television and film cowboy star, died at Fort Hauachuca Military hospital near Nogales, Ariz., Jan. 29. He had been under treatment for heart ailment. Western hero of movies in 1930's and 1940's, he regained popularity with advent of television in late 1940's and early 1950's. He is survived by four sons.

Allen Prescott, 74, host of *Wife-Saver* program on WNEW(AM) New York during 1940's, died of heart attack at his New York home Jan. 27.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 20 through Jan. 26.

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

■ WEYI-TV Saginaw, Mich.; WJKS-TV Jacksonville, Fla.; WRDW-TV Augusta; WSTV-TV Steubenville,

Ohio; WRCB-TV Chattanooga, and WROC-TV Rochester, N.Y.—Seeks transfer of control as part of purchase of Rust Craft Greeting Cards Co. by Ziff-Davis Publishing Co. for \$69 million. Deal includes provision to spin off Rust Craft's radio stations, its interests in Telecommunications Inc. cable company and New York art gallery to Rust Craft stockholders for \$6.6 million. Ziff-Davis will offer \$26.50 per share or \$24 per share plus stock in new company, shareholder's option (BROADCASTING Sept. 19, 1977). Ann. Jan. 25.

■ WYIG(AM) Jackson, Miss. (1590 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Radio One Inc. to Fogelman-Thomas Broadcasting for \$470,000. Seller: F.E. Holladay, president and 90% owner, also owns 50% WOKK(AM) and WALT(FM) Meridian, Miss.; 26% WNSL-AM-FM Laurel, Miss.; 100% WVMJ(AM) and WQUD(FM) Biloxi, Miss., and is 40% owner of applicant for new FM at Fort Walton Beach, Fla. Buyer: is 51% owned by Avron B. Fogelman, Memphis, Tenn. businessman, and 49% by Billy Harold Thomas, general manager of WVEE(AM) Memphis and WNOE(AM) New Orleans and 28% owner WEEF(AM) Germantown, Tenn. Ann. Jan. 24.

■ WONT(FM) Oneonta, N.Y. (103.1 mhz, 2 kw)—Seeks assignment of license from James E. Konstanty,

receiver to Cimmerican Communications for \$95,000. Seller: is court-appointed receiver under instruction to sell assets of Franklin Mountain Broadcasting Corp. Buyer: is owned 50% each by Oscar A. and Janet L. Silver (husband-wife), Mr. Silver was salesman with TeleRep national television representatives, N.Y., Ms. Silver is media supervisor Ted Bates Inc., N.Y. Ann. Jan. 24.

■ WAIM(AM)-TV-WCAC(FM) Anderson, S.C. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 101.1 mhz, 6.4 kw; TV ch. 40)—Seeks assignment of license from Wilton E. Hall to Frank L. Outlaw II for \$850,000. Seller is past retirement age and selling for health reasons. Buyer: owns and/or operates 94 supermarkets in S.C., N.C. and Ga.—Bi-Lo Inc; chain—which he recently agreed to sell in merger to AHOLD, N.V., Dutch firm, for \$35 per share (assignee owns 67,600 shares) and has various South Carolina business interests. Ann. Jan. 24.

Actions

■ KRIT(FM) Clarion, Iowa (96.9 mhz, 93 kw)—Broadcast Bureau granted transfer of control of Wright County Radio Co. from Marvin L. Hull (\$2.21% before; 42.19% after) to Gerald F. McLaughlin (1.54%

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	965	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

before; 11.56% after). Consideration: none. Principals: Mr. Hull is giving Mr. McLaughlin, general manager of station, transferring stock. Neither has other broadcast interests. Action Jan. 19.

■ **WAID(FM)** Clarksdale, Miss. (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of CP from Bie-Scanlon Broadcasting Co. to Delta Media Inc for \$45,000. Sellers: E.W. Bie and J.B. Scanlon. Mr. Bie owns 50% of WSTT(AM) Largo, Fla., and is general manager of KWAM(AM) Memphis. Mr. Scanlon owns KCAT(AM) Pine Bluff, Ark., and 25% of KXXA(AM) Little Rock, Ark. Buyer is principally owned by John P. Pelegrin and his wife, Catherine (77%). They are farmers in Clarksdale area. Action Jan. 19.

■ **WKRT-AM-FM** Cortland, N.Y. (AM: 920 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 14 kw)—Broadcast Bureau granted assignment of license from Radio Cortland Inc. to Crown Broadcasting Corp. for \$385,000. Seller is owned by Leighton A. Hope, who has no other broadcast interests. Buyer is owned by Kerby E. Confer and Paul H. Rothfuss; who recently received FCC approval of \$712,000 purchase of WHUM(AM) Reading, Pa. (BROADCASTING, June 20), and also own WLYC(AM)-WILQ(FM) Williamsport, Pa. Action Jan. 19.

■ **KGIC-AM-FM** Miami, Okla. (AM: 910 khz; FM: 100.8 mhz)—Broadcast Bureau dismissed application for assignment of license from Miami Radio Inc. to KGIC Inc. Action Jan. 19.

■ **WBLB(AM)** Pulaski, Va. (1510 khz, 1 kw-D, 250 2-CH)—Broadcast Bureau granted transfer of control of Boyd Broadcasting Corp. from Stanley M. Boyd (100% before; none after) to James L. McMillan (none before; 100% after). Consideration: \$159,000. Principals: Mr. Boyd also owns WNLB(AM) Rocky Mount, Va. Mr. McMillan is railroad engineer in Pulaski with various real estate interests. Action Jan. 18.

new trans., change TPO and ERP: 50 kw (h&v). Ann. Jan. 24.

■ **WVFK** Key West, Fla.—Seeks mod of CP to change TL, change trans., ant., make changes in ant. system and change HAAT: 244 ft. (h&v). Ann. Jan. 24.

FM applications

■ **KSOM-FM** Ontario, Calif.—Seeks mod. of CP to change trans., ant., make changes in ant. system and change HAAT: minus 163 ft. (h&v). Ann. Jan. 24.

■ **WMFQ** Ocala, Fla.—Seeks CP to change TPO and ERP: 3 kw (h&v). Ann. Jan. 24.

■ **WRBN-FM** Warner Robins, Ga.—Seeks CP to install new ant. Ann. Jan. 24.

■ **WYCA** Hammond, Ind.—Seeks CP to replace damaged transmission line to main ant. and increase TPO. Ann. Jan. 24.

■ **KLGA-FM** Algona, Iowa—Seeks CP to change TL, install new trans., new ant., make changes in ant. system, change TPO, ERP: 1.17 kw (h&v) and HAAT: 449 ft. (h&v). Ann. Jan. 24.

■ **KKEZ** Fort Dodge, Iowa—Seeks mod. of CP to change TPO and ERP: 100 kw (h&v). Ann. Jan. 24.

■ **KSKG** Salina, Kan.—Seeks CP to install new aux. trans. and new aux. ant. Ann. Jan. 24.

■ **WKQQ** Lexington, Ky.—Seeks CP to install new trans., install new ant., change TPO, ERP: 100 kw (h&v) and HAAT: 652 ft. (h&v). Ann. Jan. 24.

■ **WGAN-FM** Portland, Me.—Seeks CP to install new ant. and change TPO. Ann. Jan. 24.

■ **WGER-FM** Bay City, Mich.—Seeks mod. of license

to change SL and remote control location. Ann. Jan. 24.

■ **WBCH-FM** Hastings, Mich.—Seeks CP to change TPO and ERP: 1.785 kw (h&v). Ann. Jan. 24.

■ **KTIG** Pequot Lakes, Minn.—Seeks mod. of CP to change trans., ant., make changes in transmission line and change TPO. Ann. Jan. 24.

■ **KCLD-FM** St. Cloud, Minn.—Seeks mod. of CP to change trans., change ant., TPO and HAAT: 436 ft. (h&v). Ann. Jan. 24.

■ ***KMSM-FM** Butte, Mont.—Seeks CP to install new type trans., ERP: .168 kw and HAAT: minus 322 ft. Ann. Jan. 17.

■ **KRES** Moberly, Mo.—Seeks CP to install new trans., change TPO, ERP: 100 kw (h&v). Ann. Jan. 24.

■ **WSBA-FM** York, Pa.—Seeks CP to install new trans., new DA, make changes in ant. system, change TPO, ERP: 11.75 kw (h&v) and HAAT: 887 ft. (h&v). Ann. Jan. 24.

■ **KIEL** Beaumont, Tex.—Seeks CP to delete remote control, change TPO and ERP: 59.6 kw (h&v). Ann. Jan. 24.

■ **WQRK** Norfolk, Va.—Seeks mod. of license to change SL and remote control location. Ann. Jan. 24.

FM actions

■ ***WREK-FM** Atlanta—Broadcast Bureau granted CP to change TL, install new trans., new ant., make changes in ant. system, change TPO, ERP: 40 kw (h&v) and ant. height: 340 ft. (h&v) (BPED-2551). Action Jan. 16.

■ **KAOL-FM** Wailuku, Hawaii—Broadcast Bureau granted CP to change TPO, ERP: 50 kw (h&v) and ant. height: 1230 ft. (h&v) (BPH-10828). Action Jan. 16.

■ **WCCQ-FM** Crest Hill, Ill.—Broadcast Bureau granted CP to install new ant., change ant. height, ERP: 3 kw (h&v) and ant. height: 285 ft. (h&v) (BPH-10831). Action Jan. 16.

In contest

Procedural rulings

■ **Fresno, Calif., McClatchy Newspapers (KMJ-TV)** and **San Joaquin Communications, TV proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick took six separate actions and set procedural dates and rescheduled hearing from March 21 to March 28. Action Jan. 16.

■ **Healdsburg, Calif., North Coast Communications, FM proceeding:** (Doc. 21232)—ALJ Joseph Stirmer granted motion by North Coast, extended certain procedural dates, cancelled hearing scheduled for Feb. 7 and rescheduled it for March 9. Action Jan. 24.

■ **Fort Pierce, Fla., Indian River Television, (WTVX-TV) revocation proceeding:** (Doc. 21496)—ALJ Thomas B. Fitzpatrick cancelled Feb. 1 hearing and scheduled further prehearing conference for March 1. Action Jan. 18.

■ **Gaithersburg, Md., Radio Gaithersburg et al. AM proceeding:** (Docs. 21219, 21221-6)—ALJ John H.

Facilities changes

TV applications

■ **Richmond, Va.—Neighborhood Communications Corp.** seeks CP for new station on ch. 35, ERP: vis. 1589 kw (max.) 1205 kw (h), ant. 120.5 kw (h), HAAT: 741.45 ft. Ann. Jan. 24.

AM applications

■ **WWSM** Bay Minette, Ala.—Seeks CP to install new trans., new circularly polarized ant., change TPO, ERP: 2.3 kw (h&v) and change HAAT: 340 ft. (h&v). Ann. Jan. 24.

■ **KHVN** Anchorage—Seeks mod. of CP to change TL, install new ant., make changes in ant. system, change TPO and HAAT: 135 ft. (h&v). Ann. Jan. 24.

■ **KQLH** San Bernadeno, Calif.—Seeks CP to install

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Conlin set certain procedural dates and scheduled hearing on rebuttal for April 25. Action Jan. 13.

■ Media, Pa., Alexander S. Klein Jr., et al. **FM proceeding:** (Docs.k 2056709)—ALJ David I. Kraushaar set certain procedural dates. Action Jan. 18.

■ Richmond, Va., Roy H. Park of Virginia (WTVR-AM-FM-TV) **renewal proceeding:** (Doc. 21409)—ALJ Reuben Lozner scheduled prehearing conference for Jan. 31. Action Jan. 24.

Initial decisions

■ Healdsburg, Calif., North Coast Communications **FM proceeding:** (Doc. 21232)—ALJ Joseph Stirmer granted motion by North Coast for partial summary decision on financial issue and resolved that issue in favor of North Coast. Action Jan. 16.

■ KDIG-FM San Diego **renewal proceeding:** (DOC. 20971)—Chief ALJ Chester F. Naumowicz Jr. recommended renewal of license for one year period. Action Jan. 25, becomes effective in 50 days barring appeal or review.

■ WRPL(AM) Charlotte, N.C. **renewal proceeding:** (Doc. 20701)—ALJ Joseph Stirmer granted one year renewal of license. Action Jan. 25, becomes effective in 50 days barring appeal or review.

FCC decisions

■ Commission decided not to adopt rules restricting carriage of AM and FM radio stations by cable television systems and terminated its rulemaking proceeding on the matter. Action Jan. 25.

■ Commission proposed amending its rules to require AM stations using DA's to maintain relative phases of ant. currents within three degrees of licensed values unless more stringent limits have been specified. Comments due March 14, replies April 4. Action Jan. 25.

■ Commission granted Ring Radio Co. CP for nighttime operation of WRNG(AM) North Atlanta, Ga. Action Jan. 17.

■ Commission denied Lenawee Broadcasting review of Broadcast Bureau action ordering WLEN(FM) Adrian, Mich., to forfeit \$400 for repeated violation of technical and logging rules. Action Jan. 25.

■ Commission granted MFP Corp. authority to continue operating WOTW-AM-FM Nashua, N.H., pending further order. Action Jan. 19.

Fines

■ KAHL(AM) North Platte, Neb.—Broadcast Bureau notified licensee of apparent liability for \$25 for filing renewal application 15 days late. Action Jan. 25.

■ KMMM(AM) Muskogee, Okla.—Broadcast Bureau notified licensee of apparent liability for \$100 for filing renewal application 17 days late. Action Jan. 25.

■ KMUS(AM) Muskogee, Okla.—Broadcast Bureau notified licensee of apparent liability for \$200 for filing renewal application 87 days late. Action Jan. 25.

Allocations

Actions

■ Opelika, Ala.—Broadcast Bureau proposed assigning ch. 66 as community's first TV in response to petition by Wardean Inc. Comments due March 17, replies April 6. Action Jan. 13.

■ Savannah, Ga.—Broadcast Bureau proposed assigning UHF TV ch. 28 as community's fourth commercial TV in response to petition by WALH Inc. Comments due March 4, replies April 3. Action Jan. 13.

■ Ronan, Mont.—Broadcast Bureau proposed assigning ch. 222 as community's first FM in response to petition by KDMR Inc. licensee of KERR(AM) Polson, Mont. Comments due March 17, replies April 6. Action Jan. 16.

■ Clovis, N.M.—Broadcast Bureau proposed assigning ch. 298 as community's third FM in response to petition by Zia Broadcasting Co. Comments due March 14, replies April 3. Action Jan. 13.

■ Beaufort, S.C.—Broadcast Bureau assigned ch. 285A as community's second FM in response to comments filed by Kenneth Van Polan, supporting proposal by Sea Island Broadcasting Corp., licensee of WSIB(AM) Beaufort. Action Jan. 13.

■ Odessa-Monahans, Tex.—Broadcast Bureau reassigned VHF TV ch. 9 from Monahans to Odessa-Monahans in response to petition by Grayson Enterprises, licensee of KMOM-TV Monahans, which filed supporting comments. Action Jan. 13, becomes effective March 1.

■ Leonardtown or Falmouth, both Virginia and Lexington Park, Md.—Broadcast Bureau proposed assigning FM ch. 240A to Leonardtown or Falmouth and FM ch. 249A to Lexington Park. It denied proposal to assign FM ch. 240A to Lexington Park. Action resulted from request by Key Broadcasting, licensee of WMDM-FM Lexington Park, Sound Media Inc. and Vincent L. Carr. Comments due March 20, replies April 10. Action Jan. 17.

Rulemaking

Petition

■ Great Trails Broadcasting seeks amendment of multiple ownership of standard, FM and TV stations rules. Oppositions must be filed within 15 days, replies to opposition in 10 days after that time. Date received: Jan. 6, ann. Jan. 18.

Actions

■ Commission denied request of Electronic Industries Association to withdraw proposed rulemaking in Doc. 21371 and substitute notice of inquiry. Action Jan. 17.

■ Chief, Broadcast Bureau, on request of Federal Communications Consulting Engineers, extended from Jan. 23 to April 24 time for filing comments and from Feb. 22 to May 24 time for filing replies in matter of amendment of rules governing conversion of radiation patterns for AM stations (Doc. 21473). Action Jan. 11.

Cable

Applications

■ Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 25 (stations listed are TV signals proposed for carriage):

■ Clearview TV of Lexington, for Lexington, Tenn. (CAC-10934); WTCG Atlanta.

■ Forks Telecable, for Forks, Lake Creek, both Washington (CAC-11517-9); KCTS-TV Seattle.

■ Henderson Cable TV, for Henderson, Tenn. (CAC-11999); WTCG Atlanta.

■ Valley Video Cable, for Derry, Palmyra, Hummelstown, North Londonary, South Londonary, South Anneville, all Pennsylvania (CAC-11489-94); interim authorization.

■ South Hanover Cablevision, for South Hanover, Pa. (CAC-11554); interim authorization.

■ Cain's TV Cable Service, for Arnettsville, W.Va. (CAC-11616); interim authorization.

■ Clear Channels Cable TV, for New Bethlehem, Pa. (CAC-11812); certify operation.

■ Point View TV Cable, for Gallipolis, Ohio (CAC-11941); interim authorization.

■ Attica-Williamsport TV Cable, for Williamsport, Ind. (CAC-12017); certificate of compliance.

■ Clear View Cable Systems, for San Anselmo, Calif. (CAC-12270); certify operation.

■ CATV Enterprises, for Riverdale, N.Y. (CAC-12341); interim authorization.

■ Suburban Cable TV, for Upper Pottsgrove, Lower Pottsgrove, West Pottsgrove and Pottstown, all Pennsylvania (CAC-12342-5); certificate of compliance.

■ Catawba Services, for York, S.C. (CAC-12346); interim authorization.

■ Continental Cablevision of Miami Valley, for Beaver Creek, Ohio (CAC-12347); certificate of compliance.

■ Sullivan Cable Systems, for Pinckneyville, Ill. (CAC-12348); certificate of compliance.

■ Summit Cable Services of Winston-Salem, for Forsyth, N.C. (CAC-12349); interim authorization.

■ Ucommunity Tele-Communications, for Belgrade, Mont. (CAC-12350); certificate of compliance.

■ Ulilberty Communications, for Estes Park, Colo. (CAC-12351); mod. of certificate of compliance.

■ Cypress Valley Cablevision, for Marshall, Tex. (CAC-12353); KLTW(TV) Tyler, Tex.

■ Vision Cable of South Carolina, for Sumter, S.C. (CAC-12354); WYAH-TV Portsmouth, Va.

■ Cable Systems of Louisiana, for Jefferson, La. (CAC-12355); WYAH-TV Portsmouth, Va.

■ American TV and Communications, for Vigo, Ind. (CAC-12356); interim authorization.

■ Area Communications, for Jacksonville, Fla. (CAC-12357); certificate of compliance.

■ Cable TV Co. of York, for York, West York, North York, Dallastown, Jacobus, Hallam, Dover, Manchester, West Manchester, Springettsbury, Spring Garden, Loganville, Jackson, Conewago, Springfield, all New Jersey (CAC-12358-75); WVIA-TV Scranton, Pa., WKBS-TV Burlington, N.J.

■ Audubon Electronics, for Fort Dix, N.J. (CAC-12376); interim authorization.

■ Shelby-Alligator-Duncan Cable TV, for Shelby, Miss. (CAC-12377); certificate of compliance.

■ Micro-Cable Communications, for Vero Beach, Fla. (CAC-12378); WFTV(TV) Orlando, Fla.

■ Micro-Cable Communications, for Indian River Shores, Indian River, both Florida (CAC-12379-80); WFTV(TV) Orlando, Fla.

■ Telesonics of Ohio, for Struthers, Ohio (CAC-12381); WOR-TV New York.

■ Cable TV, for Morris, Minn. (CAC-12382); certificate of compliance.

■ Teleprompter Corp., for Portales, Roosevelt, Lovington, Lea, all New Mexico, and Liberal, Kan. (CAC-12383-7); WTCG Atlanta, WYAH-TV Portsmouth, Va.

■ Caldwell Cablevision, for Hudson, N.C. (CAC-12390); certificate of compliance.

■ Hill Country Cablevision, for Kerrville, Tex. (CAC-12391); KVUE(TV) Austin, Tex.

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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.

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.

General Sales manager for C&W AM in Pineville, LA. Alexandria SMSA market. Compensation plan will assure we both make money. Immediate opening. Write Robert Wagner, 1610 Military Highway, Pineville, LA 71360 or call 318-487-5454.

If you are a salesmanager with strong interest in programming or a PD who can really sell, you should be managing the FM of a successful combination in Southern California. 5 years experience required; resume will be verified. Begin over 20 thousand, pension plan. Great small city living. Equal Opportunity Employer. Our people know of this new position. 2588 Newport Corp., 2222 Ave. of the Stars (No. 2102), Los Angeles 90067.

HELP WANTED SALES

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.

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.

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.

Dream job for sales manager. Tremendous ratings, big account list, no TV, job security, professional staff, 20% commissions, progressive benefits, highly successful northeast station. Exchange your resume for our no-obligation fact sheet. Check us out. EOE. Box B-115.

Salesperson/Announcer, in one of the state's fastest growing cities. Send tape and resume in first letter to: WTSB, Box 393, Lumberton, NC 28358.

Farm Net—Wired farm net covering the Midwest requires a salesperson. Excellent opportunity for the right individual. Salary plus generous commission. Send resume to Charles E. Owens, Commodity News Services, Inc., P.O. Box 6053, Leawood, KS 66206, an equal opportunity employer.

Southwest Modern Country station needs aggressive RAB oriented salespersons. Medium Market. Base plus commission, 915-563-3700.

Aggressive salesperson who wants to live the good life in central Minnesota vacation area where hunting, fishing and snowmobiling are at your doorstep yet within easy driving distance to the Twin Cities. Wonderful place to bring up family. Charlie Persons, KVBR, Brainerd, MN 56401.

Now! Looking for opportunity in broadcast sales and like a university town of 25,000 in the scenic hills of Southeastern Ohio? Resume with letter. Two year commitment mandatory. WATH, Box C, Athens, OH 45701.

Modern Country Music Station in Central Virginia needs aggressive salesperson. Liberal draw against commission. Potential ten to twenty thousand for creative, energetic person. Car allowance and other fringe benefits. Send resume to: Tom Buckley, P.O. Box 1079, Lynchburg, VA 25405. An Equal Opportunity Employer.

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.

Experienced Beautiful Music announcer, large Sunbelt market. Must have 3rd Class license and excellent references. EOE. Send resume to Box B-71.

Great Falls, Montana—newest Contemporary 25KW FM needs Announcers/Salespersons immediately. Call Steve Feder 406-452-6235.

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.

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.

Promotion from within creating vacancy soon. Need Announcer for midnight shift & early morning news. Beautiful Music format. Experienced or better than average beginner. EEO. Tape and resume to WSRB, West Side Station, Worcester, MA 01602.

Wanted. Night rocker with great personality, good production, and love for radio. Send tape, resume and salary requirements to KTMK RADIO, Box 848 McAlester, OK 74501. No phone calls, EOE.

Experienced MOR Broadcaster wanted. Must have knowledge in all phases of music and be able to project a warm personality. 3rd required at this Virginia AM station. EOE. Send resume to Box B-A-118.

Seek experienced country music jock for exceptional small station near beaches. Production ability required. Call PD 302-422-7575. WAFL, Milford, DE. EOE.

Contemporary FM needs exceptional morning personality with strong programming and production background. Solid salary and benefits for working in new facilities. Send air check and resume to Y-93, 1011 25th West Billings, MT 59102. EOE.

50,000 watt FM seeks announcer with good voice, mature delivery, good oral interpretation for beautiful music format. Tapes and resumes to Jim Murphy, Program Director, WHJY, 115 Eastern Ave., E. Providence, RI 02914.

50kw FM Modern C&W in metro Washington DC market needs two personality DJ's now! These are nighttime positions, 7-12 & 10-2 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.

Number 1 station in 49th A.D.I. needs nite air personality. Tapes, resumes, and references: WILQ Box 1176, Williamsport PA 11701 M/F EOE.

HELP WANTED TECHNICAL

Chief Engineer—experienced directional AM, Stereo FM Studio and Automation. South Central Gulf area. Equal Opportunity Employer, Box B-39.

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.

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 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.

Chief Engineer Wanted for Midwestern day timer filling for full-time. Must have thorough engineering background including automation. Health insurance plus profit sharing. Send complete resume. Box B-109.

Top Gulf South AM/FM Facility has challenging position to keep us No. 1. Must know AM Directional, STL, High Power FM and "Construction Ability" Must be a "Take Over" person for this full Chief position, nice climate, top pay, benefits. Resume. Box B-145.

Midwest Medium Market. Full Charge Chief Engineer. MOR, 5KW—1KW, 3 tower nite directional. New equipment, great location and working conditions. EOE. Send resume and current salary to Box B-159.

Chief Engineer for Directional AM, WINR, Binghamton, New York. Experience a must. Excellent opportunity for the right person. E.O.E. Reply Command Broadcast Group, Box 511, Beacon, NY 12508.

HELP WANTED NEWS

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.

HELP WANTED NEWS CONTINUED

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.

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.

Immediate opening for News Director. Strong on human interest and actualities. MOR. Midwest, 5,000 watts. Good pay for performer. E.O.E. Resumes to Box B-121.

News Director wanted must be able to read, write, and dig. No beginners. Send tape and resume to Mike Dion, WDEW, 249 Union Street, Westfield, MA. EOE.

Sports Director Aggressive, creative & knowledgeable for sports oriented major University market. Compile, edit, and deliver for 6 & 11PM Newscasts. Tape and resume to Van Hackett, News Director, WBIR-TV, Knoxville, TN 37917. Equal Opportunity Employer.

Sports in NYC. Unique opportunity for sportscasters in the Metropolitan area. Sports Phone is looking for announcers p/t and fill with the potential to move up. Experience preferred/college considered. Must know your sports. Resumes and tapes only, no calls. Mike Farrell, Phone Programs, 919 Third Avenue, NYC 10022. EOE.

Morning Newscaster Prestige position. Experienced, aggressive, stable, good delivery. Adlib with morning personality. Talk show possible. Excellent facilities on Lake Michigan. Present person retiring. Tape, resume, salary requirements to Bill Stouffer, WHFB, Box 608, Benton Harbor, MI 49022. EOE.

News Director wanted for 10,000 watt AM & 50,000 watt FM stations. Our candidate must be able to dig out the facts, write and air the news in a thoroughly professional manner. If you fill the bill, send your tape and resume to Joe McGranaghan, VP & G.M., WKOK Radio, P.O. Box 1070, Sunbury, PA 17801. We are an equal opportunity employer M/F.

Major Market Midwest station needs hard hitting morning drive anchor person with conversational style. Send resume and salary requirements. Box B-140.

News person needed with good voice. Degree helpful. Jim Becka, Nova 104, Box 3306, Lake Charles, LA 70601.

Experienced Newscaster needed to complete prosperous small market news staff. Excellent salary. benefits await the news professional we seek. No beginners or major market retreads please. Tape, resume to Rich Adams, Box 603, Crawfordsville, IN 47933.

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.

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.

Operation Manager for Midwestern day timer. Must have thorough knowledge of Contemporary Soul programming. Must be able to handle a complete staff including Chief Engineer. Health insurance plus profit plan. Send complete resume. Box B-116.

Chief Announcer. Public FM Station. Bachelor's degree required. Minimum 5 yrs. experience in commercial and public radio announcing required. Same minimum experience in sales and/or fund-raising necessary. Excellent knowledge of classical and jazz music required; and of promotion and volunteer support. Mature announcing voice and strong production skills essential. Resume and tape by March 1, 1978 to: Dr. Donald L. McConkey, Head, Dept. of Communication Arts/James Madison University/ Harrisonburg, VA 22801. An affirmative action, equal employment opportunity employer.

Production oriented copy person for growing Central Florida Station. Strong on creativity with ability to write, produce and voice sellable spots. Send production tape and copy samples to Paul Hershey, WSIR, PO Box 633, Winter Haven, FL 33880.

Program Director. Public FM station. Academic rank of Instructor. Master's required. Teaching experience in radio production, programming, and performance necessary. Minimum 5 yrs. experience in commercial and public radio in program management required. Excellent knowledge of various commercial and public programming concepts necessary, and of classical, jazz, bluegrass, and progressive rock music. Sales and fund-raising experience desired. Mature announcing voice essential. Resume and tape by March 1, 1978 to: Dr. Donald L. McConkey, Head, Dept. of Communication Arts/James Madison University/ Harrisonburg, VA 22801. An affirmative action, equal employment opportunity employer.

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.

\$4,000-\$50,000 monthly billing within 12 months. Major Market GSM desires GM position in Northwestern 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.

I can do anything—almost. Have held every position from night jock to General Manager except engineer. Nearly 20 years experience. Box B-99.

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.

Highly motivated sales rep. has achieved highest earnings in Southeastern capital city and seeks move into management ie: Manager; Sales Manager. Box B-122.

Black Station Manager looking for new challenge, top 100 markets—heavy sales and programming. Box B-125.

General Manager Currently employed major Ohio market as VP and Operations manager. Seeks General Manager's position in medium market. Over 20 years experience on air programming. Excellent leader with impeccable References. I want to grow with a leader. Box B-138.

Experienced, young, dynamic Sales manager available in March for small to medium New England or Florida Coast Radio. Please forward name and number. Box B-142.

General Manager strong professional in all areas of station operations. Heavy experience in recreational markets; seeking commercial or non-commercial position, BA/communications. Available Now. Box B-157.

I have worked 11-years for one of America's Top 25 corporations as a Sales Rep (3 years), Sales Instructor at our national sales development center (1-year), Sales Manager (6 years), and National Account Manager (1-year). At 42, I want to return to my first love, Broadcasting. I will consider investing \$25,000 as an "active" in one of the following locales: Florida, Las Vegas, Mpls-St. Paul, Ariz, N.M., or the Pacific N.W. Want to consider General Manager/Sales Manager Combo. I'll provide the sales clout & expertise, and a format idea not being used anywhere which will grab & hold an audience like nothing you've ever tried. I'm an outstanding writer with a backlog of 3-minute sports/entertainment features which are network quality. Authoritative, resonant voice that interprets & sells. Box B-148.

SITUATIONS WANTED SALES

Experienced Salesman/Announcer. MOR or Country. Available Now! Richard, 812 No. Wilson, Rice Lake, WI 54868. Call 715—234-9222!

Nut cracker Heavy retail, co-op, service, collections. Top 100 or manage small. Prefer SE RAB, but all considered, Box B-126.

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.

Adult MOR or County Pro—experienced announcer and salesman. Available now. Richard, 812 No. Wilson, Rice Lake, WI. Call 715—234-9222.

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716—834-4457.

Country Jock with 10-years experience 1—707-839-3336.

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).

Aspiring Announcer holder of Third Phone seeks position in Northeast area. Well trained. Box B-107.

Dependable, personality announcer/salesman with mature, heavy voice is looking for beautiful music, big band or jazz format. No automation. Large to major markets only. Presently employed. 8 years experience. Good track record. Box B-123.

Intelligent/Determined/Talented Personality/3rd phone/Smooth voice/good production/great news. Will relocate. Box B-147.

Professionally trained announcer/D.J. with some experience, desires small market station to learn and grow. Third Phone, hard worker with the ability to take direction. Steve Slaven, 836 East Willard Street, Philadelphia PA. 19134. 215—NE4-1576.

Southeast MOR Top 40, AOR. 4 years experience (3 college, 1 commercial). Quality voice, good production and news. 3rd endorsed. Marc 404—252-7079.

Experienced Pro-20 years. Programming-Operations-Automation. First. 714—234-0141-Ext. 421. Cantoni.

Mornings?: For further information call toll free 800—824-5136 (California 800—852-7631) Extension "Jacobs M2166." Leave message for return call. Top 100 only.

Grad with two part time radio jobs looking for first full time slot. AC/MOR and Religious formats. Mike Galley 201—537-4802.

Mature veteran Carolina School of Broadcasting grad. with 3rd class ticket, seeking first job. Will relocate, prefer West. Call E. N. Eddy Edwards 704—568-7983 or write 3750 McKelvey St. Charlotte, NC 28215.

Dipsaconia (dip'se co'ne a) n.—Radio in the blood. I'm Renee. I've got it and a 1st Phone. For hire: One creative announcer with major market experience in music, news, production, public affairs, telephone talk, interviews, copywriting. Why don't you call up and see me sometime? 215—848-7299.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Small Markets, announcer since 1972 seeks position in South West. Fully experienced, low voice, personality. First Phone, Mickey 314-962-0725. Future Programming prospect.

Hard Working DJ/Music Director, human approach to contemporary radio. Good production, copywriting, news. Prefer Eastern market. Call Mitch Zimmer, mornings, 803-479-8379, or write 203-1/2 Jordan, Bennettsville, SC 29512.

Energetic, stable DJ, 26, 3 years experience, 3rd endorsed, strong production and board, college. Seeks adult Contemporary, Top 40, AOR, MOR, etc. Will relocate. Resume, Tape, Frank Cavaliere, 40 Benedict Ave., Tarrytown, NY 10591, 914-332-0323.

SITUATIONS WANTED TECHNICAL

Engineer, first phone, ten years experience, will consider manager and engineer. South East only, Box B-131.

Professional Broadcast Engineer desires to relocate in Northeastern U.S., preferably Massachusetts or Upstate New York. Electrical Engineering Degree. Experienced in all phases of A.M. Directional and FM, stereo, automation and latest circuit technology. Presently Consulting Engineer in Florida. Will consider permanent administrative position with quality conscious station, or contract work with several stations. Also interested in short term consulting or construction assignments, domestic or international. Call anytime 305-791-5177.

SITUATIONS WANTED NEWS

Editor-Reporter in Top 50 all news station seeks position. 801-532-2950 nights.

Sportscaster/Writer—Looking for station that's aiming to be 'Sports Central' in medium to major market. PBP; Features; Interviews; Straight Reporting. 30 year old family man with BA. Box B-124.

The market I'm in is small, in more ways than one. Ready to move up to better situation, where news counts more than the daily birth report. Midwest medium markets, let's talk. Box B-136.

Tenacious, unrelenting Reporter; ready to produce quality, timely pieces for the right medium market. Seasoned in all angles. Top notch production. Prefer Great Lakes, N.J., WI, MI, MN. Box B-139.

Farm Broadcaster. Strong Farm Bureau, Grange, 4-H activities and awards. Many years farm radio. Solid, believable communicator. Sales experience, local and agency. Excel: Row-crop and livestock farming. Mature, sober, hard-working. Immediate. Box B-143.

Broadcast Veteran and author. Informed, witty. Seeks radio or TV connection in Metropolitan area. News. Discussion programs. Highest references. Charismatic. Box B-158.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Soul Program Director and Personality looking 919-483-6530.

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.

Four years as PD, MD in Chattanooga and Augusta. WFLI, WGOW, WAUG. Tape, resume, references. Jimmy Byrd 615-267-4253.

Talk Show Host with 8 years experience in Cleveland radio. Excellent communicator (topical, controversial, humorous) with good voice. Never a dull kilohertz! B. S. in communications, attended the Institute of Parapsychology and hold a third class ticket. Good production skills and creative writer. Great references, too. Call Bruce at 216-732-8383.

TELEVISION

HELP WANTED MANAGEMENT

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.

TV Promotion Manager Strong creative, on-air promotion experience required. Challenging responsibilities in all aspects of media mix. Writing strength a plus. Excellent opportunity at leading network affiliate in Mid-west. Resume to Box B-117.

Manager with take charge abilities for small-market TV in one of the West's most exciting areas. Must be enthusiastic self-motivator with sales background. Send complete resume to Box B-137.

Manager of Production Operations KQED (San Francisco PBS) needs innovative manager to assume direct responsibility for supervising, evaluating, and developing a full range of production services. Qualified candidates will have demonstrated expertise in all phases of technical and production operations for a major market television production facility. Minimum salary \$24,000, negotiable depending upon qualifications. Call Steven Sosin at 415-864-2000.

HELP WANTED SALES

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.

Chicago TV Station. Make ten thousand more than you do now, guaranteed. If you are aggressive, street wise, not numbers oriented, we need each other. Write full particulars. Sales Manager WCUI-TV 141 W. Jackson Blvd. Chicago, IL 60604.

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.

Progressive, Growing, Ideally located Northern New Jersey CATV Company requires one aggressive, self-motivated conscientious and creative time sales person. Call: 201-672-3081.

HELP WANTED ANNOUNCERS

Television Staff Announcer to handle routine staff announcing duties including station breaks, commercial and promotional announcements, with some on-camera work possible. 3-4 years professional experience necessary. Send resume and videocassette or audio tape to Dwight Werle, WTHR TV, R.O. Box 1313-B, Indianapolis, IN 46206. No phone calls, please. An Equal Opportunity Affirmative Action Employer, M/F.

HELP WANTED TECHNICAL

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.

Maintenance technician experienced with color studio production equipment including quad and helical VTR's. Studio and eng. cameras, editing systems. Many benefits including 3 weeks paid vacation plus 10 holidays, free hospitalization insurance. Large TV production facility in Southeast. An Equal Opportunity Employer. Box B-58.

Maintenance Engineer highly qualified in repair of state-of-the-art TV equipment, such as Ampex AVR-3, ACR-25, CDL 480 and Digital PDP-11 computer. Modern automated TV station in beautiful Top 10 market. Excellent fringe benefits; salary \$23,000+. Send resume and references to Box B-132.

Broadcast Engineer, Northwest Station, experienced in the installation and repair of microwave, vtr's, telecine, studio cameras and terminal equipment. Excellent working conditions with opportunity for advancement. Equal opportunity employer. Box B-135.

Video Production Company looking for a real pro Television Broadcast Engineer. Maintain studio and mobile unit. Must have experience in 3/4 inch video systems. Send resume to P.O. Box 1903, Daytona Beach, FL 32015.

Engineering-Teleproduction. Quality So. California Community College campus CCTV seeking Video Engineer. Strong maintenance in video equipment to provide technical design and support for expanding facility. Salary range \$1057 - 1287. Deadline for applications 5:00 p.m. Pacific Time, Friday, February 17, 1978. Telephone 714-556-5947 for further information. Written inquiries should be addressed to: Coast Community College District, 1370 Adams Ave., Costa Mesa, CA 92626. An equal opportunity employer.

Immediate opening for experienced TV Engineer at its full color facilities. Position combines maintenance and production duties for broadcast and small format equipment. First Class FCC License and strong maintenance background required—salary commensurate, excellent benefits. Send resume with salary history to Doug Dunning, ETV Center, MVR Hall, Cornell University, Ithaca, NY 14853. Equal Opportunity/Affirmative Action Employer.

Sound Engineer II, IPBN. Creating and assembling sound effects—location sync—wild sound for double system filming. Knowledge of techniques and equipment. Requires: 2nd Class FCC License plus 1 year experience and electronics certificate or additional experience. Engineer II, IPBN (Transmitter site St. Ansgar, Iowa). Operates electronic equipment, makes minor adjustments at Transmitter site. Requires: 1st Class Radio/Telephone Operator License and one year experience at Transmitter/Translator facility. Contact: Iowa Public Broadcasting Network, Personnel Office, P.O. Box 1758, Des Moines, IA 50306. 515-281-4498.

HELP WANTED NEWS

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. EOE. is

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.

Wanted: News Director. VHF station in Major Market. Must be bilingual, English and Spanish. An Equal Opportunity Employer. Send resumes and references to Box B-112.

News Reporter Anchor Upper Midwest network affiliate expanding news operation for qualified journalist. Send resume to Box B-113.

Medium Market VHF network affiliated station seeking weekend sports anchor person. Heavily into ENG with some play-by-play and/or color announcing. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box B-119.

E.O.E. in Southeast top fifties wants weekend anchor/producer/reporter. Will produce and report enterprise series during the week. Must have this specialized experience plus strong reporting background. Able to shoot and edit film and eng. Salary up to \$200.00/wk. Box B-129.

HELP WANTED NEWS CONTINUED

Fiftieth sunbelt market wants aggressive tireless sports anchor/reporter to rebuild faltering sports effort. Able to be one person band in covering local amateur and pro sports hard and continuously. Alo commentary. Must have experience and tape that proves your worth. If you're a clock watcher, forget it. We are E.O.E. Box B-130.

Reported Photographer/Producer, or combination of all three needed for a magazine style program in Top 50 Market. On air experience or news background necessary. Equal Opportunity Employer, Male/Female. Send resume, minimum salary requirements to Box B-151.

News Anchor Group owned small Midwestern market, network affiliate. Mature, believable communicator. Salary open. E.O.E. Send resume to Box B-153.

Sports Director We lost ours to top 10 market. Need aggressive person who knows all sports and gets involved. Send resume and tape to Elden Hale, News Director, WNEP-TV, Wilkes-Barre/Scranton Airport, Avoca, PA 18641. E.O.E. Employer.

News Photographer. Duties include operation and maintenance of film processor. Experience with CP-16 Cameras helpful. Resume to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Life-Style reporter specialist, production oriented, for S.E. FL station. Send video cassette, detailed resume, salary requirement first letter to News Director, P.O. Box 381118, Miami, FL 33138. Equal Opportunity Employer.

Unit Manager for daily magazine show. Production experience plus management capability, administrative ability, imagination and creative flair are absolutely essential. Budget planning and implementation also required. Resume to Pete Langlois, KCRA-TV, 310 10th St., Sacramento, CA 95814.

Play-By-Play per diem, for North Jersey Cable System. Positions open 9/78. Diversification, quality and experienced only. Suburban Cablevision, 43 Prospect St., E. Orange, NJ 07018.

Producer - Reporter WSRE - T.V. Minimum Qualifications: High school graduate, 4 years producer experience or a B.A. in broadcasting, journalism or related field and 2 years producer experience. Acceptable on-air voice and appearance. ENG experience helpful, reporter on nightly news program. Annual Salary: \$11,460.80. Apply: Personnel Department, Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504. Application deadline: February 17, 1978. Female and minorities encouraged to apply. Equal Employment Institution.

KTXL TV News Expands again! We need: Co-Anchors/reporter, Investigative Reporter, General Assignment Reporter and ENG Cameraperson/Editor. If you have extensive experience in one of the above positions and are ready for the nation's 23rd market, send tapes and resumes to Larry Camp, News Director, KTXL TV, P.O. Box 40, Sacramento, CA 95821.

Reporter, Experienced. Send resume and video tape to Gil Amundson WTCN-TV, 441 Boone Ave. No. Mpls., MN 55427.

Sports Anchor, experience required. Montana's largest market. Tapes, resumes to Don Hardy, KULR-TV, Box 2512, Billings, MT 59103.

TV News Producer, minimum two years experience with 6 p.m. news. Must have production know-how. For S.E.-FL station. Send detailed resume; salary requirement first letter to News Director, P.O. Box 381118, Miami, FL 33138. Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION, AND OTHERS

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 jlm1un.1 Tm1joyer. Detailed resume to Box B-33.

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.

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 4B, 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.

Announcer: Skilled in all aspects of Audio Production. Must have good voice. TV experience preferred. Box B-92.

Production Assistant: experienced in on-air switching, VT editing, lighting, audio and camera. Familiarity with mini-cam and location production helpful. Box B-94.

Switcher Director: Must be a self starter. Minimum 2 years experience in all phases of creative TV Production. Switching experience a must. Equal Opportunity Employer. Male/Female. Send resume to Box B-150.

Production Manager Group owned small Midwestern market, network affiliate. Minimum 4 years practical work history. Leadership and administrative ability. Salary commensurate with experience. Send resume to Box B-155.

Program Director/CATV Responsibility includes design of studio and remote facilities, purchase of all necessary equipment, staffing and training of all personnel, provide input and participation in development of format with creativity and ingenuity. Jacksonville, Florida location with owners committed to top local service to community. Resume Only to President, Area Communications, Inc., Suite 105, 3100 University Blvd., South, Jacksonville, FL 32216.

KTXL TV, California needs a Creative Writer/Announcer. If you think you are ready for the nation's 23rd market, send tapes and resumes to Mel Querio, Operations Manager, KTXL TV, P.O. Box 40, Sacramento, CA 95821.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 20 Years; Radio 12 years; Management 17 years. Thoroughly experienced all aspects, acquisitions, ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in broadcasting industry. Very competitive. Produced sales and profits records, plus prestige. Achieved revitalization and rapid turnarounds. Can build group. Can produce outstanding ratings, sales, profits and prestige! Box B-108.

Sales Manager, TV. Strong sales background includes station and spot. Prefer East. Age 48. References. Box B-54.

SITUATIONS WANTED TECHNICAL

First Phone. Excellent production skills and TV-Radio Communications degree. "Trainee" level OK. Opportunity Primary. Salary Secondary. Box B-146.

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

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.

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

College graduate looking for starting position as Reporter/Photographer. Limited experience in 16mm and ENG. Enthusiastic. Dedicated. 305-458-5213.

Mature Weatherman, newsmen, announcer, talk host, cinematographer, published author, available. Your market level salary. 20 years experience. No tapes. Serious inquiries only. 313-682-7798.

Reentering Broadcasting, sharp professional. Sports Director, Weathercaster, News, Talkshow Host. 609-883-8990.

Exceptional Talent, 25 B.A., 4 years radio experience Pittsburgh market, news, play-by-play. Seek news or sports, 412-441-6389. Ray Cush, 436 Briery Lane, Pgh, PA 15122.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Mea Culpa—I got out—now want back in. 3 yrs. experience, BA. Would like Directing or Promotion. Prefer Midwest. Reply Box B-19.

TV Feature and Documentary Producer, unique approach to presentation, proven success, major national credits, P.O. Box 014335, Miami, FL 33101.

Hard worker in small market looking to move up. I direct newscasts. Experience in TV production. B.A., Journalism. 1st phone. Box B-57.

Executive Producer Program Director, nine years major market and corporate experience as writer, producer, director of live, film, and video tape productions. Graduate degree in Public Communications. Box B-127.

Back to School, Young man, with two years experience, two years college, wanting to work his way to a degree in broadcasting. Box B-133.

Production Problems? Let experienced Manager solve your problems and create dynamic production department. Box B-156.

TV and Radio Copywriter. Have written copy for Hollywood TV studios. 203-523-9318.

Award winning Producer/Director for small major-market station ready to start sweeping floors or whatever for a first rate operation. BS/Broadcasting, first phone, three years broad experience. Rick Cyril 800-327-5744.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

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.

Revov 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.

Cameras - GE PE250 (Kitted to 350 specifications). Two chains complete with GE-115 Encoders, CBS 8400 Enhancers, HF PD-3 Pedestals. 400 feet cable. Contact Dick Payne, 205-281-2900.

FOR SALE EQUIPMENT CONTINUED

Transmitter Plant (Channel 12). RCA TT50AHLA Transmitter. RCA TF-12AH Antenna. Ideco 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specifications when de-activated 9/1/77. Contact Dick Payne, 205-281-2900.

1-IVC 870 and **1-IVC 800A** 1" Helical Color VTR. Excellent condition, w/alignment tape and 20 hrs. of High Band color tape. Package price: \$7000. Phone Richard Olson 313-624-5020.

IVC 960 W/TBC, DOC, PROC. Excellent Condition \$4,000. Mike Lincoln 415-956-5101.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command. Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

Knockers! A great set of funny recorded bits for your show. Sample. Box 1008, Kaneohe HI 96744.

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Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Editorial Capsule Opinion research weekly. Trial subscription—\$3.78 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

For Sale: FCC Reports, Volume 1 through 13—1934-1949. Now out of print. Best offer. Box B-114.

Back Issue Magazines. Free list. Over 200 titles, 1890 to 1978. Send stamped envelope: Dept. BR Everybody's Bookshop, 317 West 6th Los Angeles, CA 90014.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO: Box 2311, Littleton, CO 80160, 303-795-3288.

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 STAT. INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test" Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Radio License Institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans. RLI, 216 E. Montague St., Charleston, SC 29406, 803-744-7189.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

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, PO. Box 45765, Dallas, TX 75245, 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

San Francisco, FCC License, 6 weeks 3/13/78. Results guaranteed. Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., 94102 415-392-0194.

RADIO

Help Wanted Sales

SALES MANAGER

Medium Market AM/FM radio station in New York needs a Sales Manager to handle National and Local sales.

We are looking for an experienced individual in sales and management to direct a successful sales staff. Candidate must have strong background in retail, co-op and national sales.

Top salary and fringes to right person. Send resume, along with billing history, salary history and requirements to Box B-120. All replies held in strict confidence. An equal opportunity employer.

Help Wanted Announcers

MORNING DRIVE PERSONALITY

For 50,000 watt station in top ten market. This could be the last job you'll need in radio. Top salary for creative, experienced personality. All replies confidential. E.O.E./M-F. Resumes to Box B-141, Broadcasting.

GREAT OPPORTUNITY

Major AM/FM group has immediate openings for dedicated, creative, communicative Air Personalities, Talk Personalities and News People.

Send tape, resume and salary requirements to:

Bob Oakes
Susquehanna Broadcasting Co.
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York, PA 17405
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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 loyalty 215-449-7378.

North Central Wisconsin Small Markets, want straight commission selling position. Mature, married. Impeccable record, can sell accounts, write the copy and service them ... permanent as long as I produce. Write Box B-118, Broadcasting.

Situations Wanted Announcers

Contemp. Top 40 Non Screamer

3 yrs Medium Market experience, strong on promotions and public affairs, college degree, sales and TV experience. Looking for good Medium or Small Market. Reply Box B-134.

TELEVISION

Help Wanted Sales

National Sales Manager

Top 10 network affiliate, group owned. Minimum 5 years TV sales experience necessary. Successful record as National Rep or Station Sales/Sales Management desired. Send resume to Box B-161.

Southwest Regional Sales Manager

The Grass Valley Group, Inc. seeks a capable and creative individual to represent our products as Regional Sales Manager for the Southwestern United States.

Based in the Dallas, Texas area, this key position requires someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Interested applicants please submit a resume in confidence to Val Marchus, Personnel Manager, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

**The Grass
Valley Group**

Help Wanted Sales Continued

Peters Productions, one of broadcasting's fastest growing creative centers, now adding additional sales representatives.

We're looking for broadcast professionals with programming, management and sales experience to present our creative products to leading TV and radio stations plus clients/agencies throughout the country. We need Regional Managers in the following areas:

RADIO MUSIC FORMATS

Must have previous radio management and sales experience with an understanding of music programming. Should be able to articulate music concepts, automation and station operations. Will be working with station owners and managers.

RADIO ID MUSICAL JINGLES

Should have thorough programming background with previous sales experience. Must have ability to communicate with today's radio program directors.

TV, TOTAL IMAGE CONCEPTS

Must have previous management experience and understand all areas of TV operation, promotion and sales. Will be working with leading TV stations in the development of music, graphics, videographics and overall marketing for each station. Must be able to communicate at all levels of the station.

COMMERCIAL JINGLES

Should have creative background with either broadcast or agency experience. Will be working with leading agencies and clients throughout the country. Must understand creative process with some marketing background.

Excellent opportunity to join a highly creative staff soon to move into one of the country's most modern production facilities. Unusual benefits package includes profit sharing, pension welfare, disability and life insurance.

We're looking for top professionals only. Excellent advancement opportunities. **Send complete resume to Peters Productions, Inc., 8228 Mercury Court, San Diego, California 92111.**

COMPUTER SYSTEM SALES

A leading broadcasting business automation firm is seeking qualified candidates for the positions of regional or national sales representatives. Persons with extensive broadcasting experience (at least at the middle-management level), high sales skills, and a good conceptual understanding of computerized traffic and accounting systems will be considered. Substantial compensation plus all travel expenses paid. Heavy travel required. Various territories are open. Provide a complete resume plus a letter describing your interest in the job and desired compensation levels to Box B-128, BROADCASTING magazine.

Help Wanted News

KTXL TV NEWS EXPANDS AGAIN!

We need: Co-Anchor/Reporter, Investigative Reporter, General Assignment Reporter and ENG Cameraman/Editor. If you have extensive experience in one of the above positions and are ready for the nation's 23rd market, send tapes and resumes to Larry Camp, News Director, KTXL TV, P.O. Box 40, Sacramento, California 95821.

Help Wanted News Continued

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.

WMBD-TV Peoria, Illinois

Seeking experienced authoritative co-anchor for 6 and 10 pm news. Producing experience an asset. Applicants should be solid journalists. E.O.E. Tapes and resumes to Duane Wallace, News Director, WM80-TV, 3131 N University 61604.

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 programming, 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.

BOOKS

- 430 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING** by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. 224 pages. **\$9.95**
- 423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster. 288 pages, illustrated. **\$12.95**
- 454 TALK-BACK TV: TWO-WAY CABLE TELEVISION**, by Richard H. Veith. An expose of recent developments in two-way TV for those concerned with future personal convenience and security! The book covers electronic mail, video games, at-home shopping and banking; news at the push of a button (or turn of a dial), computer-assisted instruction, home security alarm monitoring services, meter reading—plus entertainment programs and the usual TV fare. Learn how many of these services are already being provided in some areas and what the future holds for the TV viewer who wants to talk back! 238 p. **\$9.95**
- 441 YOU'RE ON THE AIR!** by Sam Ewing. A practical do-it-yourself guide to a career in radio and TV for the student and beginning broadcaster. 224 pages. **\$7.95**
- 405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- 452 THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**
- 406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- 437. RADIO STATION SALES PROMOTIONS** by Jack Macdonald. 300 merchandise-moving ideas! A compendium of creative selling ideas designed exclusively for radio stations—sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. 72 pages. 8 1/2" x 11" **\$10.00**
- 434. RADIO PRODUCTION TECHNIQUES** by Jay Hoffer. Here's an all-round book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$12.95**

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please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

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Help Wanted Programing, Production, Others Continued

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

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We serve equal opportunity employers

Help Wanted Technical

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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.

Temporary Summer Technicians

WCVB TV, Boston an ABC affiliate on channel 5, seeks applications for several summer technician positions. Period of employment will be flexible running from mid-May into September. WCVB TV offers a four day work week with full provisions of the current IBEW agreement including a base salary from \$285 per week and up depending upon experience.

Applicants should have proven abilities in more than two (2) of the following operating areas: audio, video, camera, switching, VTR, ENG, projection and master controls. Strong preference will be given applicants with a first class FCC radio telephone license. WCVB TV operates a 24 hour per day schedule with extensive news and studio production demands.

Closing date for applications is February 24th, applicants will be notified of their status by March 30th. To apply send a resume to the Personnel Department, no telephone calls please, Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. Please mark resume with Summer Technician. An Equal Opportunity Employer.

Help Wanted Technical Continued

TELEVISION SERVICES OPERATION/MAINTENANCE ENGINEER

Modern facility provides unusual opportunity for individual who will share responsibilities for operation, maintenance, repair and installation of components in broadcast quality television systems. Must have solid technical training and from 3-5 years maintenance experience. Specific familiarity required with Quad/Helical VTRs, studio portable TV cameras, production, audio, and digital equipment. Individual must be able to work well both independently and under direction. Some travel probable.

VIDEOTAPE EDITOR/TECHNICAL DIRECTOR

We're looking for a creative "people-oriented" videotape editor to operate a state-of-the-art CMX Quad and cassette time-code editing system. This editor must be able to support his creativity with the ability to maintain a high standard of quality control, and assume the responsibility for the daily set-up and operation of RCA TR-600 and TR-70C quads, Sony BVU-200s, HL-35 and TK-44 color cameras, and all of the additional equipment involved in production and editing. 3-5 years of professional quad experience is required.

Salary commensurate with educational background and experience. Please send your resume in confidence, including salary history, to:

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VIDEO SPECIALIST

Our company has an excellent opportunity for an individual with 3 to 5 years' related video experience, first or second class FCC license, and working knowledge of color video electronics. Responsibilities will include maintenance of helical VTR's, color cameras and related equipment.

Applicant should be competent in design and modification of video equipment and systems. Excellent company benefits, working hours, and location. Competitive salary. Send resume, in confidence, with experience, salary requirements, and availability, to:

William V. Morris
P.O. Box 4545
Atlanta, Georgia 30302

An equal opportunity
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Georgia Power

LAS VEGAS

Based remote videotape facility company wants top Maintenance Engineer. Experience preferred with Norelco Cameras, Ampex VTR 1200/2000's & Grass Valley accessories. Some travel required.

Call Collect (702) 873-3660
Trans-American Video Inc. of Nevada
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3355 Spring Mountain Road
Las Vegas, NV 89102

Situations Wanted Management

BROADCAST ADMINISTRATION

22 yr. old Drake University M.B.A. candidate with B.S. in Finance and Investments from the University of Maryland desires to secure administrative position leading to a career in Broadcast Management. Outstanding background with 4 years of Major Market Radio experience. Box B-149.

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

PRODUCTION OPPORTUNITY

Get your station into High-Revenue, Top-Quality TV Production. Experienced four man Production Crew, working in top ten market, seeks relocation. Demo available. Box B-160.

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30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
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Public Notice

FORECLOSURE SALE

On February 24, 1978, at 10:00 o'clock A.M. at the offices of Irail & Manella, 1800 Avenue of the Stars, Suite 900, Los Angeles, California 90067, there shall be sold to the highest bidder for cash, pursuant to the foreclosure of a security interest, the following property:

That certain motion picture photoplay television film or series of television films presently entitled "Song of Russia," an original screenplay by Jim Shelby and Charles S. Tobias, directed by Charles S. Tobias, and having as its principal player Joseph Cotten, together with all physical property thereof (including all negatives and prints thereof), the copyright therein (including all renewals and extensions thereof) and all revenues, proceeds and receipts to accrue or to be derived therefrom.

The above-described property is being sold subject to a prior lien in the amount of \$6,000 held by Consolidated Film Industries for services rendered regarding all negative pre-print elements manufactures by Consolidated Film Industries and other services rendered with respect thereto.

The undersigned reserves the right to bid at said sale.

For further information, please call: Richard F. Broude, (213) 277-1010.

Seymour Weintraub

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Wanted To Buy Stations

Gulf States FM/AM

Experienced broadcaster needs medium or near major market FM/ and or AM. Cash available. Write General Manager, Box B-154.

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.

Business Opportunity

Wanted

Reps. to sell L.A. area Production/Agency Services. Commission only. Full or Part-time. E.O.E. Send resume to:

Baker Street Productions,
6117 Vineland Ave.

North Hollywood, California 91600.

W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

PUBLIC COMPANY

interested in acquisitions
and/or mergers.

T.V.—Radio.

Profitability not a factor.

Reply Box E-69.

For Sale Stations

Michigan FM Station

with excellent profitability and audience penetration in small market. Billing in excess of \$200,000. Box B-159.

Major Market S.E. For Sale

Owner retiring. Valuable land, big profit and cash flow. \$1,000,000 cash. Contact Owner Box B-152.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

VIRGINIAS

Private co. wants to purchase Radio in small to medium market in Va. or W.V. Profit not a factor. Replies held in strict confidence. Box B-144.

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.

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1208 RUSS BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/873-4474

EAST COAST: 210 EAST 53RD ST., NO. 50, New York 10022
212/268-0737



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

CONTACT

W	small	Fulltime	\$120k	29%	Galen Gilbert	(214) 387-2303
S	small	FM	130k	25k	Bill Chapman	(404) 458-9226
Plains	small	AM	160k	47k	David Kelly	(414) 499-4933
W	small	AM-FM	375k	108k	Bill Hammond	(214) 387-2303
S	small	metro AM	1,570k	terms	Bill Chapman	(404) 458-9226

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga., 30341

For Sale Stations Continued

SINGLE STATION MARKET: Profitable daytimer in very attractive northeast growth area. Excellent opportunity for owner-operator who wants the pleasure of rural life combined with convenience to a major city. This is a solid operation with much growth potential. \$400K asking price is approximately 2-times current annual billings. 29% down to a qualified buyer.

THE KEITH W. HORTON CO., INC.
Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

Kenneth Chapin
1100 Malden Rd.
Syracuse, N.Y. 13211
(315) 454-4144

William S. Cook
Box 425
Newark, Del. 19711
(302) 737-4772

Robert I. Kimmel
Box 270
St. Albans, Vt. 05478
(802) 524-5963

Elmira Office
Keith W. Horton
Richard Kozacko
Keith Horton, Jr.

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

**MEDIA BROKERS
APPRAISERS**
RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



- 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. \$265,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- Stereo in Maryland. \$285,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511 24 HOURS

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.

BOOKS

- 413 **DESIGNING & MAINTAINING THE CATV & SMALL TV STUDIO—2nd Edition**, by Kenneth B. Knecht. Completely updated edition of this simplified, yet detailed guide on the installation and maintenance of production facilities for CATV, CCTV, ITC and broadcast TV studios. 288 p 100 ill. **\$12.95**
- 428 **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**
- 456 **JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**

453. **TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and aquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

Stock Index

	Stock symbol	Exch.	Closing Wed. Feb. 1	Closing Wed. Jan. 26		Net change in week	% change in week		1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting													
ABC	ABC	N	35 5/8	35 3/8	+	1/4	+	.70	46 3/4	35 3/8	6	18,152	646,665
CAPITAL CITIES	CCB	N	55	54 3/8	+	5/8	+	1.14	60 1/2	44 3/4	10	7,481	411,455
CBS	CBS	N	46 1/2	46 5/8	-	1/8	-	.26	62	46 1/2	7	28,100	1,306,650
COX	COX	N	33	34	-	1	-	2.94	35 1/4	25 1/2	9	6,360	209,880
GROSS TELECASTING	GGG	A	14 3/8	14 1/4	+	1/8	+	.87	15 1/2	13 5/8	7	800	11,500
KINGSTIP COMMUN.	KTVV	O	6 1/2	6 1/2					7	3 7/8	12	462	3,003
LIN	LINB	O	24 1/8	23 1/4	+	7/8	+	3.76	25 1/4	16 1/2	9	2,745	66,223
MOONEY**	MOON	O	2 5/8	2 5/8					2 5/8	1 7/8		425	1,115
RAHALL	RAHL	O	19 1/2	19 1/2					19 1/2	8 5/8	21	1,281	24,979
SCRIPPS-HOWARD	SCRIP	O	31 1/2	31 1/2					37	31 1/2	7	2,589	81,553
STARR	SBG	M	10	9	+	1	+	11.11	10		7	1,487	14,870
STORER	SBK	N	21	20 3/4	+	1/4	+	1.20	26 7/8	19 3/8	8	4,876	102,396
TAFT	TFB	N	30 1/2	30 1/2					33 7/8	24 5/8	7	4,071	124,165
TOTAL												78,829	3,004,454

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	7	7		7	3 3/4	8	1,229	8,603		
JOHN BLAIR	BJ	N	17	16 7/8	+	1/8	+	19 3/4	11 1/8	5	2,432	41,344
CHRIS-CRAFT	CCN	N	7 3/4	8 1/4	-	1/2	-	9 3/8	4 1/2	15	4,451	34,495
COMBINED COMM.	CCA	N	28 3/8	30 3/4	-	2 3/8	-	33 1/4	19	9	6,799	192,921
COWLES	CWL	N	18	16 5/8	+	1 3/8	+	18	12 1/2	20	3,969	71,442
DUN & BRADSTREET	DNB	N	27 1/2	26 1/2	+	1	+	31	26 1/4	13	26,356	724,790
FAIRCHILD IND.	FEN	N	16 3/8	16	+	3/8	+	16 1/2	9 1/2	10	5,708	93,468
FUQUA	FQA	N	9 3/8	9 1/2	-	1/8	-	13	8	6	9,396	88,087
GANNETT CO.	GCI	N	35 1/2	36	-	1/2	-	40 3/4	32 3/4	14	22,430	796,265
GENERAL TIRE	GY	N	24	23 3/4	+	1/4	+	29 1/4	22 3/8	5	22,242	533,808
GLOBE BROADCASTING	GLBTA	O	4 5/8	4 3/8	+	1/4	+	5 5/8	2 1/8	6	2,772	12,820
GRAY COMMUN.	O	13	13			13	8	6	475	6,175		
HARTE-HANKS	HHN	N	32 1/2	33	-	1/2	-	36	26	12	4,477	145,502
JEFFERSON-PILDT	JP	N	27 3/4	28 1/2	-	3/4	-	32 3/8	26 5/8	9	23,400	649,350
MARVIN JOSEPHSON	MRVN	O	14 3/4	13 3/4	+	1	+	17 1/4	10 1/4	8	1,978	29,175
KANSAS STATE NET.	KSNN	O	9 1/2	9	+	1/2	+	9 1/2	4 3/4	9	1,727	16,406
LEE ENTERPRISES	LNT	A	24 1/2	25 1/4	-	3/4	-	28 1/8	22 1/4	10	4,930	120,785
LIBERTY	LC	N	22 1/2	21 7/8	+	5/8	+	24 3/4	18	7	6,762	152,145
MCGRAW-HILL	MHP	N	17 3/8	17 1/2	-	1/8	-	19 5/8	15 5/8	9	24,675	428,728
MEDIA GENERAL	MEG	A	14 1/4	14 1/4			20	13 5/8	7	7,277	103,697	
MEROITH	MOP	N	27	26 1/4	+	3/4	+	28 7/8	17 3/8	7	3,074	82,998
METROMEDIA	MET	N	34	33 1/4	+	3/4	+	34 5/8	25 1/4	7	6,707	228,038
MULTIMEDIA	MMEO	O	16 1/4	24 3/4	-	8 1/2	-	27 1/2	16 1/4	6	4,394	71,402
NEW YORK TIMES CO.	NYKA	A	17 7/8	17	+	7/8	+	19 1/2	15 3/4	7	11,422	204,188
OUTLET CO.	OTJ	N	20	20			24 1/4	16 5/8	7	2,290	45,800	
POST CORP.	POST	O	22	22 3/4	-	3/4	-	24	16 1/4	7	867	19,074
REEVES TELECOM	RBT	A	2 7/8	2 5/8	+	1/4	+	3	1 3/4	48	2,381	6,845
ROLLINS	RGL	N	17 1/8	17 1/4	-	1/8	-	24 1/4	17 1/8	9	33,000	565,125
RUST CRAFT	RUS	A	24	24			24	8 1/2	14	2,297	55,128	
SAN JUAN RACING	SJR	N	8 3/8	8 1/2	-	1/8	-	11 3/4	7 5/8	13	2,509	21,012
SCHERING-PLOUGH	SGP	N	31 1/4	30 1/8	+	1 1/8	+	44 3/4	28 1/8	10	54,084	1,690,125
SONDERLING	SOB	A	10 1/4	10	+	1/4	+	12 7/8	8 3/8	5	1,103	11,305
TECH OPERATIONS	TO	A	3 3/4	3 3/4			4 3/4	2 3/8	18	1,344	5,040	
TIMES MIRROR CO.	TMC	N	22 3/4	23 3/8	-	5/8	-	25 3/8	20 3/4	9	33,911	771,475
WASHINGTON POST CO.	WPO	A	32	31 3/8	+	5/8	+	35 1/8	21 3/4	9	8,545	273,440
WOMETCO	WOM	N	13 1/8	12 5/8	+	1/2	+	14 3/4	10 7/8	9	9,404	123,427
TOTAL									360,817	8,424,408		

Cablecasting

ACTON CORP.	ATN	A	6 3/8	6 3/4	-	3/8	-	5.55	7 3/8	3 1/8	7	2,710	17,276
AMECO** *	ACD	O							1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	40	40 3/4	-	3/4	-	1.84	41 3/4	19 3/4	22	3,863	154,520
ATHENA COMM.** *		O	7/8	7/8					7/8	1/8		2,125	1,859
BURNUP & SIMS	BSIM	O	4 1/8	4 1/4	-	1/8	-	2.94	4 3/4	3 1/8	19	8,370	34,526
CABLE INFO.*		O	5/8	5/8					7/8	1/2	3	663	414
COMCAST		O	6 1/2	6 1/4	+	1/4	+	4.00	6 1/2	3 3/4	11	1,651	10,731
COMMUN. PROPERTIES	COMU	O	8 1/2	8 1/4	+	1/4	+	3.03	9 1/4	3 5/8	21	4,816	40,936
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	21 3/8					23	17 5/8	8	7,508	160,483
GENVE CORP.**	GENV	O	11	11 3/8	-	3/8	-	3.29	12 1/2	7 1/2		1,121	12,331
TELECOMMUNICATIONS	TCOM	O	14	10 1/4	+	3 3/4	+	36.58	14	2 7/8	70	5,281	73,934
TELEPROMPTER	TP	N	9	8 7/8	+	1/8	+	1.40	9 3/8	6 3/4	21	16,793	151,137
TEXSCAN	TEXS	O	1 5/8	1 5/8					2	1 1/4	10	786	1,277
TIME INC.	TL	N	35 1/2	36 1/8	-	5/8	-	1.73	38 1/4	31 3/4	9	20,349	722,389
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					26	15 1/2	16	1,679	39,876
UNITED CABLE TV	UCTV	O	10 1/4	8 7/8	+	1 3/8	+	15.49	10 1/4	3 7/8	35	1,915	19,628
VIACOM	VIA	N	17 5/8	17 7/8	-	1/4	-	1.39	20	9 1/2	13	3,750	66,093
TOTAL												86,453	1,512,964

	Stock symbol	Exch.	Closing Wed. Feb. 1	Closing Wed. Jan. 26		Net change in week	% change in week		1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programing													
COLUMBIA PICTURES	CPS	N	15 1/8	14 5/8	+	1/2	+	3.41	20 1/2	7 3/8	6	6,748	102,063
DISNEY	DIS	N	33 7/8	34 1/8	-	1/4	-	.73	47 5/8	32 1/2	13	32,380	1,096,872
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 1/8	11 1/4	-	1/8	-	1.11	18 3/8	10 1/4	4	48,215	536,391
MCA	MCA	N	34 1/4	34 5/8	-	3/8	-	1.08	42 3/4	32	8	18,554	635,474
MGM	MGM	N	26 5/8	26 1/2	+	1/8	+	.47	28	16	12	14,111	375,705
TRANSAMERICA	TA	N	13 7/8	14	-	1/8	-	.89	16 1/2	13 1/2	6	66,781	926,586
20TH CENTURY-FOX	TF	N	24 1/4	22 1/8	+	2 1/8	+	9.60	25 7/8	10	4	7,684	186,337
VIDEO CORP. OF AMER.	O		4 1/2	4 1/2					6 1/2	3 1/2	6	973	4,378
WARNER	WCI	N	31 1/2	30	+	1 1/2	+	5.00	32 3/4	25 3/4	7	14,352	452,088
WRATHER	WCO	A	9	9					9 1/4	4 1/2	9	2,243	20,187
TOTAL												215,286	4,358,429

Service

BBOO INC.	BBOO	O	25	24 1/4	+	3/4	+	3.09	29 3/4	22 1/2	7	2,513	62,825
COMSAT	CO	N	32 1/4	32 5/8	-	3/8	-	1.14	36 3/4	28 3/4	9	10,000	322,500
DOYLE DANE BERNBACH	DOYL	O	18	19	-	1	-	5.26	22	16 3/4	6	1,876	33,768
FOOTE CONE & BELDING	FCB	N	16 1/4	16 1/4					18	14 3/4	7	2,304	37,440
GREY ADVERTISING	GREY	D	29	29					32	16 1/2	5	716	20,764
INTERPUBLIC GROUP	IPG	N	26 7/8	26 5/8	+	1/4	+	.93	39 1/4	22 1/2	8	2,387	64,150
MCI COMMUNICATIONS	MCIC	O	3 7/8	4 1/8	-	1/4	-	6.06	4 1/4	7/8	39	20,137	78,030
MOVIELAB	MOV	A	1	1 1/8	-	1/8	-	11.11	3	1	7	1,410	1,410
MPD VIDEOTRONICS*	MPD	A	5	5					9	4	7	520	2,600
A. C. NIELSEN	NIELB	O	22 1/8	22 1/4	-	1/8	-	.56	22 1/2	18 7/8	12	10,832	239,658
OGILVY & MATHER	OGIL	O	37 3/4	39	-	1 1/4	-	3.20	41 3/4	31	7	1,805	68,138
J. WALTER THOMPSON	JWT	N	24 3/8	23 3/4	+	5/8	+	2.63	24 5/8	15 1/8	8	2,649	64,569
TOTAL											57,149	995,852	

Electronics/Manufacturing

AEL INDUSTRIES	AFLBA	O	5 3/4	4 3/4	+	1	+	21.05	6	2 3/8	6	1,672	9,614
AMPEX	APX	N	12	11 1/4	+	3/4	+	6.66	12	7 3/8	12	10,924	131,088
ARVIN INDUSTRIES	ARV	N	17 1/2	17 1/4	+	1/4	+	1.44	20 3/4	14 1/2	4	5,959	104,282
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	4 1/4	4 1/8	+	1/8	+	3.03	4 1/4	1 3/4	13	1,654	7,029
COHU	COH	A	3 1/4	3 1/8	+	1/8	+	4.00	3 1/2	2 1/8	10	1,779	5,781
CONRAC	CAX	N	21 1/4	21 1/8	+	1/8	+	.59	27 1/4	19 5/8	7	1,803	38,313
EASTMAN KODAK	EASKD	N	46	46 1/2	-	1/2	-	1.07	86 3/4	46	12	161,369	7,422,974
FARINON	FARN	O	8 1/4	8 1/2	-	1/4	-	2.94	12	8	8	4,628	38,181
GENERAL ELECTRIC	GE	N	46 1/4	45 1/2	+	3/4	+	1.64	56 5/8	45	10	184,581	8,536,871
HARRIS CORP.	HRS	N	42	41 3/4	+	1/4	+	.59	45 3/4	28	12	12,236	513,912
HARVEL INDUSTRIES*	MAKV	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	31	29 5/8	+	1 3/8	+	4.64	31	20 1/4	12	1,320	40,920
3M	MMM	N	47 1/4	49	-	1 3/4	-	3.57	57	46 1/4	14	115,265	5,446,271
MOTOROLA	MOT	N	36 5/8	36 1/4	+	3/8	+	1.03	56 7/8	34 1/4	11	28,544	1,045,424
N. AMERICAN PHILIPS	NPH	N	26 1/8	26 3/4	-	5/8	-	2.33	36	26 1/8	6	12,033	314,362
OAK INDUSTRIES	OAK	N	18 1/8	16 1/4	+	1 7/8	+	11.53	19	9 5/8	20	1,697	30,758
RCA	RCA	N	24 1/4	24 1/2	-	1/4	-	1.02	31 3/4	22 3/4	8	74,812	1,814,191
ROCKWELL INTL.	ROK	N	29 1/2	29 1/2					36 3/4	28 1/4	7	33,600	991,200
RSC INDUSTRIES	RSC	A	1 7/8	2	-	1/8	-	6.25	2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	20 3/8	19 5/8	+	3/4	+	3.82	23 1/2	16 3/4	12	1,649	33,598
SONY CORP.	SNE	N	7 5/8	7 1/4	+	3/8	+	5.17	10 3/8	7	11	172,500	1,315,312
TEKTRONIX	TEK	N	35 1/2	35	+	1/2	+	1.42	68 1/2	28 1/4	12	17,804	632,042
TELEMETION	TMT	O	1	1					1	1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAR	N	17 1/2	17 3/4	-	1/4	-	1.40	21	14 3/4	11	6,838	119,665
WESTINGHOUSE	WX	N	17 7/8	18 1/4	-	3/8	-	2.05	22	16 1/4	6	87,434	1,562,882
ZENITH	ZE	N	13 1/2	13 5/8	-	1/8	-	.91	28	13 1/4	18	18,818	254,043
TOTAL												966,737	30,419,094
GRAND TOTAL												1,765,271	48,715,201

Standard & Poor's Industrial Average

99.1 98.3 +.8

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.

John Warwick: a nip at the hand that feeds

John P. Warwick, chairman-president of Warwick, Welsh & Miller, New York, pictures himself as a "mid-America conservative." But he holds one view that's somewhat radical for an advertising agency executive.

"The networks might not like to hear this, and our agency makes a lot of money out of television, but I think Americans watch too much TV," he asserts.

His rationale: "Six hours a day is just too long a time to be sedentary." Prolonged viewing, he contends, cuts into the time of people who might be doing positive things such as community work, or exercise, or spending more time just talking to their families or friends.

"If people would just cut off an hour from their viewing and do something else, we might all be better off," he says.

Mr. Warwick, a tall, athletically built man with a direct but friendly manner, says he spends "perhaps a few hours a day with TV and chooses mainly sports and specials."

He has been exposed to advertising virtually his entire life. His father, H. Paul Warwick, founded Warwick & Legler, predecessor to WW&M, in 1939 in association with Henry Legler.

Still John Petersen Warwick was not certain of his career goal as he grew up in New Rochelle, N.Y., and attended Dartmouth College. In fact, he toyed around with the idea of becoming a professional baseball player.

"I played in college and during my two years in the Navy," he says, "but I felt I wasn't really that good."

In 1948, he accepted a job as a beer and beverage salesman with the Hoffman Beverage Co. of New Jersey, based in Newark. "It was great experience," he says. "I got to know so many of the grocery stores and taverns in the New York metropolitan area and learned the retailers' needs. Direct selling experience is something I think is very valuable to someone working in advertising."

After a year with Hoffman, he decided to take a whirl at the advertising agency business. His father made it plain to him that, son or no son, he would have to start at the bottom and prove himself.

"I spent three years in research and media and feel this indoctrination was very useful when I shifted to account work and management," the younger Warwick says.

From 1952 to 1958 he served as an account executive on various packaged good accounts. He was elevated to operations vice president in 1958, executive vice



John Petersen Warwick—chairman-president, Warwick, Welsh & Miller Inc., New York; b. New Rochelle, N.Y., March 20, 1926; U.S. Navy, 1944-46; BA, economics, Dartmouth College, 1948; retail salesman, Hoffman Beverage, Newark, N.J., 1948-49; Warwick & Legler, New York, research and media staffer, 1949-52; account executive, 1952-58; operations vice president, 1958-61; executive vice president, 1961-64; president and chief executive officer, 1964-1973; chairman-president, 1973; m. Janet Mick, 1962; children, Brian, 13, and Jennifer, 10.

president in 1961 and president and chief executive officer in 1964. That was the year his father retired, and in 1973 the agency name was changed to Warwick, Welsh & Miller (John F. Welsh is vice chairman; Robert Miller died several years ago).

Under Mr. Warwick's stewardship, the agency's domestic billings have leaped from about \$25 million in 1964 to \$65 million in 1977. (Warwick bills \$9 million to \$10 million overseas at branches in London, Frankfurt and Paris.)

"About 55% of our expenditures go to broadcasting," Mr. Warwick says. "The percentage would be quite a bit higher except that one of our large accounts is Seagram," which, like all liquor accounts, is voluntarily kept off the air.

"Our growth in the past few years has come not only from new business but from additional assignments from older clients, such as U.S. Tobacco and Plough Inc.," he said. "We do the creative for Plough and give guidance on media but don't do the actual buying. New assignments mean our clients are happy with us and enable us to

grow along with them."

Mr. Warwick characterizes WW&M as an "upper-middle-sized agency," ranking in the top 35 in billings. It has 225 employees in its only domestic office, in New York. He thinks its size can be a distinct asset.

"We're large enough to be a full service agency, providing all the support a client may need," he explained. "But at the same time, we are small enough that either I or another top executive can become involved personally in a client matter."

"We adhere to certain basic attitudes that we have found both workable and rewarding: We like to get involved with our assigned products, know them and their markets inside and out. We believe good housekeeping is important and a lost invoice and an overcharge can add up to a lost account. It's important to stay ahead of client requests whenever possible, and we never relinquish an account for the sake of taking a larger one in the same field."

In terming himself a "mid-American" (attitudinally rather than geographically), Mr. Warwick is convinced that television leads society and does not reflect it. And he looks askance at what he believes to be an undue emphasis on sexual themes in television programming today.

"I'd say most of the people who pick the television programs on the networks are liberals," he says. "They are somewhat ahead of 'mid-America or the silent majority' and talk as if the people out there are somebody else. I think it's us. The program selectors, in my opinion, reflect a minority rather than a majority opinion."

Mr. Warwick stresses that he is unalterably opposed to censorship but said he would prefer not having a program like *Soap* on the air. He acknowledged that sex-oriented programs often get good ratings and may be satisfactory media buys but believes they "do not boost the morality or ethics of our country."

He is also concerned about TV's rising costs and believes a strong factor is the "exorbitant" money paid to performers and to sports organizations for TV rights. In the final analysis, he says, the advertiser must pay in increased prices for the networks' excessive outlays. He confesses there is no easy solution to this predicament.

He has a strong interest in politics, but would not want to be active as a candidate. "As in my business life, I think the product or the service is the star," he says. "In politics I would like to serve as the strategist, counseling candidates I like. I personally do not need the limelight or the personal adulation."

A matter of values

Ted Bates & Co.'s annual study of media trends, reported elsewhere in this issue, echoes a familiar theme of advertisers and agencies: Television's prices have climbed too high too fast.

Once again, we wonder about that. The Bates calculations say that between 1970 and 1977 daytime TV network cost-per-thousand rose by 76% and evening C-P-M by 68%. Both of these, Bates stresses, exceeded the rise in the consumer price index over the same period, calculated at 56%. They also exceeded the "reasonable" 22% rise attributed to magazines, the fastest growing advertising medium in 1977 (due at least in part to cigarette and liquor business denied to broadcasting). Yet Bates also found that in the first half of 1977 the number of top 100 advertisers who increased their network-TV budgets was virtually equal to those who increased their magazine spending—almost three out of four in each case. Those advertisers may not have been happy paying network TV prices, but they obviously considered it to their advantage to do so.

There has, of course, been some fallout from network prices, some diversion of funds to other media. Spot-TV salesmen also claim a reverse result, arguing that many advertisers have had to cut back on spot to pay the higher network prices. Any advertiser in that sort of bind—or any advertiser merely looking for a good buy—will find some excellent bargains in the Bates table, not the least of which is spot TV. By Bates's projections, spot's C-P-M's are going down, not up. And both network and spot radio's are running well behind the general inflation rate.

What the table doesn't show—can't show—is impact. By that measurement both television and radio have an advantage that is incalculable.

Overboard

Two of the proposals that the Carter administration sent to the FCC last week to accelerate the acquisition of broadcasting ownerships by ethnic and racial minorities originated elsewhere and have been around for some time. Neither has improved with age.

One originated with the Congressional Black Caucus a year ago in the form of a letter to the FCC suggesting that broadcasters who were faced with a license renewal or revocation hearing be allowed to sell their stations to buying groups with 50% or more participation by minorities. The caucus didn't call it that, but its formula was blackmail.

A group containing a majority of minorities, so to speak, could file a petition to deny the renewal of a license that it wanted for itself. If the petition resulted in the setting of a hearing (and raised prospects of all the legal expense a hearing entails for the defendant licensee), the group could negotiate with a gun at the head of the broadcaster. Representative Parren J. Mitchell (D-Md.), chairman of the caucus, was nothing if not candid in his letter to the FCC. He described the process as certain to create a "distress price" for the beleaguered station and to give the buying group "considerable leverage."

The formal petition submitted by the administration to the FCC last week noted that the Congressional Black Caucus proposal had been criticized for its potential of increasing petitions to deny. The administration's lame answer was that petitions need not be set for hearing if they lack merit. But if a hearing were ordered, the petition argued, the renewal applicant would be offered "the opportunity to dispose of its station in a fashion consistent with the goal of efficient administration of justice; it is a voluntary

process, to be worked out wholly in the marketplace." No more imaginative corruption of the language is apt to be found in an FCC filing this year.

The other proposal that the Carter program borrowed, with credit, was first submitted to the FCC by, of all people, the National Association of Broadcasters. The NAB suggested last September that the FCC issue tax forgiveness on capital gains derived from sales of broadcast stations to minorities. At first glance this may look attractive. The proposal appears to be an alternative to affirmative government rules and an economic incentive for sellers to seek out minority buyers. The practical effect, of course, would be to create reverse discrimination on a massive scale.

As has been noted on this page before, any buyer lacking a minority pedigree would have to offer a price incorporating the tax bill the seller would save if selling to a minority buyer. A wholly artificial ingredient would be introduced into station evaluation with the inevitable inflation of prices in general. Representatives of the majority, whatever that is, would suffer most as buyers, but minorities too would be hurt by rising prices.

The NAB, in its original espousal, was careful to credit Frank Washington, a lawyer with the Office of Telecommunications Policy (soon to be incorporated into the Department of Commerce), with the original idea for the discriminatory tax. Perhaps the association was wise to set him up to share the blame when the NAB discovers that as many of its members are as interested in buying stations as in selling them.

There are other features of the Carter plan that deserve support, especially those that recognize the useful role that the broadcasting establishment is assuming in guiding minorities toward ownership. Understandably, minority leaders are impatient with the progress to date and are pushing the government to take action. The cause of equal rights for all will be poorly served, however, by excesses that will surely breed reaction.

No poaching

Manufacturers of land mobile radio equipment will no doubt try to find flaws in an FCC task force's findings that the use of existing spectrum space can be enormously increased by the application of modern technology. But if the conclusions prove sound—and the presentation to the FCC last week was persuasive—pressures for a diversion of UHF television space to land mobile will be relieved.

The study has been delivered at an opportune time. Serious preparations are under way for next year's World Administrative Radio Conference, which will allocate frequencies for the next 20 years. UHF television needs a reassurance of stable assignments if it is to continue the strong growth it has been showing recently.



Drawn for BROADCASTING by Jack Schmidt

"Man, that's a lot of ice."



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