

First annual report and ranking:
The top 100 in electronic communications

Broadcasting Jun 26

The newswEEKly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER



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Outstanding Talk, Service or Variety Series

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Producer
Patricia McMillen



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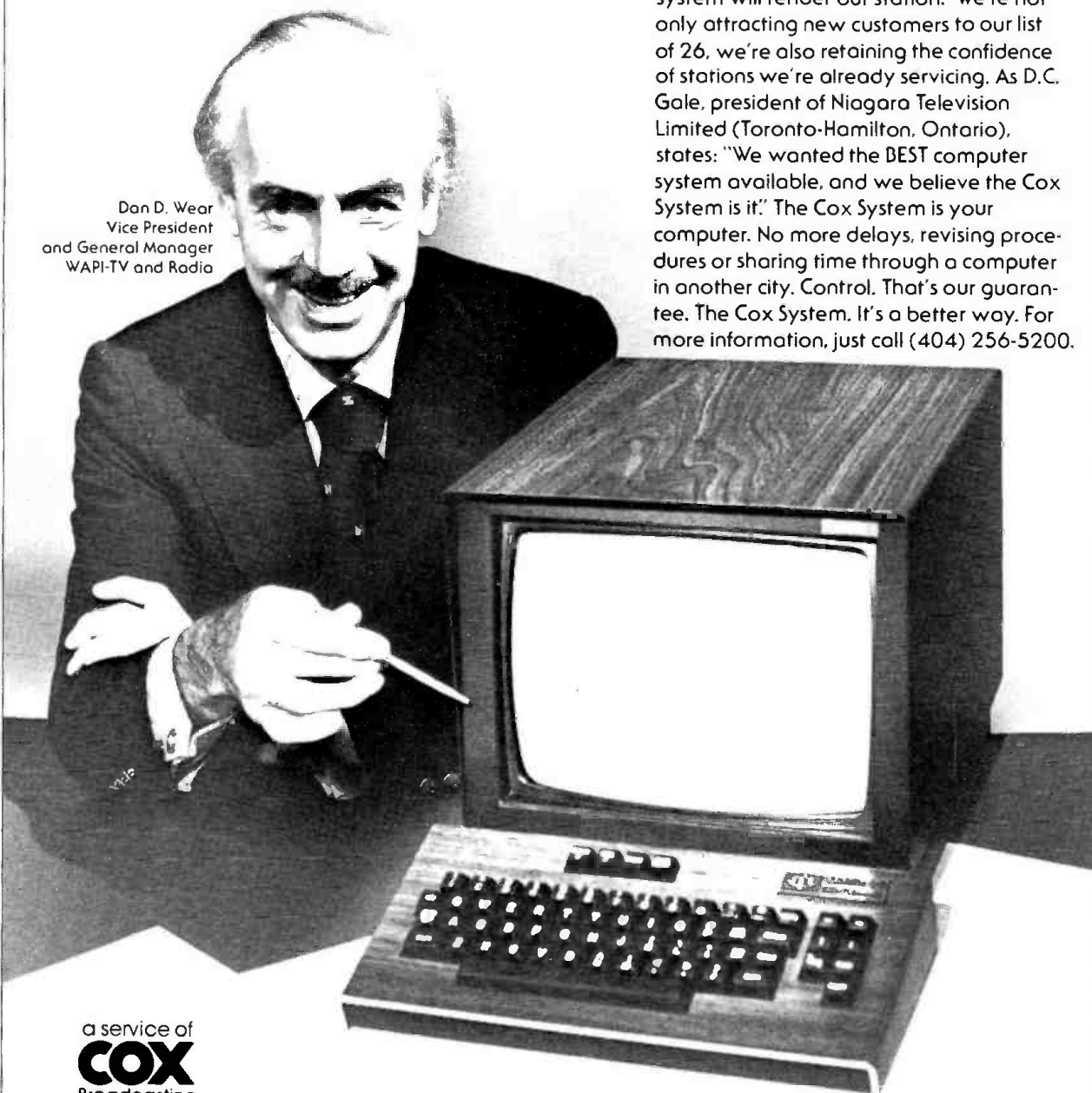
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"Cox Data emerged clearly a winner."

Don D. Wear
Vice President
and General Manager
WAPI-TV and Radio

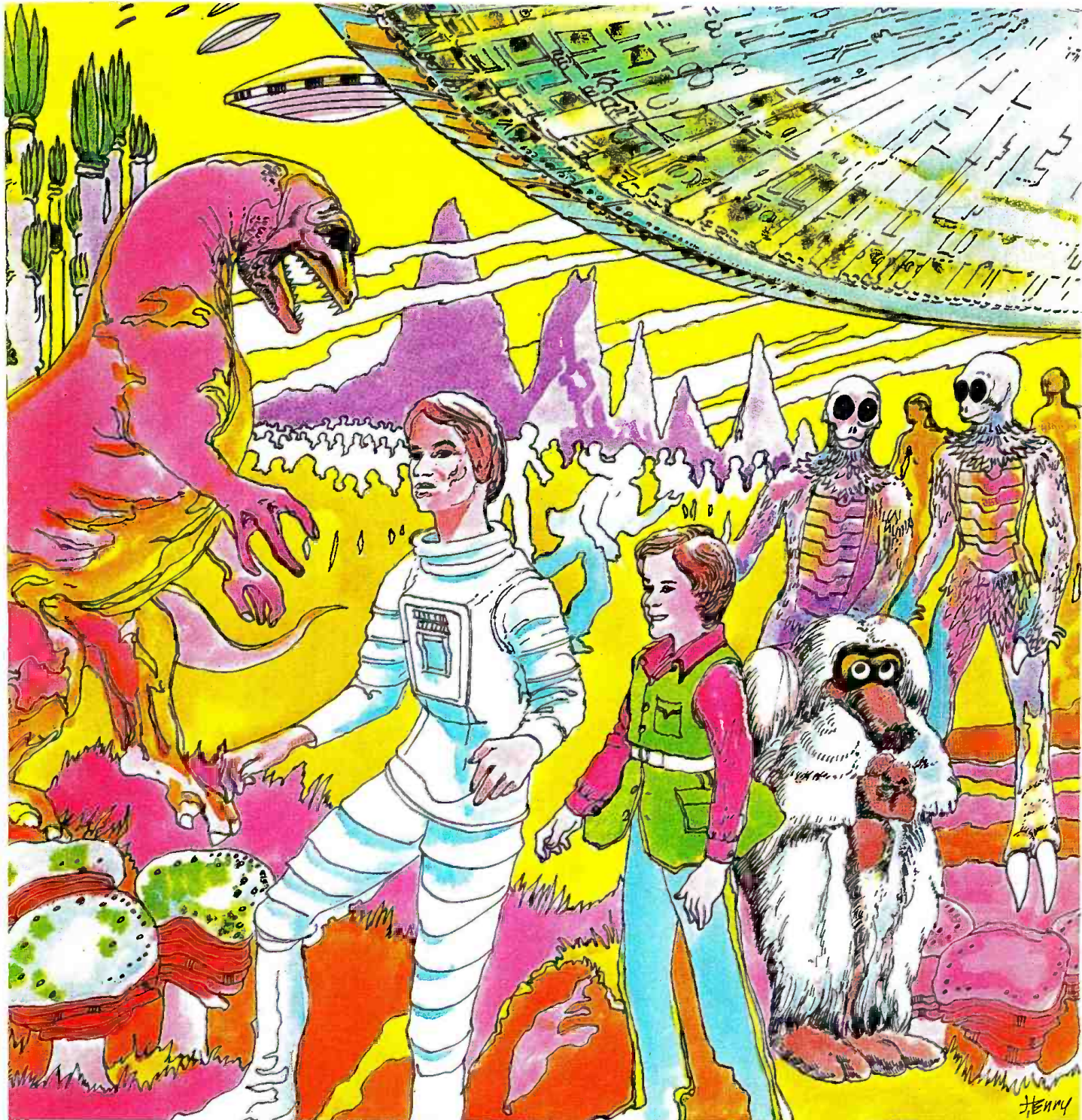
That's the opinion of Don D. Wear, vice president and general manager of our newest customer, WAPI Television and Radio, Birmingham — which began using Cox Data's television automation system June 26. As Mr. Wear explains, "Our decision was reached after minute comparisons with other types of television computer control systems, and Cox Data emerged clearly a winner. We eagerly look forward to the many capabilities that your splendid system will render our station." We're not only attracting new customers to our list of 26, we're also retaining the confidence of stations we're already servicing. As D.C. Gale, president of Niagara Television Limited (Toronto-Hamilton, Ontario), states: "We wanted the BEST computer system available, and we believe the Cox System is it." The Cox System is your computer. No more delays, revising procedures or sharing time through a computer in another city. Control. That's our guarantee. The Cox System. It's a better way. For more information, just call (404) 256-5200.



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KROFFT SUPER STARS!

the force that captures young audience ratings.

Space ships, monsters, alien creatures and stars like Jim Nabors, Ruth Buzzi, Martha Raye, Johnny Whitaker, and Bob Denver are the perfect lead-in to any family sit-com.

Here come the KROFFT SUPER STARS, 137 action/comedy half-hours direct from network — with a proven record — to first run syndication.

KROFFT SUPER STARS includes "Land of the Lost" (off NBC), "Lost Saucer" (off ABC), "Far Out Space Nuts" (off CBS), "Sigmund and the Sea Monsters" (off NBC) and more. Available beginning Fall, 1978.



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Let the Krofft Super Stars shine on your station!



Professional Profiles: Dean L. Osmundson

Dean Osmundson arrived in Memphis, Tennessee on the first of January, 1958. After leaving his native state of Iowa on that same day he settled down to stay for awhile . . . twenty years so far. Over that period Dean has developed the gracious manner and warm smile of a "gentle country lawyer." But don't let that disarming charm fool you. This man puts a premium on keeping keenly competitive . . . keeping aware of every new development in the field of effective marketing and continuously aware of the changing tastes and perceptions of the broadcast audience. Dean believes that basic integrity is the primary qualification for success, but he realizes that effective management information and careful

innovation of the crucial factor — people — is what makes the difference between an adequate performance, and a superior one. He has used these philosophies in a diversity of positions in the broadcasting business. From salesman to program director to sales manager to general manager, he is at the helm of one of his city's finest radio facilities and now a leading adult station.

Dean is President of the Tennessee Association of Broadcasters, Vice President and President-Elect for Sales and Marketing Executives International, former AMA, "Marketing Man of the Year," General Manager of Scripps-Howard WMC AM, Memphis . . . and a valued client.

The Research Group

Audience Research for the Communications Industries / San Luis Obispo, California

The Week in Brief

REACTING TO THE REWRITE □ The NAB staff analyzes the Communications Act of 1978, says it is a "mixed bag" for broadcasters and is no reason for altering the association's basically negative stance toward the project. **PAGE 21.**

IT'S A BIRD, IT'S A PLANE, IT'S SILVERMAN! □ NBC-TV affiliates rally in New York in high spirits, buoyed by the hopes that the new NBC president, Fred Silverman, would leap prime-time buildings in a single-season bound. Plus, they get a few gifts from the network. **PAGE 21.** As for himself, Mr. Silverman has high hopes, including unexpected emphases on news and "quality" programming. **PAGE 22.** RCA President Griffiths says the whole company and its resources are behind Silverman, but cautions affiliates not to expect miracles—at least right away. **PAGE 23.**

SEARCH PROTECTION □ Witnesses at a Bayh subcommittee hearing urge enactment of legislation that would prohibit uncalled-for invasion of newsrooms by police. **PAGE 23.**

CABLE'S NEAR-BILLION YEAR □ The FCC reports CATV in 1976 had \$999.8 million in revenues and pretax profits of \$57.7 million. **PAGE 25.**

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

THE BIG ONES □ A BROADCASTING special report offers a first-time look at the principal public companies doing business in or around electronic communications. From top-ranked General Electric to number-100 Cowles Communications, each organization is presented in a capsule summary that tells who it is, what it does and how well it is faring financially. **PAGE 31.**

DIESELING □ The backfiring from the WPIX(TV) decision continues as the FCC majority and the dissenters fire off separate and strongly worded statements. **PAGE 63.**

THIS WEEK IN TORONTO □ The NAB joint board meeting, once primarily intended to permit exchanges with its Canadian counterpart, has a new focus. It happened with the emergence of the rewrite legislation, and now the meeting is shaping up as a key strategy huddle. **PAGE 63.**

HYPHENATES WIN □ The Supreme Court rules in favor of the networks and producers, who contended writer-supervisors had been illegally restrained during a 1973 strike by the Writers Guild of America West. **PAGE 64.**

TURNABOUT □ The FCC affirms the grant of channel 21 in Birmingham, Ala., to Chapman Radio & Television. It's the culmination of a 13-year-old proceeding in which rival Birmingham Broadcasting was once the preferred applicant. **PAGE 64.**

SURVIVAL IN SACRAMENTO □ The FCC overturns an administrative law judge's ruling that would have denied a license renewal to KTXL(TV) on grounds of misrepresentation. **PAGE 64.**

PTV IN BIG D □ A full agenda confronts the annual membership meeting of Public Broadcasting Service in Dallas. The Communications Act rewrite, the Public Broadcasting Funding Act and the Carnegie Commission research are among the topics. **PAGE 65.**

NBC'S STRATEGY □ Head programmer Klein briefs the affiliates on the whys and wherefores of the TV network's schedule for fall. Simultaneously, the affiliates are given a complete list of specials in the offing. **PAGE 68.**

CBS-TV LINE-UP ASSESSED □ Critics preview the network's fall schedule and have some questions about sex, the possibility of anti-Catholicism sentiments and the grouping of commercials in children's program. **PAGE 70.**

WARC WORRIES □ Senator Schmitt warns that the U.S. delegations to the 1979 international meeting in Geneva had better start doing some heavy homework. **PAGE 71.**

ATTACK ON CLUTTER □ NBC-TV tells it affiliates it will: not increase the commercial load, it will trim promotional 45's, and that it supports a move for an ad limit in prime time. **PAGE 72.**

CHISELED IN STONE □ The FCC formally adopts rules prohibiting ex parte contacts in cable proceedings. **PAGE 74.**

PEN PAL □ His signature is appended to the many FCC letters and documents that broadcasters receive but few have met him face-to-face. He is William Tricarico, the FCC secretary, whose nuts-and-bolts activities keep the commission's functions on course. **PAGE 97.**

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The Thomson-CSF Laboratories Microcam[®] is the lightest broadcast-quality portable color television camera in the business. And if your business is covering news, sports or special events, you want to make sure it all gets covered. While other cameramen are pausing for a breather, you're still going strong.

Total system weight is:

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Microcam will go anywhere. Capture anything. Live or on tape. And Microcam's ability to operate at extreme low-light levels makes it especially valuable for ENG.

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With a two line vertical image enhancer and comb filter as standard equipment, Microcam will effectively upgrade your present system. And Microcam is priced lower than most portable cameras.

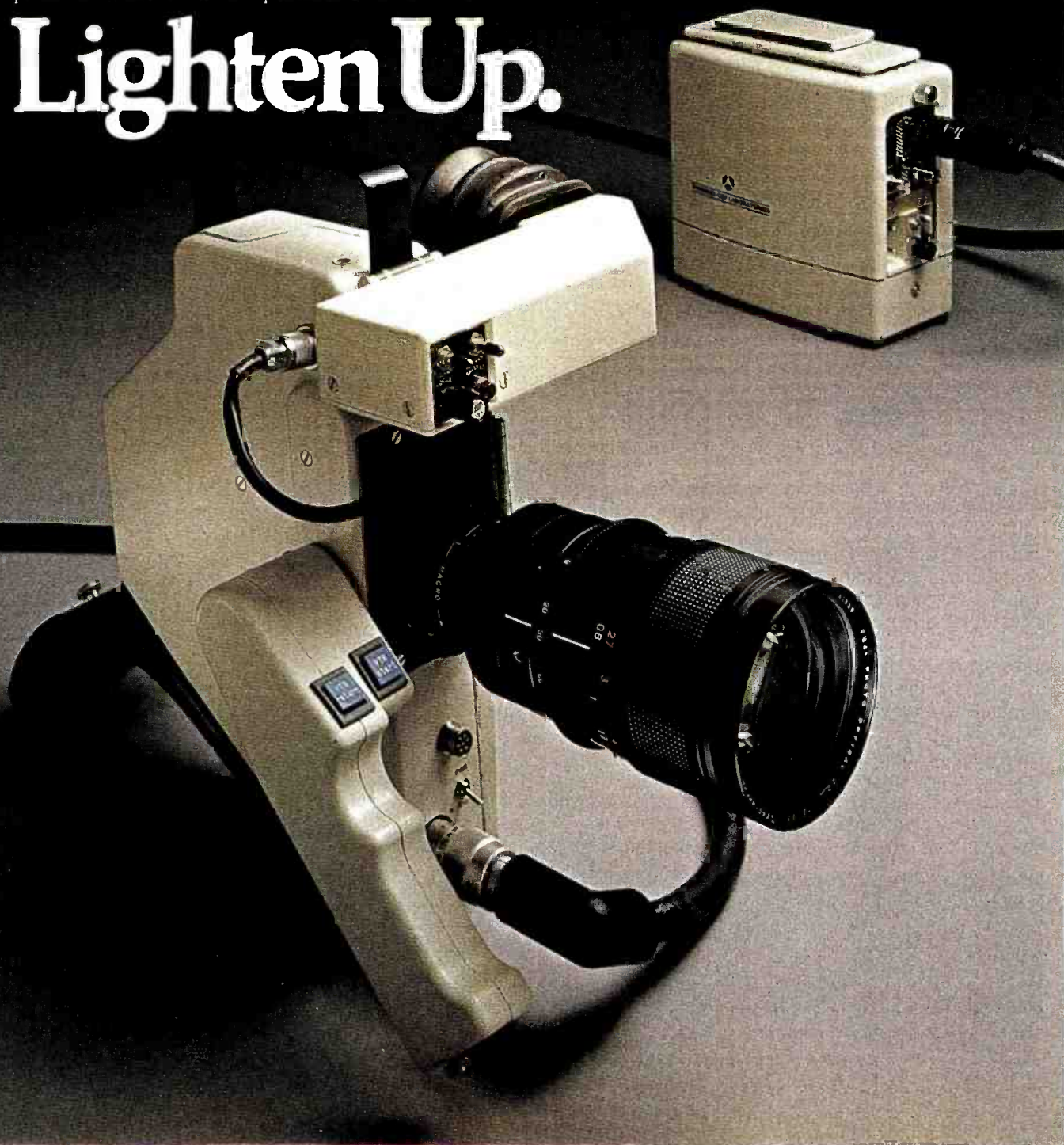
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Closed Circuit®

Insider report: behind the scene, before the fact

Sold

RCA President Edgar H. Griffiths and NBC President Fred Silverman made big impact on most NBC-TV affiliates at last week's convention, and for some it was mind-changing impact. Some old-line affiliates, who've sat through many conventions, said they went in thinking maybe Mr. Silverman could turn NBC's third-place prime-time ratings around in 1979-80 season, but came out, after hearing Mr. Silverman and especially Mr. Griffiths, thinking turnaround just might come as early as 1978-79—despite Mr. Griffiths's admonition not to expect too much too soon (story page 23).

Different indication of affiliates' favorable mood: At closed meeting with NBC management, according to participant, not one affiliate asked question that is usually standard at such sessions: When are you going to raise our compensation?

Ins and outs

Writing, polishing and redrafting opinions in connection with FCC decision in WPIX case (see page 63) seems to have been almost never-ending task. It wasn't only that five commissioners participated in writing of four separate opinions after majority and minority had already had their say in document with heft of big-city telephone book. Last week it was learned that minority, after circulating stinging—and apparently final draft—of dissent among offices of majority on Thursday, June 15, lopped off two key paragraphs.

One reportedly would have lent weight to charge that minority would use comparative-renewal proceeding to promote diversification of ownership of media. Other, according to one official who saw it, constituted knock at integrity of majority. Several other knocks survived.

Loaded for land mobile?

Broadcast representatives participating in preparation for World Administrative Radio Conference to be held next year are describing make-up of public advisory committee and core delegation as stacked in favor of land-mobile interests. They say representatives of Motorola, National Association of Business and Educational Radio, Rockwell International, Electronic Industries Association, AT&T and Land Mobile Communications Council are in land-mobile radio camp, while committee includes only one commercial broadcast industry representative, George Bartlett of National Association of Broadcasters. As for core delegation, made up only of government representatives, broadcast industry type says five FCC staffers are associated with land mobile, and only Neal

McNaughten, of Broadcast Bureau, with broadcasting.

Former FCC Commissioner Glen Robinson, who will head U.S. delegation to WARC, dismisses charge. He notes that advisory committee includes three public broadcasting representatives as well as official of National Black Network, in addition to Mr. Bartlett. Furthermore, he says companies named are "not monolithic" in their land-mobile interests. And he says FCC appointments to delegation—three from chief engineer's office, one from Safety and Special Radio Services and one from Broadcast Bureau—were made by commission.

Innocent victims?

Nine UHF television stations operating in New Jersey have been caught up in controversy centering on service to state by WNET(TV), which is licensed to Newark, N.J., but operates out of New York, and by other VHF's in New York and Philadelphia. In last couple of weeks, New Jersey UHF's have been wondering why their licenses, which expired on June 1, were not routinely granted since no renewal was opposed. Reason is that FCC staff wants not only to evaluate each station's individual service but also to develop picture of total service they and out-of-state stations provide, rather than renew licenses case by case and present commission with accomplished fact.

Staff feels analysis might suggest whether additional obligations might be imposed on all stations involved. Results are expected to be submitted to commission in week or two, well in advance of July 26, date set for oral argument on WNET's renewal (BROADCASTING, May 15).

Politics

With election to take place this week during National Association of Broadcasters board meetings in Toronto (see page 63), race for chairmanship of radio board is feverish between Herbert Hobler of Nassau Broadcasting, Princeton, N.J., and Walter May of WPKE(AM)-WDHR(FM) Pikeville, Ky. Smart money was being bet on Mr. May.

Sorting out slogans

Arbitron Radio hopes to dispose of troublesome problem of station slogans—which diary-keepers often record instead of call letters—by letting stations solve it. Proposal is to solicit and then circulate list of claimed slogans to all stations in each market in advance of surveys: If one station challenges another's slogan and second station doesn't respond, slogan would be

disallowed; if challenged station responds, denying challenge, its use of slogan would be recognized.

If two or more stations in market use same slogan, entries of that slogan in diaries would be assigned to stations by lot, with odds for each station based on its share of legitimate call-letter entries. Proposal is up for consideration by Arbitron's radio advisory council.

Togetherness

FCC Commissioner Margita White, intrigued by reports White House would replace her after her term ends June 30 to assure Chairman Charles D. Ferris "fourth" vote, did some checking on voting patterns at commission. One conclusion is that there is not great deal of disagreement among commissioners—at least on basis of statistics. In 502 decisions recorded from time Chairman Ferris assumed office in October until last May 31, Commissioner White disagreed with him seven times, one time less than did Commissioner Abbott Washburn, who showed up on side opposing chairman more than anyone else. Commissioner disagreeing with chairman least—four times—according to Commissioner White's figures, was James H. Quello.

Buried

Partnership agreement between Corporation for Public Broadcasting and Public Broadcasting Service died quiet death May 31. Joint resolutions reached in 1973 to outline working arrangements between groups (community service grants, program support and interconnection management) have over past five years been superseded by legislation and new technology.

Two points are still valid, however: PBS's effective veto over CPB program grants and CPB's annual contract to reimburse PBS for costs of interconnections. Right now groups are working in those areas by mutual agreement without force of contract. Last year attempt to rewrite partnership agreement failed, and no new resolution is expected in near future.

Picking up some tabs

FCC this week is expected to take first step toward program of providing reimbursement for citizen groups that participate in its proceedings. Commission will consider notice of inquiry on subject that looks to funding legal and other expert assistance of groups in rulemaking proceedings, including those in common carrier and other nonbroadcast areas, but not in adjudicatory or petition-to-deny cases.

Business Briefly

Radio only

Foodmaker Inc. □ Jack-In-The-Box restaurants kick off 13-week radio drive starting in early July. Wells, Rich, Greene, Los Angeles, will select spots in about 54 markets including Dallas and Houston. Target: children and adults, 12-34.

Van Munching & Co. □ General U.S. importer begins nine-week radio push for Heineken beer beginning in early July. Doremus-Uptown, New York, will pick spots in Dallas and St. Louis. Target: adults, 18-49.

H. P. Hood □ Food products group focuses on its individually wrapped sliced cheese in nine-week radio flight beginning in early July. Hill, Holliday, Connors, Cosmopolos, Boston, will schedule spots in about five markets. Target: women, 25-49.

Chevrolet □ Division of General Motors begins eight-week radio campaign in early July. Campbell-Ewald, Los Angeles, will handle spots in about five markets including San Francisco and San Diego. Target: men, 18-49.

Helena Rubinstein □ Cosmetics company features its Bio-Clear acne cream in seven-week radio flight beginning in late August. Kenyon & Eckhardt, New York, will select spots in 20 markets including Cleveland, Las Vegas, Seattle and St. Louis. Target: children and adults, 12-24.

Interstate Transmissions □ Transmission repair service starts six-week radio promotion this week. Brewer Associates, Dearborn, Mich., will schedule spots in Chicago and Detroit. Target: men, 18 and over.

Maremont Corp. □ Manufacturer and distributor of vehicle parts places six-week radio promotion for its newest

Rep appointments

- WOJO(FM) Evanston, Ill.: Lotus Reps, Los Angeles.
- KIOY(FM) Hanford-Fresno, Calif.: H/R Stone, New York.
- WNYN(AM) Canton, Ohio: Regional Reps, Cincinnati.

product, Cherry Bomb-Q-Muffler, starting this week. Fromm Inc., Kansas City, Mo., will place spots targeted to men, 18-34.

Black Angus □ Restaurant chain starts six-week radio campaign in early July. Skoglund Advertising, Seattle, will handle spots in 26 markets including San Diego, Phoenix, and Denver. Target: adults, 25-49.

Allen Products □ Division of Liggett & Myers places five-week radio push for its Alpo dog food beginning this week. Weightman Advertising, Philadelphia, will schedule spots in 11 markets including Boston and New York. Target: women, 25-49.

Dodge □ Car manufacturer slates five-week radio flight for its Omni car starting in early July. BBDO, Troy, Mich., will buy spots in 23 markets including Boston, Chicago, Houston and Los Angeles. Target: adults, 25-54.

International Harvester □ Machinery and supply company places four-week radio campaign for its agricultural equipment division beginning in late July. Foote, Cone & Belding, Chicago, will handle spots in 15 states. Target: farmers.

Provident Mutual Life Insurance □ Company launches two-week radio campaign in early July. Gray & Rogers, Philadelphia, will place spots in Houston and Nashville. Target: men, 25-54.

Mrs. Smith's □ Pie company slates two-week radio push beginning in late September. J. M. Korn & Son, Philadelphia, will seek spots in 50 markets including Baltimore, Omaha, St. Louis and San Francisco. Target: women, 25-54.

Target Stores □ Chain store plans one-week radio push in early July. The Haworth Group, Edina, Minn., will seek spots in Dallas and St. Louis. Target: adults, 18-49.

Grosset & Dunlap □ Publisher schedules one-week radio push for its book, "The Memoirs of Richard M. Nixon," beginning this week. Video Marketing, New York, will buy spots in Chicago and

"How About..." is now ready.



90-second science featurettes for family audiences, now being produced with latest research on every topic from sharks to meteorites to volcanoes (sixty-five subjects) hosted by the Number 1 science communicator of them all—Peabody-Award Winner DON HERBERT (famed as "Mr. Wizard") and integrating your own station personality. Perfect for local news or

other programming.

Produced with the support of the National Science Foundation and consultation by an Advisory Board of 10 leading scientists.

For sample tapes and sales information contact Bill Dobbins, Marketing Syndication Director, Prism Productions, Inc. Box 83, Canoga Park, CA 91305. (213) 703-1227.

"It's called 'How About...' because viewers exclaim 'How about that!' after seeing each incredible segment."

A MR. WIZARD STUDIO PRODUCTION

The private eye the public loves.



Retain him now. Available Fall, 1979. **MCA TV**

Cincinnati. Target: adults, 18 and over.

TV only

Cosvetic Labs □ Company features its *Body Forum* magazine in six-month TV buy beginning this week. R.N.F. Media, Los Angeles, will seek spots in 30-40 markets during fringe time. Target: adults.

American Family Insurance □ Insurance group launches five-month TV buy in August. Fuller Biety Connell, Milwaukee, will place spots in approximately 32 markets during sports time. Target: total adults.

Blue-Star □ Ointment gets three-month TV promotion starting in early July. Ritchie-Hopson, Houston, will place spots in 35 markets during fringe time. Target: total men and women.

CPC □ Food products group schedules third-quarter TV buy for its Mazola Corn Oil beginning next week. de Garmo Inc., New York, will seek spots in 17 markets during fringe time. Target: total women.

Pharmacraft □ Division of Pennwalt begins two-month TV drive for its Allerest allergy product in late July. Rumrill Hoyt, New York, will seek spots in about 35 markets during fringe and prime access time. Target: total women.

Valvoline □ Motor oil gets 12-week TV buy beginning this week. Fahlgren & Ferriss, Cincinnati, handled spots in 47 markets. Target: men, 18-54.

Mexicana Airlines □ Airline schedules three one-to-four week TV flights starting in mid-July, late August and early September. Dailey & Associates, San Francisco, will place spots on West Coast during fringe and prime time. Target: adults, 18-49.

April results. Advertiser investments in network television in April reached almost \$342.4 million, up 13.3% from April 1977, according to estimates compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising. For the first four months of 1978, the total rose 9.5% to almost \$1.3 billion, with ABC-TV getting 36.2%, CBS-TV 33.5% and NBC-TV 30.3%.

	APRIL			JANUARY-APRIL		
	1977	1978	% Chg.	1977	1978	% Chg.
Daytime	\$103,307,200	\$113,778,600	+10.1	\$413,057,700	\$449,621,400	+8.9
Mon.-Fri.	69,475,400	71,229,400	+2.5	270,619,100	296,226,300	+9.5
Sat.-Sun.	33,831,800	42,549,200	+25.8	142,438,600	153,395,100	+7.7
Nighttime	198,911,700	228,597,400	+14.9	758,930,200	833,951,300	+9.9
Total	\$302,218,900	\$342,376,000	+13.3	\$1,171,987,900	\$1,283,572,700	+9.5

	ABC	CBS	NBC	TOTAL
January	\$114,555,900	\$110,403,600	\$96,308,100	\$321,267,600
February	109,602,700	98,030,500	89,012,500	296,645,700
March	115,521,500	108,925,100	98,836,800	323,283,400
April	125,202,200	112,389,600	104,784,200	342,376,000
Year-to-date	\$464,882,300	\$429,748,800	\$388,941,600	\$1,283,572,700

Chrysler-Plymouth □ Division of Chrysler Motors slates seven-week TV promotion for its various cars starting in early July. Young & Rubicam, New York, will buy in 35 markets during prime and fringe time. Target: adults, 25-54.

White Labs □ Company prepares six-week TV campaign for its Klean-Koat and X-14 instant mildew remover beginning in late July. Universal Media Productions, Orlando, will place spots in about 25 markets including Boston, Houston, Honolulu, and New Orleans during day and fringe time. Target: total women.

Hebrew National □ Meat and food products group begins five-week TV push for its Hebrew National frankfurters in late June. Scali, McCabe, Sloves, New York, will buy spots in five markets during

fringe and prime time. Target: total women.

Cuprinol □ Wood stain and preservative gets four-week TV drive beginning in early July. Mintz & Hoke, Avon, Conn., will seek spots in 15 test markets during prime, sports, weekend and early and late fringe time. Target: total men.

General Mills □ Food products group features its frosting mix in four-week TV flight beginning in mid-July. Needham, Harper & Steers, Chicago, will select spots in 40-50 markets during daytime. Target: total women.

Just Pants □ Retail store chain begins two-to-four-week TV promotion in early August. Albert J. Rosenthal, Chicago, will seek spots in 35 markets during fringe time. Target: adults, 18-34, and teenagers.

Elaine Powers □ Health and figure salons schedule three-week TV campaign beginning next week. Stephan & Brady, Madison, Wis., will buy spots in about 20 markets during day, fringe and prime time. Target: women, 18-49.

Stokely-Van Camp □ Gatorade soft drink gets three-week TV promotion starting in mid-July. Clinton E. Frank, Chicago, will buy spots in 76 markets during fringe time. Target: adults, 18-34, and teenagers.

Talsol □ Bright Top vinyl finish receives three-week TV flight starting in mid-July. Schoenfeld/Prusmack, New York, will schedule spots during fringe time. Target: men, 18-49.

Carl Buddig & Co. □ Smoked meats are featured in one-week TV flights beginning in early and late July. N. W. Ayer, Chicago, will place spots in 10 markets during daytime. Target: women, 18-49.

BAR reports television-network sales as of June 4

ABC \$610,205,100 (36.3%) □ CBS \$565,004,500 (33.6%) □ NBC \$506,329,400 (30.1%)

Day parts	Total minutes week ended June 4	Total dollars week ended June 4	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	138	\$ 1,100,700	3,323	\$ 23,815,800	\$ 20,865,300	+14.1
Monday-Friday 10 a.m.-6 p.m.	1,046	17,041,500	22,390	363,869,100	333,011,500	+ 9.3
Saturday-Sunday Sign-on-6 p.m.	290	6,949,800	7,205	192,472,900	179,263,700	+ 7.4
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,246,700	2,240	95,250,600	85,684,400	+11.1
Sunday 6 p.m.-7:30 p.m.	18	979,600	472	28,813,200	25,396,800	+13.5
Monday-Sunday 7:30 p.m.-11 p.m.	426	41,621,500	9,174	872,938,400	780,617,000	+11.8
Monday-Sunday 11 p.m.-Sign-off	221	5,350,300	4,767	103,379,000	101,121,900	+ 2.2
Total	2,240	\$77,290,100	49,571	\$1,680,539,000	\$1,525,960,600	+10.1

Source: Broadcast Advertisers Reports

HOW WEIGHT AFFECTS GAS MILEAGE

THE SAVINGS CAN BE DOUBLED IF WEIGHT IS REMOVED IN THE DESIGN STAGE.

A designer can reduce the exterior dimensions of a car by a few inches and turn it into a major improvement in gas mileage. That's because smaller is usually lighter, and a lighter car doesn't need as much gasoline to go a given distance as a heavier one.

It's really a process of multiplication, and it works like this: once the exterior dimensions are trimmed, the bumpers won't have to be quite as big, the frame won't have to be quite as long, and so on. This saves weight, and the savings begin to multiply. Wheels, axles, as well as other components, can often be smaller.

We used the multiplier effect when we designed our current 1978 midsize cars. To illustrate how this works: if you were to take 100 pounds of golf clubs out of your trunk, you might, depending on the car, save about five gallons of gas in 10,000 miles.

But if you take the same 100 pounds out of a car in the design stage, you won't need as large an engine, transmission, and other components to get good performance. So you can make components smaller and more than double the gas savings. That's what we try to do.

In redesigning our cars to take advantage of this effect, we made extended use of lighter, highly durable materials such as aluminum and plastic, adding up to an average weight-saving of 685 pounds. As a rule of thumb, this could save on the average about 75 gallons of gas in an ordinary year of driving (10,000 miles).

But weight isn't the only thing that affects mileage. Tire inflation pressures are important, so are lubricants. And an engine has to be properly maintained: one defective spark plug can knock down mileage by as much as ten percent. And remember, keep a light foot on the gas pedal; the way you drive may still be the most important thing of all.

So far, in our new resized cars, we've been able to reduce weight while still meeting all the safety standards. In these new cars more

corrosion-resistant materials are used. Routine maintenance schedules have been stretched out, and the need for certain kinds of maintenance has been eliminated entirely. We've done this, in our opinion, with no sacrifice in passenger comfort or useable space in the trunk.

Most important is the simple fact that saving weight saves gasoline.

Our goal is to build cars that are more and more efficient, to design them to meet our customers' needs, and to sell them at prices the average American can afford. That's the only way we can succeed in our competitive business.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

General Motors

People building transportation
to serve people

Datebook[®]

■ indicates new or revised listing

This week

June 24-27—*First Network of Affiliated Advertising Agencies* 50th annual conference. Mills Hyatt House, Charleston, S.C.

June 24-28—*Georgia Association of Broadcasters* convention. Speakers will include Dick Salant, president, CBS News; Win Elliot, CBS Sports, and Lillian Carter, Callaway Gardens, Ga.

June 25-26—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kalispell, Mont.

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

June 25-30—*National Association of Broadcasters* joint board meeting, together with board of *Canadian Association of Broadcasters*. Hotel Toronto, Toronto.

June 26—Promotion and advertising clinic for *ABC-TV* stations. Century Plaza hotel, Los Angeles.

June 26—Meeting of *Carnegie Commission on Future of Public Broadcasting*. Fairmont hotel, Dallas.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. Arlington Park Hilton, Chicago.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. Hospitality Motor Inns, Grand Rapids, Mich.

June 27—*Radio Advertising Bureau* Idearama for radio sales people. Red Lion Motor Inn, Portland, Ore.

June 27—*Radio Advertising Bureau* Idearama for radio salespeople. LaMansion hotel, San Antonio, Tex.

June 27—*Association of National Advertisers-Radio Advertising Bureau* radio workshop. Waldorf-Astoria, New York.

June 27—Newsmaker luncheon of *Hollywood Radio and Television Society*. Jack Valenti, president of the Motion Picture Association of America, will be speaker. Beverly Wilshire hotel, Hollywood.

■ **June 28**—*Los Angeles Advertising Club* luncheon and panel discussion on "Advertising and Attorneys—The Pros and Cons." Beverly Hilton hotel, Los Angeles.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. The Hilton Inn, Dallas.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Richmond, Va.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Hyatt House, Seattle.

June 29—*Radio Advertising Bureau* Idearama for radio salespeople. Ramada Inn, Toledo, Ohio.

July

July 5—FCC's new date for comments in its inquiry into the fairness doctrine and the public interest standards of the Communications Act. Old date was May 3. Replies are due Aug. 4 (BC Docket 78-60). FCC, Washington.

July 6-9—*National Federation of Local Cable Programmers* convention, jointly sponsored by the *University of Wisconsin-Extension Communications Program Unit*. Event will be partly funded by National Endowment for the Arts. University Bay Center, 1950 Willow Drive, Madison, Wis. Information: Carol Brown Eilber, (606) 262-3566.

July 9-12—*New England Cable Television Association* convention. Wentworth by the Sea, Portsmouth, N.H.

July 10-14—Workshop on children's television for programers and producers at affiliates of *CBS-TV*. CBS Broadcast Center, New York.

July 12-16—Combined *Colorado Broadcasters As-*

sociation/Rocky Mountain Broadcasters Association meeting. Manor Vail, Colo.

July 15-18—*Television Programmers Conference* 22nd annual meeting. Hyatt Regency hotel, Nashville. Information: A.C. Wimberly, KMCC(TV) Lubbock, Tex.

July 16-18—*California Broadcasters Association* midsummer meeting. Speakers will include Gene Jankowski, president, CBS/Broadcast Group, and Donald Thurston, joint board chairman, National Association of Broadcasters. Del Monte Hyatt House, Monterey, Calif.

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

July 16-19—*New York State Broadcasters Association* 17th annual executive conference. Gideon Putnam hotel, Saratoga Springs, N.Y.

July 16-19—CCOS '78, annual seminar of *Community Antenna Television Association*. Three days of event will be televised live via satellite. Fountainhead and Arrowhead lodges, near Muskogee, Okla.

July 16-28—Eleventh management development seminar sponsored by *National Association of Broadcasters*. Harvard Business School, Boston. Information: Ron Irion, director of broadcast management, NAB, Washington.

July 18-19—*Wisconsin Broadcasters Association* summer meeting. Fox Hills Resort, Mishicot, Wis.

July 30-Aug. 5—Communications Center 1978, seminars and workshops sponsored by *American Baptist Churches, USA; Baptist Convention of Ontario and Quebec*, and *Christian Church (Disciples of Christ)*. Keynoters will include Dr. George Gerbner, Annenberg School of Communications of the University of Pennsylvania, and Marshall McLuhan of the University of Toronto. Erindale College of the University of Toronto, Mississauga, Ont.

July 31—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Hilton Airport Inn, Indianapolis.

Major meetings

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.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

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

Nov. 15-18—National convention of *Society of*

August

Aug. 3—Legal workshop on political advertising and commercial practices by *National Association of Broadcasters*. Sheraton Inn, Airport, Atlanta.

Aug. 3-9—*American Bar Association* annual convention Hilton hotel, New York.

■ **Aug. 4-5**—*Tennessee Associated Press Broadcasters Association* annual convention. Mountainview hotel/motor lodge, Gallatinburg, Tenn.

Aug. 4-6—Minicourse for working journalists, presented by the journalism department at *Florida A&M University* in conjunction with *Florida Association of Broadcasters* and *United Press International*. Tallahassee, Fla.

Aug. 4-7—Second annual radio seminar on "Another Perspective: Alternative in Radio Journalism and Creative Culture. *Antioch College*, Yellow Springs, Ohio. Information: Sherick Novick, (513) 864-2022.

■ **Aug. 9**—Deadline for comments, on FCC's inquiry on procedures for ex parte communications in informal rulemakings. Reply comments are due Aug. 23. FCC, Washington.

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

Aug. 10-13—*National Federation of Community Broadcasters* national conference (for community-licensed radio stations). University of Cincinnati, Cincinnati. Information: Nan Rubin, (202) 232-0404.

Aug. 14-15—*National Cable Television Association* board meeting. Sun Valley, Idaho.

Aug. 17-20—*Idaho State Broadcasters Association* summer convention. Northshore, Coeur d'Alene, Idaho.

Aug. 18—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

■ **Aug. 18**—*Missouri Public Radio Association* summer meeting. Rhodeway Inn, St. Louis.

Aug. 20-23—*National Association of Broadcasters*

Professional Journalists, Sigma Delta Chi. Hyatt House, Birmingham, Ala.

■ **March 9-14, 1979**—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas. Future conferences: Feb. 15-20, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

March 25-28, 1979—*National Association of Broadcasters* annual convention. Dallas Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 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 20-26, 1979—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

June 6-10, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville.

Sept. 24, 1979—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunication Union*. Geneva.

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213/393-0589

radio programming conference. Hyatt Regency hotel, Chicago.

Aug. 23—*Tennessee Association of Broadcasters* regional license renewal seminar. Hilton Airport Inn, Nashville.

Aug. 24-25—Third annual Chicano Film Festival, project of *Centre Video of Oblate College of the Southwest*. Entries must be received by July 15. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

Aug. 24-27—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs, W.Va.

Aug. 25-26—Joint meeting of *Radio Television News Directors Association* region two and *UPI Broadcasters*. Biltmore, Santa Barbara, Calif.

Aug. 25-27—National conference on public access cable television, sponsored by *Community Video Center of San Diego*. El Cortez hotel, San Diego. Information: Brian Owens, 520 E Street, Suite 901. San Diego, 92101; (714) 239-3393.

Aug. 27-29—*Illinois Broadcasters Association* annual convention. Continental Regency hotel, Peoria, Ill.

September

Sept. 6-10—National conference of *Information Film Producers of America*. Manor Vail Lodge, Vail, Colo.

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

Sept. 10-12—*Nebraska Broadcasters Association* annual convention. Holiday Inn, Kearney, Neb.

Sept. 12-14—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

Sept. 13-16—*Michigan Association of Broadcasters* meeting. Hidden Valley, Mich.

Sept. 14-17—*Federal Communications Bar Association's* annual seminar. Homestead, Hot Springs, Va.

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Sept. 15—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by *UNDA-USA*, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

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

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

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

Sept. 18-20—First national conference of action line writers and broadcasters under sponsorship of *Corning Glass Works*. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

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

Sept. 21-22—Consultation on "Communications and the Church," sponsored by *The Communications Commission, National Council of Churches*. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens. Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

Sept. 22-24—*American Radio Relay League's* 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

Sept. 22-24—*Maine Association of Broadcasters* meeting. Samoset Rockport, Me.

Sept. 24-26—*CBS Radio Affiliates* board of directors meeting. Arizona Biltmore hotel, Phoenix.

Sept. 24-26—Southern Show of *Southern Cable Television Association*. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

Sept. 25-27—*Council of Better Business Bureaus* annual assembly. St. Francis hotel, San Francisco.

Sept. 25-29—Seventh International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers*. Wembley Conference Center, London.

Sept. 26-26—*CBS Radio Network Affiliates* convention. Arizona Biltmore hotel, Phoenix.

■ **Sept. 29**—*Society of Broadcast Engineers* regional convention. Syracuse Hilton Inn, Syracuse, N.Y. Information: C.F. Mulvey, WIXT(TV) Syracuse.

October

Oct. 1-3—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators* district 6. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

Oct. 1-3—*Pacific Northwest Cable Communications Association* convention. Outlaw inn, Kalispell, Mont.

Oct. 3-5—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd. San Diego, 92121.

Oct. 6-7—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

Oct. 11-13—*Indiana Association of Broadcasters* fall meeting. Brown Country Inn, Nashville, Ind.

Oct. 12-13—Regional convention and equipment

exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge, Monroeville, Pa.

Oct. 12-15—Annual national meeting of *Women In Communications Inc.* Detroit Plaza hotel, Detroit.

Oct. 12-15—*Missouri Broadcasters Association* fall meeting. Ramada Inn, Columbia, Mo.

Oct. 15—*North Carolina Association of Broadcasters* meeting. Radisson Plaza hotel, Charlotte, N.C.

Oct. 16-17—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

Oct. 17-19—*Texas Association of Broadcasters* meeting. Galeria Plaza, Houston.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers*. Montreal.

Oct. 25-27—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

Oct. 25-27—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

Oct. 29-Nov. 3—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

November

Nov. 3-4—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension*. Wisconsin Center, Madison.

Nov. 6—*Federal Trade Commission* hearing on children's advertising. San Francisco.

Nov. 9-12—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

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

■ **Nov. 15**—Deadline for comments, on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15. FCC, Washington.

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

Nov. 20—*Federal Trade Commission* hearing on children's advertising. Washington.

Nov. 26-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Galt Ocean Mile hotel, Fort Lauderdale, Fla.

Nov. 30—Presentation of annual Gabriel Awards of *UNDA-USA*. Bahi a Mar, South Padre Island, Tex.

December

Dec. 4-5—*National Cable Television Association* board meeting. Anaheim, Calif.

Dec. 5—*Advertising Research Foundation* Western conference. San Francisco.

Dec. 6-8—Western Cable Television Show. Disneyland hotel, Anaheim, Calif.

Dec. 12-14—*Midcon/78* electronics show and exhibit. Dallas Convention Center, Dallas.

January 1979

Jan. 5-8—International Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas.

Jan. 14-21—*National Association of Broadcasters* joint board meeting. Wailea Beach hotel, Maui, Hawaii.

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division*. Nairobi, Kenya.

Jan. 19-20—*Florida Association of Broadcasters*

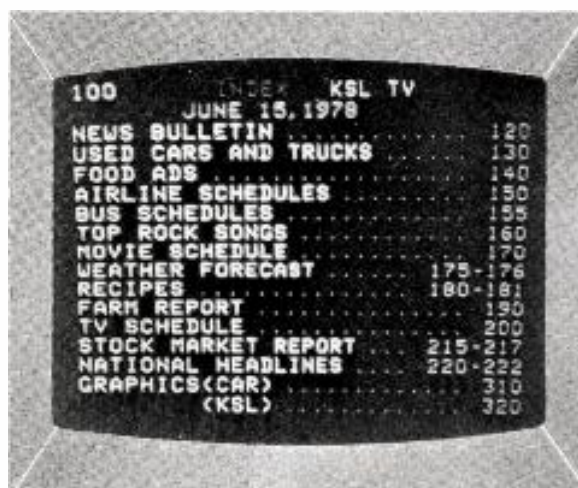
A New Era of Broadcasting was Inaugurated June 15, 1978.

In June, 1978, KSL-TV released the first FCC authorized public broadcast of the U.S. adaptation of the BBC CEEFAX system.

Bonneville International Corporation has been working for some time to provide this new dimension for U.S. television in cooperation with the BBC and Texas Instrument, Inc.

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100	INDEX KSL TV	
	JUNE 15, 1978	
	NEWS BULLETIN	120
	USED CARS AND TRUCKS	130
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	NATIONAL HEADLINES	220-222
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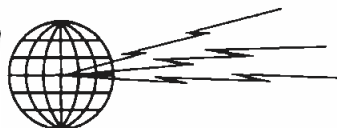
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quire a separate channel - but is a simulcast information system.

For more information, write to Vince Clayton, Vice President Engineering, or Bill Loveless, Director of Engineering, at Bonneville International Corporation, (801) 237-2660, Suite 2100, 36 South State Street, Salt Lake City, Utah 84111.

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midwinter conference. Holiday Inn, Tampa International Airport, Tampa, Fla.

March 1979

March 8-12—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas.

March 25-28—National Association of Broadcasters annual convention. Dallas.

April 1979

April 2-5—Electronic Industries Association spring conference. Shoreham Americana hotel. Washington.

April 3—Advertising Research Foundation public affairs conference. Washington.

Books

"Documents of American Broadcasting," edited by Frank J. Kahn. Prentice-Hall, Englewood Cliffs, N.J. 07632. 638 pp.; \$15.95.

This third edition has been expanded and revised into a chronological order to offer a collection of primary source materials in the field of broadcasting history, regulation and public policy.

It starts with those portions of the Constitution that spell out the jurisdiction of Congress in regulating broadcasting as well as the amendments concerned with the content and rights of radio and television. It follows chronologically with the text of laws, regulatory agency decisions, pertinent and historical addresses, etc., right through the appellate court's Pacifica indecency ruling of last year. Only periodically amended documents, such as the TV code of the National Association of Broadcasters and the Communications Act of 1934, are kept out of this time order.

Mr. Kahn has expanded his introductions to each document and while the thematic presentation of the earlier editions has been abandoned, he has included an index by subject matter to serve that purpose.

"The American Film Institute Guide to College Courses in Film and Television," A Peterson's Guides Publication for AFI, JFK Center for the Performing Arts, Washington 20566. \$7.50 to AFI members, \$9.75 to others.

The new edition, sixth in a series by AFI, lists 1,075 schools teaching 9,216 courses in film and television.

Schools are arranged by state, giving course titles, faculty names, equipment and facilities available, academic degrees offered, admission requirements, availability of financial aid and the priorities and emphases of each department's curriculum.

The latest edition also contains new appendices giving other information on activities and organizations of allied interest.

Forewords are by film critic Andrew Sarris and screenwriter-novelist Ernest Lehman. Co-editors are Dr. Sam I. Gross, director of AFI's National Education Service, and Dennis Bohnenkamp, senior research associate.

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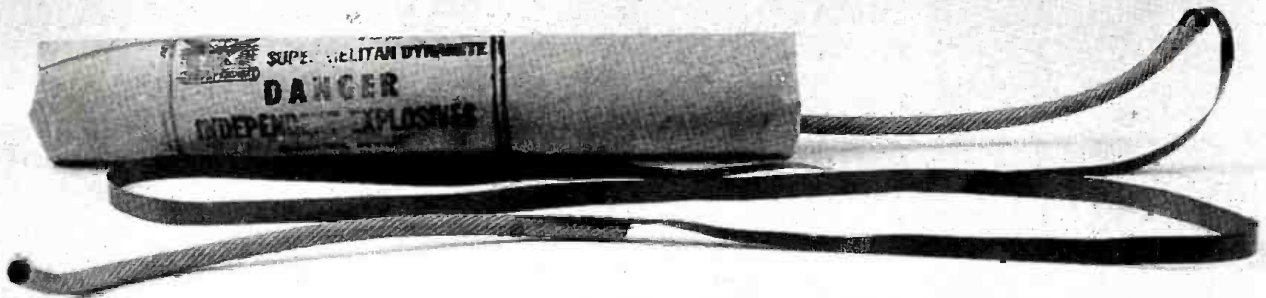
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Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter** in 1933. *Teletest** in 1953 and *Television** in 1961. *Broadcasting-Teletesting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.

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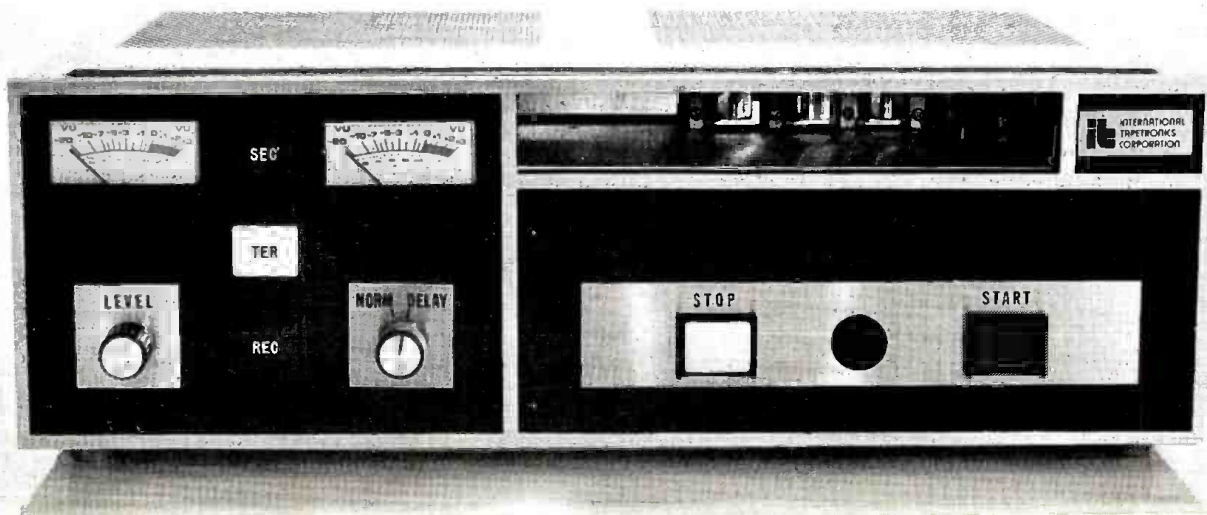


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Monday Memo[®]

A broadcast advertising commentary by Gabe Samuels, manager of media analysis, J. Walter Thompson, New

JWT adds a dimension to radio planning

I doubt very much if I'd get many arguments to the proposition that spot radio buying is a fairly complex operation. In fact, since this is Monday, I will really go out on a limb with this one: This complexity can actually get in the way of bringing a good spot radio creative idea to reality.

Recognizing the fact that the difficulty inherent in planning and buying radio is not only a problem for the agencies but also impedes the growth of the medium, a number of radio rep firms have undertaken the development of computer programs designed to simplify the buying of spot radio. Basically, in an attempt to channel more advertising dollars to the top stations in the market (which these rep firms represent), these systems have been programmed to provide solutions which invariably will include the top stations in a market.

That is fine if you subscribe to the theory that buying the top stations in a market is always desirable, but what if you don't? Additionally, a number of other shortcomings relating to some of these systems may be summarized as follows:

- Specific costs are almost never taken into account. Typically, an average market cost is applied to the number of spots to generate station or market budgets.

- Station format information is not made available by any of the systems.

- Often, no trend information is made available. Rather, the choice of which rating book to be used is left up to the requester.

- The most important drawback, however, relating to any available system that we have examined is the fact that they all provide "optimizations." Going in, one has to decide whether the station selection criterion is equal number of spots, equal frequency or equal reach. The result then is a spoon-fed solution, telling the buyer how many spots to buy on each station.

Further, there are also a number of technical problems involved in attempting to use an "outside" service. This relates to the disclosure of a planning idea before it



Gabe Samuels joined J. Walter Thompson in 1976 as manager of the media analysis group. Prior to joining JWT, he held similar positions at Dancer Fitzgerald Sample and Compton. He holds a BBA degree from the Bernard Baruch College of the City University of New York and has done graduate work in computer science at New York University.

is fully jelled, for one thing, and timing of getting a "run," for another.

Faced with the complexity of planning and buying radio on one hand, and our disinclination to use outside suppliers on the other, we designed our own, on-line system.

Subscribing to the idea that the computer's strong suit is gathering and maintaining information, and the planners' strong suit is (not surprisingly) planning, we have developed a computerized/manual system that uses those two resources in the most efficient manner. And rather than having the computer generate a final solution, telling the buyer/planner what stations and how many spots to buy, our system (the computerized phase of it) simply gathers all the information that the media person needs in order to make an intelligent, efficient buy.

For each market by predefined areas (total survey area [TSA], area of dominant influence [ADI] or Metro) and for each daypart (or combinations thereof) and for specified demographics, a report such as the sample below can be compiled. The key advantage of the system and one that takes into account the special human/computer relationship is the fact that only one form of the report covers it all.

Using a computer terminal, a radio planner or buyer types in the specifications for a run in answer to prompting questions from the computer. These specs include a list of markets, date of the survey to be used, area to be covered (TSA, ADI or Metro), daypart(s), demographic target(s), whether stations are to be ranked by their average audience or cumulative audiences, and, lastly, a cume goal level.

Based on the above specifications, a report is produced in about five minutes; even less if the user is experienced and if a number of reports are generated at the same time.

The last four columns of our reports are left blank. This is the worksheet section used by buyers when making the buy and taking actual, current costs into consideration. The format information allows the buyers to cross out undesirable formats (and conversely, select the ones he needs). Column six (TOTL CUME RTG) tells the buyer the total cume potential of the station in the course of a week. Column seven refers to the potential cume in the daypart analyzed. Columns nine and 10 (SPOT % CUME) tell the buyer how many spots he needs to achieve the given percentage of the potential cume reported (i.e., it takes 12 spots to reach 50% of the 15.5 cume potential of station KAAA). The share track columns 11-14 are obviously a significant bit of information allowing the buyer to assess the strength of any given station over the course of a year. Once a list of stations is determined (taking C-P-M's into account), the buyer simply adds stations to achieve a dollar reach frequency goal.

The fourth dimension? Well, I thought you'd never ask. The other dimensions: First, the rating information based on surveys; second, technical information relating to the physical location of the station and its power supply, etc.; third, buyer input from his expertise and knowledge of the given market. The JWT Radio Planner, allowing for a systematic approach to buying spot radio, incorporating a tight discipline with ease of usage, adds the fourth dimension.

JWT RADIO PLANNER					DEMONSTRATION					ANYCITY METRO AREA									
\\\\\\ 12/01/76 \\\\					M-F 6-10A+3-7PM					ARB APRIL/MAY 1976 ADULTS 18-49 FOPL 3,899,700									
STATIONS	FORMAT	TSA AVG 1/4HR	AVG RTG	RK	TOTL CUME RTG	DAYP CUME RTG	SPOTS % CUME 50 75	ESTIMATED	AVG 1/4	HOUR	SHARE	NO. SPOTS /WEEK	COST PER SPOT	COST PER WEEK	CPH				
KAAA	ROCK	49600	1.2	1	20.9	15.5	1 12 32	6	8	7	6								
KBBB	TALK	43100	1.0	6	11.9	9.2	2 9 24	5	4	5	5								
KCCC	NEWS	31500	0.8	8	11.2	9.1	3 10 29	4	4	4	3								



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WPIX New York City
 KCOP Los Angeles
 WFLD Chicago
 WKBS Philadelphia
 WLVI Boston
 KBHK San Francisco
 WKBD Detroit
 WDCA Washington, DC
 WUAB Cleveland
 KDNL St. Louis
 KRIV Houston
 WTCG Atlanta
 WTTV Indianapolis
 WKRC Cincinnati
 WRET Charlotte, NC
 WHBQ Memphis

WSPA Greenville
 Spartanburg
 Asheville
 WCHS Charleston
 Huntington
 WDRB Louisville
 WBRC Birmingham
 WKEF Dayton
 KSLA Shreveport
 Texarkana
 WPEC West Palm Beach
 WDEF Chattanooga
 WJHL Bristol
 Kingsport
 Johnson City
 WCTI Greenville
 New Bern
 Washington
 WAAY Huntsville
 Decatur
 Florence

WLTX Columbia, SC
 WBRZ Baton Rouge
 KDBC El Paso
 WJBF Augusta
 KMEG Sioux City
 WCSC Charleston, SC
 KAȚC Lafayette, LA
 WKAB Montgomery
 KBMT Beaumont
 Port Arthur
 KVVU Las Vegas
 WJCL Savannah
 WEVU Ft. Myers
 WBTW Florence, SC
 WBBJ Jackson, TN
 WABG Greenwood
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Top of the Week

Thanks, but no

NAB staff concludes rewrite is mixed bag at best, holds to association's position all along—case-by-case amendment is best

The National Association of Broadcasters staff has put H.R. 13015—the Communications Act of 1978—under the microscope, and has found it wanting. In an analysis to be distributed to the joint board at its summer meeting in Toronto this week (also see page 63), the staff will suggest that broadcasters are far better off with the devil they know (the 1934 act).

NAB's analysis finds fault with all major features of the proposed law, which was unveiled by its authors—Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and Lou Frey (R-Fla.), the ranking minority member—on June 7 (BROADCASTING, June 12). Even the prospect of perpetual licenses for radio it finds harrowing: as NAB reads it, all existing stations would have to go through license renewal one more time before being granted an indefinite license, and that process could be a humdinger.

And while petitions to deny would be out under the indefinite license plan, revocations would still be in—with an added wrinkle NAB finds ominous: the consideration of "any final determination by any government or public agency of any violation of civil rights or equal opportunity laws." That means, the NAB says, that "an adverse EEO decision by any agency may be the basis for a petition to revoke."

Also in the point-counter-point:

License fees □ "There are just too many questions about the 'fee' or 'tax' to even consider supporting such a provision."

Elimination of equal time and fairness doctrine □ The NAB would like to see them go but isn't sanguine that provisions to drop them (in radio) would survive the legislative process. In TV, NAB notes, the new rulemaking language might lead to establishment of minimum percentages of news, public affairs and locally produced programs—"quite troublesome and may be intended to get at blocks of network programming such as prime time... surely would mean greater interference by government in the scheduling and programming decisions of TV stations."

Ownership provisions □ NAB has little

faith that the grandfathering of existing multiple ownerships called for under H.R. 13015 would stick ("an involuntary transfer, as by death, would trigger the provisions and require divestiture") and it sees nothing to be gained by limiting future multiple ownership to five radio and five TV stations. It is particularly concerned about the effect of the proposed law on future AM-FM combinations (outlawed except where there are no competing applicants). "While immediate divestiture would not be required," the NAB concludes, "the 'purposes of the act' might mean great restructuring in the industry within a period of years after enactment."

Allocation of frequencies □ The analysis is especially critical of language regarding spectrum assignment to serve "communities" instead of "all" the people of the U.S. It thinks that may lead to low-powered radio stations and short-spaced drop-ins for TV. Similarly, a call for "efficient" assignment might lead to preference of land mobile over UHF.

Communications Regulatory Commission □ The NAB is not comforted by the prospect of five rather than seven commissioners ("two fewer opportunities to expand the expertise of the commission") nor with the provision that it could act with only three members present ("only two votes would be necessary to carry an issue").

Cable deregulation □ No help to the broadcaster. No prevention of program siphoning by pay cable. "There can be no fair marketplace competition as long as cable has a compulsory license."

General deficiency □ Replacement of

present "public interest" standard by even more vague "purposes of the act" standard is major concern.

The NAB staff analysis is not the final word, of course; it will be up to the joint board to evaluate the rewrite and decide on a formal association stand. Chairman Donald Thurston said Friday that no consensus is yet in sight. The contest, he said, will be between those who approach the rewrite with "cautious optimism" and those who approach it with "healthy skepticism."

NBC affiliates hold pep rally

Fired up over Silverman and boosted by network concessions, their enthusiasm runs high

NBC-TV affiliates closed out their annual convention last week more fired up for the future than their leaders could recall.

"At the risk of being considered Pollyanna," said Ancil H. Payne of KING-TV Seattle, chairman of the affiliates board of delegates, "I think we're going away with a greater sense of enthusiasm and anticipation than at any other convention I can remember."

Fueling the enthusiasm primarily were the appearances of NBC's new president, Fred Silverman, and the man who hired him, President Edgar H. Griffiths of the parent RCA Corp., who promised "unsinting" support, financial and otherwise, to lift NBC-TV from third place to first in the prime-time ratings and also to achieve,



Welcome aboard. NBC's new president, Fred Silverman (r), with affiliate chiefs Ancil Payle of KING-TV Seattle (l) and Jack Harris of KPRC-TV Houston.

in Mr. Silverman's words, "leadership that grows from excellence."

Additional impetus came from disclosures that NBC-TV is moving against the sports runover problem—although not moving far enough, in the opinion of many affiliates—and that efforts are being made to reduce clutter and also make time available to affiliates for local news updates in prime time, as well as from presentations on progress and plans generally.

Some of the things that were troubling affiliates, along with some more positive points, came out in the traditional closed meeting of affiliates with Mr. Silverman and network management.

■ Despite NBC's announcement that it was moving the starting times of 10 basketball games to avoid spillovers into 6 p.m. (NYT) local periods, some stations wanted more assurances against runovers. They were particularly concerned about the 6½-hour coverage of Wimbledon tennis on July 8 from noon to 6:30 p.m. NYT. NBC Sports officials said they would anger fans if they edited "the most important tennis matches in the world," and other officials said they couldn't move the starting time to 11:30 a.m. without affecting the network's public service commitments. One affiliate said—afterward if not at the meeting—that "they've been disregarding our public service commitments for years," and continued to insist the start time should be moved to 11:30.

■ The new midday one-hour live strip, *NBC People to People*, will be structured so that each half-hour is self-contained, enabling stations to take only half of the program if they have local commitments.

■ Jack Kennedy, vice president, operations and engineering, said that "satellites aren't ready for the networks," in terms of meeting their program distribution needs, and probably won't be until "in the 1980's."

When an affiliate protested that NBC had done less program promotion last year than in the past, Mike Weinblatt, NBC-TV executive vice president and general manager, replied that the network had done more, not less, and that in any event, for the coming season NBC-TV was making "the most generous co-op offer" it had ever made: paying for two of the first three weeks of ads in *TV Guide* and providing co-op funds for the third. In addition, he was quoted, "we will spend as much as you will."

■ Regional conferences of affiliates will be held again this fall: Sept. 26, Boston; Sept. 28, Atlanta; Oct. 3, Chicago, and Oct. 5, Denver.

■ Affiliates also wanted to know about sponsors who are seeking relief—or said they were—from participation in shows they consider too much involved in sex or violence. Mr. Weinblatt said NBC officials were working with them and trying to be responsive "to their wishes." He also said he didn't think "anything new" came out of the recent meeting of advertisers convoked by the national Parent-Teacher Association at Sears, Roebuck in Chicago.



Silverman

Silverman commits NBC to be best and biggest

Long-haul quality is his aim; at outset more attention to series and less to specials and events

Fred Silverman made his first formal appearance before the NBC-TV affiliates at their convention last week and told them much that they seemed to like. Indeed, they seemed to like all that he told them.

Mr. Silverman, speaking on the 10th day after taking office as NBC president and chief executive, told them that their network was "embarked on an orderly course of moving, step by step, [toward becoming] the genuine leader in broadcasting over the long haul—in business terms, in competitive terms and in terms of service to our society."

"We have the resources and the resolve to do it," he said, "and step by step we will do it."

He reviewed and elaborated on the goals he had observed to them in a closed-circuit talk a week earlier (BROADCASTING, June 19). He emphasized that leadership involves innovation, responsibility and a "constant striving for excellence," as well as big audience ratings. He assured them again that NBC's principal executives—and middle management too—were among the best in the business.

Closer to home, Mr. Silverman assured the affiliates that under his direction NBC is "going to do everything possible to earn" their confidence and trust. "Where you have problems with the network," he said, "we intend to meet you more than halfway."

He also told the affiliates—as he had been expected to—that while NBC "will continue the miniseries, specials and events" on "a carefully planned basis," the "basic effort and concentration must be on building successful program series, the most important element in an effective schedule."

"Thus we will have the best of both worlds—the stability of series and the ex-



Griffiths

citement of specials and events. Through structuring prime time on a planned basis, we will avoid churning schedules and a last-minute, put-out-the-fire approach, so distressing to you and our advertisers."

As in his initial program changes and closed-circuit talk the week before, most of what he said was at odds with the popular image of him as a man concerned almost solely with mass audiences.

He emphasized the importance of good taste in programming, of drawing a line between the offensive and the acceptable. "For example," he said, "our over-all prime-time programming is designed primarily for adults, but we must always remember that children are watching, too." He said that NBC News is already stepping up its prime-time specials, and added: "If NBC News needs prime time, it will get it."

He also advised the affiliates not to disregard the criticism that is directed at television.

"It is natural," he said, "that so influential and personal a medium as television should have its detractors, but we should not automatically write them off. Their criticisms may be exaggerated and may not fully recognize the positive contributions television has made to American life. Yet there is a basis for criticism of the television medium. It raises questions as to whether television is doing all it can to realize its enormous potential."

"These are very complex questions, because the very strengths of a mass medium may also create some shortcomings in the nature of programming designed to engage so broad an audience. Those are the shortcomings we must constantly evaluate and overcome. But certainly by understanding and stepping up to the complexities and the criticisms, we will open the way to constructive action."

As for his role, Mr. Silverman said that "I intend to give the NBC division heads full authority to make the decisions that need to be made in their areas of responsibility, so they can act swiftly and soundly. I expect to set the priorities and direction, to develop the over-all goals and philosophy, and to oversee performance. But central to all of this is establishing an atmosphere which encourages the spirit of creativity and the sense of urgency that are already growing at NBC."

Griffiths tells NBC affiliates Silverman has carte blanche

But, he cautions them not to expect overnight miracles

Edgar H. Griffiths, president of RCA, told NBC-TV affiliates last week that Fred Silverman, the man he hand-picked to head NBC, would get "whatever is needed" to move the RCA subsidiary into network leadership. But he cautioned them not to expect too much too soon.

When NBC-TV's lagging ratings made it clear late last fall that "we needed someone with a proved track record in programming, someone who was a leader and someone who could make crisp decisions and move NBC forward," Mr. Griffiths told the windup luncheon of the network affiliates convention on Tuesday, "all roads led to one individual, Fred Silverman."

"In my judgment," he continued, "we have the finest talent that could be obtained. But I think we have a danger [in that] both you and I might expect too much of him in too soon a period of time."

For all his talent, he said, Mr. Silverman is "not a miracle worker." It is proper to have "high expectations," he said, "and I think he will fulfill those expectations, but he must indeed have time..."

"I assure you that he has from me all the time in the world that he needs to do this job," Mr. Griffiths asserted (adding, to audience laughter) "and I hope to be

around to have you hold me to that."

Mr. Griffiths, who like Mr. Silverman was making his first appearance at an NBC affiliates convention, also promised money, "high backing and support [from] RCA in every conceivable way." He noted that at the end of 1977 NBC's commitments exceeded \$1 billion for series, movies, sports and "many, many areas that lead into the future."

"We are prepared and NBC is prepared to spend whatever amount of money is necessary in order to do this job," he declared. "We will be unstinting," he said at another point.

Mr. Griffiths, who spoke without notes, told the affiliates what he said he frequently tells Wall Street analysts about RCA: "You don't have to believe what I say, but merely watch our performance."

"In this case," he continued, "I think you can watch the season unfold, watch the response if there need be a response to a specific area, and you will see emerging a new, a much more vital NBC, and you will see it done by utilizing the vast majority of people who are in place today with NBC."

Mr. Griffiths also had some reassurance on another score—the impact of technology on broadcasters: It can work, he said, to their benefit.

He cited microprocessors, satellites, lasers, fiber optics, home video-tape recorders and video disks, in virtually all of which RCA is involved. They will, he predicted, "have some bearing on the broadcasting industry as we know it today."

But, he continued, "we've learned over the years in RCA not to resist and delay technology, but rather to advance it, to foster it and to find a way to harness it."

Meeting of minds on search warrants

Congress should pass a law prohibiting newsroom invasion by police, witnesses tell Senator Bayh's subcommittee

For the most part, it was a case of the persuaded talking to the convinced last week, when Senator Birch Bayh (D-Ind.) presided over a hearing of the Senate Subcommittee on the Constitution that is considering legislation designed to protect press and public from wholesale, unannounced police searches.

Senator Bayh, author of one of the bills under consideration (S. 3164), said a search warrant, obtained without notice, would permit police to rummage through a newsroom's files and, in the process, uncover identities of confidential sources.

"Is there any doubt," asked William J. Small, CBS News senior vice president and director of news, that "some neighborhood sheriff" who thinks he is being investigated by the press "would welcome that chance to dig around a newsroom and see what can be found?"

Congressional interest in the issue was precipitated last month by the Supreme Court *Stanford Daily* decision, which held that police need only warrants obtained in court to search newsrooms—as well as private homes and offices—for evidence even if no one in those places is suspected of wrongdoing (BROADCASTING, June 5).

Sam Dash, who had been chief counsel for the Senate Watergate Committee and who now heads the Georgetown University Law Center, said: "The history of police practices in this country is, if we give them a right, they use it."

Generally, the bills introduced in the Senate and House in response to the *Stanford Daily* decision require police to obtain subpoenas to inspect records of third parties, unless the persons involved are suspected of a crime or could be expected to destroy the evidence being sought. Subpoenas cannot be obtained without the persons against whom they are directed having an opportunity to contest them in court.

Senator Bayh, in questioning the journalists who testified, turned to them for help; he wanted factual information to support the need for the legislation. When Grant Dillman, United Press International Washington bureau manager, said UPI would begin this week surveying subscribers on the possible effect of the *Stanford Daily* decision, Senator Bayh suggested that the survey inquire into actual cases of newsrooms being searched. And he was interested when Paul Davis of WCIA-TV Champaign, Ill., president-elect of the Radio Television News Directors Association, said his station receives as many as two subpoenas a week. Senator Bayh asked for further information of that sort from RTNDA members.

Sanguine outlook on TV 'clutter'

Agency-advertiser, broadcaster meeting reaches a consensus: there could be an end in sight

Advertiser, agency and broadcasting representatives emerged from a meeting on TV "clutter" last week agreed that there is too much of it and apparently satisfied that there is too much of it and apparently satisfied that broadcasters are taking steps to curb it.

The meeting brought together members of a committee of the American Association of Advertising Agencies, led by Howard Eaton of Ogilvy & Mather; representatives of the Association of National Advertisers, headed by Peter Spengler of Bristol-Myers, and a National Association of Broadcasters group that included Robert Rich of KBJR-TV Duluth, Minn., chairman of the TV code board; Michael Kievman of Cox Broadcasting, chairman of a code board committee reviewing the code's time standards, and Jerry Lansner, vice president and general manager of the NAB Code Authority's New York office (BROADCASTING, May 29, June 12).

Both agency-advertiser and TV leaders cited NBC's announcement of a clutter-

reduction program (see page 72) and the code board committee's own review, under way since last fall, as evidence that broadcasters are concerned. ANA and AAAA have long wanted 51 minutes of "pure" programming per hour in prime time, which appears to match NBC's plan.

Mr. Kievman has proposed that time standards be revised to, among other things, impose limits on both commercial time and time devoted to promos, with certain promo exceptions so that viewers will get information they want and need. Mr. Kievman also has asked research experts whether they can devise viewer research to answer questions related to viewer response to clutter. Changes are needed, code sources say, to take into account program format changes in the last few years, such as the growing use of miniseries, and specials.

The code group's meeting last week was one in a series it's having on the subject with networks, stations and, as Mr. Kievman put it, "everyone we can." The committee hopes to have its report ready for the TV code board at its October meeting.

NBEA members offered grist for their mills of opinion

Washington types, including Van Deerlin, push their ideas on group's annual convention

Broadcast editorialists are prime targets for government officials who need help pushing pet projects or solving sticky problems, and there were both at the National Broadcast Editorial Association annual meeting in Washington.

One of those pet projects was very close to home: the Communications Act rewrite. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) was there to urge NBEA members to go back to their stations, talk to their bosses and come forward in united support. But he didn't realize many of the participants in this annual meeting were bosses who might be a little more comfortable when they see the model fee schedule that a Van Deerlin aide said would be out in two weeks. They would also feel better if some of the "vague" aspects of the bill, as brought out by John Summers, executive vice president of the National As-

sociation of Broadcasters (see page 21), were made much clearer.

Some hope came from Benno Schmidt, Columbia law professor and author of "Freedom of the Press vs. Public Access," who said the courts are beginning to realize many broadcasting regulations are outdated and are showing a heightened sensitivity to broadcast First Amendment rights. Court attitudes have changed since 1964, he said, and "it is important for broadcasters to take the lead in asserting their First Amendment protection with as much vigor as newspapers."

During the three days of the NBEA meeting other speakers included FCC Commissioner Margita White, who was as tough as she has ever been during her 21 months on the commission in her remarks on the WPIX case; Senator Edward Kennedy (D-Mass.), who talked about more competition in broadcasting, and former CBS news commentator Eric Sevareid, who said not every story has two sides.

Commissioner White faces the end of her term June 30 with little prospect of reappointment. She not only defended the position of the majority, of which she was a part, in renewing the license of WPIX(TV) New York, but said it was in accord with court-sanctioned commission policy of favoring "continuity of meritorious service." She attacked the minority, of which Chairman Charles D. Ferris was a part, for approaching the goal of diversity "with

blinders on."

More than that, Commissioner White indicated she had been stung by the lengthy joint dissent. It is, she said, "replete with innuendo which only can be interpreted as stabs at either the majority's lack of law degrees"—none of the four is a lawyer—"or integrity."

Her response: Read the joint dissent and four pages of separate dissenting statements (see page 63) "before deciding how much is fact, how much is law, and how much is an indication of the minority's personal programming preferences and how much it signals its intent to use the comparative-renewal process to restructure the broadcast industry on the basis of wishful thinking."

Government speakers, taking advantage of the editorial-writing audience, pushed favorite projects. Mr. Kennedy spent most of his time on national health insurance, but did say he didn't see much government deregulation of broadcasting in prospect.

Speaking mostly on editorials, Mr. Sevareid said it is tough to do a good one in less than 90 seconds. It is wrong, he said, to feel "you have to throw out a flat conclusion every day." Done infrequently, he said, there is more impact. The former commentator said it is important to have "the courage of one's doubts" as well as convictions. There aren't always two sides to every story; sometimes there may be

In Brief

Henry Geller's nomination as assistant secretary of Commerce to head National Telecommunications and Information Administration (hearing was held April 14) is scheduled before Senate Commerce Committee Tuesday (June 27). Last apparent roadblock was cleared two weeks ago, when Senator **Ernest F. Hollings** (D-S.C.), chairman of communications subcommittee, and Senator **Barry Goldwater** (R-Ariz.) lunched at White House with **Gerald Rafshoon**, who has been named assistant to President for communications, and **Robert J. Lipschutz**, counsel to President. Two senators later said they were satisfied Mr. Rafshoon and his staff, including media adviser Barry Jagoda, would not participate in communications policy matters. Commerce Committee also is expected to vote on nomination of **Robert F. Pitofsky** to fill vacancy on Federal Trade Commission.

FCC Chairman **Charles Ferris** has told House Commerce Committee Chairman **Harley Staggers** (D-W.Va.) that **backlog of AM applications** is not as large as it seems but commission does need help in reducing it. Response is to Mr. Staggers's accusation that backlog of 480 applications is "disgraceful." Mr. Ferris said that if applications that are mutually exclusive or do not comply with rules are excluded, total is about 150. He said commission has made special effort to get backlog down to that point from about 300 and **wants to reduce it to point where AM applications can be processed within 60 days** of filing. Principal problem, chairman says, is lack of engineers and difficulty in recruiting them at entry level. He has said he has asked permission of Civil Service Commission to hire engineers directly until end of year, side-stepping time-consuming CSC procedures.

American Cyanamid last Friday (June 23) used full page ads in *New York Times* and *Washington Post* as "open letter to the producers of ABC-TV's 20/20," accusing correspondent Dave Marash of "omitting virtually all the scientific documentation supporting the use of antibiotic-containing feeds" and "exploiting misleading examples... [to im-

ply] that there is substantial evidence of harm to humans from the use of antibiotics in animal feed." That is untrue, American Cyanamid said, as well as Marash statement that "we would not talk to him."

Still at large last Friday was **Audrey Lisner**, director of accounting for Columbia Pictures Industries E.U.E.-Screen Gems subsidiary, being **sought for grand theft** from company in amount of \$275,000. She's charged with ordering travelers' checks for employees on location and issuing them to herself. Meanwhile, sentencing of David Begelman, former chief of Columbia, for theft conviction is scheduled for Wednesday (June 28).

Communications Act rewrite was debated on NBC-TV *Today* show Thursday (June 22). **Everett Parker**, director of Office of Communication of United Church of Christ, again called it greater public give-away "than Teapot Dome" because trusteeship principle "would be wiped away by giving the licenses in perpetuity and no oversight from the federal regulatory agency." House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) claimed present law was "real give-away," because broadcasters "have had absolute freedom on the public's airwaves to earn \$8-billion \$10-billion in revenues a year without returning a dime to the federal taxpayers."

At least some **TV code leaders think ABC and CBS will be inclined to go along** with NBC's call for 30-second cutback in nonprogram material per prime-time hours (see page 72). They may be right—but not yet. Officials of neither network had given serious thought to their own response as of late last week. "Personally," one network executive said, "I don't think it [the cutback] is necessary—but that's just my own feeling." He and other executives at both networks said they'd give it serious thought, but perhaps not immediately.

FCC Commissioner **Robert E. Lee**, in letter to *Washington Post* in response to editorial on Supreme Court **crossownership decision** (BROADCASTING, June 19), says he is **happy with that decision**, but **concerned about property swaps** between newspaper-broadcast crossowners—such as one involving *Post's* WTOP-TV Washington and

just a side and a quarter, he said.

In a series of panel discussions preceding Mr. Severeid's talk, more than 20 participants squeezed a day's program into three hours. General managers from five radio and television stations in the first session talked about the good and bad of broadcast editorials. Common problems appeared to be limited response to editorials and that they aren't taken as seriously as newspaper editorials.

Richard Jackson, WBEC(AM) Pittsfield, Mass., said he gets little formal reaction. One problem, he said, is that people often don't hear what is said—they think they do, but are mistaken. He sends transcripts of his editorials to people who indicate they want to respond; they read them, then change their minds, he said. Mr. Jackson said he has trouble separating genuine responses from those of people who speak out on everything. WBEC editorials are taken seriously, he said, but the perishable nature of the spoken word makes them secondary to newspapers, which are clipped by politicians.

Peter McCoy of KCBS(AM) San Francisco said, "Everybody in northern California has a cause, very vigorously expressed, and very strange. But their white hot ire dies very fast when they are asked to go on the air." His purpose, he said, is to change the mind of one person in violent disagreement. "The cumulative effect of this kind of effort is what we seek," he said.

Cable almost brought in a billion in '76

FCC puts industry revenues at \$999.8 million that year and pretax profit at \$57.7 million; pay cable produced \$41 million

The cable television industry barely missed the \$1 billion mark in 1976, the FCC reported last week. Using figures from its new automated financial data system, the commission said that the total operating revenues of systems serving more than 7,000 communities totaled \$999.8 million.

Total operating expenses for 1976 were \$615.9 million, leaving an average operating margin of 38% before interest, depreciation, amortization and extraordinary gains and losses. Pretax net income reached \$57.7 million, and the combined assets of the industry had a book value of \$2.52 billion.

Of the total revenues, \$41 million (about 4%) were from pay-cable services. The commission noted, however, that there were indications that some operators reported pay cable revenues after deducting payments to program suppliers rather than as gross revenues. That, the commission said, led it to believe that the \$41 million figure may be low.

The commission's new automated data system was designed, the FCC said, to

provide more useful information for government, industry and the public. The commission expects similar data for 1977 to be available some time this fall.

Randolph Earnest, a financial analyst in the FCC's Cable Bureau, said that the figures released last week were compiled from the commission's standard form 326, the annual financial report filed by cable operators. Commenting on another set of figures released by the commission last summer covering the year November 1975-October 1976 (BROADCASTING, June 20, 1977), Mr. Earnest said the vast majority of cable systems end their fiscal years during the last two months of the calendar year. He indicated, then, that last year's report, which was not computer-generated, actually covered 1975 with only about a 25% overlap with the 1976 report.

The FCC said it received reports from systems covering 84% of all cable television subscribers. The remaining 16% are subscribers to systems whose filings are incomplete, inaccurate or delinquent. The national totals (see chart, following page) were estimated for the entire industry.

The commission found that the average monthly subscriber rate was \$6.49—ranging from a statewide average of \$5.39 in New Jersey to a high of \$14.62 in Alaska.

It also found that 2,300 "financial en-

Evening News's wvv-tv Detroit. Commissioner said he "was not too pleased" with that move because he did not see "how the public was served by having 'two foreigners' in two major markets where local interests" once operated. He said he also regretted inability of *Washington Star* to remain under common ownership with WJLA-TV there to assure newspaper's viability.

□



FCC's network inquiry staff opened for business last week. They are (l to r) Sue Ann Preskill, who graduated from Georgetown University Law School earlier this year; Michael Couzens, formerly with Verner, Lipfert, Bernhard & McPherson, of Washington; Paul Jones (who joined commission in April from Coudert Brothers law firm in New York and will devote some time to General Counsel's Office duties); Mary Catherine Kilday, formerly with wrc-tv Washington and 1976 graduate of Georgetown Law, and co-directors Stanley Besen, economics professor of Rice University and Thomas Krattenmaker, of Georgetown Law faculty. Four more members, three lawyers and one economist, will join in next several weeks. One named last week is Donald L. Martin, who teaches economics at University of Miami School of Law.

□

After meeting with Vernon A. Weaver, administrator of Small Business Administration, broadcasters and SBA are closer to resolving problems about agency's new loan program for stations and cable systems. SBA will develop guidelines for loan officers on how to evaluate stations, taking into account "unique characteristics" of broadcasting industry. National Association of Broadcasters will provide SBA research materials, and financial institutions will offer guidance to agency in establishing its guidelines.

Construction is expected to begin next month at **World Trade Center** in New York of multi-station RCA tower and antenna that will accommodate **10 TV stations and up to 15 FM stations.** Antenna structure will rise 351.5 feet above 1,353-foot building, is expected to be completed in about six months.

□

Hasbro Industries, major toy manufacturer, in consent agreement with Federal Trade Commission has agreed to **pay \$40,000** in settlement of **deceptive TV advertising case**—largest penalty to date under Magnuson-Moss Warranty Act. Commission said Hasbro misrepresented capabilities of two plastic toys. Benton & Bowles was agency.

□

Cox Cable Communications, under FCC order to **divest itself** of 7,150-subscriber Atlanta cable system, Georgia Cablevision, and its Metropolitan Atlanta MDS pay-TV operation, has reached agreement in principle to **exchange them** for Harron Communications \$12,000-subscriber Harron Cable TV system in Port Huron, Mich. Cox will also get \$1 million note from Harron. Cox Cable is subsidiary of Cox Broadcasting, is crossowned with WSB-AM-FM-TV Atlanta and *Journal* and *Constitution* newspapers there.

□

John P. Gwin, VP, Cox Cable Communications, named president of newly formed Oak Communications Inc. in major restructuring of parent, Oak Industries. New subsidiary will take over communications service operations, including National Subscription Television. (For other Oak communications properties, see "Top 100," page 54.) Parent's traditional manufacturing activities will be placed in new Oak Technology Inc. group. ■ **George Lois**, president and creative director, Creamer Lois/FSR, New York, resigns, citing differences with management; agency spokesman cited "personality clashes." Mr. Lois had been with agency eight months, moved there after his former affiliation, Lois Holland Callaway, refused merger with Creamer/FSR. ■ **Sig Mickelson**, vice chairman, Radio Free Europe/Radio Liberty and former CBS director of news and public affairs, will fill rotating professorship in telecommunications and film department at San Diego State University. ■ **Walter R. Hinchman 44**, has resigned as chief of FCC Common Carrier Bureau, effective Aug. 31. He will establish consulting business in Washington.

ties" served more than 7,000 communities across the country. Of those, 1,076 communities received pay cable service offered by 224 entities. (A financial entity, the basic data unit of the study, was defined as one or more co-owned systems that are connected by cable or microwave and are within 80 miles of one another.)

War of the words: Rhetoric keeps rising in the FCC's cable economic inquiry with NCTA filing

The National Cable Television Association has challenged the National Association of Broadcasters—in the words of NCTA President Robert Schmidt—to "a factual discussion" of the economic relationship between cable and broadcasting. Mr. Schmidt released a report by the consulting and accounting firm of Ernst & Ernst that was highly critical of NAB's com-

ments in the FCC's cable-broadcast inquiry, and he accused broadcasters of displaying a "lack of candor" with the commission during the inquiry.

Mr. Schmidt laced his comments with charges of "theoretical gibberish" and "nonsense" and said that NAB's comments in the inquiry amounted to little more than an "emotional harangue" at the "imaginary horrible threat" of cable television. "We lay the challenge on the table," he said, and "welcome" any attempt by broadcasters at "a factual refutation" of NCTA's position that cable offers "no harm" to broadcasting.

It was yet another round in the continuing slugfest between the two trade associations on the cable-broadcast economic inquiry. Last month, NAB accused NCTA of reaching conclusions about cable's lack of harm to broadcast audience levels "which have no basis in the facts developed" by

the cable group's own research (BROADCASTING, May 22).

But last week, NCTA filed with the commission a 13-page analysis of NAB's original comments (BROADCASTING, March 20) that accuses the broadcast association's consulting firm, Wharton EFA Inc., Philadelphia, of violating "the basic tenets of proper statistical analysis" and of employing a methodology "at variance with commonly accepted statistical procedures."

"Given the errors in the statistical hypothesis testing in the report," Ernst & Ernst said, "no credibility can be associated with the reported regression results presented by [Wharton]." NCTA's firm recommended that the commission direct Wharton "to re-evaluate the findings or, in the absence of re-evaluation, reject the authenticity of the findings and conclusions presented in the report."

The state-by-state cable status in 1976

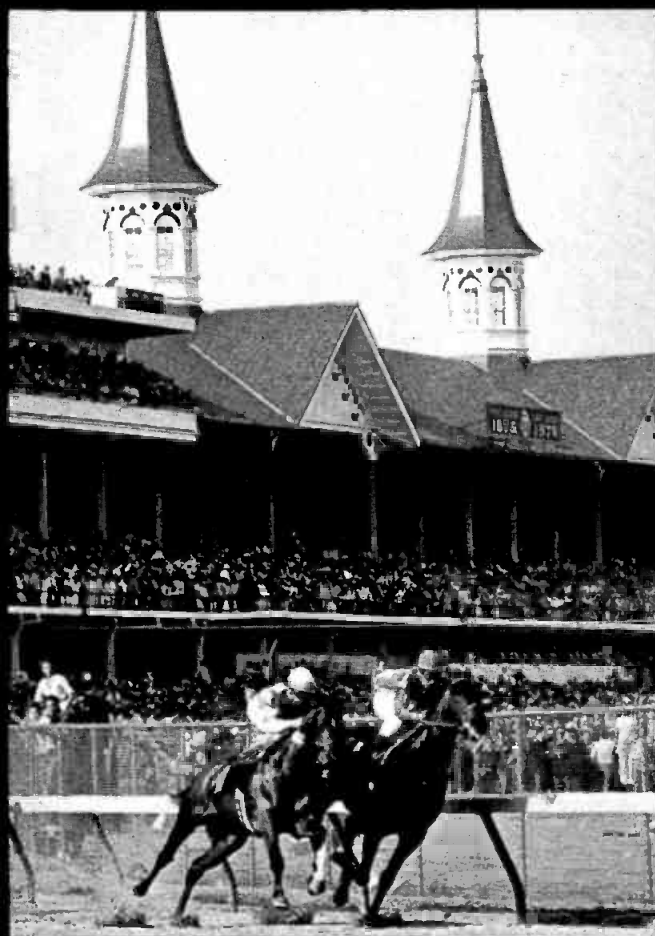
State	Number communities	Number financial entities	Number subscribers	Average subscriber rate	Total operating revenues	Pay TV revenues	Total operating expenses	Income (loss) before tax	Total assets	% of subs not included
Alaska	3	3	4,200	\$14.62	\$1,425,826		\$994,684	\$288,270	\$1,291,846	48 %
Alabama	101	52	283,415	6.62	18,547,735	\$1,274,233	9,910,642	4,059,202	40,858,502	9
Arkansas	67	41	126,828	5.91	16,339,914	371,768	12,274,372	186,414	19,238,324	13
Arizona	52	30	68,796	7.96	6,711,489	172,185	3,467,531	1,091,729	13,519,818	11
California	448	169	1,630,692	6.61	130,523,341	6,790,691	77,449,657	2,898,718	332,426,285	7
Colorado	61	28	73,171	6.87	5,692,421	1,014	3,617,503	(1,125,508)	14,962,446	18
Connecticut	42	12	141,815	7.59	9,475,379	180,544	5,968,118	(1,224,809)	35,661,620	3
Delaware	17	4	45,720	8.17	5,006,639	972,954	2,732,481	1,289,740	14,181,323	31
Florida	250	68	515,287	6.60	42,165,274	2,108,816	30,011,330	(4,766,313)	136,357,799	7
Georgia	107	46	267,422	6.72	20,940,792	772,311	11,603,152	3,079,060	39,704,013	13
Hawaii	26	8	55,069	7.10	4,001,626	17,742	2,664,856	(647,034)	15,909,727	34
Iowa	58	29	93,486	7.08	11,748,092	1,451,458	7,133,453	1,950,132	28,119,757	16
Idaho	38	15	50,698	6.68	4,115,546	148,739	2,106,058	1,177,666	5,837,262	13
Illinois	155	65	331,515	6.64	38,740,214	208,129	24,481,466	3,022,010	74,935,051	13
Indiana	112	55	239,781	5.96	20,976,511	20,004	12,679,296	1,839,780	45,629,123	3
Kansas	65	40	115,756	6.95	9,529,317	527,645	6,367,738	(793,608)	15,606,072	40
Kentucky	123	66	149,718	6.67	11,124,574	107,371	6,398,848	1,622,557	21,338,290	18
Louisiana	48	25	128,229	6.17	6,532,853		4,041,005	43,188	12,891,307	26
Massachusetts	67	27	175,845	6.87	15,095,781	314,693	9,491,981	579,545	30,393,048	7
Maryland	54	16	43,847	6.36	6,396,189	94,720	3,958,238	1,028,307	6,846,304	60
Maine	64	15	76,396	6.48	6,577,183	29,602	3,626,348	679,589	11,271,062	14
Michigan	192	48	272,106	6.44	18,006,278	501,645	11,788,993	(117,082)	47,813,517	13
Minnesota	100	69	132,933	6.65	11,929,147	392,231	7,061,031	1,101,797	23,863,902	12
Missouri	54	37	104,136	6.35	5,991,732		3,291,602	1,130,376	8,301,465	27
Mississippi	63	35	155,512	6.41	8,984,707	210,775	4,605,350	2,124,802	15,873,986	20
Montana	45	21	90,078	7.99	8,346,051	300,871	4,473,640	2,754,521	15,290,629	4
North Carolina	70	36	159,956	6.38	12,776,411	305,949	6,814,585	1,404,125	29,534,393	27
North Dakota	28	23	39,848	6.70	2,124,621		1,708,311	(292,451)	3,830,037	17
Nebraska	46	27	78,306	6.64	5,378,138	108,932	3,646,360	(1,370,552)	20,434,307	5
New Hampshire	45	12	84,962	6.89	5,173,781	12,129	2,675,916	1,257,683	5,936,934	3
New Jersey	130	33	219,339	5.39	20,988,097	2,088,492	15,308,179	14,564	54,473,038	27
New Mexico	46	21	95,765	7.27	7,944,269	19,358	4,540,425	1,725,877	13,511,409	5
Nevada	11	6	36,656	6.22	2,819,074	309,724	1,815,287	420,183	5,678,195	3
New York	422	86	785,885	6.73	72,859,862	6,912,164	51,647,809	(1,875,872)	401,547,202	20
Ohio	272	88	555,180	6.23	40,540,234	971,855	25,561,567	(2,543,540)	106,943,488	14
Oklahoma	43	36	140,260	6.52	11,638,181	417,869	7,229,125	216,317	23,995,767	25
Oregon	107	54	163,224	6.49	14,310,727	572,192	8,769,067	3,478,505	17,941,335	14
Pennsylvania	762	116	1,044,177	5.45	47,490,327	1,758,750	24,597,745	7,826,446	95,783,656	25
South Carolina	34	22	92,639	6.96	5,502,246		3,592,663	(1,395,163)	19,430,908	25
South Dakota	23	15	49,155	6.76	3,365,987		2,089,895	71,955	7,204,951	9
Tennessee	69	32	112,374	6.37	7,493,781	233,683	4,451,764	261,789	18,294,272	20
Texas	208	141	592,788	6.46	46,740,344	1,495,614	27,125,979	4,798,387	101,211,788	19
Utah	9	4	16,882	6.77	1,244,891		1,525,788	(781,221)	6,737,356	0
Virginia	95	34	176,186	6.39	11,419,427	347,992	6,624,193	856,309	26,868,714	8
Vermont	47	10	46,927	6.08	3,207,773	242,998	1,688,984	1,045,389	3,265,994	22
Washington	146	39	284,637	7.01	23,315,948	1,344,094	12,587,046	4,729,072	57,930,335	11
Wisconsin	92	40	151,934	6.67	24,075,102		16,669,964	1,537,111	31,081,716	6
West Virginia	219	53	224,243	6.14	15,911,177	386,231	9,193,213	2,562,893	21,269,302	23
Wyoming	33	16	64,274	7.40	4,467,882		2,169,499	1,473,869	6,259,350	19
Other	4	4	12,147	10.02	3,710,943		2,881,213	279,432	4,999,283	0
United States	5,373	1,972	10,600,195	6.49	839,423,834	34,498,167	517,113,950	48,415,292	2,112,286,208	16
Based upon 84% of subscribers										
United States (Projected)	7,198	2,349	12,636,151	6.49	999,753,785	41,087,317	615,882,714	57,662,612	2,515,732,873	0

Louisville is the 41st DMA market in terms of households, and ranks even better in consumer spendable income, retail sales and food and drug sales, etc. It is the home of over a million and a quarter people and it closely parallels the U.S. in both demographics and growth projections through 1981.

And WDRB-TV can deliver the Louisville market to its advertisers. In the critical Monday-Friday 6-8 p.m. time period, Arbitron* ranks WDRB-TV first among all local TV stations in viewer density of college graduates, upper income households, stock and income property owners, two-car families and credit card holders. In two words, WDRB-TV viewers are affluent and upscale.

WDRB-TV outperforms the affiliates in other important areas. Particularly, in its presentation of a full roster of sports, top-rated weekend movies and Operation Prime Time.

WDRB-TV is a dynamic TV station, and is a must consideration if the Louisville market is to be bought successfully. And now the station is sold nationally by Spot Television's most dynamic selling force.

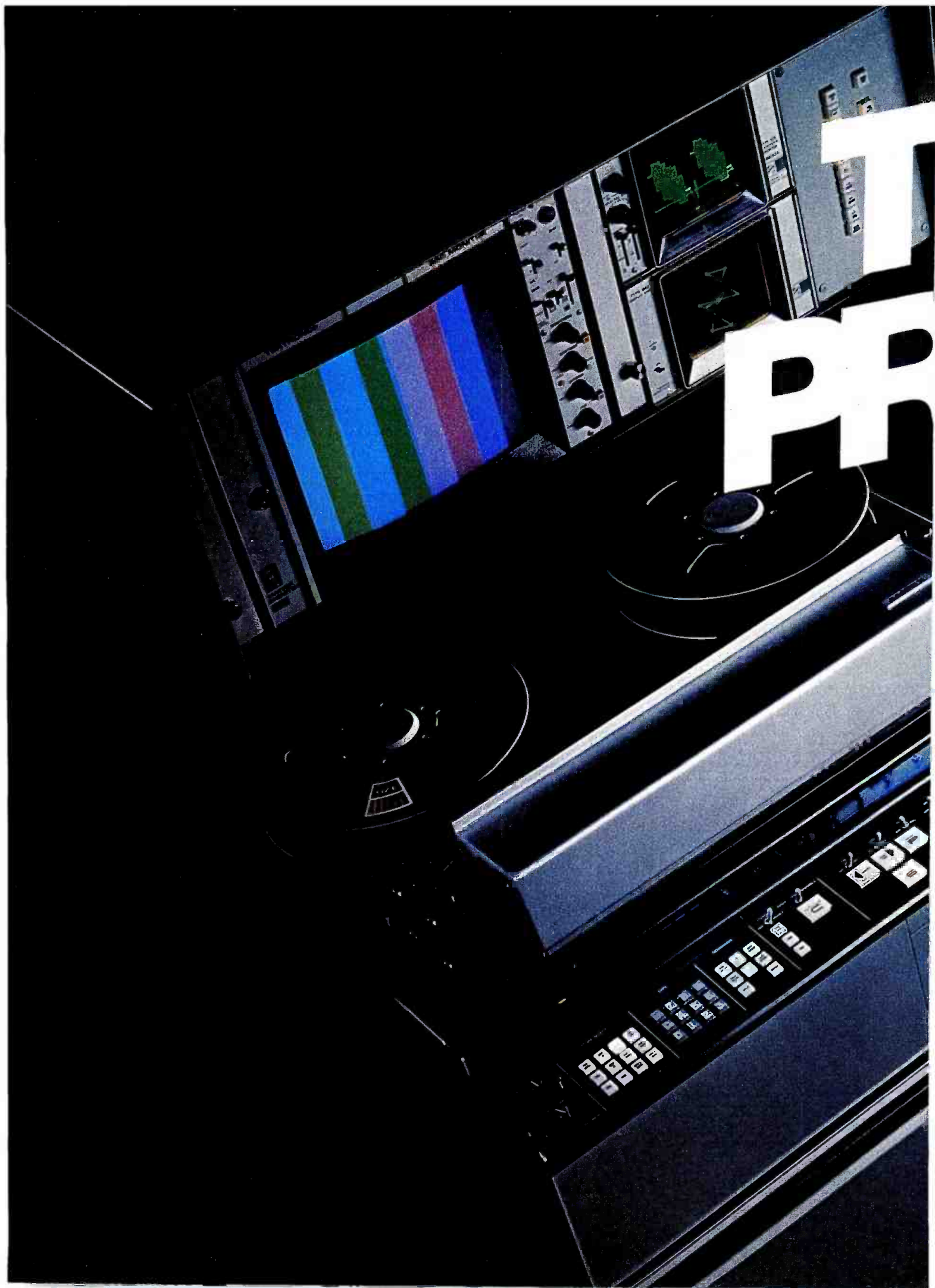


As of June 26, 1978 WDRB-TV, Louisville, Ky. sold nationally by

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"SPOT TELEVISION'S MOST DYNAMIC SELLING FORCE"
• New York • Chicago • Los Angeles • San Francisco • Atlanta • Detroit

*Source: Arbitron National Television Audience Profile—1977.



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Broadcasting Business Index

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

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The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Ohio. About 69% (\$12,222,000) of the company's net sales revenues and 77% (\$1,688,000) of its operating income in the 1977 fiscal year ending Sept. 30 came from its electronic products group. The telecommunications group produced \$5,375,000 in net sales and \$608,000 in operating income. Net income from all operations was \$1,059,000, up 67% from last fiscal year.

During fiscal 1977, the company sold its Sparcom digital systems subsidiary and a hotel pay-movie business, operations which brought in little revenue and lost money. The company also has an agreement in principle to purchase Mount Kisco Communications Inc., a cable system in Westchester county, N.Y., which would add 3,000 subscribers to the 43,000 it already has.

In its telecommunications group, Adams-Russell has cable systems in New York, Maine, Massachusetts, Arkansas and Missouri, and owns WYTV(TV) Youngstown, Ohio.

The high technology electronics group has three divisions: data processing, microwave products and digital processing equipment.

15

American Broadcasting Companies Inc. □ *Chief executive and chairman: Leonard H. Goldenson (\$250,000 salary, \$500,000 additional compensation); chief operating officer and president: Elton H. Rule (\$200,000 salary,*

\$400,000 additional compensation).

ABC Inc. is "first and foremost a broadcaster," a characterization borne out by the numbers in its 1977 annual report: Nearly 80% of total revenues—\$1,283,744,000 of \$1,616,872,000—were brought in by the broadcasting division. From a profit point of view, ABC would have been better off without other businesses last year; pretax profits from broadcast operations—\$273,578,000—were higher than ABC's overall pretax profits (\$231,660,000) which were reduced by losses in other divisions and general corporate expenses. The other four ABC divisions and how they contributed to total revenues: recorded music, \$166,774,000 (10.3% of the total); theaters, \$81,205,000 (5%); publishing, \$55,021,000 (3.4%); leisure attractions, \$21,142,000 (1.3%). Recorded music and leisure attractions reported respective losses of \$29,807,000 and \$1,307,000 for the year; theaters pulled profits of \$4,848,000, publishing \$7,064,000.

The broadcast properties that do so much for ABC's financial well-being are ABC-TV, currently the top-rated network in prime time; ABC Radio's four network services (Contemporary, Entertainment, FM and Information); five TV stations in the top 10 markets (WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco and WXYZ-TV Detroit); seven AM's in the top 15 markets (WABC New York, KABC Los Angeles, WLS Chicago, KGO San Francisco, WXYZ Detroit, WMAL Washington and KXYZ Houston), and seven associated FM's (WPLJ New York, KLOS Los Angeles, WDAI Chicago, KSFX San Francisco, WRIF Detroit, WRQX Washington and KAUM Houston).

But ABC is in other media. Its publishing division owns such specialized publications as

High Fidelity, Modern Photography, Prairie Farmer, Schwann Record and Tape Guide and Los Angeles magazine; the division's Word Inc. produces religious records and tapes and publishes books, and NILES Publications is involved in legal information services.

Other ABC interests, like publishing and broadcasting, are leisure-oriented: the recorded music division, under which operate ABC Records and the ABC Record and Tape Sales distribution operation; the theater division, a declining-profits chain of 91 single-screen, 79 twin-screen and three triple-screen theaters in 11 Southern states that the company is currently in the process of selling to Plitt Theaters for \$50 million (BROADCASTING, April 3), and the leisure attractions division, which operates Silver Springs and Weeki Wachee Spring in Florida, the Historic Towne of Smithville in New Jersey and the ABC Entertainment Center complex in Los Angeles.

78

American Television and Communications Corp. □ *Chief executive, chairman and president: Monroe M. Rifkin (\$100,000 salary, \$35,000 incentive compensation).*

ATC, the second largest operator of cable television systems in the country—serving over 680,000 subscribers in 29 states as of February—has agreed to merge with Time Inc. in a transaction valued at between \$135 million and \$150 million.

ATC had its best year in 1977, posting a net income of \$6,154,759 (from \$4,049,696 in 1976) and revenues of \$53,172,128 (from \$41,674,151). About 94% of those revenues came from its basic cable service. As of June 30,

Rank	Company	Gross Revenues		% charge
		1977	1976	
26.	Dun & Bradstreet Companies Inc.	\$636,872,000	\$602,790,000	+5.7
27.	Walt Disney Productions	629,825,000	583,896,000	+7.9
28.	Gannett Co. Inc.	557,908,000	482,584,000	+15.6
29.	New York Times Co.	511,202,000	445,685,000	+14.7
30.	20th Century Fox-Film Corp.	506,756,000	355,038,000	+42.7
31.	General Instrument Corp.***	502,848,000	466,073,000	+7.9
32.	Arvin Industries Inc.	460,269,000	399,661,000	+15.2
33.	Tektronix Inc.	454,958,000	366,645,000	+24.1
34.	The Washington Post Co.	436,102,000	375,729,000	+16.1
35.	Fairchild Industries Inc.	402,457,000	267,850,000	+50.2
36.	Columbia Pictures Industries Inc.	390,504,000	332,114,000	+17.6
37.	Varian Associates Inc.	352,009,000	306,902,000	+14.7
38.	Capital Cities Communications Inc.	306,146,000	212,167,000	+44.3
39.	Metromedia Inc.	300,610,000	267,357,000	+12.4
40.	Metro-Goldwyn-Mayer Inc.	288,545,000	266,008,000	+8.5
41.	Ampex Corp.	287,429,000	257,935,000	+11.4
42.	A.C. Nielsen Co.	269,483,000	231,653,000	+16.3
43.	Rollins Inc.	255,549,000	227,069,000	+12.5
44.	Interpublic Group of Companies Inc.	248,512,000	203,121,000	+22.3
45.	The Outlet Co.***	247,561,000	148,460,000	+66.8
46.	Meredith Corp.	235,623,000	190,728,000	+23.5
47.	Combined Communications Corp.	227,603,000	185,850,000	+22.5
48.	Wometo Enterprises Inc.	225,096,000	199,896	+12.6
49.	Media General Inc.	216,891,000	199,022,000	+9.0
50.	Liberty Corp.	194,904,000	165,961,000	+17.4

1977, the end of its fiscal year, the number of homes passed by ATC cable totaled 1,185,122 and the basic cable saturation was 51%.

The remaining revenues came from ATC's pay television services (5% of total revenues)—which include both pay cable and multipoint distribution services—and from microwave transmission systems (1.3% of gross revenues). At the end of fiscal 1977, ATC had 39,364 pay cable subscribers in nine cable markets. By year's end that figure had jumped to about 72,000. It had another 3,000 subscribers on its MDS services in Miami and Denver. And in addition to those two types of pay services, the company is seeking authorization from the FCC for an over-the-air subscription service in Denver.

The company added nearly 80,000 subscribers to its basic cable service in fiscal 1977 and plans to continue that trend. It has additional construction under way in nine major market areas, has acquired an existing system with 17,000 subscribers in Ithaca, N.Y., and is aggressively acquiring other new franchises.

41

Ampex Corp. □ *Chief executive and chairman: Arthur H. Hausman (\$155,000 salary, \$110,000 additional compensation).*

A major supplier of broadcast equipment—from audio and video-tape recorders to electronic still stores and magnetic tape—Ampex enjoyed a sales and revenue growth of approximately \$30 million in fiscal 1977 (ended in April that year) and has posted impressive net earnings gains in the three quarters for which figures have been compiled since then (up 150% in the first

quarter of 1978, 80% in the second and 38% in the third).

For fiscal 1977, net sales were \$283,863,000, up 13% from \$255,392,000 in 1976. Income from patent royalties and other sources brought the total revenue figure to \$287,429,000, up 11.4%. Net earnings stood at \$14,224,000, up 77% from 1976's \$8,032,000. In addition to general improvements in the company's various product lines, research and development of new products were cited as an especially strong influence in Ampex's growth—approximately 60% of 1977 sales were turned in by products not in existence five years earlier. Among those products, of special importance to broadcasters was Ampex's one-inch Type C helical video-tape recorder, which was standardized in 1978 for compatibility with a similar machine made by Sony. Over-all, audio and video equipment accounted for 42% of Ampex's 1977 sales (Data and memory products brought in 36% and magnetic tape products the remaining 22%).

Ampex has been devoting increasing attention to new applications for computer technology, which bore fruit for broadcasters in products with automated control features (such as the BCC-10 studio camera with automatic set-up) and in products that manipulate the TV signal digitally (such as the electronic still store system developed for CBS-TV). As of the 1977 National Association of Broadcasters convention, Ampex had sold 1,000 of its AVR-2 quadraphex video-tape recorders, and later secured an order for 11 more—worth \$1.3 million—from Italy's TV network, RAI. Although Ampex cut back some of its consumer product lines in the audio tape area, it will expand in video tape under an agreement with Sony.

32

Arvin Industries Inc. □ *Chief executive, chairman and president: Eugene I. Anderson (\$256,333 aggregate remuneration).*

Arvin Industries is in four major businesses: auto parts (69% of net sales), consumer products (15%), metal (13%) and electronics (3%)—the last including video recording equipment for broadcast, CATV and industrial applications. In late 1977 the applied technology division (electronics) introduced sLO-MO, a compact slow motion video disk recorder that joins Arvin's FRAME-STOR programable electronic slide projector, already being used by broadcasters. A recent development is an agreement whereby Arvin will acquire Calspan Corp., scientific and engineering contractors.

Net sales for 1977 totaled \$460,269,000 (up 15% over 1976)—yielding a net income of \$29,017,000 (up 24%).

63

BBDO International Inc. □ *Chairman: Tom Dillon (\$237,872 direct remuneration, \$27,173 profit sharing); chief executive and president: Bruce Crawford (\$240,608 direct remuneration, \$21,000 profit sharing).*

For the sixth straight year in 1977, BBDO International had record worldwide billings, amounting to \$707 million, a 14% increase over 1976. Net income in 1977 climbed by 13.3% to more than \$9.3 million. Foreign operations accounted for about 36% of total billings in 1977.

In 1977 BBDO acquired Lavey/Wolff/Swift, New York, and Frank Corbett Inc., New York and Chicago, both active in the health care advertising field. It merged the New York office of Corbett with Lavey/Wolff/Swift while the Corbett agency in Chicago continues to function under its own name. In addition, in 1977, BBDO acquired Blair Advertising and GM DuBois, both in Rochester, N.Y. At the end of the year it bought Franklin Spear Inc., New York, an agency specializing in the publishing field. Last January the agency acquired Quinn & Johnson, Boston.

BBDO ranks fourth among U.S. agencies in broadcast billings, which in 1977 amounted to close to \$300 million. The agency's long list of clients active in television and radio includes Armstrong Cork, General Electric, Du Pont, George A. Hormel Co., Pillsbury, Chrysler, Lever Bros., Campbell Soup, Block Drug and Scott Paper.

57

John Blair & Co. □ *Chief executive and president: Jack W. Fritz (\$181,283 aggregate direct remuneration, \$12,750 profit sharing).*

John Blair & Co. is one of the oldest, biggest and most successful TV and radio station sales representatives, but since it expanded into graphics in 1965, that business has taken the upper hand in the company's financial reports.

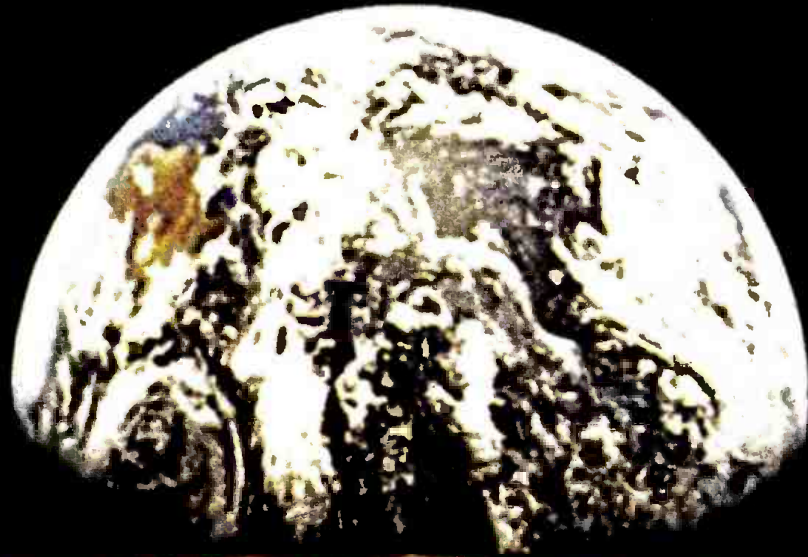
In 1977, for example, graphics accounted for \$111,448,000 or 78% of Blair's \$142,486,000 in revenues, while broadcasting—including the company's wholly owned WHDH(AM)-WCOZ(FM) Boston—represented \$30,688,000 or 22%. In some years the difference has been even greater: In both 1973 and 1974, graphics accounted for 80% of the revenues, broadcasting for 20%.

In terms of profit, the broadcasting division shows up somewhat better: Of \$18,896,000 in pretax profits in 1977, broadcasting represented \$7,187,000 or 38%, while graphics accounted for \$11,568,000 or 61%. Compared with 1976, broadcasting's pretax earnings were up 3.4% and graphic's were up 115.7%. For the company as a whole, the rise was 51.9%. For net earnings, which reached \$9,192,000, the rise was even steeper: 53%.

Blair said its radio and TV sales representa-

Net Earnings		% Charge	Earnings Per Share	Fiscal Year Ends
1977	1976			
\$55,598,000	\$47,752,000	+16.4	\$ 2.11	Dec
81,947,000	74,599,000	+9.8	2.57	Sep
69,416,000	48,010,000	+17.3	2.60	Dec
26,100,000	22,300,000	+17.0	2.27	Dec
50,780,000	10,702,000	+374.5	6.52	Dec
24,316,000	16,530,000	+47.1	3.03	Feb
29,017,000	26,868,000	+8.0	3.86	Dec
43,971,000	30,089,000	+46.1	2.49	May
35,469,000	24,490,000	+44.8	4.18	Dec
9,572,000	4,904,000	+95.2	2.05	Dec
34,599,000	11,545,000	+199.7	4.04	Jun
12,301,000	9,424,000	+30.5	1.66	Sep
46,554,000	35,620,000	+30.7	6.27	Dec
32,147,000	30,505,000	+5.3	4.85	Dec
33,188,000	35,557,000	-6.6	2.35	Aug
14,224,000	8,032,000	+77.1	1.31	Apr
20,206,000	17,148,000	+17.8	1.87	Aug
24,894,000	22,361,000	+11.3	1.86	Jun
13,842,000	10,735,000	+28.9	3.83	Dec
9,502,000	5,370,000	+76.9	3.93	Jan
12,473,000	14,100,000	-11.5	4.06	Jun
20,630,000	16,318,000	+26.4	3.17	Dec
12,676,000	15,230,000	-16.8	1.76	Dec
13,574,000	16,175,000	-16.1	1.82	Dec
23,230,000	19,715,000	+17.8	3.48	Dec

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tion division handled \$297 million in time sales, a company record, in 1977 and that this was 10.6% of the industry's estimated spot total of \$2.8 billion. In addition to its ownership of WHDH-WCOZ, Blair has acquired KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, for \$12 million, subject to FCC approval.

Blair's graphics companies consist of five operations that provide three services. Commercial lithography is the principal business of Alden Press and American Printers & Lithographers, both based in Chicago, and Meehan-Tooker, based in East Rutherford, N.J. John Blair Marketing provides a cooperative newspaper insert service for advertisers who use cents-off coupons, and John Blair Mail Marketing offers complete direct mail services.

70

Burnup & Sims Inc. □ *Chief executive and president: Nick A. Caporella (\$106,879 aggregate direct remuneration).*

Burnup & Sims is a management and holding company which installs underground and aerial telephone and CATV cable, and provides technical services to telephone, utility and cable industries. Its subsidiaries also prepare and reclaim land, install commercial and industrial electric systems, traffic control and street lighting, build airport runway and approach lighting

systems and manufacture and market specialized construction equipment.

In the 1977 fiscal year ending April 30, Burnup & Sims revenues were \$79,491,000, up about \$10 million from 1976, but down more than \$40 million from 1974 and \$20 million from 1975. Its net income before taxes was \$2,912,000, about \$2 million above last year, and net income was \$1,463,000, about \$1 million more than last year. In 1974, net income was \$7.5 million; in 1975, \$2 million, and in 1976, \$395,000.

Telephone and underground utility services accounted for 80.4% or about \$64 million of the company's total revenues and \$6.1% or \$2,507,000 of its income before taxes. Electrical services provided 9.5% or almost \$8 million of revenues, but lost \$125,000 before taxes. CATV services accounted for 3.1% or \$2.4 million in revenues and lost \$376,000 before taxes. Other services contributed about \$5.5 million to revenues and \$906,000 to income before taxes. CATV operations had resulted in a 23.2% loss in 1976 and a 17.9% gain in 1975 in income before taxes.

This year the company acquired Floyd Enterprises Inc., a franchised bottler of Pepsi-Cola, Dr Pepper and Seven-Up which also operates some 53 theaters throughout Florida. It also acquired J&V CATV in Atlanta, a company which, like Burnup & Sims, provides technical services to the cable industry. Sharon Steel acquired 14.3% of Burnup & Sims stock and the company's management has fought takeover. Litigation is outstanding.

The company has operations and subsidiaries in Florida, Mississippi, Georgia, North Carolina, South Carolina, Texas and Virginia. An engineering staff provides services to telephone and cable television industries in 21

states, with major operations in California, Texas and Florida.

38

Capital Cities Communications Inc. □ *Chief executive and chairman: Thomas S. Murphy (\$335,100 aggregate direct remuneration, \$28,175 deferred payment); chief operating officer and president: Daniel B. Burke (\$281,000 aggregate direct remuneration, \$28,175 deferred payment).*

Capital Cities Communications, which started as a group station owner, has expanded over the years into publishing to an extent that the latter now generates almost two-thirds of its revenues despite consistent growth in broadcasting.

In 1977, broadcasting accounted for \$112,522,000 or 36.8% of revenues, while publishing represented \$193,624,000 or 63.2%. Publishing's revenues grew by 79.5%, helped by acquisition of the Kansas City Star Co. in February 1977 and of the International Medical News Group in December 1976, while broadcasting revenues advanced by 7.9%. The combined \$306,146,000 in revenues represented an increase of 44.3%.

Although publishing was first in revenues, broadcasting remained on top in operating income, representing \$56,757,000 or 56.4% as against publishing's \$43,681,000 or 43.5%. Publishing was up 70.7% from 1976 and broadcasting was up 12.8%. It was the company's 23d consecutive year of record sales and earnings.

With properties available for acquisition bringing high price/earnings multiples and its own stock trading at a low multiple, the annual report noted, Capcities concluded that repurchase of its own stock was one of the better ways to employ its assets. Accordingly, it acquired 321,800 shares of its common stock dur-

Rank	Company	Gross Revenues		% charge
		1977	1976	
51.	J. Walter Thompson Co.	\$194,855,000	\$161,476,000	+20.7
52.	Cox Broadcasting Corp.	186,430,000	167,461,000	+11.3
53.	Communications Satellite Corp.	168,187,000	153,649,000	+9.5
54.	Ogilvy & Mather International Inc.	151,370,000	112,348,000	+34.7
55.	Oak Industries Inc.	151,075,000	144,138,000	+4.8
56.	Harte-Hanks Communications Inc.	146,374,000	116,703,000	+25.4
57.	John Blair & Co.	142,486,000	115,020,000	+23.8
58.	Filmways Inc.***	140,566,000	125,327,000	+12.2
59.	Taft Broadcasting Co. ***	138,267,000	109,075,000	+26.8
60.	Conrac Corp.	133,323,000	121,944,000	+9.3
61.	Teleprompter Corp.	125,985,000	112,952,000	+11.5
62.	Storer Broadcasting Co.	122,023,000	112,801,000	+8.2
63.	BBDO International Inc.	98,990,000	88,176,000	+12.2
64.	Rust Craft Greeting Cards Inc.***	94,379,000	88,324,000	+6.9
65.	Multimedia Inc.	92,489,000	79,008,000	+17.1
66.	Technical Operations Inc.	91,724,000	85,972,000	+6.7
67.	Chris-Craft Industries Inc.	88,329,000	69,614,000	+26.9
68.	Foote, Cone & Belding Communications Inc.	83,763,000	65,814,000	+27.3
69.	Lee Enterprises Inc.	82,967,000	69,770,000	+18.9
70.	Burnup & Sims Inc.	79,491,000	69,741,000	+14.0
71.	MCI Communications Corp.***	74,000,000	62,759,000	+17.9
72.	Doyle Dane Bernbach Inc.	73,538,000	64,387,000	+14.2
73.	Grey Advertising Inc.	65,915,000	59,020,000	+11.7
74.	M/A-Com Inc.	65,499,000	60,645,000	+8.0
75.	Farinon Corp.	60,231,000	39,234,000	+53.5

ing 1977 at a total price of \$17,111,000. The company noted that this contributed to its gain in earnings per share—which went to \$5.82 from \$4.60 in 1976—but also pointed out that it had spent \$125 million in 1977 for the Kansas City Star Co. “This,” the company said, “speaks to our primary objective of seeking potentially rewarding acquisitions.”

In broadcasting, Capcities owns six TV stations, seven AM and six FM stations and Capital Cities Television Productions. The television stations: WPVI-TV Philadelphia, KTRK-TV Houston, WKBW-TV Buffalo, N.Y., WTNH-TV New Haven, Conn., WTVB Durham, N.C., and KFSN-TV Fresno, Calif. Its radio stations are WPAT-AM-FM Paterson, N.J.; KPOL-AM-FM Los Angeles, WJR-AM-FM Detroit, WBAI(AM)-KSCS(FM) Fort Worth, WKBW(AM) Buffalo, WPRO-AM-FM Providence, R.I., and WROW-AM-FM Albany, N.Y.

The publishing properties, in addition to the *Kansas City Star/Times* and members of the International Medical News Group, include the *Fort Worth Star-Telegram*, Fairchild Publications (among them *Women's Wear Daily*, *W. Daily News Record*, Fairchild News Service, *HFD—Retailing Home Furnishings*, *American Metal Market*, *Metalworking News* and other trade publications, and the Pontiac, Mich., *Oakland Press*; the Belleville, Ill., *News-Democrat*, and the Arlington (Tex.) *Citizen-Journal*.

9

CBS Inc. □ *Chairman: William S. Paley (\$500,000 direct remuneration, plus \$222,941 cash payment under performance incentive plan for 1974-76; also received performance incentive plan contingent award of \$206,300 for*

1977-80, not payable before 1981; also, \$7,500 was contributed as matching payment to CBS employee investment fund); chief executive and president: John D. Backe (\$500,000 direct remuneration, plus \$102,887 cash payment under performance incentive plan for 1974-76; also, \$4,815 was contributed as matching payment to CBS employee investment fund).

CBS celebrated its 50th anniversary in 1977, and along with it, record sales and earnings. Although it had dropped out of the prime time audience leadership it held for some 20 years, its broadcasting division—the CBS/Broadcast Group—reported sales exceeding \$1 billion for the second straight year, reaching \$1,180,300,000 or a 13% increase from 1976, and the group's operating profit edged up by 1% to \$217.9 million.

For the company as a whole, sales were up 24% to \$2,776,311,000 and net income rose 11% to \$182,008,000. Despite extensive expansion over the years into other communications and entertainment fields—principally recorded music, publishing, musical instruments, toys—broadcasting remained dominant, accounting for 42% of sales and 60% of operating profits, and Pacific Stereo Retail Stores, had \$459.9 million in sales (about 16%) and \$26 million in profit (7%). The CBS/Records Group, which claims to be the world's largest producer, manufacturer and marketer of recorded music, had sales of \$769.9 million (about 28% of the total) and \$79.9 million of operating profit (22%). The CBS/Columbia Group, encompassing the Columbia Record and Tape Club and a variety of other consumer products and services, musical instruments, toys and the CBS/Publishing Group—which includes Holt, Rinehart & Winston and BFA Educational

Media, the W.B. Saunders medical publishing organization, and the newly acquired Fawcett Publications, had \$397 million in sales (about 14%) and \$26.2 million profit (7%).

The government moved this year to require CBS to dispose of Fawcett, which it acquired in January 1977 for \$50 million in cash. CBS says it will resist and that it is confident it will be successful.

In addition to the nationwide CBS-TV and CBS Radio networks, the CBS/Broadcast Group includes CBS Entertainment, which provides programming for CBS-TV; CBS News, CBS Sports, the CBS Television Stations division and, along with the CBS Radio network in the CBS Radio division, owned-and-operated AM and FM radio stations and CBS Radio Spot Sales.

CBS owns five TV stations: WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago and WCAU-TV Philadelphia, all in the top four markets, and KMOX-TV St. Louis, in the 12th. They are represented for national-spot sales by another CBS unit, CBS Television Stations National Sales. The radio stations—seven AM and seven FM, also in major markets—are AM-FM affiliates of the five TV stations, plus KCBS-AM-FM San Francisco and WEEL-AM-FM Boston. CBS Radio Spot Sales represents these stations and some independently owned stations.

CBS also maintains the CBS Technology Center at Stamford, Conn., which conducts extensive research related primarily to CBS businesses. The CBS-TV network also is engaged in technological development. Its engineers and those of the Technology Center have collaborated to produce, among other recent innovations, the “digital noise reducer,” which improves the TV picture by reducing color streaking and “snow”; the “STRAP” transmission system, which permits two TV signals to be sent simultaneously over a single microwave or satellite link, and “Action Track,” which follows and displays the path of a moving object, such as a golf ball on the green, in a sort of electronic time-lapse photography.

83

Cetec Corp. □ *Chief executive and chairman: Hugh P. Moore (salary \$66,500, bonus \$32,200); chief operating officer and president: Robert A. Nelson (salary \$60,667, bonus \$30,325).*

Cetec Corp. manufactures communication and marine electronic products, computer peripheral equipment and extruded vinyl products for the construction industry. Operations are centered in three major products groups—broadcast, industrial and computer.

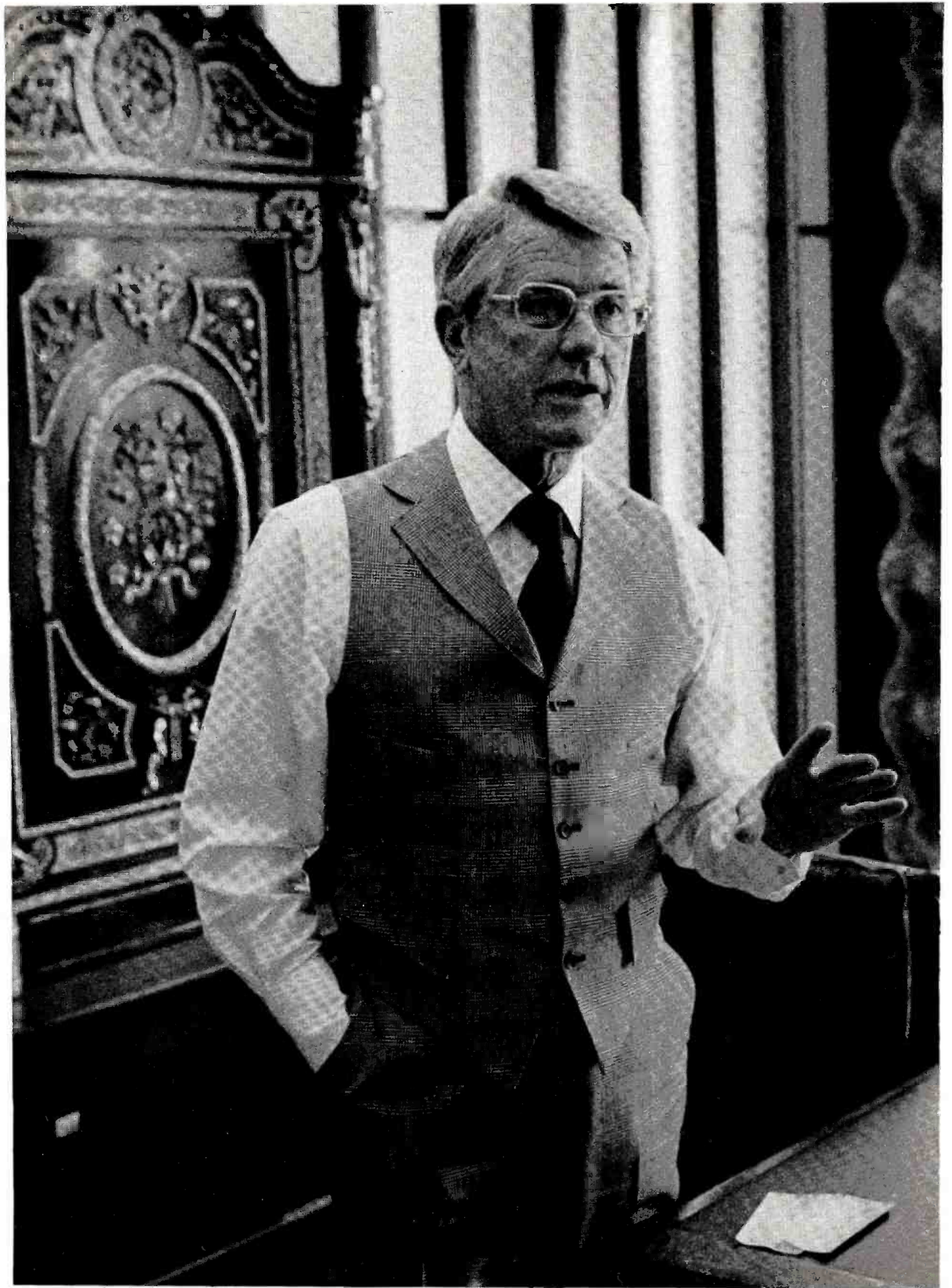
Sales for 1977 increased 6% from 1976, totaling \$43,005,000, as gains in the broadcast and industrial group outweighed the decline in the computer group.

The broadcast group, which designs and manufactures radio broadcast and professional audio duplicating and recording equipment, had sales of \$13,584,000, contributing 31% of net sales. These products—sold under the names of Vega, Sparta, Jampro and Cetec—include such items as System 7000, an all-new radio automation system, and a circularly polarized TV transmitting antenna.

The industrial group had sales of \$22,854,000 (53% of total in 1977), a 68% increase before taxes and corporate interest expenses. The division entered the plastic molding field by purchasing two California-based manufacturers, SEM Plastics Corp. and Guardian Plastic Molded Products Corp. which has been merged into the Guardian facility. Cetec sold its Eddan division, which operated flower shop services throughout the U.S.

The computer group, which includes the Vought division, manufacturer of pulse-recording cameras (for computer recording) and microfiche cameras, showed net sales of

Net Earnings		% Charge	Earnings Per Share	Fiscal Year Ends
1977	1976			
\$9,746,000	\$5,562,000	+75.2	\$3.36	Dec
25,456,000	19,758,000	+28.8	4.11	Dec
32,499,000	38,271,000	-15.1	3.27	Dec
10,670,000	7,736,000	+37.9	5.59	Dec
1,519,000	2,625,000	-42.2	.58	Dec
12,883,000	10,547,000	+22.1	2.28	Dec
9,192,000	6,021,000	+52.7	3.79	Dec
3,524,000	2,697,000	+30.7	1.07	Feb
19,892,000	15,515,000	+28.2	4.82	Mar
6,490,000	5,284,000	+22.8	3.38	Dec
9,509,000	445,000	+2036.9	.56	Dec
14,275,000	22,588,000	-36.8	2.93	Dec
9,305,000	8,216,000	+13.3	3.70	Dec
3,835,000	3,333,000	+15.1	1.67	Feb
12,013,000	9,957,000	+20.6	1.82	Dec
384,000	(1,949,000)	—	.29	Sep
5,916,000	2,920,000	102.6	1.10	Aug
6,683,000	4,618,000	+44.7	2.75	Dec
11,670,000	9,424,000	+23.8	2.35	Sep
1,463,000	395,000	+270.4	.18	Apr
5,190,000	345,000	+1404.3	.23	Mar
6,344,000	5,639,000	+12.5	3.43	Dec
4,815,000	3,593,000	+34.0	6.96	Dec
3,883,000	3,009,000	+29.0	2.55	Sep
4,159,000	1,959,000	+112.3	.96	Mar



FLANAGAN



"A station has to have its own guts."

Alvin G. Flanagan, President of the Broadcast Division of Combined Communications Corp., offers a few thoughts on local programming.

"A station has to operate with pride. That's the only way to be a success with the audience and a success for the stockholders. Pride comes from substantive programming—and the most important function of a station is the local news and information programs you present. Those are the programs that give you 'localism'—involvement, understanding and reportage of what's going on right where you live.

"I think it all starts with an attitude. A station has to have its own guts before it can be good on the outside or good for the audience. If you can achieve a happy, working relationship with the people within the station, those who take pride and enjoy coming to work every day, then you have accomplished the first step. You have to have good surroundings. You have to have good equipment—good cameras, good tape machines—and all within a well-designed, functional building.

"You have to give people the tools to work with.

"Some management consultants say it all begins at the manager's desk. Yes, but the proper manager has to let go of a certain amount of his or her power—pass it out so that those people who run the news, engineering, financial and programming departments have their responsibilities. So they can say, 'This is mine and I am proud of what I have been able to do with it.'

"Where will our new talent come from? Well—I talk with college students quite often. I ask them, 'Can you do anything with your hands? Can you set the lens on a camera? Can you edit film; can you produce film? Can you sit at a typewriter and write a story? Can you take shorthand when you go down to the mayor's office to find out what his thoughts are on taxes and other things? Can you really do anything with your hands?' Because unless you can, there really isn't anything you can do. You have to be an artisan in addition to being well educated. It doesn't help much to say you can communicate with people. Practically everyone in the world can talk. The other day I showed a girl the nine editing benches and I showed her the technicians and photographers processing film and I showed

her that at each desk there was a typewriter and people sitting there typing like mad at 3:30 in the afternoon in order to be ready by news time. I pointed out that not only could they talk, they could write.

"If you have the people and they have the tools they need, and the pride and guts it takes, the rest is just plain hard work—to produce the news and information programs that give you 'localism'—a reputation for being a real part of your own community."

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\$6,736,000 (16% of firm's total) for 1977.

67

Chris-Craft Industries Inc. □ *Chief executive, chairman and president: Herbert J. Siegel, (\$201,401 aggregate direct remuneration).*

While struggling to get its boat division back on course, Chris-Craft Industries is enjoying great success with its television division, which appears largely responsible for a doubling of the company's income in 1977.

Over-all, Chris-Craft had revenues of \$88.3 million in 1977, up from \$69.6 million in 1976, and net income of \$5.9 million, compared to \$2.9 million the year before.

The company calls its television division its most important division, with reason. Its two independent VHF stations, KCOF Los Angeles and KPTV Portland, Ore., had a 35% increase in revenues over the previous fiscal year, reaching \$26 million. The division's operating income rose 116% to \$7.3 million, more than twice that of any other Chris-Craft division. KCOF's revenues and incomes were up 35% and 106%, respectively and KPTV's increased 22% and 35%.

Chris-Craft's other two divisions did better than the year before. But the pleasure-boat division, despite an increase in revenues of 32% to \$50.6 million, still carried an operating loss (\$1.6 million, one-third the loss of the prior year).

The industrial division, which manufacturers

chemicals and plastics, had sales that were slightly off from the previous year, \$11.6 million compared to \$12 million.

In October 1977—after losing an eight-year legal battle to the majority owner, Bangor-Punta Corp.—Chris-Craft sold its 43% interest in Piper Aircraft Corp. for \$49.7 million. In March this year, it purchased 5.3% of the outstanding shares of 20th Century-Fox Film Corp., and is thought to have its eye on acquiring more of that company.

96

Cohu Inc. □ *Chief executive and president: William S. Ivans (\$60,571 salary, \$8,259 additional compensation).*

After three slow years, Cohu came on strong in 1977, finishing the year with net income of \$650,534, up 112% from 1976. Net sales were up 11.6%, from \$15,541,959 to \$17,338,220. Net income per share rose from 17 cents to 37 cents.

The big money maker was the electronic test and detection apparatus division, which increased its sales 25.6% to \$6,058,487 and raised its operating profit a healthy 548%, from \$63,536 in 1976 to \$411,761 in 1977. This group includes Delta Design Inc., which supplies electromechanical test equipment to semiconductor manufacturers and users, and FRL Inc., which has developed dynamic burn-in systems used in testing semiconductor memory elements, manufactures telephone and intercom systems, and, through its Fisher division, supplies metal detection and fault locator equipment to the construction industry and public utilities.

Of Cohu's three principal product lines, the

electronics division, with its TV cameras and related equipment, was second in 1977 sales with \$5,907,541 (up 17.5% over 1976), but it came in third in operating profit at \$341,745.

The meteorological products division (Meteorology Research Inc.) provides equipment and meteorological services including air quality measurements, cloud physics research and weather modification work. While net sales for this division were down 5.7% to \$5,372,192, operating profit rose from \$235,785 in 1976 to \$535,365 in 1977, a 127% increase.

36

Columbia Pictures International Inc. □ *Chairman: Leo Jaffe (\$182,360 aggregate direct remuneration); chief executive and president: Alan J. Hirschfield (\$231,860 aggregate direct remuneration).*

From a \$50 million loss in 1973 to a \$34.6 million net income in 1977, Columbia now expects the coming year, which will reflect the earnings of its especially strong theatrical release, "Close Encounters of the Third Kind," to carry the company on at its accelerating pace. There is a likelihood that it will resume paying cash dividends in 1978.

Last year, roughly 76% of the company's \$390,504,000 in revenues was generated by its film division, 11% by records and music (which includes Arista Records), 8% by amusements and 5% by broadcasting. The broadcasting division includes WNJU-TV Newark, N.J.; WVAI(AM)-WCPI(FM) Wheeling, W. Va., and KCPX-AM-FM Salt Lake City.

Columbia Pictures Television is a major producer of network series (*Police Woman*, *Police Story*, *Tabitha* and others) and of made-for-TV

Gross Revenues

Rank	Company	1977		1976	% charge
		1977	1976		
76.	Acton Corp.	\$59,232,000	\$19,745,000		+200.0
77.	Viacom International Inc.	58,462,000	46,804,000		+24.9
78.	American Television & Communications Corp.	53,172,000	41,674,000		+27.6
79.	Tele-Communications Inc.	52,790,000	46,078,000		+14.5
80.	Scientific-Atlanta Inc.	51,004,000	45,340,000		+12.5
81.	Scripps-Howard Broadcasting Co.	49,829,000	47,419,000		+5.1
82.	LIN Broadcasting Corp.	43,668,000	37,943,000		+15.1
83.	Cetec Corp.	43,005,000	40,409,000		+6.4
84.	Post Corp.	40,925,000	26,701,000		+53.3
85.	Wrather Corp.	32,552,000	25,190,000		+29.2
86.	San Juan Racing Association	32,269,000	30,392,000		+6.3
87.	Sonderling Broadcasting Co.	31,669,000	27,140,000		+16.7
88.	Starr Broadcasting Group Inc.	30,501,000	29,164,000		+4.6
89.	Marvin Josephson Associates Inc.	28,826,000	28,504,000		+1.1
90.	Turner Communications Corp.	28,799,000	25,345,000		+13.6
91.	Movielab Inc.	27,578,000	26,803,000		+2.9
92.	Communications Properties Inc.	27,575,000	22,790,000		+21.0
93.	UA-Columbia Cablevision Inc.	23,764,000	20,190,000		+17.7
94.	MPO Videotronics Inc.	20,892,000	18,940,000		+10.3
95.	Adams-Russell Co.	17,639,000	5,881,000		+199.9
96.	Cohu Inc.	17,338,000	15,542,000		+11.6
97.	International Video Corp.	16,698,000	25,241,000		-33.9
98.	Kansas State Network Inc.	15,720,000	13,659,000		+15.1
99.	Comcast Corp.	12,857,000	10,911,000		+17.8
100.	Cowles Communications Inc.	11,724,000	10,872,000		+7.8

movies. It contributed 35% of Columbia's filmed-entertainment revenues of \$298.3 million.

Other activities include EUE/Screen Gems, which produces television commercials, a Spanish theatrical film division, Columbia Pictures Publications (principally music publishing) and Columbia Pictures 8mm Films.

In August of last year Columbia sold WVEU-TV New Orleans to Gaylord Broadcasting for \$12.5 million.

47

Combined Communications Corp. □ *Chief executive and president: Karl Eller (\$341,333 aggregate direct remuneration).*

This aggressively acquisitive Phoenix-based media conglomerate has announced a \$370-million merger agreement with Gannett Co.

In 1977 CCC reported a net income of \$20,625,000 on revenues of \$227,603,000 (\$3.02 per share). The company's outdoor advertising division accounted for 40.4% of total revenues and 38.3% of income. Broadcasting produced 28.9% of revenues and 42.8% of income while CCC's newspaper division was responsible for 30.7% of revenues and 18.9% of income. Last year CCC experienced an over-all 41% increase in net income.

The principal CCC holdings include WXIA-TV Atlanta; KOCO-TV Oklahoma City; KVTU-TV Denver; WPTA-TV Roanoke, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; KTAR-TV-KBBC(FM) Phoenix; KSDO(AM)-KEZL(FM) San Diego; KUIS-AM-FM Los Angeles; WDEE(AM)-WLDN(FM) Detroit; WYON(AM)-WGCI(FM) Chicago; WWWW(AM)-WDOX(FM) Cleveland, and WWDJ(AM) Hackensack, N.J., which

has been sold, subject to FCC approval, for \$4 million (BROADCASTING, April 3). CCC also owns the *Cincinnati Enquirer* and the *Oakland (Calif.) Tribune*, as well as Eller Outdoor Advertising, one of the nation's larger outdoor advertising firms.

CCC in 1977 agreed to swap its KOCO-TV Oklahoma City for Joseph L. Allbritton's WJLA-TV Washington plus preferred stock—a \$100-million deal that eventually fell through. Also last year, CCC acquired Globe Broadcasting Co., Chicago, for \$13.8 million.

99

Comcast Corp. □ *President: Ralph J. Roberts (\$83,000 salary, \$15,000 bonus).*

Comcast Corp. has operating and nonoperating cable television facilities in five states, is the largest independent Muzak franchisee in the country and operates an in-store merchandising, marketing and music services division. Cable television provided about half the firm's \$12,856,544 service income; the music division contributed about \$4 million, and merchandising about half that.

In the year ending Dec. 31, 1977, cable operations contributed an operating margin of \$2,009,000; music, \$572,000, and merchandising, \$429,000. Cable was the only one of the three divisions that showed an increase in operating margin from 1976—up about \$400,000. Over-all, the company showed a 21% increase in net earnings—from \$929,581 in 1976 to \$1,124,074 in 1977.

The bulk of Comcast's income and increases this year came from its cable division, which has operating systems in Pennsylvania, Mississippi, Michigan and Maryland, and nonoperating franchises in Pennsylvania and Kentucky. The

music network, which provides background music through Muzak franchises, increased its revenues, but not its operating margin. It serves areas in Florida, Colorado, Texas, Connecticut, California and Michigan. The merchandising services, which provide in-store merchandising, background music and paging systems, were down this year in revenues and operating margin. They provide services in New England, New York, northern New Jersey, Pennsylvania, Indiana, Missouri, Minnesota and Louisiana, and other areas in Mid-Atlantic and Midwest states.

92

Communications Properties Inc. □ *President: Robert W. Hughes (\$79,273 aggregate direct remuneration).*

CPI is the eighth largest CATV company in the United States with 49 system serving 292,000 subscribers in 11 states. Reflecting the general state of the industry, revenues grew to \$27,575,000—up 21% over fiscal 1976—and net income increased 66.7%.

With the sale of broadcast and microwave interests in 1976, CPI became completely committed to CATV and its ancillary services. CPI's pay cable subscribers more than doubled in 1977, to 35,926. Satellite distribution of pay cable program is achieved through the company's five earth stations. It is one of the company's goals to boost the number of pay cable subscribers to 55,000 by the end of fiscal 1978.

The company holds cable franchises for 37 communities with a total of more than 340,000 households. Over the next two years, cable expansion will be concentrated in Hartford, Conn., Delaware county, Pa., and Southington, Conn.

53

Communications Satellite Corp. □ *Chairman: Joseph H. McConnell (\$95,462 salary and director's fee); president: Joseph V. Charyk (\$160,407 salary and director's fee).*

The international satellite corporation reported a net income of \$32,499,000 in 1977 (\$3.27 per share) on operating revenues of \$168,187,000. Although revenues were up some \$14 million from 1976, the recently settled Comsat-FCC rate case increased costs to the company considerably with the result that 1977's earnings were some \$6 million below 1976's.

Until 1976 Comsat's operating revenues consisted entirely of international operations, through its association with Intelsat. In 1976, through Comsat General, however, the corporation entered maritime and domestic operations through Marisat and Comstar. In 1977, Intelsat produced 62% (\$104 million) of the corporation's revenues. Marisat contributed 17% (\$28 million) and Comstar 19% (\$31 million). The remaining 2% (\$4 million) was derived from other sources.

59

Conrac Corp. □ *Chief executive and president: Donald H. Putnam (\$185,248 direct aggregate remuneration).*

Conrac Corp. is an international manufacturer with divisions in telecommunications, data handling and display, aerospace and broadcast communications. Conrac also manufacture production machinery and architectural products.

Sales for 1977 were \$133,323,000, a 9.3% increase over 1976. Gains in telephone and traffic information systems, data display products and broadcast monitors outweighed the decreasing demand for citizen band microphones and antennas.

Telecommunications sales advanced from \$11 million in 1976 to almost \$19 million in 1977. International business was a major factor in the gain, accounting for 40% of the total.

Data handling and display products division

Net Earnings		% Charge	Earnings Per Share	Fiscal Year Ends
1977	1976			
\$5,372,000	\$1,521,000	+253.2	\$2.00	Dec
5,556,000	3,782,000	+46.9	1.48	Dec
6,155,000	4,050,000	+52.0	1.67	Jun
1,989,000	1,008,000	+97.3	.30	Dec
2,670,000	2,020,000	+32.2	1.60	Jun
11,539,000	11,230,000	+2.8	4.46	Dec
8,280,000	6,106,000	+35.6	3.01	Dec
790,000	566,000	+39.6	.36	Dec
3,106,000	2,087,000	+48.8	3.48	Dec
1,380,000	1,555,000	-11.3	.61	Dec
3,287,000	3,925,000	-16.3	1.32	Apr
2,540,000	2,407,000	+5.5	2.30	Dec
2,153,000	(5,074,000)	—	1.50	Jun
4,003,000	3,711,000	7.8	2.09	Jun
(1,232,000)	648,000	—	(1.26)	Dec
913,000	450,000	+102.9	.64	Dec
2,666,000	1,599,000	+66.7	.55	Oct
2,674,000	2,130,000	+25.5	1.61	Sep
947,000	922,000	+2.7	1.72	Oct
1,059,000	633,000	+67.3	.86	Sep
650,000	306,000	+112.4	.37	Dec
(12,441,000)	(66,000)	**	(4.75)	Jul
1,799,000	892,000	+101.6	1.05	Aug
1,124,000	930,000	+21.0	.68	Dec
4,015,000	3,803,000	+5.6	1.01	Dec

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

increased 21% from \$38 million in 1976 to \$46 million in 1977. Conrac video monitors and display systems can be found in a wide variety of display applications. Conrac's airport information system has been placed in more than 20 installations since 1971. Conrac monitors are finding their way into areas such as medical electronics, industrial process control and financial trading centers.

Sales in the broadcast unit declined from \$35 million in 1976 to \$26 million (19.5% of total sales) in 1977, traceable largely to Conrac's Turner division, a major aftermarket supplier of citizen band radio microphones and antennas. However, gains were made in the professional communications markets, in which sales grew 12% from 1976. Professional products include Turner music and paging microphones and professional grade video monitors for television use—the bulk of Conrac's broadcast sales.

Conrac's aerospace division represents about 17% of consolidated sales with more than \$22 million. Sales in 1977 were down slightly from 1976, about 1%, due to heavy investment in several major development programs. This group supplies sensors, air data computers and digital recording systems for inflight use.

The non-electronic group totaled sales of over \$20 million, about 15% of consolidated sales. Products include architectural hardware, welding machines and transformers, pipe and tube bending machines and automatic wire processing machines.

100

Cowles Communications Inc. □ *Chief executive and chairman: M. C. Whatmore (\$145,256 salary plus \$340,000 paid on Aug. 31, 1977, in settlement of employment contract; he had been president of company); chief operating officer and president: John M. Haberlan (\$60,876 salary).*

Cowles directors have approved a liquidation plan, subject to Internal Revenue Service and FCC rulings and shareholder approval. Under the plan, each share of Cowles common stock would be exchanged for about 0.655 share of the 2,600,000 shares of New York Times Co. class A stock the company holds, one common share of Cowles Broadcasting Inc., and an undetermined amount of cash. Cowles last year had income of \$3,866,000, or 97 cents per share. After including an extraordinary gain of \$149,000 realized on the sale of its interest in the trademark "Look," net income was \$4,015,000 or \$1.01 per share.

With the discontinuance of *Look* magazine in October 1971 and the sale of *Family Circle* magazine, WREG-TV Memphis and other assets to the New York Times Co. for the Times class A stock, the company's operating properties consist of two television stations—WESH-TV Daytona Beach, Fla., whose application for renewal is under challenge by a competing group, and KCCI-TV Des Moines, Iowa. The stations' earnings last year were estimated at a little more than \$2 million, or slightly more than 50 cents for each share after recapitalization.

52

Cox Broadcasting Corp. □ *Chairman: J. Leonard Reinsch (\$79,800 salary plus \$52,000 pension as retired president of Cox); chief executive and president: Clifford M. Kirtland Jr. (\$191,940 aggregate remuneration, salary and incentive award, for 1977.)*

Cox Broadcasting has expanded into four other fields in the past 16 years but still gets half its revenues and over half its operating profits from

a broadcasting portfolio that includes two station-rep firms, Telerep in television and the Christal Co. in radio, as well as five TV, five AM and seven FM stations. Cable television, which Cox entered in 1962, has come to be about half as big a revenue producer as the broadcasting division, and about a third as big a profit producer. Automobile auctions, business publishing and motion picture production, all of which Cox entered in the late 1960's, make relatively small but growing contributions to the company's results.

Thus for 1977 the annual report shows that of \$186,430,000 in consolidated operating revenues and \$55,981,000 in operating profit, broadcasting accounted for \$94,813,000 or 50.86% of the revenues and \$34,611,000 or 61.83% of the profit. Cable represented \$47,532,000 (25.5%) of revenues, \$12,204,000 (21.8%) of operating profit. Automobile auctions took in \$18,920,000 (10.15%) and yielded \$5,997,000 (10.71%) of profit. Business publishing had \$20,471,000 (10.98%) in revenues, \$2,740,000 (4.89%) in profit, while motion picture production reported \$4,694,000 (2.52%) in revenues, \$429,000 (0.77%) in profit. All five divisions were up in revenues from 1976, and all but auto auctions were up in profits.

Cox's stations are WSB-AM-FM-TV Atlanta, the company's home city; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIOD(AM)-WALA(FM) Miami; KFI(AM)-KOST(FM) Los Angeles; KTVU(TV) Oakland, Calif.; WUCB-TV Pittsburgh; WLIF(FM) Baltimore, which Cox bought in July 1977, and WWSH(FM) Philadelphia, added seven months later.

Cox Cable, once a separate company but reacquired by Cox Broadcasting in 1977 and now operated as a division, had 41 systems serving close to 490,000 subscribers at the end of 1977. Pay subscribers were put at 87,259. Those figures represented gains of 14.6% and 50%, respectively, since 1976. Capital budget for development and modernization of cable systems in 1978 was put at \$20 million.

Through Manheim Services Corp., Cox operates wholesale used-car auctions in 13 cities (it estimates that in 1977 nearly 257,000 cars, or 55% of those registered for sale, changed hands at one of its auctions). It also owns United Technical Publications Inc., Garden City, N.Y., which has a score of publications, chiefly in the electronics and photographic fields. Through Bing Crosby Productions, Cox produced "Final Chapter Walking Tall" in 1977, sequel to its earlier "Walking Tall" and "Walking Tall—Part II." Its latest movie, "Mean Dog Blues," opened in February. BCP plans to produce at least one more theatrical movie this year.

27

Walt Disney Productions □ *Chairman: Donn B. Tatum (\$220,428 direct aggregate remuneration); chief executive and president: E. Cardon Walker (\$220,428 direct aggregate remuneration).*

The lion's share of Disney dollars comes from the mouse—Mickey—and the entertainment empire built around him. Of \$629,825,000 in total revenues for fiscal 1977 (ended Sept. 30), \$414,576,000 came from the company's entertainment and recreational activities: Walt Disney World, near Orlando, Fla., and the original Disneyland, in Anaheim, Calif. Disney also plans a Tokyo Disneyland and a family recreational resort in the mountains of northern California. The two current Disney tourist attractions produced operating income of \$93,431,000 out of a total \$179,651,000 in corporate operating income.

Disney's motion picture and television distribution arm brought in \$118,058,000 in fiscal 1977. Worldwide TV revenues were \$22,750,000, a 21% increase over the previous year, due "primarily" to an "improved contract" with NBC-TV for *The Wonderful World of Disney*, now in its 24th consecutive season. However, citing higher negative amortization due to in-

creased production costs, the company says it is discontinuing production of the revived *New Mickey Mouse Club*, now a syndicated series. Domestic theatrical releases produced \$52,723,000 in revenues and foreign distribution, \$36,585,000. Disney movie and TV production added \$50,394,000 in pretax profits to corporate coffers.

The remainder of Disney's revenues were produced by its "consumer products and other" operations—educational media, publications, records and music publishing, real estate and the merchandising of Disney characters—which brought in total sales of \$97,191,000 in 1977. These activities added \$35,826,000 in pretax profits to the company total.

72

Doyle Dane Bernbach International Inc. □ *Chief executive and chairman: Joseph R. Daly (\$152,885 salary, \$80,000 bonus); chief operating officer and president: Neil R. Austrian (\$101,923 salary, \$50,000 bonus).*

Doyle Dane Bernbach, long heralded for its creativity in advertising, reached record levels in 1977 in gross income (\$73,538,000) and profits (\$6,344,000).

Founded in 1949 by the team of Maxwell Dane, Ned Doyle and Bill Bernbach with billings of less than \$1 million, the agency has grown into an international complex with worldwide billings last year of \$490 million. (Mr. Dane and Mr. Doyle have retired but Mr. Bernbach, 66, is still active as chairman of the executive committee.)

Doyle Dane always has been an active broadcast agency and in 1977 reported TV-radio spending of \$186 million, 11th among U.S. agencies. Among key accounts with the agency 10 years or more are American Air Lines, Avis, Clairol, Continental Insurance Cos., Mobil Oil, Miles Labs, Polaroid, Volkswagen and Sony.

26

Dun & Bradstreet Companies Inc. □ *Chief executive and chairman: Harrington Drake (\$400,000 aggregate direct remuneration); president: Joseph W. Hight (\$207,500 aggregate direct remuneration).*

Although its corporate components are heavily in financially related fields, Dun & Bradstreet is active in broadcasting, through subsidiaries, in group TV station ownership, and in sports and other entertainment production.

Net income for Dun & Bradstreet was \$55.6 million in 1977, an increase of 16% over 1976.

Broadcasting, which accounted for 21.6% of D&B's operating income last year, is made up of the Corinthian Broadcasting's Television Stations Division and the TVS Television Network. All five Corinthian stations are CBS-TV affiliates. They are KHOU-TV Houston; WISH-TV Indianapolis; KXTV Sacramento, Calif.; KOTV Tulsa, Okla., and WANE-TV Fort Wayne, Ind. A revenue gain of 8% is credited to the stations last year despite some softness in TV and the absence of factors that increased advertising demand in 1976—the Olympics and the elections. Dun & Bradstreet also described revenue and income well ahead for TVS, citing especially the college basketball games it presented in association with NBC Sports and the special network TVS established for North American Soccer League games. In addition, TVS is involved in entertainment programming.

D&B's broadcasting interests had operating income of \$24,495,000 in 1977, 11.9% above the previous year.

The other three operating areas of D&B:

Business Information Services (\$36,684,000 operating income in 1977, up 13.7% over the preceding year); O'Neill publishing (\$53,860,000 operating income in 1977, up 23.3% over the previous year); marketing services (\$10,288,000 operating income in 1977, up 20.8% over the previous year).

Eastman Kodak Co. □ *Chief executive and chairman: Walter A. Fallon (\$487,413 salary, \$26,824 accrued to savings and investment plan); president: Colby H. Chandler (\$291,718 salary, \$21,436 accrued.)*

Eastman Kodak, number one in the world in manufacture of photographic products, had sales up 10% in 1977 over the previous year, from \$5,438,170,000 to \$5,966,986,000. Nevertheless, its net earnings dropped 1%, from \$650,618,000 to \$643,448,000, a situation Kodak explained as "reflecting the absence of nonrecurring gains included in 1976 results and a reduction in the company's U.S. investment tax credit for 1977."

It is within Eastman's two photographic divisions that broadcasting, namely film, becomes involved. For the motion picture and audiovisual markets in the U.S. and Canada, the annual report for 1977 said "the emergence of new miniseries for television—such as *Roots* and *Testimony of Two Men*—promoted increased demand for Eastman films." Although it was admitted that electronic newsgathering "led to a modest decline in the use of film" for news, that area was said to remain "an important source of revenues."

35

Fairchild Industries Inc. □ *Chief executive and chairman: Edward Uhl (\$233,258 aggregate direct remuneration); chief operating officer and president: John F. Dealy (\$156,128 aggregate direct remuneration.)*

Fairchild, a major defense contractor, had net earnings of \$9,572,261 in 1977, up sharply from \$4,904,043 in 1976. However, two of its subsidiaries, Fairchild KLIF Inc. (KLFIAM) Dallas, acquired in 1972) and American Satellite Corp., Germantown, Md., domestic satellite communications system, can claim no role in Fairchild's 95% gain in profits.

Fairchild KLIF Inc. had a net operating loss of \$739,000 last year. American Satellite Corp. was part of Fairchild's domestic communications, which in turn had an operating loss of \$9,909,000 in 1977.

75

Farinon Corp. □ *Chief executive and chairman: William B. Farinon (salary information not available).*

Farinon Corp. is a broad-based telecommunications company involved in the manufacture, design and operation of transmission facilities, primarily telephone.

One of its five major operating groups, however, is Farinon Video, which produces fixed and portable microwave transmission equipment used by broadcasters and cable-TV systems. It also manufactures receive-only earth stations and television peripheral equipment, including video/audio duplexers, which accounted for 6% of the firm's over-all sales in 1977.

The other operating units of Farinon are Farinon Electric, developer and manufacturer of systems for fixed point-to-point microwave communications; Dracon Industries, maker of peripheral telephone equipment; Digital Telephone Systems Inc., which sells private-business internal phone systems, and Farinon Canada, counterpart in that country to Farinon Electric.

Together, they produced \$60,231,000 in revenues in 1977, up from \$39,234,000 in 1976, and \$4,159,000 in profits, up from \$1,959,000.

58

Filmways Inc. □ *Chief executive, chairman and president: Richard L. Bloch (\$161,153 aggregate direct remuneration and \$100,000 in-*

centive compensation.)

Filmways Inc. closed its 1978 fiscal year at the end of February with a 12% increase in net revenues over the previous year, from \$125,327,000 to \$140,566,000. Net income was put at \$3,524,000, up 31% from \$2,697,000.

The company divided its operations into three groups: publishing and publishing services (which brought in \$100,576,000 in net revenues); entertainment and entertainment services (\$33,638,000) and manufacturing (\$6,352,000). Filmways also acquired Union Fidelity Corp., an insurance firm, during the third quarter of fiscal 1978.

Within its entertainment division comes the television involvement, which includes series, films and syndication, both nationally and internationally. A subsidiary is Heatter-Quigley (*Hollywood Squares*), as is Ruby-Spears Productions (animation). Among the made-for-TV movies produced by Filmways last year (and aired this year) was NBC-TV's miniseries *King*. Filmways also is originally responsible for series currently in syndication, ranging from *Beverly Hillsbillies* to *Mr. Ed*. Theatrical motion pictures include "The Other Side of the Mountain—Part II," released last February.

On the manufacturing side, Filmways' Broadcast Electronics Inc. offers audio consoles and cartridge tape machines, and this year introduced equipment for automated programming. This operation was moved to Quincy, Ill.

The firm's main revenue source comes from its publishing operation, Grosset & Dunlap Inc., which broke records in revenues and profits in 1977. "The Illustrated Elvis," "The Family of Children" were two of the examples of recent publishing successes cited, along with the perennial "Nancy Drew" and "Hardy Boy" series. Upcoming titles are Robert Redford's "The Outlaw Trail," Stephen Birmingham's "Jacqueline Bouvier Kennedy Onassis" and Garson Kanin's "Better Than One." "The Memoirs of Richard Nixon" are now out. Among Filmways' publishing lines are Ace, Madison Square Press, and Platt & Munk.

68

Foote, Cone & Belding Communications Inc. □ *Chairman: Arthur W. Schultz (\$248,976 direct remuneration, \$19,975 profit sharing); president: John E. O'Toole (\$196,549 direct remuneration, \$21,014 profit sharing).*

FC&B began operations in 1943 as the successor to one of the early outstanding U.S. agencies, Lord & Thomas, established in 1873. The successor agency—founded by Fairfax M. Cone, who died last year—long has been among the leading agencies in the U.S. Last year was a record breaking one: revenues rose by 27.3% to \$83,763,000 and net income increased by 44.7% to \$6,683,000.

In the early part of 1978, FC&B acquired Albert Frank-Guenther Law, New York, an agency experienced in financial and corporate advertising and public relations with billings of more than \$30 million. In 1977 FC&B purchased Aitkin-Kynett Co. Inc., Philadelphia, which has estimated billings of \$20 million.

FC&B operates offices in New York, Chicago, San Francisco, Los Angeles, Philadelphia, Stamford, Conn., and Phoenix. Through subsidiaries of FCB International Inc., it has offices in Amsterdam, Brussels, Cape Town, Copenhagen, Frankfurt, Johannesburg, London, Madrid, Melbourne, Mexico City, Milan, Paris, Rome, San Juan, Stockholm, Sydney and Toronto. International revenues account for about 30% of the agency's total.

Foote, Cone & Belding in the U.S. spent almost \$180 million in television and radio in 1977, an increase of more than \$35 million over 1976. The top radio and television investors at FC&B are Armour, Hallmark, S.C. Johnson, Kraft, Sears, Roebuck, Frito-Lay, Bristol-Myers, Zenith and Pizza Hut.

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The Top 100

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14

Fuqua Industries Inc. □ *Chief executive and chairman: J. B. Fuqua (\$386,420 total direct compensation, of which \$82,500 was incentive compensation); president and chief operating officer: Carl L. Patrick (\$256,700 total direct compensation, of which \$49,500 was incentive compensation).*

Fuqua Industries, which stemmed 12 years ago from a \$14 million clay products manufacturer, has diversified into six major divisions that produced a net income of \$16.4 million in 1977, an increase of 21% over 1976 earnings.

The expansion of Fuqua took another giant step in September 1977 with its merger with National Industries Inc., another diversified corporation. That was effective Jan. 1, 1978, and put Fuqua in an additional three areas. A pro forma statement of Fuqua and National Industries shows a combined net sales and revenues of \$1,629,553,000 and net income of nearly \$24.8 million in 1977.

Fuqua's broadcast operations include WTVM(TV) Columbus, Ga.; WTVG(TV) Chattanooga; WROZ(AM) and WTVW(TV) Evansville, Ind., and WTAC(AM) Flint, Mich. As Fuqua Communications Inc., it has headquarters in Columbus with Joe Windsor as president. It is within the entertainment group along with Fuqua's Martin theater circuit which operates 283 screens in the South and Southwest. Entertainment was credited with a 52% increase in profits in 1977 on a 22% increase in sales.

The pre-tax earnings of the six Fuqua groups in 1977:

Lawn and garden equipment (McDonough Power Equipment Co.)—\$16.1 million, up from \$13.4 million in 1976.

Transportation (Interstate Motor Freight System serving 34 states and its subsidiary, The Direct System, in six Canadian provinces)—\$14.5 million, up from \$11.4 million in 1976.

Entertainment (see above)—\$9.4 million, up from \$6.2 million in 1976.

Sporting goods (Fuqua Sports Companies, which provides equipment for every major sports and recreational activity, and Yarbrough Manufacturing Co., maker of boat trailers)—\$8.7 million, down from \$9.3 million in 1976.

Shelter (Fuqua Homes Inc., manufacturer of housing units; Stormer Division, maker of grain storage bins and drying equipment for farms, and Inverrary, luxury real estate development near Fort Lauderdale, Fla.)—\$6.5 million, up from \$1 million.

Photofinishing (Colorcraft Laboratories)—\$5.4 million, up from \$4.8 million in 1977.

The new three areas for Fuqua as the result of the National Industries acquisition are distribution, industrial services and food and beverages.

In first new category, Fuqua is now distributor of petroleum products (through Lano Corp., serving industrial and commercial customers in the Southwest). Also in distribution, the January merger brought to Fuqua 237 retail stores which operate under the names of TSC, Tractor Supply, Community Big Bear and Robertson.

In the area of industrial services, Fuqua added National Industries' NII Metal Services Inc., which warehouses and processes steel and other metals for industrial customers.

Fuqua entered the food and beverage field with the merger, acquiring Cott Corp. (soft drink franchiser and distributor of other products) and Hawthorn Melody (major processor and distributor of dairy products in the upper Midwest).

In its existing groups, the acquisition meant the addition of National Recreational Products to the Fuqua Sports Companies, and National Huskee-Bilt Division (prefabricated farm buildings) to the shelter group.

28

Gannett Co. □ *Chairman: Paul Miller (\$178,785 salary, \$145,000 bonus); chief executive and president: Allen H. Neuhauser (\$195,082 salary, \$145,000 bonus).*

Under the terms of an agreement announced in May to merge Combined Communications Corp. into Gannett, the Rochester, N.Y.-based newspaper publisher and broadcaster will become an \$800-million-a-year communications giant with 79 newspapers, 20 stations and one of the nation's larger outdoor advertising firms. After the merger, which is subject to FCC approval as well as possible Justice Department and Federal Trade Commission review, Gannett will control something approaching 2% of the \$44 billion U.S. advertising market.

In 1977 Gannett reported total income of \$69,416,000 on revenues of \$557,908,000 (\$2.60 per share). It publishes 77 daily papers in 30 states and two U.S. territories with a combined circulation of slightly more than three million. The company also owns WHEC-TV Rochester and WBRU(AM) Marietta and WKFI(AM) Wilmington, both Ohio.

Gannett also owns nine weekly newspapers in six states and the Louis Harris & Associates public opinion polling firm. Roughly 96% of Gannett's revenues are derived from its publishing enterprises while the remaining 4% comes chiefly from broadcasting. The CCC merger would reduce the newspaper percentage to 75%, while broadcasting would provide 12% and outdoor advertising 13%.

1

General Electric Co. □ *Chief executive and chairman: Reginald H. Jones (\$686,000 aggregate remuneration).*

In 1977, General Electric set aside substantially more for income taxes (\$773.1 million) than all three TV networks and their 15 O&O stations made in pretax profits (\$555 million). Indeed, it was GE's first billion-dollar year in net earnings, and its profit figure—\$1,088,000,000 after taxes—came close to the entire television broadcasting industry's 1976 income of \$1,250,200,000 before taxes.

GE's range of operations, like its sales and earnings, is large. It is so large that its annual report lumps broadcast and broadcast-related activities—ownership of three TV, three AM and five FM stations and 12 cable systems and the manufacture of TV and radio receivers—alongside kitchen and laundry equipment, lighting, air conditioning and small appliances in its consumer products and service division.

What proportion of the division's \$4.148 billion in revenues and \$256 million in net earnings is traceable to broadcasting and related activities is not spelled out. The report does say that broadcasting and cable operations "continued to improve" in earnings in 1977, and that earnings of TV receiver operations were "up somewhat."

With product lines that range from motors to transportation equipment, gas and steam turbines, nuclear equipment, power delivery equipment, aircraft engines and mining gear, GE derived its \$1,088,000,000 net earnings from \$17,519,000,000 in revenues. Consumer products and services, somewhere among which are the broadcasting and related activities, represented 22% of total revenues and 23% of net earnings.

The GE broadcasting stations—reporting to Reid L. Shaw, president of General Electric Broadcasting Co. as well as GE Cable Co.—are KFOG(FM) San Francisco; KOA-AM-TV and KOAQ(FM) Denver; WJIB(FM) Boston; WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y., and WSIX-AM-FM-WNGE(TV) Nashville.

31

General Instrument Corp. □ *Chief executive, chairman and president: Frank G. Hickey*

(\$195,356 aggregate direct remuneration).

General Instrument, a diversified producer of electronic components and systems, owns Jerrold Electronics Corp., which manufactures such cable television products as converters (with digital tuning), pay TV descrambler systems and cable amplifiers. General Instrument's cable products accounted for 14% of the company's over-all revenues in fiscal 1978 (ended Feb. 28)—\$70,844,000 out of \$502,848,000. This is \$5 million less than the company's revenues from cable products in 1977, but the division contributed 6% of the firm's over-all profits before taxes, corporate expenses, interest and amortization of debt expense in 1978. In 1977 the cable products division operated in the red by the same 6% margin. The company credits the profit to reorganization, product improvement and product-line simplification within Jerrold.

General Instrument's net income in 1978, up 47% from 1977, was \$24,316,000, most of it coming from the firm's other endeavors, which include the manufacture of video game circuits; car radio tuners and tuning coils (it says it is the largest independent supplier of those); digital tuning systems for TV, radio and stereo, UHF television tuners, and components for telephone systems.

Among its nontelecommunications-related activities are the manufacture of electronic point-of-sale systems for department stores and computer wagering systems for on- and off-track betting.

10

General Tire & Rubber Co. □ *Chairman: T. F. O'Neil (\$293,683 aggregate direct remuneration); chief executive and president: M. G. O'Neil (\$305,390 aggregate direct remuneration).*

GT&R is the country's fifth largest tire producer. But as a worldwide conglomerate, with 51 major facilities in the U.S. and with 20 affiliated companies in 17 foreign countries, GT&R derived only 41% of its \$2.1 billion revenues from the sale of tires and related products last year. That item accounted for \$56,774,000 of the company's pre-tax income of \$173,774,000. Other major contributors were the plastics division (\$38,408,000) and Aerojet-General Corp. (\$55,791,000).

RKO General Inc., the broadcasting subsidiary, also figured importantly in the company's earnings. It accounted for \$25,613,000 of the \$115,987,000 that GT&R reported in net income. The broadcasting properties include WOR(AM)-WXLO(FM)-WOR-TV New York; WRKO(AM)-WROR(FM)-WNAC-TV Boston, KHJ(AM)-KRTH(FM)-KHJ-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC(AM) San Francisco, WGMS-AM-FM Washington, WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago. The parent company has requested FCC approval of spin-off of the broadcasting subsidiary to stockholders. Last April it entered into an agreement with two competitors for the WNAC-TV license under which it would sell the station to them for \$59 million in a move that it hoped would expedite FCC action in the spin-off.

But RKO has more than broadcasting properties. It is in cable television—it owns Cablecom-General Inc., of Denver—and theaters, has a soft-drink business and owns 59% of Frontier Airlines.

73

Grey Advertising □ *Chief executive, chairman and president: Edward H. Meyer (\$209,451 compensation, \$100,000 bonuses).*

Grey's worldwide billings totaled \$439.7 million in 1977, an increase of 11% over 1976. Revenues climbed by 12% (to \$65.9 million) and net income jumped by 34% (to \$4.8 million).

Domestically, Grey functions through independent agencies in New York, Chicago, Min-

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neapolis, Los Angeles and San Francisco. Internationally, it has interests or relationships with agencies in 17 countries.

Grey allots more than 60% of its domestic billings to radio and television: \$227 million in 1977. Its hefty broadcast spenders include Procter & Gamble, General Foods, Block Drug, Revlon, General Electric, Mennen, Continental Baking and Amana.

In late 1976 Grey started a subsidiary, Lexington Broadcast Services, to create and syndicate television series to local TV stations tailored to the needs of their advertiser clients. Among the series released by Lexington on a barter basis are *Sha Na Na*, *Not For Women Only*, *Hot Fudge*, *Hee Haw* Honeys and 10 entertainment specials.

7

Gulf & Western Industries Inc. □ *Chief executive and chairman: Charles G. Bluhdorn (\$436,900 direct salary, \$189,810 deferred); president: David N. Judelson (\$352,300 direct, \$114,870 deferred).*

In Gulf & Western's fiscal 1977 (ended July 31) net earnings dropped 21% (from \$190,111,000 to \$150,327,000 as compared to 1976) but were nevertheless good enough to rank as the second highest in the company's history. Net sales and other operating revenues were up 7%, from \$3,395,596,000 to \$3,642,998,000. Operating revenues for the first half of 1978 (ended Jan. 31) were up 15% to \$2,011,200,000 compared to \$1,754,200,000 for the comparable fiscal 1977 period.

For the first six months of fiscal 1978, only three of Gulf & Western's operating groups were said to have shown improved profit comparisons: apparel products (primarily Kayser-Roth Corp.); financial services (Associates First Capital Corp. and Providence Capital Corp.), and, in particular, leisure time.

Gulf & Western's broadcasting involvement comes through Paramount Television within the leisure time group. Over-all, the group's anticipated fiscal 1978 gain is expected to be pushed forward by the merger of Madison Square Garden into a wholly owned subsidiary and by the draw of its theatrical motion picture releases (Paramount Pictures) led by "Saturday Night Fever." Also within the leisure time group is Simon & Schuster, publishers.

For 1977, the leisure time group had revenues of \$469.6 million (11% of the company's over-all revenues) up 4%, but operating income was down 27% to \$36.2 million (11% of the company's over-all operating income). Gulf & Western said the drop came "because of lower than anticipated revenues from motion pictures, a decline in theater operations and real estate in Canada (Famous Players Ltd.) and a drop in... [its] coin-operated amusement game business [Sega Enterprises]." The revenues from its series and films for television were up 17% to \$82 million.

Aside from the top-rated *Happy Days* and *Laverne & Shirley*, Paramount Television also had the ill-fated *Busting Loose* and *Mulligan's Stew*. Other TV activities ranged from the miniseries *Washington: Behind Closed Doors* to the presentation of Paramount's *The Godfather: The Complete Novel for TV*.

The Gulf & Western operating group revenue breakdown: manufacturing \$1,043,000,000 (24%); natural resources \$349,000,000 (8%); consumer and agricultural products \$399,000,000 (9%); apparel products \$629,000,000 (14%); financial services \$771,000,000 (17%); leisure time \$470,000,000 (11%); automotive replacement parts \$307,000,000 (7%), and paper and building products \$545,000,000 (10%).

25

Harris Corp. □ *Chairman: Richard B. Tullis (\$191,667 salary, \$192,670 additional compensation); chief executive and president: Joseph A. Boyd (\$142,667 salary, \$169,171 additional compensation).*

Riding the international communications explosion to record profits in 1977, Harris registered a 26% increase in sales for the year (for a total of \$646.3 million) while earnings jumped 50% (to \$40.1 million). Radio and TV products—including new lines of AM, FM and TV transmitters and satellite communication networks—were cited as among the particularly strong contributors to the \$800-million worth of new orders taken in by Harris in 1977, a deluge that left the company with a backlog of some \$450 million worth of equipment to supply.

Also strong for Harris in 1977 were electronic composition devices and web offset printing presses, data communications terminals, long-range two-way radios, semiconductors and computers. The company invested \$30 million in new plant facilities and equipment and has committed another \$60 million this year for the same purposes: \$73 million was spent on research and development by Harris last year, two-thirds of it paid for by government and commercial customers.

Harris is divided into 19 operating divisions, and realizes 35% of its total sales internationally. Commercial electronics products, including broadcast and cable equipment, make up the biggest slice of the business: 53% of the company's 1977 sales (or \$341,800,000, a 43% gain over 1976 sales in that area). Among major sales cited by Harris for 1977 were broadcast equipment orders from Chile, Iran and Uganda, plus a 19-station satellite communications system installed in Nigeria and a 14-terminal satellite network for Sudan.

Sales of electronics equipment to the government brought in 20% of Harris's sales last year, but dropped 2% from 1976 amounts, coming in at \$130,200,000. Printing equipment—including offset presses for magazines, books and commercial literature, newspaper presses, business forms equipment and bindery and mailroom equipment—brought in 27% of total sales, or \$174,300,000, a growth of 21% over 1976 sales.

56

Harte-Hanks Communications Inc. □ *Chief executive and president: Robert G. Marbut (\$245,000 aggregate remuneration).*

In 1977 Harte-Hanks Newspapers Inc. became Harte-Hanks Communications Inc., an index of broadcasting's growing importance to the company. A further indicator is the rise in broadcasting revenues: up 52.5% from \$13,387,000 in 1976 to \$20,270,000 in 1977.

During the year, Harte-Hanks acquired WFMY-TV Greensboro-High Point-Winston-Salem, N.C., giving it a total of three VHF network-affiliated stations. The others are KENS-TV San Antonio, Tex., and WTLV-TV Jacksonville, Fla. Also in 1977, Harte-Hanks agreed to buy Southern Broadcasting Co. for \$57 million—a deal just approved (see "Changing Hands," this issue) that adds four AM and five FM stations to the company's broadcast holdings.

For the year, gross revenues totaled \$146,374,000, up 25% from 1976, yielding a net income of \$12,883,000, up 22.1% from the previous year. Publishing continued to be Harte-Hanks' largest source of revenue, totaling \$125,853,000. The company's 26 daily newspapers alone brought in \$89,735,000 or 61% of Harte-Hanks's 1977 gross revenue.

Among Harte-Hanks's other publications are 61 nondailies, including small-town weekly newspapers, and a national fashion buyers publication, *Fashion Showcase*. Commercial printing accounted for another \$4,400,000 of the company's 1977 gross. Utilizing idle press capacity, the company prints color comic pages

and advertising supplements for smaller newspapers.

Other Harte-Hanks interests include RMH Research Inc., a wholly-owned subsidiary that conducts research on public opinion and consumer preferences, and Inland Carriers Inc., a magazine distribution company established during 1977.

97

International Video Corp. □ *Chief operating officer and president: Roy H. Woodman (\$65,000 salary).*

IVC, a manufacturer of video tape recorders and TV cameras, filed under Chapter XI of the Federal Bankruptcy Act on June 30, 1977, and since then has operated as a debtor in possession under agreements with various banks. A possible sale of the company to the Robert Bosch Co. of West Germany failed to materialize last summer, and Video Logic Corp. of California, an IVC customer, gained a controlling interest in the company (67%). VLC executives assumed key management posts at IVC and have been working to restore the company to profitability. Roy H. Woodman is also chief executive of VLC, which had itself filed bankruptcy proceedings before he became an officer there.

In fiscal 1977 (ended July 31, 1977), IVC's revenues were reported by the company to be \$16.7 million, down \$8.5 million or 34% from 1976. (Financial data for IVC's fiscal 1977 report to the Securities and Exchange Commission were not audited because, the report said, funds to pay independent accounting firms were unavailable.) The company registered a net loss for the year of \$12.4 million, which followed a net loss of \$66,766 in 1976 and \$6.7 million in 1975.

The strategy of IVC's new management has been to narrow the company's primary sales efforts to fewer products, specifically IVC's one-inch helical video tape recorders and its studio and electronic field production cameras. About 51% of the company's sales come from video tape recorders, 17% from cameras and 32% from accessories, parts and service.

Unaudited financial figures compiled by IVC for the first six months of fiscal 1978 (ended Jan. 1, 1978) reflect what Mr. Woodman called "a turnaround" of IVC's fortunes. Revenues were reported up to \$5,499,000 while net income came in at \$505,000, for earnings of 13 cents per share. The improved position of the company has allowed it to make payments to its creditors of approximately \$1,450,000 since last summer, according to IVC.

44

Interpublic Group of Companies Inc. □ *Chief executive and chairman: Paul Foley (\$165,000 salary, \$35,000 in deferred compensation); chief operating officer and president: Philip H. Geier Jr. (\$185,000 in salary).*

Interpublic, the largest advertising agency complex in the world, enjoyed a banner year in 1977 with revenues rising by 22.3% to \$248,512,000 and net income climbing by 28.9% to \$13,842,000.

Unlike conventional advertising agencies, Interpublic is a collection of agencies operating under one corporate umbrella. Its main components are McCann-Erickson Worldwide, with nine full-service offices in the U.S. and 60 offices in 40 other countries, and Campbell-Ewald Worldwide, with four major operations (Campbell-Ewald Co., Detroit; Tinker-Campbell-Ewald, New York; Clinton E. Frank, Chicago, and Campbell-Ewald International). The C-E international operation has agencies in 14 countries. In addition, Interpublic owns The Marchall Co., New York, and Erwin Wasey Inc., Los Angeles.

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\$200 million in TV and radio spending in 1977 (an estimated 63% of its total) and Campbell-Ewald spent more than \$138 million in broadcast (approximately 62% of over-all billings).

McCann's long list of TV-radio clients includes the Best Foods Division of CPC International, General Motors, Campbell Soup, Coca-Cola and Miller Brewing. Campbell-Ewald's showcase account is Chevrolet, with the agency for 55 years; other C-E clients are Goodyear Tire & Rubber, Libbey-Owens-Ford, Burroughs, Borden Foods and Continental Oil.

22

Jefferson-Pilot Corp. □ *Chief executive and president: W. Roger Soles (\$187,000 salary and benefits).*

Over 90% of the company's consolidated income in 1977 was generated by its two principal subsidiaries—Jefferson Standard Life Insurance Co. and Pilot Life Insurance Co., both of Greensboro, N.C. Of its \$669,296,000 reported revenues for last year, only \$53,828,000 (versus \$49.7 million in 1976) came from J-P's broadcasting and publishing divisions while the life insurance and other investment divisions logged total revenues of \$615,468,000—up considerably from 1976's \$542 million. The corporation reported net earnings of \$77,766,000.

The Jefferson-Pilot Broadcasting Co., headed by Wallace J. Jorgenson, and North Carolina Broadcasting Co., headed by Allen Wanamaker, operate between them five AM stations, four FM's, two TV's, a data processing concern and a production company, reporting revenues of just over \$27 million. The nine-paper Jefferson-Pilot Publications, headed by J. Thomas Ricketson, reported revenues of slightly above \$26 million. The combined net income of the broadcast and publishing divisions was \$5,656,000.

The Jefferson-Pilot and North Carolina station groups include: WBT-AM-FM-WBTV(TV) Charlotte, N.C.; WWBT(TV) Richmond, Va.; KIMN-AM-FM Denver; WOXI-AM-FM Atlanta; WBIG(AM) Greensboro and WWL(AM)-WWSL(FM) Wilmington, both North Carolina.

The newspaper group includes *The Altus* (Okla.) *Times-Democrat*, Beaumont (Tex.) *Enterprise and Journal*, *The Brandon* (Fla.) *News, Clearwater* (Fla.) *Sun*, *The Plant City* (Fla.) *Courier*, *The* (Texas City, Tex.) *Daily Sun*, *The Jasper* (Tex.) *News Boy* and *The Laredo* (Tex.) *Times*.

89

Marvin Josephson Associates Inc. □ *Chief executive and chairman: Marvin Josephson (\$412,000 salary); chief operating officer and president: Alvin H. Schulman (\$200,000 salary).*

MJA is the second largest talent agency in the United States (William Morris ranks first). Its International Creative Management Division (ICM) with offices in London, Paris, Rome, New York, Las Vegas, Miami and Los Angeles is responsible for the bulk of the \$28,825,900 in operating revenues and \$4,003,400 in net income in fiscal 1977 (ended June 30). The Chasin-Park-Citron subsidiary, Los Angeles, represents clients primarily in the motion picture and television fields.

MJA says it is eager to diversify into other closely related fields in which "people are the ultimate asset." The company is now considering a department to identify and represent singers and musical groups before they have signed with a record company, and also is interested in music publishing.

A third area of growth is broadcasting. On Aug. 31, 1977, after the close of its 1977 fiscal

year, MJA purchased WNIC-AM-FM Dearborn, Mich. (Detroit).

Another MJA subsidiary, Robert Keeshan Associates, produces *Captain Kangaroo* for CBS-TV.

98

Kansas State Network Inc. □ *Chairman: Charles L. Brown (\$63,500); chief executive and president: Donald D. Sbarra (\$88,959).*

Kansas State Network (KSN) experienced increased revenues and operating earnings for all three of its divisions—broadcasting, CATV and refrigerated warehouses—in fiscal 1977. Total revenues (\$15,720,000) were up 15% and net earnings from continuing operations after taxes (\$1,799,000) jumped 22%.

Broadcasting accounted for \$8,135,000 (52%) of total revenues, an 11% increase over 1976. The company's four VHF, ABC-affiliated stations are KARD-TV Wichita, KCKT-TV Great Bend, KGLD-TV Garden City, all Kansas, and KOMC-TV McCook, Neb.; it also owns one UHF CBS-affiliate, KTVJ-TV Joplin, Mo. KARD(FM) Wichita is the only radio station in the portfolio.

KSN began accumulating cable systems in 1969 and now owns and operates six systems in six communities. The cable division's operating earnings were up almost three times over 1976, but were offset by a 34% boost in expenses.

CATV accounted for only 4% of the total revenues and 2% of operating earnings.

KSN's other major source of revenue (42.6%) is a refrigerated warehouse chain.

69

Lee Enterprises Inc. □ *President: Lloyd G. Schermer (\$190,680 aggregate direct remuneration).*

Lee Enterprises is a multimedia company with strong roots in newspaper publishing and broadcasting. It publishes 15 dailies in Iowa, Wisconsin, Illinois, Kansas, Nebraska, Montana and Oregon, and they accounted for more than 74% of the \$83 million in operating revenue the company reported last year, and 78% of the \$20 million in operating income.

But broadcasting operations—the company owns five VHF television stations and owns or has interests in four radio stations—accounted for \$15,750,000, or 19% of the operating revenue, and 16% of the operating income. And Lee's interest in the medium is reflected in the more than \$38 million the company invested last year in broadcast properties—\$11 million for KGMB-TV Honolulu and \$27 million for KOIN-TV Portland, Ore. To comply with FCC rules prohibiting ownership of more than five VHF stations, Lee sold KEVC-TV Mankato, Minn., for \$5 million. The sale resulted in a net gain of \$2.6 million in the first quarter of fiscal 1978.

Lee's other broadcasting properties are WSJZ-TV Huntington-Charleston, W.Va.; KIMT-TV Mason City, Iowa; KHQA-TV Hannibal, Mo.; Quincy, Ill.; and KFAB(AM)-KGOR(FM) Omaha. Lee also sold two radio stations last year—KGLO(AM) Mason City, and KEVC(FM) Mankato—for a pretax gain of \$933,000.

Lee has other interests—NAPP Systems (USA) Inc., which it owns equally with Nippon Paint Co. of Osaka, Japan, and Blackhawk Films. The first manufactures and sells photopolymer plastic letterpress printing plates, and the second produces and distributes 8 mm, super-8 mm and 16 mm silent and sound home entertainment movies.

50

The Liberty Corp. □ *Chairman: Francis M. Hipp (\$128,823 aggregate direct remuneration); chief executive and president: Herman N. Hipp (\$125,238 aggregate direct remuneration).*

Liberty Corp., headquartered in Columbia, S.C., has three interests: insurance (its principal money producer), broadcasting and banking.

Through its Cosmos Broadcasting Corp. subsidiary, it owns WDSU-TV New Orleans, WTOL-TV Toledo, Ohio; WIS-AM-TV Columbia, and WSFA-TV Montgomery, Ala. All the TV's are VHF and all are NBC affiliates except WTOL-TV, aligned with CBS. Earnings for all the stations were up in 1977, except for the radio outlet; Cosmos gross revenues were up 10% for the year, to \$30,794,000, and profits rose 18%, to \$5,341,000.

Broadcasting's contributions to Liberty Corp.'s \$194,903,968 total revenues and \$23,229,911 net income in 1977 were outdistanced by the firm's insurance operations—Liberty Life Insurance Co. and United Fidelity Life Insurance Co. (the latter purchased late last year). Together, they produced net earnings of \$18,543,000. The two insurance subsidiaries underwrote over \$7 billion in policies; income from premiums was \$108,120,000 and from investment, \$34,319,000. Liberty's Greater Arizona Savings & Loan Association, with 15 offices in the Phoenix and Tucson areas, produced \$1,569,000 in net earnings.

82

LIN Broadcasting Corp. □ *Chairman and president: Donald A. Pels (\$210,000 annual base salary, \$100,000 bonus in 1977).*

As the name implies, the corporation has broadcasting foremost on its revenue sheets. The 1977 annual report states that two-thirds of the company's operating income (before depreciation and corporate expense) comes from TV, 29% from radio and 5% from radio paging.

Furthermore, more than 60% of LIN's earnings are accumulated in Texas, where it operates KXAS-TV Dallas-Fort Worth and KILT-AM-FM Houston.

Net revenues for LIN were \$43,668,000 in 1977, up 15% from \$37,943,000 in 1976. Net income set a record, up 36% from \$6,106,000 to \$8,280,000.

Aside from the above mentioned stations, LIN also owns WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WMJQ(FM) Rochester, N.Y.; WFIL(AM)-WUSL(FM) Philadelphia, and WAVY-TV Portsmouth, Va.

LIN's radio paging operation involves tone-only radio paging, two-way mobile radio telephone and one-way tone-voice paging in the New York City area as well as satellite tone-only facilities in Connecticut, other New York locations and Houston. The annual report characterizes that part of the business in 1977 as "sluggish."

LIN's attempt to acquire Starr Broadcasting misfired this year, but it is planning to buy Kingstip Communications' KTVV(TV) and KHFI-FM Austin, Tex. for \$4.5 million.

74

M/A-Com Inc. □ *Chief executive and president: Lawrence Gould (\$93,170 aggregate direct remuneration); chief operating officer and executive vice president: Richard T. DiBona (\$78,888 aggregate direct remuneration).*

M/A Com Inc., formerly Microwave Associates Inc., is a high-technology designer, developer and manufacturer of microwave products and other equipment for communications services in commercial and government use.

In the fiscal year ended Oct. 1, 1977, sales rose 8% from the previous fiscal year to \$65,499,000 reaching an all-time high. Net income rose 29% to \$3,883,000. Domestic billings represented 63% and foreign markets 27%.

The company's telecommunications division accounted for \$28 million (about 43% of the total) in sales in fiscal 1977. Increased activity in this unit reflected customer interest in its equipment for television broadcasting, live news coverage and cable.

M/A-Com also provides traditional fixed and

portable microwave relay links which transmit TV signals in city and regional networks throughout the country and overseas. In addition the company sells components and assemblies of telecommunications equipment to worldwide manufacturers.

The FCC's modifications of regulations for CATV operators, coupled with improved economic conditions in the industry, helped to open up and expand the market for inexpensive satellite relay stations.

During the year, M/A-Com introduced a line of low-cost microwave radios, used as transmitters and receivers, called gunnplexers and currently sold principally for CATV use.

Another division of M/A-Com Inc., representing about 45% of total sales, is the company's government electronics unit. This division provides services for sophisticated communications systems, missile programs, radar and tactical electronics. Its commercial products division accounted for an estimated 12% of sales in fiscal 1977. This group supplies microwave products for use in microwave ovens, police radar, marine and weather radar systems.

Early in 1978, M/A-Com acquired Digital Communications Corp. in an exchange of stock. DCC manufactures equipment for satellite, data and terrestrial communications. Its sales in its own 1977 fiscal year exceeded \$8 million.

21

MCA Inc. □ *Chief executive and chairman: Lew R. Wasserman (\$300,000 direct aggregate remuneration); chief operating officer and president: Sidney Jay Sheinberg (\$300,000 direct aggregate remuneration).*

MCA Inc. is a diversified entertainment company engaged primarily in TV and film production. The company also has divisions in records, publishing, real estate development, mail order,

retail stores and recreational facilities. Revenues for 1977 rose to \$877,635,000, a 9.3% increase from the previous year.

The company's Universal Television division produces TV series and made-for-TV movies for networks and syndicated programs. Television revenues accounted for 33% of total revenues. Revenues in this unit increased 16% over the previous year due to increased production for the 1977-78 network prime time season. Programming for the season included series such as *79 Park Ave*, *Loose Change*, *Aspen* and *Wheels*.

In addition, MCA TV launched Operation Prime Time in cooperation with 23 independent and 76 network-affiliated stations to produce network quality first-run programs. The first efforts were the six-hour production of Taylor Caldwell's *Testimony of Two Men* and the recently aired *The Bastard*.

MCA's syndication services brought in domestic sales of \$58,504,000 and \$42,820,000 in foreign sales. Contributing to syndication revenues were programs such as *Rich Man, Poor Man*; *NBC Sunday Mystery Movie* and *Kojak*.

Theatrical revenues were slightly ahead of 1976 and contributed 25% of total revenues for the company. Domestic revenues showed a substantial increase from films including *Smokey and the Bandit*, *Airport '77*, *Slap Shot* and the re-release of *The Sting*.

The records and music publishing division showed substantially lower revenues for 1977 (\$99,800,000) than in the previous year (\$112,378,000). This was due to poor performances of MCA Records. However, MCA Music Publishing performed at near record levels for 1977. This unit made up 11% of total revenues for MCA.

Spencer's Gifts, MCA's retail and mail order group, had record revenues and operating income for 1977. Revenues increased 16% to \$136,520,000 reflecting strong gains in the retail

store division. Operating income increased 13% to \$16,229,000.

MCA's other operations brought in 15% of total revenues. Units in this area are Columbia Savings and Loan Association, Mid Continent Computer Services, recreation services (Studio Tour and Amphitheatre, Yosemite Park and Curry Co., Landmark Services and Mount Vernon Inn), Philips/MCA video disk system, G. P. Putnam & Sons, MCA New Ventures and *New Times* magazine.

71

MCI Communications Corp. □ *Chief executive and chairman: William G. McGowan (\$75,000 aggregate direct remuneration); chief operating officer and president: V. Orville Wright (\$70,000).*

MCI Communications Corp. is a product of a change in federal regulatory policy in the common carrier field that opened the door to competition with AT&T. MCI operates a nationwide microwave communications network, which provides private-line services for data, visual display and other signal types. The network, which now connects 37 major cities, is being expanded through the acquisition from Western Tele-Communications Inc. of microwave facilities beyond Denver to Salt Lake City, Reno, Sacramento, Calif., and San Francisco. The acquisition, which gives MCI two separate network routes from the Midwest to the West Coast, includes facilities MCI previously leased.

The company reported revenues of \$74 million and net income of \$5.2 million for the fiscal year ending March 31, 1978, a substantial improvement over 1977, when the company reported net income of \$345,000 (a net loss of two cents per common share after payment of preferred dividends) and revenues of \$62.8 million.

A major if not critical development for the



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PANAMA CITY, FLA. 32401

KTVE-TV, Inc. Ch. 10
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company last year was the successful court fight to expand its Execunet service, a shared, private-line service that permits customers to place telephone calls to 24 metropolitan areas at costs lower than those charged by AT&T. Almost half of MCI's revenues are attributable to Execunet.

Three years ago, AT&T had urged the FCC to order MCI to abandon the service as one not authorized by the FCC. The commission issued an order banning a proposed expansion of Execunet to 34 cities pending study of long-distance telephone competition. The U.S. Court of Appeals in Washington reversed the commission, and ruled that MCI could proceed with the expansion while the study was under way. The Supreme Court in January declined to review the case. And the company, which had said that an adverse decision would "seriously" affect its ability to remain in business, on June 1 reported the expansion of its Execunet service from 18 to 24 cities.

The company's balance sheet carries a deficit of \$29,066,000 in total stockholders' equity. This deficit, down from \$32,185,000 in 1976, is attributed by the company to "AT&T's all-out opposition to MCI" while it was trying to establish itself in the marketplace, "and reflects in part the costs incurred in that battle." The company, in its annual report, added that "suppliers and customers close to the company have put this matter in its proper perspective, responding to the fact that improvement has already begun."

23

McGraw-Hill Inc. □ *Chief executive and president: H. W. McGraw (\$202,488 direct compensation).*

McGraw-Hill remains one of the country's leading book publishers. But it is becoming a major force in related fields as well, including broadcasting.

The company last year reported \$659,024,000 in operating revenue and \$51,392,000 in net income. Its television stations—KMGH-TV Denver; WRTV Indianapolis; KGTW San Diego, and KERO-TV Bakersfield, Calif.—produced \$37,048,000 of the operating revenue and \$14,502,000 of the corporation's \$117,305,000 operating profit.

But the books and education services division, one of the larger publishers of technical, scientific, professional and textbooks, remains the company's major enterprise. It accounted for \$278,418,000 of the operating revenue and \$35,360,000 of the operating profit.

The publications division, which publishes trade magazines and newsletters, as well as *Business Week*, generated revenues of \$196,192,000 and operating profit of \$34,853,000; information systems, which issues construction news and statistics, produces and distributes catalogues covering a half-dozen construction-market segments and provides product information for the data processing and office-system fields, \$96,761,000 and \$24,420,000; and financial services, which consists of Standard and Poor's Corp., publisher of financial information, analyses and guidance, \$50,605,000 and \$8,170,000.

49

Media General Inc. □ *Chief executive and chairman: D. Tennant Bryan (\$171,390 aggregate compensation); chief operating officer and president: Alan S. Donahoe (\$263,181 aggregate compensation).*

Media General, a diversified communications company, owns WFLA-AM-FM-TV Tampa, Fla.,

three CATV systems in the Fredericksburg, Va., area, publishes six daily newspapers and a financial weekly and markets recycled newsprint.

Total revenues for 1977 were \$216,890,666, yielding net income of \$13,570,000—off about 16% from the previous year. Record revenues and earnings by its newspaper and broadcast/cable divisions, which account for about 71% and 19.7% respectively, of corporate pretax income, helped minimize the depressing impact of a newsprint surplus.

46

Meredith Corp. □ *Chairman: E. T. Meredith III (\$157,776 aggregate direct remuneration); chief executive and president: Robert A. Burnett (\$234,408 aggregate direct remuneration).*

The company's major revenue producers are magazines—particularly *Better Homes and Gardens*—newspapers and printing. But radio and television are also significant contributors.

Magazine and newspaper publishing and printing accounted for \$213,050,000 in revenues and \$13,405,000 in operating profit. *Better Homes and Gardens* is a bulwark of the company, with a circulation of eight million. The company's total revenue was \$235,623,000, not counting \$53,499,000 in intracompany revenue, mostly from printing of its own publications. Total operating profit was \$26,211,000.

The broadcasting division last year was responsible for \$33,907,000 of the company's revenues and \$8,897,000 of its operating profit. The Meredith stations are WGST(AM)-WPCH(FM) Atlanta; WNEM-TV Bay City-Saginaw-Flint, Mich.; KCMO(AM)-KCEZ(FM)-KCMO-TV Kansas City; WOW(AM)-KEZO(FM) Omaha; KPHO-TV Phoenix, and WTVH(TV) Syracuse, N.Y. Meredith's purchase of WPGH-TV Pittsburgh from Pittsburgh Telecasting Inc. for approximately \$12 million (BROADCASTING, April 24) is awaiting FCC approval.

The book division topped broadcasting in revenues but not in operating profit. The division, which publishes books in *Better Homes and Gardens* and *Creative Home Library* lines, as well as a number of home and family service books, produced revenues of \$42,165,000 but operating profit of only \$3,909,000.

40

Metro-Goldwyn-Mayer Inc. □ *Chief executive and president: Frank E. Rosenfelt (\$168,000 aggregate remuneration).*

MGM Inc. produces motion pictures and television series for networks and stations. The company also operates the MGM Grand hotel and casino in Las Vegas and has recently opened one in Reno. Operating income for the fiscal year, which ended Aug. 31, 1977, was \$58,073,000, an increase of 10% over 1976. Operating revenues were \$288,545,000, an increase of 8% over the previous year.

MGM derived most of those revenues from the Las Vegas MGM Grand. In fiscal 1977 hotel and gaming operations accounted for \$153,825,000 (53%) in revenues and \$35,930,000 (62%) in operating income.

For fiscal 1977 MGM's feature films accounted for revenues of \$106,281,000 (37%) and operating income of \$20,275,000 (7%). Motion pictures that last year lifted revenues upward included "Network" (in co-production with United Artists) and "Logan's Run." In addition, its motion picture library contains 1,600 feature films which continue to generate revenues through both theatrical reissue and television licensing.

The company also is heavily engaged in TV production. Programs that were seen on television this season include *CHiPs*, *Logan's Run*, *Lucan* and *How The West Was Won*. TV revenues for fiscal 1977 totaled \$28,439,000 (10%) and operating income, \$1,868,000 (3%). MGM's television unit also produced three motion pictures for television: *The Comedy Com-*

pany, for CBS; *Police Chief Abel Marsh* for NBC and *The Hostage Heart* for CBS. In April MGM announced the licensing of the motion picture "Gone With the Wind" to CBS for 20 years for a \$35 million fee, which will be paid over four consecutive years beginning with the fourth quarter of this year.

39

Metromedia Inc. □ *Chief executive, chairman and president: John W. Kluge (\$325,000 aggregate direct remuneration).*

Metromedia's business is entertainment and communications. But as the operator of the country's largest group of independent television stations and what is said to be one of the most profitable groups of major market radio stations, Metromedia's major interest is broadcasting. Its broadcasting group was responsible for \$150,796,000 of the \$300,610,000 in revenue the company reported last year, and \$42,837,000 of the \$70,786,000 in operating income produced by the various divisions. (The breakdown between television and radio: \$117.8 million in revenues and \$30.3 million in operating profit for television, \$33 million and \$12.5 million in operating profit for radio.) The company reported net income of \$32,147,000, a 5% increase over 1976.

The other divisions and their contributions to total revenues and operating income: outdoor and transit advertising (\$80,051,000 and \$20,389,000); entertainment, including the Ice Capades, television program syndication and the Harlem Globetrotters (\$49,491,000 and \$3,592,000), and publishing and mail-marketing (\$21,530,000 and \$3,968,000).

Metromedia's broadcasting group comprises six AM, seven FM and seven television stations: WNEW-AM-FM-TV New York, WASH(FM)-WTTG(TV) Washington, WTCN-TV Minneapolis-St. Paul, KMBC-TV Kansas City, Mo.; WXIX-TV Cincinnati, KLAC(AM)-KMET(FM)-KTTV(TV) Los Angeles, KDOG(TV) Houston, WIP(AM)-WMMR(FM) Philadelphia, KNEW(AM)-KSN(FM) San Francisco-Oakland, WMET(FM) Chicago, WOMC(FM) Detroit, KRLD(AM) Dallas-Fort Worth, and WCBM(AM) Baltimore. Metromedia is only one AM shy of the full complement of stations permitted under FCC rules. And with six of its television stations independents in major markets—KMBC-TV is affiliated with ABC—Metromedia is a major force among independent television broadcasters.

13

Motorola Inc. □ *Chief executive and chairman: Robert W. Galvin (\$126,350 salary); president: William J. Weisz (\$223,321 salary, \$165,580 incentive award).*

Motorola is a leader in the manufacture of equipment and components for electronic use. Sales and other revenues for 1977 totaled \$1,848,395,000, an increase of 20.4% over 1976's \$1,534,881,000. Net earnings for 1977 were \$106,265,000, an increase of about 19% over 1976's \$89,363,000.

In 1977 the company's communications group achieved record sales, up 20% from 1976. This division, which accounted for 44% of total sales, provides two-way radio equipment to services such as police and fire departments and other businesses. It also manufactures handheld radios, TV and microwave systems. In 1977 the company introduced a new mobile radio line called Moxey.

Sales for the semiconductor group rose 20% from the previous year, totaling 30% of all sales.

Motorola's automotive division is a leading manufacturer of AM-FM stereo radios and tape players. It also makes CB radios, original equipment radios and electronic systems products. Sales for this division gained 21% over 1976, bringing in 11% of all sales. The government electronics division showed an increase of 5%, accounting for another 11% of total sales.

91

Movielab Inc. □ *President and chief executive: Saul S. Jeffee (\$134,382 aggregate remuneration).*

Movielab Inc. operates film laboratories in Los Angeles and New York that process film, slides and filmstrips for professional motion pictures, TV shows and commercials, and educational markets. It also maintains cutting and editing facilities, film and tape storage vaults and screening rooms. Total revenues for 1977 were \$27,580,000 with net income of \$912,622—up 102.9% over 1976. Sales to Paramount Pictures, American International Pictures accounted for 18% and 15% respectively, of revenues. An anti-trust suit filed by Movielab against Deluxe General Corp., a subsidiary of 20th Century-Fox, was settled out of court last year for undisclosed cash considerations.

94

MPO Videotonics Inc. □ *President: Arnold Kaiser (\$110,000 1976 salary).*

MPO Videotonics is an oddly technical name for a company whose chief business is the distribution of equestrian equipment. The oddity attests to a greater attention to diversification than to nomenclature during the last five years. Prior to 1974 MPO was a major producer of television commercials and sponsored films; that business accounted for 56% of the company's total revenues in 1973. Only 2% of revenues came from that source in fiscal 1977, a year in which the company recorded the highest sales in its history. Total revenues increased 10% over 1976 to \$20,650,720. Although operating income dropped 14%, an extraordinary tax credit allowed the company to report a 2.7% gain in net income.

The Miller Harness Co., purchased by MPO

in March 1975, now provides the bulk of revenues. The subsidiary is the largest wholesale distributor of English riding equipment and apparel in the United States and Canada. It accounted for 55% of 1977 revenues. Tape Films Inc. produced 18% of revenues through its services to advertisers and advertising agencies. The wholly owned subsidiary stores, services, handles, and distributes film prints and video tapes to television stations. Sales of the Videotronic Super 8 projector and accessories produced revenues which amounted to 19% of the total. The MPO Videotronic Projector Corp. sells, leases and services the machines, which are manufactured in Norway.

Revenues and net earnings were boosted slightly by the 1977 acquisition of Delicious Cookie Co.

65

Multimedia Inc. □ *Chief executive and chairman: J. Kelly Sisk (\$133,050 aggregate direct remuneration); president: Wilson C. Wearn (\$120,482 aggregate direct remuneration).*

The media owned by Multimedia are newspapers and radio and television stations, most of them in the Southeast. The company last year reported its operations generated operating revenue of \$92.5 million and net earnings of \$12 million. The two divisions were about equal producers, though broadcasting held an edge: Broadcasting recorded operating revenues of \$47 million and operating profits of \$13.8 million. The figures for newspapers (including 10 dailies and 21 nondailies) were \$45.5 million and \$12 million. (Figures for net earnings by division were not available.) In both cases, the figures were substantial increases over 1976.

The inclusion of operations of WLWT(TV) Cincinnati and the syndicated *Phil Donahue Show*

for a full 12 months in 1977 compared to 10 months in 1976 accounted for about one-fourth of an \$8-million increase in broadcasting revenues. Multimedia Program Productions generally has been a strong profit center. Its other programs include the *Bob Braun Show* and *Young People's Specials*.

Multimedia's stations, in addition to WLWT, include WFBC-AM-FM-TV Greenville, S.C.; WBIR-AM-FM-TV Knoxville, Tenn.; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII-TV Winston-Salem, N.C.; WAKY-TV Louisville, Ky.; KAAY(AM)-KEZQ(FM) Little Rock, Ark.; KEEL(AM)-KMBQ(FM) Shreveport, La., and WEZW(FM) Milwaukee-Wauwatosa.

The company publishes 14 daily and Sunday newspapers and 21 nondailies.

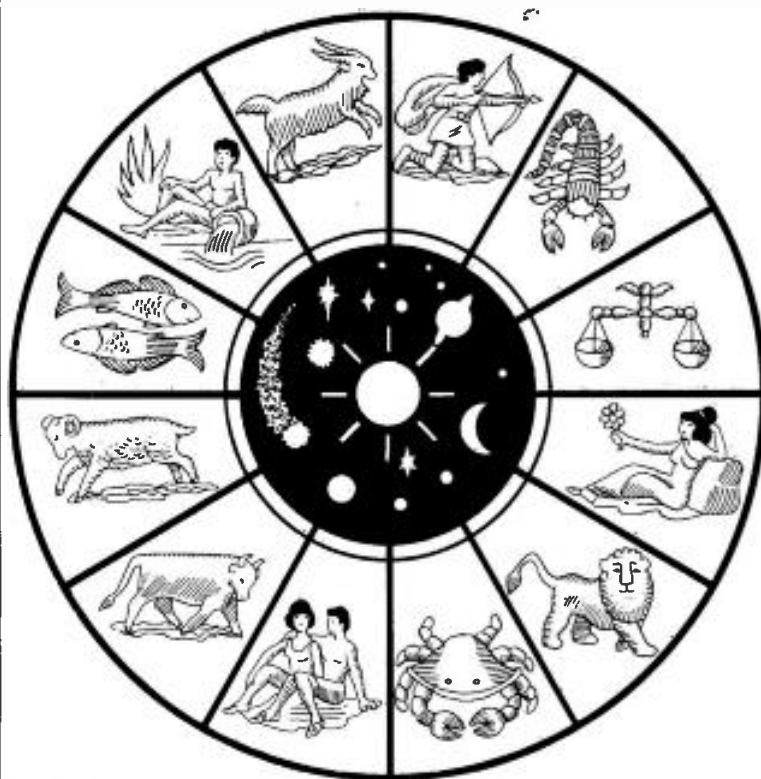
29

New York Times Co. □ *Chairman and president: Arthur O. Sulzberger (\$240,000 salary and fees, \$53,100 cash awards).*

The New York Times Co.'s principal interest is publishing the *New York Times*, which ranks second among the three New York dailies in circulation but, since 1918, first in total advertising. But beyond the *Times*, the diversified, publicly owned communications corporation publishes other newspapers, magazines, books, and educational and library materials; operates radio and television stations; engages in electronic information retrieval and the worldwide syndication of news and features, and owns substantial minority interests in three Canadian newsprint companies.

Despite the varied interests, the *Times* remains the mainstay of the business. It accounted for \$325 million of the \$511.2 million in revenues recorded last year, and \$17.7 million of the more than \$40 million in operating profits. The company's net income was \$26.1

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million, up from \$22.3 million in 1976. (The 1977 income was derived only from operations; the 1976 figure included gains from the sale of operations sold or discontinued).

The affiliated newspaper group, which consists of 10 newspapers in Florida and three in North Carolina, generated an operating profit of \$8.2 million and revenues of \$31.3 million.

The magazine group—which includes *Family Circle*, *Golf Digest*, *Tennis* and *Australian Family Circle*—produced \$8.3 million in operating profit (down from \$9.4 million in 1976, because, the company said, of the start-up costs of *Us* magazine) and revenues of \$106.8 million, a 25% increase.

Broadcasting accounted for \$2.7 million of the company's operating profit (down from \$2.9 million), and revenues of \$9.1 million, up from \$8.8 million in 1976. The Times stations are WREG-TV Memphis and WQXR-AM-FM New York.

The Book, Information and Education Group produced \$37.2 million of the company's revenues and \$3.9 million of its operating profits. And the company's equity in earnings from minority equity investments in three Canadian newsprint companies more than doubled last year, to \$6.9 million.

42

A. C. Nielsen Co. □ *Chief executive and chairman: Arthur C. Nielsen Jr. (\$528,741 in salary and bonus); chief administrative officer and president: N. Eugene Harden (\$136,054 in salary and bonus).*

Although best known to broadcasters because of its TV audience measurement services, the A. C. Nielsen Co., based in Northbrook, Ill., is a multinational market research firm providing six major services: Nielsen Television Audience Research (national and local TV audience measurement); Nielsen Retail Index Services (measurement of actual retail sales); Nielsen Clearing House (liaison between retailers and manufacturers in coupon redemption); Neodata Services (maintenance and updating of various types of mailing lists); Nielsen Custom Research (custom-designed research for business organizations) and Petroleum Information Services (information on oil exploration and production).

Revenues in fiscal 1977 (ended last Aug. 31) rose 16.3% to \$269,483,000 while net income climbed 17.8% to \$20,206,000. The leading contributor to revenues was the Nielsen Retail Index (62.3%), followed by the Clearing House Group (12.9%), the Television Research Group (10.4%) and all other services (14.4%).

In television, Nielsen provides network estimates obtained from Audimeters installed in about 1,170 homes. For local television, in about 220 markets, telephone household samples are drawn by computer. Each cooperating family receives diaries in which one week of viewing is recorded. In metropolitan New York, Chicago and Los Angeles, Audimeters are connected via leased phone lines to electronic computers in Dunedin, Fla., which compute audience size and estimates instantaneously.

Nielsen is virtually a household word in television. Subscribers include all the major television networks, several hundred television stations, major advertisers and their agencies and many program producers. Television audience research services based on the techniques used in the U.S. also are produced by Nielsen in Canada, Japan and Italy.

12

North American Philips Corp. □ *Chairman and president: Pieter C. Vink (\$327,500 salary and \$52,832 additional compensation).*

This electronics conglomerate, about 62% of which is owned through an American trust fund benefiting stockholders of N.V. Philips of the Netherlands, increased sales and earnings in 1977 in large part because of an expansion program undertaken in the previous two years. Broadcast-related products include, for consumers, home video recorders (under a licensing agreement with Matsushita Electric and sold by Philips' recently-acquired Magnavox subsidiary) and Magnavox color TV sets and Odyssey brand video games. Philips also plans to introduce a video disk system to consumers later this year. Philips professional broadcast equipment includes color monitors, modular design Video 80 TV cameras, ENG and studio cameras, UHF and VHF transmitters, and an addressable tap system for cable TV subscriber control.

Over-all, Philips net sales were up 11.2% to \$1,916,761,000; net income was up 5.8% to \$63,680,000. The company's "cornerstone" components group contributed 22% of net sales, or \$433,641,000. The company's two consumer product groups—electrical and electronic products and additional products and services—brought in 29% and 13% of total sales, respectively (worth \$569,279,000 and \$254,762,000). Professional equipment contributed 19% of total sales (\$366,936,000) while chemical and pharmaceutical products brought in 15% of the total (\$292,143,000).

55

Oak Industries Inc. □ *Chief executive, chairman and president: Everitt A. Carter (\$193,333 aggregate remuneration).*

Oak Industries manufactures a variety of consumer and industrial electronic components and controls, including CATV and MDS converters. And it operates a communications division which includes KBCS(TV) Los Angeles, a pay TV station; Multipoint-Texas, an MDS service; Heller-Oak Communications Finance Corp., and KBCS Satellite Networks Inc., with earth stations in operation in Milwaukee and Sacramento, Calif.

Net sales for 1977 totaled \$151,075,000—up 4.8% over the previous year—yielding a net income of \$1,519,000 after taxes—off 42% from 1976. Communications accounted for 8% of net sales and a loss equal to 50% of operating income—due primarily to the high start-up costs for National Subscription Television, a joint venture with Chartwell Communications that operates KBCS, and for Satellite Networks.

54

Ogilvy & Mather International □ *Chairman: John Elliott Jr. (\$219,918 compensation, \$30,000 profit sharing); vice chairman: Andrew G. Kershaw (\$219,887 compensation, \$22,734 profit sharing).*

Ogilvy & Mather International, New York, noted in its annual report that it had "another humdinger year" in 1977. It was O&M's 16th consecutive year of record revenues, which were up 34.7% to \$151,370,000, and net income, up 37.9% to \$10,670,000. And just last week it gave even more evidence of progress: the stock split 2-for-1.

The agency was founded in 1948 by David Ogilvy, who still serves as creative head of the international firm and reviews creative work from all over the world.

Ogilvy & Mather International operates in 31 countries. Early in 1977 it expanded in the U.S. by acquiring Scali, McCabe, Sloves Inc., New York, with offices in Toronto and Melbourne, and Cole & Weber Inc., Seattle, with offices in Los Angeles and Portland, Ore.

In this 30th anniversary year, Mr. Elliott projects that the international firm will pass the \$1 billion mark in billings. He said that more than 40% of the worldwide billings come from 15 major clients: General Foods, Sears, Roebuck

& Co., Unilever, Shell, American Express, Mat-tel, Avon, Mercedes-Benz, R. J. Reynolds, SmithKline, Hershey Foods, Campbell Soup, S.C. Johnson, Uniroyal and Merrill Lynch, Pierce, Fenner & Smith.

Ogilvy & Mather Inc., New York, the U.S. subsidiary, achieved broadcast billings in 1977 of more than \$203 million, placing it ninth among domestic agencies. During 1977 it recaptured an account—Hathaway shirts—that had played a part in its growing prominence in the early years of the agency. Substantial TV-radio spenders during 1977 were American Express, Block Drug, General Foods, Hershey, Lever Bros., Union Carbide, Uniroyal and Mattel Inc.

45

The Outlet Co. □ *Chairman: Joseph S. Sinclair (\$109,492 salary and bonuses); chief executive and president: Bruce G. Sundlun (\$175,117 salary and bonuses).*

Riding the crest of an acquisition wave that shows few signs of abating, the Providence, R.I.-based company now calls itself "a major group broadcaster with diversified retail interests"—indicative of a significant shift in emphasis in the past 10 years. Broadcasting, by sales the smallest of the company's four divisions, accounted for \$34,595,000 of its total of \$247,561,000 in sales and revenues in 1977. The company reported net earnings of \$9,502,000 (\$3.93 per share). But of Outlet's \$23,143,000 in pretax earnings, broadcasting contributed \$14,201,000. Revenues and pretax earnings, respectively, of other divisions were: department stores—\$81,254,000, \$3,669,000; women's specialty stores—\$74,797,000, \$3,383,000, and men's specialty stores—\$50,853,000, \$5,367,000. The company also reported a gain of \$5,346,000 on the sale of WWSV-TV Syracuse, N.Y., and a Washington specialty store chain.

The broadcast division, headed by David E. Henderson, comprises WJAR-AM-TV Providence; WDBO-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WTOP(AM) Washington, and KIQQ-FM Los Angeles.

Outlet also owns two department store chains, Outlet (eight stores) and Dandy (10), in the Northeast; three women's specialty shop chains, Cherry & Webb (18), Touraine (20) and Philipsborn and Flair (32), in the Northeast and Middle Atlantic regions, and four men's store chains, Hughes & Hatcher (48), B. R. Baker (five), Jacob Reed's Sons (nine) and Small's (two), primarily in the Midwest and North.

84

Post Corp. □ *President: V. I. Minahan (\$80,000 salary); executive vice president and treasurer: David L. Nelson (\$80,000 salary).*

The Post Corp., based in Appleton, Wis., owns 10 newspapers, small newspaper groups and shoppers; five television stations (the largest of which—in Rochester, N.Y.—was purchased in 1977); three radio stations; a commercial printing company, and a TV and film production company. It listed net revenues in 1977 of \$40,925,000; income before income taxes of \$6,206,000 and net income of \$3,106,000. In 1976, broadcasting accounted for 34% of its net revenues and 54% of its pretax income. Last year, television revenues alone were \$12,228,943, about 30% of its total revenues. Net revenues for all broadcasting were \$12,137,000, about half the publishing and commercial printing totals and one-third the total net revenues.

Purchase of WOKR-TV Rochester, N.Y., for \$17.7 million increased by about one-third the Post's broadcasting operations in terms of TV homes. The next largest station is WLUC-TV Green Bay, Wis. Others are KTVO Kirkville, Mo.-Ottumwa, Iowa; WEAU-TV Eau Claire, Wis. and WLUC-TV Marquette, Mich. Radio stations are KBIZ(AM) Ottumwa; WAXX-FM Eau Claire, and WAYY(AM) Chippewa Falls, Wis.

RCA Corp. □ *Chief executive and president: Edgar H. Griffiths (\$275,000 salary, \$200,000 incentive compensation).*

Broadcasting and broadcast equipment have been at the heart of this company since its earliest years. Until recently, its NBC subsidiary was often the biggest single contributor to its annual profits, and it is always one of the biggest. On the equipment side, television sets and increasingly the new SelectaVision home video cassette recorder are important components of its consumer electronic products division, while picture tubes, cameras and other broadcast gear are central to its commercial electronic products and services unit.

In 1977, NBC had its first billion-dollar sales year, with revenues reaching \$1,097,900,000 (18.5% of RCA's total of \$5,923,400,000) and with pre-tax profits coming to \$152.6 million (32.4% of RCA's pre-tax total of \$470.4 million). In both revenues and profits, NBC was second only to consumer electronic products and services, which had revenues of \$1,499,600,000 (25.3% of RCA's total) and pre-tax profits of \$158.6 million (33.7%). Commercial electronic products and services had \$759.5 million (12.8%) in revenues, \$71.2 million (15.1%) in pre-tax profits, while communications—RCA Global, RCA Alaska and RCA American, which operates RCA's communications satellite system—had \$289.1 million (4.9%)—revenues, \$49.9 million (10.6%) profits.

Vehicle renting and related services, embodied in its Hertz Corp. subsidiary, accounted for \$837.5 million (14.1%) revenues, \$131.3 million (27.9%) pre-tax profits. Revenues from government business reached \$442.5 million (7.5%) and yielded \$18.1 million (3.9%) in profit, while "other" products and services—including Random House (publishing) Coronet Industries (carpets) and Banquet Foods and Oriel Foods—took in \$983.6 million (16.6%) and produced \$59.8 million (12.7%) pre-tax profit.

The RCA-NBC broadcasting portfolio includes the NBC Radio network, the oldest in the U.S.; the NBC-TV network; five TV stations (WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC-TV Los Angeles), and four AM-FM combinations (WNBC-AM-WNYF-FM New York, WRC-AM-WKYS-FM Washington, WMAQ-AM-WQXI-FM Chicago and KNB-AM-KYUU-FM San Francisco).

5

Rockwell International Corp. □ *Chairman: Willard F. Rockwell Jr. (\$635,646 salary and incentive compensation); chief executive and president: Robert Anderson (\$620,745 salary and incentive compensation).*

Rockwell, with four of its five corporate divisions reporting increases in sales, amassed almost \$6 billion in gross revenues in 1977. The total of \$5,919,100,000 marked a 13.1% rise over 1976's \$5,232,900,000. Net income increased 17.9% in 1977, from \$122,200,000 to \$144,100,000, with income per common share rising from \$3.53 in 1976 to \$4.18 in 1977.

In order of profitability in 1977, the company's divisions were: automotive (\$1,284,000,000 in sales/\$71,600,000 net income); aerospace (\$2,103,000,000/\$33,200,000); electronics (\$1,107,000,000/\$27,100,000); utility and industrial (\$697,000,000/\$24,800,000), and consumer (\$668,000,000/net loss of \$12,600,000).

The electronics division, which supplies a variety of products to both the military and commercial sectors, received a number of large orders in 1977 including a \$25.3 million contract from the Corporation for Public Broadcasting for 165 satellite earth stations and a \$100 million contract from Western Electric for installation of a microwave interconnection in Saudi Arabia. Other products include high-frequency

radios, aircraft navigational equipment, avionics, sonar systems and missile guidance systems.

The Admiral group is one of two that make up Rockwell's consumer operations. According to the company's annual report, it introduced in 1977 new console and portable TV set models with 100% solid state chassis. During the year it closed plants in Juarez, Mexico; Shelbyville, Ind., and McHenry, Ill. Its Harvard, Ill., plant became the U.S. assembly point for console TV sets and selected top-of-the-line color portables with the rest of the portables being assembled in Taiwan.

43

Rollins Inc. □ *Chief executive and chairman: O. Wayne Rollins (\$288,300 direct aggregate remuneration); chief operating officer and president: R. Randall Rollins (\$141,900 direct*

aggregate remuneration).

Although Rollins is a diversified service-oriented company that derives the major portion of its revenues from pest-control activities, healthy returns in other areas enabled Rollins to show a substantial profit gain in 1977. Rollins Inc.'s net income increased 11% in 1977, going to \$24,894,198 from \$22,361,335 in the preceding year.

One of the four Rollins operating areas is media, including nine broadcast stations, two cable systems and outdoor advertising facilities. The stations: WCHS-AM-TV-WBES(FM) Charleston, W. Va.; KDAY(AM) Santa Monica, Calif.; WAMS(AM) Wilmington, Del.; WBEE(AM) Harvey, Ill.; WRAP(AM) Norfolk, Va.; WEAR-TV Pensacola, Fla., and WPTZ(TV) North Pole, N.Y.

The pretax income of Rollins media holdings in 1977 was \$10,459,000, up from \$8,465,000 in the previous year. The other categories showing profit were oil and gas services (with 1977

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pretax income of \$7,989,000, up from \$4,701,000 in 1976) and other businesses (with 1977 pretax income of \$3,113,000, up from \$1,957,000 in 1976).

The strong showing of these three categories more than offset the pest-control category, where pretax income dipped to \$22,419,000 in 1977 from \$24,991,000 in the preceding year. The severe winter and much cooler weather in the spring of the more recent year sharply affected the control operations (metamorphoses of termites early in the year is related to temperatures). This was in connection with Rollins-Orkin (formerly Orkin Exterminating Co.), which has offices in 47 states, the District of Columbia and Mexico.

Besides the aforementioned enterprises, the Atlanta-based Rollins Inc. holdings include: Rollins's Patterson Services division, which supplies equipment and services to offshore oil and gas fields on the Gulf and East Coasts regions; the Protective Services Division, which markets early warning wireless protection systems, primarily for the residential market; the Rollins Services Division, which performs building maintenance and security services for commercial and institutional customers, primarily in the Southeast and Southwest; the company's consumer buying services businesses which permits employees of major organizations to buy products at discontinued prices, and Carole Fabrics, which distributes customized draperies, accessories and fabrics.

64

Rust Craft Greeting Cards Inc. □ *Chief executive and chairman: Louis Berkman (\$54,167 aggregate direct remuneration); president: Marshall L. Berkman (\$80,782 aggregate direct remuneration).*

Although it is still being contested by some of the company's directors, the \$70-million sale of Rust Craft Greeting Cards to New York-based Ziff Corp. has received FCC approval and is now awaiting approval by the company's stockholders.

For its fiscal year ending Feb. 26 the company reported \$94,379,000 in revenues (\$71.9 million from greeting cards and \$22.45 million from broadcasting) and net income of \$3,835,000 (\$1.67 per share). Comparable figures for fiscal 1977 were \$89,324,000 in revenues with net income of \$3,333,000 or \$1.45 per share.

The Rust Craft station group includes: WSOL(AM) Tampa and WJVS-TV Jacksonville, both Florida; WRDQ-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WWOL-AM-FM Buffalo and WROC-AM-TV-WPXY(FM) Rochester, both New York; WSTV-AM-TV-WRKY(FM) Steubenville, Ohio; WRCB-AM-FM Philadelphia; WPT-AM-FM Pittsburgh, and WRCB-TV Chattanooga. Under the terms of the proposed acquisition the television stations will go to Ziff while the radio stations and Rust Craft's interest in Tele-Communications Inc., a cable television company, will be spun off to a new company.

86

San Juan Racing Association □ *President and chairman of executive committee: Hyman N. Glickstein (\$114,000 remuneration, \$50,000 additional compensation).*

Broadcasting was the fastest-growing area of San Juan Racing's operations in its fiscal year ended April 30, 1977, though larger revenues and profits accrued from the company's main activity—thoroughbred racing in Puerto Rico.

Revenues of San Juan Racing in fiscal 1977 grew to \$32,269,000 from \$30,392,000 in 1976

but income fell slightly to \$3,287,000 from \$3,925,000 in the earlier year. The slow growth in revenues and the dip in profits were traced to the company's new El Comandante race track at Canovanas: the track's opening was delayed by more than a month because of a dispute with horse owners and the heavy start-up costs affected profits adversely.

Racing revenues slipped in fiscal 1977 to \$21,151,000 from \$22,914,000 while net income plummeted to \$2,928,000 from \$6,157,000 in the prior year.

In contrast, the Communications Division (SJR Communications Inc.) fared well. Revenues climbed to \$10,858,000 from \$7,426,000 in 1976, and profits before income taxes and extraordinary items rose to \$1,961,000 from \$248,000 in 1976. SJR Communications owns WUST(AM)-WJMD(FM) Washington; WJIT(AM)-WKTU(FM) New York; WKLS-AM-FM Atlanta; WTMJ(FM) Miami; WQAL(FM) Cleveland; WYSP(FM) Philadelphia, and KRLY(FM) Houston.

The corporation also owns the Washington Diplomats soccer club which showed a loss of \$780,000 in fiscal 1977.

20

Scherling-Plough Corp. □ *Chief executive and chairman: W. H. Conzen (\$251,500 remuneration, \$37,725 profit sharing); chief operating officer and president: Richard J. Bennett (\$153,750 remuneration, \$23,062 profit sharing).*

Scherling-Plough Corp., Kenilworth, N.J., is mainly involved in ethical and proprietary drugs, cosmetics and toiletries, but is active also through its Plough Broadcasting Co. in the ownership of radio stations.

Revenues in 1977 totaled more than \$940 million, up 8% over 1976, while net income rose by 6.1% to \$166,652,000. Last year 63.7% of operating revenues were derived from ethical pharmaceutical products; 26.9% from consumer products; 6.5% from home products, and 2.9% from other activities, including the broadcast operations.

The company owns WPLO(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WJJD(AM)-WJEZ(FM) Chicago; WMPs(AM)-WHRK(FM) Memphis; WSUN(AM) St. Petersburg; WQXM(FM) Clearwater, Fla., and WACQ(AM)-WTTK(FM) Boston. The Boston stations have been sold to GCC Communications for \$3.5 million, subject to FCC approval.

The company observed that the sale of its Boston stations is not an indication of its withdrawal from the broadcast business. It reflects, the firm said, its determination to sell a facility which is not of continuing value in the company's over-all broadcast operations. Plough Broadcasting's over-all plan, it said, is to "upgrade our broadcasting operations, particularly in the FM area, which is growing rapidly."

80

Scientific-Atlanta Inc. □ *Chairman: Glen P. Robinson (\$84,019 salary and bonuses); chief executive and president: Sidney Topol (\$127,885 salary and bonuses).*

During fiscal 1977, 37% of S-A's sales were of products for the communications market. It reported net earnings of \$2,670,000 (\$1.60 per share) on sales of \$51,004,000. An acknowledged industry leader in the new, high-technology field of satellite communications, S-A's principal products include satellite earth stations, cable television hardware and security and energy management communications equipment.

The largest (56%) percentage of S-A's sales were produced by its instrumentation products line that includes devices used to measure the quality and performance of communications systems components, antenna test and measurement devices and telemetry instruments. It also produces a line of styled cabinets, cases and

consoles for laboratory equipment and precision casts and mechanical parts. (The latter account for 6% of total sales).

On Feb. 1, S-A completed the acquisition of Spectral Dynamics Corp., a maker of vibration and spectrum-analysis instruments, for some 780,000 shares of its common stock.

81

Scripps-Howard Broadcasting Co. □ *President: Donald L. Perris (\$89,389 aggregate remuneration).*

Scripps-Howard Broadcasting (69.35% of which is held by E.W. Scripps Co.) owns and operates six television stations, one FM station and two AM stations. The parent company owns newspapers in four cities served by the broadcasting company. Scripps-Howard lists 1977 operating revenues of \$49,829,000, income before income taxes of \$21,852,000 and net income of \$11,539,000. Television accounted for 94% of the company's total sales and revenues from 1974 through 1977.

Television stations are WCPO-TV Cincinnati; WUWS Cleveland; KTEW Tulsa, Okla.; WPTV West Palm Beach, Fla.; WMC-TV Memphis. On Oct. 31, 1977, the company purchased Westport Television Inc., licensee of KBMA-TV Kansas City, Mo. All three radio stations are in Tennessee—WMC-AM-FM Memphis and WNOX(AM) Knoxville.

87

Sonderling Broadcasting Co. □ *Chairman and president: Egmont Sonderling (\$165,000 salary).*

Earlier this month the Miami-based group broadcaster announced a major merger agreement under which it is to go into Viacom International Inc. The deal is valued up to \$28 million. Under the terms of the agreement, Sonderling will spin off its motion picture operations and WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago) to Egmont Sonderling, who, with other members of his family, owns about 25% of the company.

In 1977, Sonderling reported net income of \$2,540,000 (\$2.30 per share) on net revenues of \$31,669,000. The company reported especially strong third and fourth quarter revenues last year.

The Sonderling broadcast group (accounting for 75% of gross revenues and 91% of profits) includes: KDIA(AM) Oakland, Calif.; WOL(AM)-WMZQ(FM) Washington; WAST(TV) Albany, N.Y.; WWRL(AM)-WRVR(FM) New York; WDIA(AM)-WQUD(FM) Memphis; KIKK(AM) Pasadena, Tex.-KIKK-FM Houston. It has sold, subject to FCC approval, WDAS-AM-FM Philadelphia for \$4 million.

The company's theater division operates 55 screens, including 19 drive-ins, 29 locations in New England and upper New York state.

11

Sony Corp. □ *Chief executive and chairman: Akio Morita (compensation unavailable).*

Video tape recorders for consumers and broadcasters helped this giant electronics manufacturer post record sales and profits despite "sluggish" worldwide markets and inflation of the yen that affected "every segment" of the Japan-based company's business.

Net sales in 1977 were \$2,108,433,000, up 9.2% from fiscal 1976, while net income rose 12.9% to \$144,342,000. Overseas sales accounted for 61.4% of that amount, an increase of 14.2%, while Japanese sales increased by only 2.2% and accounted for 38.6% of total sales. Economic problems continued to plague the company in the first quarter of fiscal 1978 as net income declined 49.6% on a 6.3% increase in sales.

In contrast to those figures are Sony's video

tape recorder sales, which increased 48.9% during 1977 and accounted for 14.1% of all sales. Reflecting a good outlook for Betamax recorders for consumers and BVH one-inch recorders for broadcasters, Sony signed sales agreements with seven different companies to expand its penetration in the consumer field and with Thomson-CSF and RCA for its broadcast line. Sales in Sony's "other products" category, which primarily reflect very profitable video tape manufacture, jumped 29.2% in 1977 to account for 21.3% of all sales.

Performances of video products "compensated for the sluggish demand for other products and the adverse effects of currency adjustment," Sony said. Reflecting that sluggishness: TV set sales were down 1.5% over-all and 3.6% in the color market, while audio tape recorders and radio sales were off 2.9%. TV sets still accounted for 33% of Sony sales, however, almost all concentrated in the color area, while audio recorders and radios accounted for 20.2% of net sales.

New products announced by Sony in 1977 included a pulse code modulation system for digital recording and 50- and 72-inch large-screen TV projection systems.

Earlier this year, the Sony of America subsidiary divided its marketing efforts among three new independent companies: Sony Consumer Products, Sony Video Products (including broadcast equipment) and Sony Industries.

88

Starr Broadcasting Group Inc. □ *Chairman: William F. Buckley Jr. (\$50,000 salary); chief executive and president: Bruce F. Johnson (\$131,000 salary with as yet undetermined bonus).*

After two years of losses, Starr reported in its 1977 annual report that it had "returned to a viable financial condition." Apparently quite viable, for in April the company announced that shareholders owning 45% of the stock had agreed to sell to Shamrock Broadcasting Co., a new firm owned by the Roy E. Disney family. Under that proposal, Shamrock will pay \$14.50 per share for the Starr stock.

Following a \$5-million loss in 1976, Starr reported a profit of \$2,152,866 on revenues of \$30,501,000 in 1977.

For the nine months ending March 31, 1978, the company reported net income of \$318,000 on revenues of \$26.7 million (\$.21 per share). Revenues for 1977-78 are expected to reach \$35.2 million.

The Starr station group includes KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; KHVO(TV) Hilo, Hawaii; KITV(TV) Honolulu; KUDL(FM) Kansas City, Kan.; WTVQ-TV Lexington, Ky.; WBOK(AM) New Orleans; WWWF(FM) Detroit; KMGCFM) Dallas and KYOK(AM) Houston.

Its TM division—including TM Productions, TM Programing, Audience Development Inc. and TM International—provides a variety of services to radio stations. President Jim Long oversees the production of original music for stations, an automation service, a new audience research operation and an international distribution concern.

Starr's Le-Bo products division and its subsidiary, Amber Leather Goods, produce a number of audio accessories.

62

Storer Broadcasting Co. □ *Chief executive and chairman: Bill Michaels (\$135,193 salary and \$35,750 performance bonus); president: Peter Storer (\$124,400 salary, \$35,750 performance bonus).*

The year 1977 was not the easiest Storer ever had, as its annual report recognized. Costs, particularly TV program costs, were up more than

anticipated, and severe weather in the early months hurt business in some of its major markets, especially Cleveland, Detroit and Milwaukee. But in the end it proved to be a "productive and successful year." Net income was down from \$22,588,000 in 1976 to \$14,275,000, but the drop was due principally to the disappearance of income from discontinued operations relating to the sale of the company's aircraft leasing subsidiary. Net income from continuing operations in 1977 was \$14,275,000, or 3% below the comparable 1976 figure, and earnings per share from continuing operations reached a record \$2.93 versus the previous year's \$2.77.

Storer's TV, AM and FM stations are the backbone of its operations, accounting for \$99,278,000 or 81.4% of its \$122,023,000 revenues in 1977. Other broadcast related operations, chiefly the Storer Television Sales subsidiary, accounted for \$3,992,000 or 3.7%, and cable television represented \$18,753,000 or 15.4%. Revenues as a whole were up about 8% from 1976. Broadcast station revenues were at a record high, with TV revenues advancing by \$2,315,000 or 3% and radio revenues by \$2,586,000 or 33%. Cable revenues were up 30% and Storer Television Sales was off 1%, primarily attributed to softness in the spot-TV market.

Storer's operating income in 1977 slipped to \$27,589,000 (after deduction of general corporate expense) from the previous year's \$30,655,000. Broadcast stations' share was \$26,659,000 as compared with \$29,659,000 in 1976; cable's was up to \$4,148,000 from \$3,313,000, and Storer Television Sales was \$1,067,000 versus \$1,499,000.

Storer regards television as its major division for the foreseeable future but recognizes that, since it already has the full complement of seven TV stations allowed by the FCC, "there

are no known immediate opportunities" for trading up, although "we are constantly on the lookout." In the past, the company has expressed reservations about radio. In its 1977 annual report it called radio "greatly improved" but still "somewhat of an enigma." During 1977 it sold WJW(AM) Cleveland, which had been operating at a loss, for \$2.5 million "and a significant profit," and acquired—but did not take over until April 1978—WLYF(FM) Miami for \$5,560,000 and WLAK(FM) Chicago for \$4,250,000. The revenues of these stations will be reflected in Storer's earnings statements for the first time in 1978.

Storer also sought to diversify by acquiring Viacom International, a cable and program distribution company, in 1977, but its offer was rejected.

In terms of development, Storer is putting its primary emphasis on cable, "probably our biggest single opportunity for expansion under all existing circumstances." Its systems in more than 40 communities in five states passed the 200,000 subscriber mark early this year, and in April it announced the establishment of a \$100-million development fund primarily for use in 1978-79 in acquiring and developing new franchises.

The Storer TV and radio stations are WAGA-TV Atlanta, WSBK-TV Boston, WKW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego, WSPD-AM-TV Toledo, Ohio, WHN(AM) New York, KTNQ(AM)-KGBS(FM) Los Angeles, WLAK(FM) Chicago and WGBS(AM)-WLYF(FM) Miami.

59

Taft Broadcasting Co. □ *Chief executive and chairman: Charles S. Mechem Jr. (\$120,108 salary and \$45,000 performance bonus for year*

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ended March 31, 1977); chief operating officer and president: Dudley S. Taft (\$84,745 salary and \$31,875 performance bonus for year ended March 31, 1977).

Taft, which started as a one-station owner almost 40 years ago, now owns six television stations, five AM and five FM stations and has major interests in amusement park operations and TV and motion picture production and distribution. The parks, in particular, are increasingly making their presence felt in the Taft balance sheet, but broadcasting is still the mainstay.

In the fiscal year that ended on March 31, almost half of the revenues and over 80% of the operating profit came from the stations. Of total net revenues amounting to \$138,267,393, they accounted for \$68,351,046 (49.4% of the total); the amusement parks represented \$34,798,938 (25.2%); program production and distribution took in \$32,910,886 (23.8%) and "other"—including interests in an inn, a condominium development, the Jack Nicklaus Golf Center and the Taft Travel Agency—represented \$2,206,523 (1.6%).

After deduction of \$5.4 million in unallocated corporate and other expenses, operating profits came to \$37,670,000. Broadcasting's operating profit was \$30,840,406, the parks' was \$9,973,784 and program production/distribution's was \$2,272,348.

Total net revenues for the fiscal year were up 27% over fiscal 1977. Net earnings—which came to \$19,891,776—were up 28%.

The Taft stations are WRRC-TV Birmingham, Ala.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WRCC-AM-TV and WRQ(FM) Cincinnati; WTVN-AM-TV and WLWQ(FM) Columbus, Ohio; WDAF-AM-TV and KYYS(FM) Kansas City, Mo.; WTAF-TV Philadelphia and KQV(AM)-WQVE(FM) Pittsburgh. Taft also has bought WYNF(FM) Tampa, Fla., subject to FCC approval.

Taft said in its latest annual report (for the year ended March 31, 1977) that WGR-TV Buffalo's sales to Canadian advertisers, normally representing around \$2 million a year in net revenues, had declined by more than 50% as a result of Canadian tax legislation. Increased local sales were expected to cover much of the Canadian shortfall, however, "and we do not see this development as a long-term impediment to the progress of our broadcast group." On a brighter note, the company said WTAF-TV Philadelphia, a UHF independent, increased its revenues 60% for fiscal 1977 and "produced a solid operating profit," while WQVE(FM) Pittsburgh boosted its revenues by 44%.

Taft's amusement park group includes Kings Island, a wholly owned subsidiary near Cincinnati, and two parks in which Taft is in partnership with Top Value Enterprises, a subsidiary of the Kroger Co.: Kings Dominion, near Richmond, Va., and Carowinds, near Charlotte, N.C. TV and motion picture production/distribution are centered in what Taft calls its West Coast group, of which Hanna-Barbera Productions is the core company. Other elements include Hanna-Barbera Enterprises; Taft, H-B Program Sales; Taft, H-B International, Solow Production Co. and Sy Fischer Co.

66

Technical Operations Inc. □ *Chairman: C. Vincent Vappi (\$90,000 direct remuneration, \$30,000 in bonuses); president: Marvin G. Schorr (\$90,000 direct remuneration, \$30,000 in bonuses).*

Judged by revenues, Technical Operations is essentially a construction company (83% of the total of \$91,724,000) with interests in tech-

nology (including nuclear testing equipment) and broadcasting (three radio stations). But the income contributions in 1977 came from the technology and broadcasting groups.

The firm's annual report shows the construction group lost \$405,000 (a smaller loss than in each of the two preceding years). Technology brought in \$2.6 million and broadcasting \$486,000. Total income before income taxes for Technical Operations was \$991,000, and net income from continuing operations was \$374,000, well up from the \$1.22 million loss of the previous year.

Early in 1978, the company completed an agreement to sell WEZE(AM) Boston, which it said was not profitable. Its 80%-owned broadcasting group, McCormick Communications Inc., now comprises WLKW-AM-FM Providence, R.I., and WBNY(FM) Buffalo, N.Y.

Technical Operations' construction group, Vappi & Co., has divisions and companies in Colorado, Massachusetts and England involving general and heavy industrial construction in the United States and overseas, construction management and office park development. Its nuclear products and services group has companies and divisions in Illinois, Massachusetts, England and France, capable of providing radiation monitoring, industrial radiographic equipment and solid-state controls.

33

Tektronix Inc. □ *Chairman: Howard Vollum (\$70,200 salary, \$13,090 profit sharing); chief executive and president: Earl Wantland (\$100,000 salary, \$11,142 profit sharing).*

Tektronix has made its name as one of the largest makers of oscilloscopes, but over the years it has been diversifying into other instrument fields. It would appear to be doing a good job, for in 1977, 22% of the company's business was contributed by the firm's Information Display Group, which manufactures graphic computer systems utilizing CRT's, microprocessors and keyboards. This division also includes the Grass Valley Group, which manufactures television routing switchers and special effects systems for TV production.

Over-all, the company's net sales rose 24% in 1977 from \$366,645,000 the year before to \$454,958,000. Earnings grew 46% from \$30,089,000 to \$43,971,000, while earnings per common share increased 45.6% from \$1.71 to \$2.49.

Test and measurement product sales increased 18% in 1977, from \$303 million to \$356 million. In addition to the staple oscilloscope line, the division manufactures modular plug-in instrument systems, spectrum analyzers, pulse generators, amplifiers, logic analyzers, cable testers, power supplies, probes, attenuators and waveform cameras. For the television industry, the group makes waveform and picture monitors, signal generators and vectorscopes for testing and displaying the quality of video transmissions.

The Information Display Group, as was noted above, is the company's newest. In 1977, it contributed \$99 million in sales—a 55% rise from \$64 million a year earlier.

79

Tele-Communications Inc. □ *Chief executive and chairman: Bob Magness (\$60,000 salary); chief operating officer and president: John C. Malone (\$60,000 salary).*

TCI believes that cable will be "the premiere entertainment medium of the 1980's." This belief is supported by the rapid expansion of the company's cable and microwave operations, which generated \$52,790,000 in gross revenues and net earnings of \$1,989,000 in 1977.

Community Tele-Communications Inc., the cable television division, serves 659,500 subscribers through 110 systems. These include the

84,000 subscribers of the partially owned (42.5%) Athena Communications Inc. In the fall of 1977, a program was initiated to interconnect all these systems by a network of satellites and 86 earth stations. The company has made a commitment to provide satellite-fed service to all subscribers by 1979.

One of the services provided by the satellites is pay television. In 1977, pay television subscribers served by the company doubled to 60,000. Much of the programming for the cable operations comes from the company's 77%-owned National Telefilm Associates. NTA not only provides motion pictures and television series to the cable systems but also leases its product to other cable systems and to movie theaters. TCI also completed a deal with Home Box Office in 1977 to its pay TV service.

The future success of TCI cable operations is contingent in part on the continued expansion and the technology of Western Tele-Communications Inc., the company's common carrier division which operates over 16,000 route miles of microwave communication. In 1977 WTCI derived 52% of its total revenues from cable systems, about half from CTI's own systems and the remainder from other systems that needed microwave service. The other major source of revenue is the delivery of network programming for broadcasters. A private message service has been supplemented by a program whereby WTCI gives access to its communication facilities to other specialized carriers on a revenue sharing basis. Additional revenue flows from services WTCI provides to their common carriers—consultation, contract design and construction and management of earth stations.

61

Teleprompter Corp. □ *Chief executive and chairman: Jack Kent Cooke (\$150,000 aggregate direct remuneration); chief operating officer and president: Russell Karp (\$140,000 aggregate direct remuneration).*

Teleprompter Corp. is the nation's largest cable television company with about 1,110,000 subscribers to 110 systems in 32 states. Teleprompter also owns Muzak, which supplies background music to commercial and industrial establishments, and Filimation Associates, a major supplier of children's TV programming. Revenues for the year ended Dec. 31, 1977, were \$125,985,000, up \$13 million from the year before and the highest ever for the company. Operating profits were up about \$9 million, from \$40,682,000 to \$49,900,000. Net income rose sharply, from \$445,000 to \$9,509,000. The most significant gains were made by Teleprompter's cable television division, which, with the exception of its 50%-owned Manhattan and Los Angeles systems, showed a 25% gain to \$41.5 million in operating profits. The cable division added 79,000 pay cable subscribers. Losses from the Los Angeles and Manhattan systems were about \$800,000.

In income before income taxes, the cable division provided \$16,595,000; Muzak, \$5,079,000, and Filimation, \$2,124,000. Muzak had revenues of \$14,221,000, operating income of \$5,822,000 and income before interest and taxes of \$5,079,000, just \$50,000 ahead of last year. Filimation revenues were \$12,115,000; its operating income, \$2,618,000, and income before interest and taxes, \$2,124,000, about \$800,000 ahead of last year.

Besides the partly owned systems in Los Angeles and Manhattan, Teleprompter has systems in such larger markets as Mobile, Ala.; Oakland, Calif.; St. Petersburg, Fla.; Duluth, Minn.; Reno; Seattle, and El Paso, Tex., and about 100 other cities. Through its company-owned operations and franchisees, Muzak serves all major cities in the U.S. and Canada and more than 100 other cities throughout the world. Filimation supplies CBS with the *Fat Albert*, *Space Academy* and *Ark II* series, supplied 106 half-hour shows made from six of its most pop-

ular animated series, including *Lassie*, and is involved in other projects including a prime time movie.

51

J. Walter Thompson Co. □ *Chief executive and chairman: Don Johnston (\$225,000 in salary and other compensation); chief operating officer and chairman of the executive committee: John Sharman (\$173,000 in salary and other compensation).*

J. Walter Thompson Co. is regarded as the largest U.S. agency in worldwide billings (estimated at more than \$1.25 billion in 1977) and is the perennial leader in domestic broadcast expenditures: \$407.6 million last year.

Thompson, which was founded in 1864, ended 1977 on a cheerful note: Revenues jumped by 21% to \$194.9 million and net income rose by 75.2% to more than \$9.7 million. And the momentum is continuing into 1978: In the first quarter revenues grew by 16.6% to \$44 million and net income increased dramatically to \$537,000 from \$178,000 in last year's period.

Mr. Johnston is sanguine about prospects for 1978: he told the New York Society of Security Analysts that "in 1978 we anticipate our revenues will increase by 12.5%, margins will increase and our earnings will be up 30% over 1977." At the end of 1977 Thompson's staff throughout the world totaled 5,657. It has full-service offices in the U.S. in New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco and Washington and maintains service offices in Boston; Charlotte, N.C.; Denver; Houston; Kansas City, Mo.; Memphis; Montgomery, Ala.; New Orleans; Oklahoma City; St. Louis; Seattle; Phoenix, and Richmond, Va. Thompson also has offices overseas in 27 countries.

On a worldwide basis Thompson has more than 500 accounts. Its larger clients include Ford Motor Co., Lever Bros., Sears, Roebuck & Co., Quaker Oats, Burger King, Warner Lambert and Scott Paper Co.

6

3M Co. □ *Chief executive and chairman: Raymond H. Herzog (\$283,200 salary, \$297,938 profit sharing); president of U.S. operations: Lewis W. Lehr (\$146,100 salary, \$145,915 profit sharing).*

A diversified company with products ranging from recording tape to orthopedic hips, 3M had worldwide sales of \$3,980,000,000 in 1977, up 13.2% over the year before. Net income rose as well, up 21.8% from \$339 million in 1976 to \$413 million in 1977, and earnings per share increased from \$2.94 to \$3.57.

The company has nine major product groups. One, the recording materials division, produces a broad range of magnetic recording tape for commercial broadcasting and home markets as well as disks and cartridges for computer applications. This division contributed \$337 million, or 9%, to 3M's total sales and accounted for \$45 million, or 5%, of the firm's operating income.

Graphic systems, including copying, microfilm and carbonless paper products, posted the greatest sales—\$804 million—for operating income of \$123 million.

3M's other divisions and their revenue contributions: advertising services and protective products (reflective and decorative films, roofing granules and advertising services)—\$129 million in sales; abrasives, adhesives, building service, chemicals group (industrial, commercial, automotive and consumer abrasives and adhesives)—\$585 million in sales; consumer products (Scotch brand tapes, fabric protector, scouring products, abrasives and adhesives)—\$246 million in sales; electrical products (electrical insulating, connecting and technical ceramic products)—\$351 million in sales; health care products and services (surgical products and ethical pharmaceuticals)—\$266 mil-

lion in sales; photographic, printing, industrial graphics and state control systems (photographic films, lithographic supplies and general printing equipment)—\$414 million in sales; tape and allied products—\$488 million.

16

Time Inc. □ *Chief executive and chairman: Andrew Heiskell (\$373,500 fees, salary and bonus); chief operating officer and president: James R. Shepley (\$331,500 fees, salary and bonus).*

Time Inc. is a billion-dollar company, built largely around media. It had revenues of \$1,249,816,000 in 1977 and net income of \$90,539,000. Contributing to those figures were Time's five operating divisions: magazine group, books group, video group, other activities group and forest products group.

Time's broadcast-related activities are concentrated in the video group, and this area produces the least revenues and profits. Among its operations are Time-Life Films, which is engaged in production and distribution of syndicated and network TV series and films (many of them co-produced with the BBC), the sale of 16mm films and video cassettes to schools, libraries and government agencies, and the sale of prerecorded video-cassette programming for the home market. A newsmaker in the group is Home Box Office, the nation's largest supplier of pay cable programming. Its performance in 1977 turned the group from a \$1.9 million loser in 1976 into a \$6.1 million (pretax) winner last year on revenues of \$78,800,000. The video group is also in cable in a more direct way with its ownership of Manhattan Cable Television, which serves 94,000 subscribers in the lower half of Manhattan. It intends to get deeper into that area, too. Late last year it announced an agreement in principle to merge with American Television & Communications Corp., a 600,000-subscriber cable MSO in which Time already has a 26% interest. Time is also in over-the-air broadcasting as operator of WOTV(TV) Grand Rapids, Mich., a VHF NBC affiliate and the group's biggest profit-maker.

The biggest profit-makers for the company are its publishing operations—the magazine group and the books group. Together, they produced 1977 revenues of \$718,100,000 and pretax profits of \$99,600,000. The magazine group publishes *Time* ("first among all magazines in worldwide advertising revenues with sales of \$209 million"), *Fortune*, *Sports Illustrated*, *People* and *Money*. The books group consists of Time-Life Books, Little Brown & Co., New York Graphic Society and Books & Arts Associates. Coming under its wing in 1977 was Book of the Month Club, purchased for \$64 million cash and this year it bought the *Washington Star* for \$20 million.

18

Times Mirror Co. □ *Office of the Chief Executive—Chief executive and chairman: Franklin D. Murphy (\$379,060 aggregate direct remuneration); vice chairman: Otis Chandler, (\$355,910 aggregate direct remuneration); president: F. Erburu (\$340,370 aggregate direct remuneration).*

The Times Mirror Co., best known for the *Los Angeles Times*, has been moving into the other fields since 1948, when it purchased part ownership of a paper company. Today, it has major interests in newspaper, newsprint and forest products, book publishing and "other operations," which embrace 14 companies in a variety of fields, including broadcasting and cable television.

All told, the company last year reported revenues of \$1.14 billion—the first time it has exceeded the billion-dollar mark—and net income of \$96.1 million.

The newspaper publishing operation ac-

counted for \$510.7 million of the company's revenues and \$81.3 million of its operating profit. (The group includes five newspapers besides the *Times*, including the *Dallas Times Herald*, and the Los Angeles Times Syndicate and the Los Angeles Times-Washington Post News Service).

Newsprint and forest product operations contributed \$301.2 million to the company's revenues and produced operating profit of \$39.4 million. Book publishing generated \$176,206,000 in revenues and operating profit of \$31.4 million.

The "other operations group" was responsible for revenues of \$238.6 million and operating profit of \$35.5 million. That group includes KDFW-TV Dallas-Fort Worth, KTBC-TV Austin, and TM Communications, a cable television company that operates in southern California and on Long Island, New York. Television and cable television last year accounted for \$29.8 million of the company's revenues.

8

Transamerica Corp. □ *Chief executive, chairman and president: John R. Beckett (\$525,000 aggregate compensation).*

Transamerica Corp. is a multifaceted company with divisions in insurance, business, financial and leisure activities. Consolidated revenues for 1977 rose 17.5% over 1976 to reach \$3,209,964,000. Consolidated net income was up 49%, totaling \$169,103,000 for 1977.

Transamerica derives the biggest portion of income from its insurance division. Occidental Life, ninth largest insurer in the U.S., had gains of 11% in 1977, reaching an operating income of \$58.2 million. Transamerica's property and casualty group had record-breaking revenues of \$523,200,000 and operating income of \$31.3 million.

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Transamerica Financial Corp., had revenues of \$138,100,000 and hit an all-time high in operating earnings of \$16.7 million, a 28% increase over 1976.

Transamerica's title insurance unit showed a 25% increase over 1976 with revenues of \$92,900,000 and operating income of \$13,400,000.

United Artists, the company's entertainment division, had its best year in 1977. UA's total earnings advanced 65% with revenues of \$474,100,000 and operating income of \$26,600,000. Films that contributed to record theatrical results included "Rocky," "The Spy Who Loved Me," "Carrie," "New York, New York," "Annie Hall" and "Semi-Tough." Its television division signed agreements with the three television networks for television rentals amounting to approximately \$82 million. Proceeds from these transactions will be included in revenues for 1978 and 1979.

Trans International Airlines and Budget Rent a Car make up the company's travel service unit. Its 1977 revenues rose to \$195 million and operating income to \$9.5 million compared with revenues of \$132 million and income of \$3.1 million in 1976. Budget Rent a Car experienced continued growth with expansion into airport terminals in the U.S. and foreign countries.

The company's only manufacturing subsidiary, Delaval, showed record sales and earnings. Delaval manufactures precision-engineered machines and components for a variety of applications. Revenues in 1977 were \$286,700,000 and operating income totaled \$28,700,000, marking a 30% increase for the group from 1976.

90

Turner Communications Corp. □ *Chairman and president: R.E. (Ted) Turner (\$230,000 aggregate remuneration).*

Turner Communications is widely known for its ownership of the Atlanta Braves baseball and Atlanta Hawks basketball teams, but 68% of its revenues in 1977 came from broadcasting operations—then two television and two radio stations. Earlier this year, the company sold WGOW(AM)-WYNQ(FM) Chattanooga.

The 1977 annual report shows Turner's operating revenues increased about \$3.5 million to \$28,799,000, with \$19,573,000 of that coming from broadcasting. The company showed a net loss of \$1,232,000, however—well off the \$648,000 gain of the previous year. Almost \$4 million in losses before taxes came from the sports teams. Those losses were not offset by

pretax profits of about \$2 million from broadcasting. The company's loss before income taxes was \$1,960,000.

Turner's remaining broadcast properties are WTCG(TV) Atlanta and WRET-TV Charlotte, N.C. A pioneer in satellite distribution, WTCG is transmitted to 338 cable television systems across the country.

30

20th Century Fox-Film Corp. □ *Chief executive, chairman and president: Dennis C. Stanfill (\$512,345 aggregate remuneration).*

Twentieth Century-Fox Film Corp. is a diversified entertainment-oriented company with divisions in film entertainment, international theaters, film processing, television stations, records, music publishing and soft-drink bottling.

Fox had record-breaking revenues in 1977, largely due to the success of its feature film, "Star Wars," which grossed over \$200 million at the box office and resulted in \$130 million in film rentals. "Star Wars" alone accounted for more than 8% of total domestic motion picture business in 1977, Fox said.

The company's revenues totaled \$506,756,000 of which 63.4% was contributed by the feature film division, establishing a company record. Net income in 1977 was \$50,780,000 or \$6.52 per share as compared with \$10,702,000 or \$1.41 per share in 1976.

Fox's television division, which is engaged in licensing television programs for the three networks and television stations in the U.S. and foreign countries, showed revenues of \$47,977,000 (9.5% of the company's total) in 1977, up from \$37,687,000 the previous year. Fox's current series include *M*A*S*H* (in its sixth year) and the widely syndicated show, *Dinah*, in its fourth year.

Deluxe General Inc., processor of motion picture film, and Keith Cole Photography, color still photography processor, make up the company's film processing division, which contributed \$30,722,000 (6.0% of the total) in revenues.

Fox is also directly involved in broadcasting. It owns and operates three VHF stations (KMSP-TV Minneapolis; KTVX Salt Lake City and KMOL-TV San Antonio, Tex.) through its subsidiary, United Television Inc., 1977 revenues for this division were \$25,690,000 (5% of the total).

The company's music operations division, which comprises 20th Century-Fox Records and 20th Century-Fox Music Publishing, showed an increase of 129% from the previous year. Revenues from this area were \$22,741,000 (4.5%) as compared with \$9,936,000 in 1976. A substantial increase in revenue came from the *Star Wars* album.

Fox's international theaters division had 1977 revenues of \$37,878,000, up slightly from 1976 revenues of \$34,318,000. Its earnings were

down slightly from 1976, attributed to currency fluctuations in Australia, where the company owns 79 Hoyt theaters. In addition, the company owns 29 theaters in New Zealand under the name Amalgamated Theatres Ltd.

Fox entered the soft-drink bottling business with the acquisition of Coca-Cola Bottling Midwest. Coca-Cola was included in Fox's fourth-quarter results, totaling \$15,004,000 (3.0%) in revenues.

In December 1977 Fox agreed to merge with Aspen Skiing Corp., the largest ski-area operator in the United States.

93

UA-Columbia Cablevision Inc. □ *Chief executive and president: Robert M. Rosencrans (\$105,516 aggregate remuneration).*

UA-Columbia Cablevision Inc. was founded in 1962 in Washington as a cable television concern. It has remained solidly in that industry, expanding its service to 90 communities in 15 states, reaching over 230,000 homes. Although basic cable service is the company's primary thrust, pay cable is a profitable ancillary.

Gross revenues for 1977 totaled \$23,764,420, an increase of 17.7% from 1976, yielding a net income of \$2,673,747, up 25.5% from the previous year. The rise is attributed to increases in both basic and pay cable subscribers spurred by the company's continuing development of existing operations and the opening of systems in new communities.

Much of the effort in 1977 was devoted to securing franchises in northern New Jersey and the Westchester county, N.Y., communities of Scarsdale and New Rochelle.

37

Varian Associates Inc. □ *Chairman: Edward L. Ginzton (\$177,194 salary, \$24,000 additional compensation); president and chief executive officer: Norman F. Parker (\$205,734 salary, \$54,000 additional compensation).*

"High technology" is the phrase Varian uses to describe the products of its five groups—Information Systems, Industrial Equipment, Electron Devices, Instruments and Medical. Two of these, the Electron Devices group and the Information Systems group, are of particular interest to the broadcasting industry; they produce vacuum tubes, magnetic components, solid state devices and subsystems used to power satellite communications, broadcast and point-to-point communications.

In 1977 Varian posted its sixth consecutive year of increased sales and earnings. Its sales rose to \$352,009,000 from the 1976 figure of \$306,902,000, an increase of 14.7%. Net earnings grew 30.5% from \$9,424,000 in 1976 to \$12,301,000 in 1977.

By division, the most prolific in terms of sales volume was the Electron Devices group (Klystron tubes, filters, power amplifiers and supplies, night vision devices, high-power transistors, microwave components and systems, X-ray tubes, magnetrons, cathodes), with sales in 1977 of \$162 million, up 12% from the previous year. (Electronic component sales accounted for 48% of the company's total sales and 74% of its pretax earnings.) Next in terms of sales was the Instrument group (spectrometers, gas and liquid chromatographs, magnet systems, spectrophotometers, data systems), with \$90 million, a rise of 6%. The Industrial Equipment group (vacuum pumps, coating systems, leak detectors, wafering equipment, crystal growers, ion implantation equipment), was third with \$49 million, a 27% gain. Fourth was the Medical group (medical and radiographic linear accelerators, CT scanners, ultrasonic scanners, C-arm systems and ophthalmic instruments and systems) which posted \$35 million, up 28%. The Information Systems group (pulse transformers, delay lines, power supplies, pulse generators, digital panel meters and electrostatic printer-plotters) was fifth, accounting for \$16 million, up 45%.

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77

Viacom International Inc. □ *Chief executive and president: Ralph M. Baruch (\$146,539 direct remuneration).*

Viacom International Inc. is a diversified communications company which owns and operates CATV systems and one broadcast station (with more on the way) and distributes television programs and motion pictures to television stations worldwide.

Record revenues were set in 1977 for the sixth consecutive year. Revenues increased by 25% to \$58,462,000 and net earnings by 47% to \$5,556,000. Viacom's earnings per share increased to \$1.48 from \$1.02 in 1976, a 45% gain.

Viacom's communications division is a CATV multiple system operator in New York, California, Oregon, Ohio and Washington. Subscribers numbered 359,514 in 1977, passing 687,200 homes with 1,120,000 homes in franchised areas. In mid-1976 Viacom formed the pay television service, Showtime. At the end of 1977, Showtime served about 100,000 subscribers. RCA and Showtime have signed a \$7.5-million, six-year agreement for satellite services for pay-TV programming. Cable television revenues increased 21.4% from 1976, contributing \$35,729,000 (61.1%) of total revenues.

Revenues from Viacom Enterprises program distributions rose 30.9% from the previous year, showing an improvement in both domestic and international markets. Major sales of shows such as *Mary Tyler Moore*, *The Rookies*, *I Love Lucy*, *Rhoda* and *Hawaii Five-O*, contributed in achieving an all-time record in operating profits. Revenues from the group were \$22,733,000 (38.9% of total revenues).

In mid-1977 Viacom purchased NBC-affiliated WHNB-TV New Britain, Conn. (Hartford). The acquisition was recently approved by the FCC. Earlier this month Viacom announced a merger agreement to acquire Sonderling Broadcasting in an undertaking valued at up to \$28 million.

17

Warner Communications Inc. □ *Chief operating officer and chairman: Steven J. Ross (\$350,000 salary, \$442,288 incentive bonus); office of the president: Jay Emmett, Emanuel Gerard, David H. Horowitz (each \$150,000 salary, \$140,648 incentive bonus).*

Name a medium and the chances are that Warner Communications Inc. is involved in it.

Contributing to its \$1.144-billion year in 1977 (up 38% and crossing the billion-dollar mark for the first time) were recorded music and music publishing (\$532 million, up 31%); filmed entertainment (\$353 million, up 24%); publishing (\$52.2 million, up 8%); cable communications (\$55.7 million, up 8%); toys and electronic games (\$150.3 million, up more than 330% due to acquisitions). Over-all net income was \$70.8 million in 1977, a 16% gain over 1976.

It's within the Filmed Entertainment division that Warner Bros. Television fits, having contributed \$99.6 million to the over-all kitty—\$39.6 million from leasing theatrical films to TV and another \$60 million for programs (among them *Roots*, from the Wolper Organization subsidiary; *Welcome Back, Kotter*; *Alice*, and *Wonder Woman*). Warner Bros. Television revenues were up 57% over the previous year.

On the cable TV side, Warner's revenue was up 8% to \$55.7 million, but its operating income declined, from \$12 million to \$8.6 million. The reason for that, Warner's annual report explained, was the \$7.1-million expense for the development of Warner Cable's new Qube, the two-way system in Columbus, Ohio. Warner also operates basic cable systems, as well as a pay-programming service.

Warner's claims the "largest record distribution organization" in America through its WEA Corp., with such labels as Warner Bros., Atlantic, Elektra/Asylum/Nonesuch. Domestic sales rose 29% in 1977, bringing the figure to \$364.3

million. WEA International had 1977 sales of \$145.8 million. Music publishing brought that division's revenues up to \$532 million.

Among the other divisions, companies and activities under the Warner Communications Inc. banner: Warner Books; Independent News; DC Comics; *Mad* magazine; Atari video games; Knickerbocker Toy; Malibu Grand Prix mini-amusement centers, and the New York Cosmos soccer team (unprofitable in 1977 but "the long term is encouraging"). Ralph Lauren, international fashion designer, and Warner joined forces in the fragrance business with Warner/Lauren Ltd. in 1976.

34

The Washington Post Co. □ *Chairman: Katharine Graham (\$150,000 salary, \$150,000 additional compensation); chief operating officer and president: Mark J. Meagher (\$130,778 salary, \$130,000 additional compensation).*

The Washington Post Co. owns some choice broadcast properties: WWJ-TV Detroit (the FCC last month approved the Post's swap of WTOP-TV Washington plus \$2 million for the Detroit Evening News station, and the sale of the Post's WTOP(AM) Washington to the Outlet Co.); WPLG(TV) Miami; WFSB-TV Hartford, Conn., and WJXT(TV) Jacksonville, Fla. Together, these properties produced a record \$55.4 million in revenues and \$17.6 million in operating income in 1977, respective contributions of 13% and 25% to company totals.

But Post's bigger moneymakers are in publishing—principally the *Washington Post*, the dominant daily in the nation's capital (69% of the market's daily advertising lineage) and *Newsweek* magazine, the number-two newsweekly in the country (2,900,000 circulation rate base). Post also owns the *Trenton (N.J.) Times* and in February purchased the *Everett (Wash.) Herald*. Revenues from newspaper publishing in 1977 were \$199,123,000 (45% of total revenues), and operating income was \$26,869,000 (42%). Magazine and book publishing contributed \$181,797,000 in revenues (38%) and \$26,573,000 in operating income (37%). Other Post interests include Newsweek Books, The Washington Post Writers Group syndication service, a 49% holding in Bowater Mersey Paper Co. of Canada, a 30% interest in a French corporation that publishes the *International Herald Tribune* and a 50% interest in the Los Angeles Times-Washington Post News Service.

24

Western Union Corp. □ *Chief executive and chairman: R. W. McFall (\$328,519); chief operating officer and president: Earl D. Hilburn (\$229,304).*

The message Western Union sent its stockholders in 1977 was full of good news. Total operating revenues rose to \$650,460,00, a 7.1% increase over 1976, and net income increased to \$45,034,000, a 32.3% jump. Western Union Corp. is a holding company that operates an expansive telecommunication business through a variety of subsidiaries, the most important of which is the Western Union Telegraph Co.

The telegraph company's teletypewriter services—Telex and TWX—provide rapid written communication among businesses. These services generated \$230,519,000 (35% of total revenues in 1977), derived from usage charges, terminal rentals, network access charges and from special services provided through the company's Info-Master computer system. By the end of 1977, 113,800 subscriber lines were in service.

Another important business of the telegraph company is leased systems, which provide point-to-point private-line circuitry, private-wire networks and related business communication

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services. Though most of the \$183 million in revenues from this source came from commercial entities and other Western Union subsidiaries, 26% came from agencies of the federal government.

Another facet of this business is the utilization of the company's Westar satellite system to distribute network programming for radio and television broadcasters. In 1978 the Public Broadcasting Service became the first to take advantage of the new service.

Telegram services, once the "mainstay" of the telegraph company, continued their 30-year decline, but still made a significant impact on the balance sheet in 1977, producing \$65.6 million in revenues. Telegrams have been replaced, in part, by Mailgrams, which have nearly tripled in volume in the last five years while revenues from the service rose from \$13.4 million to \$51.1 million.

Other important subsidiaries are National Sharedata, a computer management and data processing company; Telstat Systems, which provides securities information; Distronics Corp., which provides information services to wholesale distributors, and Western Union Information Systems, which manufactures equipment for use in data networks.

2

Westinghouse Electric Corp. □ *Chairman: Robert E. Kirby (\$382,826 direct aggregate compensation).*

With five major-market television stations and seven radio outlets, subsidiary Westinghouse Broadcasting Co. (Donald H. McGannon,

chairman and president) epitomizes one of the more successful media operations. But, within Westinghouse Electric Corp., 1977 broadcasting revenues (including cable and other operations) contributed only 2.9% of over-all revenue. It was a 2% gain from 1976—\$175,821,000 versus \$172,350,000. Despite the single-digit revenue percentage, broadcasting brought in \$52,444,000 (12.2%) of the parent company's operating profits in 1977.

In 1977 Westinghouse Electric Corp. sales stood at \$6,137,661,000, a slight decline from 1976's \$6,145,152,000. (The corporation's major customer is the U.S. government, which accounted for 10.8% of the purchases in 1977.)

Of the \$6-billion-plus total revenues, aside from broadcasting contributions, power systems delivered \$2,363,674,000 (38.5% of the revenue); industry products, \$2,317,029,000 (37.75%); public systems, \$1,415,663,000 (23.07%); and other, \$75,045,000 (1.22%), before "eliminations" worth \$209,571,000.

Group W broadcasting stations are WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WIND(AM) Chicago; WOWO(AM) Fort Wayne, Ind.; KFWB(AM) Los Angeles; WINS(AM) New York; KYW-AM-TV Philadelphia; KDKA-AM-FM-TV Pittsburgh and KPX(TV) San Francisco.

Broadcasting, within Westinghouse Electric Corp., also means Group W Productions (*The Mike Douglas Show*, for one) as well as cable television operations in Florida and Georgia.

The largest contributor to Westinghouse Electric Corp.'s pretax profits (\$429,531,000) was its Industry Products Co. (\$220,591,000). It reported sales of products ranging from lighting fixtures to transport refrigeration equipment from more than 100 U.S. and 25 foreign sales offices, a large percentage through Westinghouse Electric Supply Co. (WESCO). The Power Systems Co. (nuclear energy systems; power generation, transmission and distribution) brought in \$113,700,000 in operating profit. The Public Systems Co. (ranging from radar to soft drink bottling) meant pretax profits of \$68,853,000. Net income for Westinghouse Electric Corp. in 1977 was \$250,779,000, up from \$223,217,000 in 1976.

48

Wometco Enterprises Inc. □ *Chairman and president: Mitchell Wolfson (\$106,208 aggregate direct remuneration).*

Wometco's net income slipped 17% in 1977—to \$12,676,000 from \$15,230,000 in 1976. However, last year's earnings from continuing operations were \$13.7 million, as compared to \$13.4 million in 1976. Comparison of Wometco figures for the two years was complicated by a one-time gain of \$2 million from the sale in 1976 of its outdoor advertising division, and a \$1 million loss in 1977 in connection with the disposal of an unprofitable photographic service company.

Wometco operates numerous leisure-time businesses, with broadcasting and cable among the more important. Over-the-air subscription television also came into the picture in March 1977.

Wometco's broadcast division (pretax profit: \$8,366,000 in 1977, down from \$10,203,000 in 1976) was in television early with its WTVJ Miami going on the air as the first Florida TV station in the late forties. It also owns WLOS-FM-TV Asheville, N.C.-Spartanburg and Greenville, S.C.; WZZM-TV Grand Rapids-Kalamazoo-Muskegon, Mich.; KVOS-TV Bellingham, Wash., and WTVG(TV) Newark, N.J.

Wometco's bottling division (pretax profit: \$12,052,000 in 1977, up from \$10,203,000 in 1976) is a Coca-Cola bottler with 20 production plants and 17 additional distribution centers in the U.S., Canada, Bahamas and the Dominican Republic. Also, Wometco bottles Aquaroyal drinking water in South Florida and the Bahamas.

The vending division (pretax profit: \$3,377,000 in 1977, up from \$3,306,000 in 1976) provides vending and contract food services in eight states and the District of Columbia, plus branches in Puerto Rico and the Bahamas.

The entertainment division (pretax profit: \$4,449,000 in 1977, up from \$3,559,000 in 1976) includes motion picture theaters in Florida, Alaska, Puerto Rico, the Dominican Republic, Virgin Islands and the Bahamas. It also includes Florida tourist attractions and an entertainment complex in Tokyo.

In the "other" category (which lost \$411,000 in 1977 versus \$381,000 in 1976) was the discontinued outdoor media operation, CATV and subscription TV operations, photographic services and mobile homes. At the end of 1977, Wometco was operating 21 CATV systems in the U.S. and has a controlling interest in Grand Bahama CATV Ltd. in Freeport. The subscription TV service is Wometco Home Theatre, which is tied into the operation of WTVG in the Newark-New York area.

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Wrather Corp. □ *Chairman, president and chief executive: Jack D. Wrather Jr. (\$120,000 aggregate direct remuneration).*

Wrather Corp. is a major hotel operator and distributor of television series. The company also has substantial investments in the New York-based Teleprompter Corp., a major cable TV systems operator.

Revenues for 1977 were \$32,551,806, up 29% from the previous year. The rise in revenues was aided by the inclusion of Inn on the Park, a 500-room hotel in Anaheim, Calif., acquired in 1976. Investment in the Disneyland hotel also spurred revenues, marking another record-breaking year for the hotel division. Hotel operations accounted for \$29,980,124 (92%) of total revenues.

Wrather's film operations include the distribution of 916 half-hour episodes of *Lassie*, *Lone Ranger* and *Sergeant Preston of the Yukon*, along with several feature length films of *Lassie* and *The Lone Ranger*. Production plans are currently in the works for new feature films about *Lassie* and *The Lone Ranger*. Total revenues for this division amounted to \$1,850,650 (6%). Wrather also is involved in drilling for oil and natural gas.

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Zenith Radio Corp. □ *Chairman: John J. Nevin (\$238,328 salary, \$50,000 additional compensation); president: Revone W. Kluckman (\$137,510 salary, \$30,000 additional compensation).*

Zenith's 1977 financial results were characterized in the company's annual report as "very disappointing": Operating income dropped from \$41.4 million in 1976 to \$19.8 million in 1977—a decline of 52.1%—and the company incurred a net loss for the year of \$4.7 million.

Although Zenith maintained its U.S. leadership in both of its primary product lines—color and black and white TV receivers—market shares and profitability decreased due to a combination of inflation and foreign competition. A write-off of the company's inactive color TV tube plant in Lansdale, Pa., further reduced profits by \$12.2 million, while another \$12.3 million was lost in the curtailment of the company's hearing aid and watch businesses.

But despite an estimated saving of \$11 million from cost-reduction programs implemented throughout the company, Zenith's pretax profit went from \$77 million in 1976 to \$17 million in 1977.

On a brighter note, Zenith introduced a video cassette recorder for consumers in 1977 under a licensing agreement with Sony. The new product's sales were said to be primarily responsible for a revenue increase in Zenith's audio and VCR division from \$90 million in 1976 to \$114 million in 1977.

CCA HELPED MORRISTOWN N.J. OVERCOME "NEW YORK UMBRELLA" SALES OBSTACLE

In a letter to CCA's founder and president, John C. Gilmore, WMTR/WDHA president and general manager, Peter Arnoff, advised "Last



Peter Arnoff

year was our third and best yet with a gross of \$56,000, 24 advertisers. We did it again, up 26%, topping \$71,000 gross; \$4,600 per week, 1st quarter, with 29 blue-chip advertisers." Continuing, Mr. Arnoff enthused, "We're breaking the 'Under the New York Umbrella' syndrome with two 'Nationals', L'eggs hosiery and Peter Paul candy plus five regional accounts". Concluding, Mr. Arnoff stated, "Best of all, John, because we put a lot of effort into Community Club Awards, we're renewing over 65% of our participants and we keep a lot of them on-the-air between campaigns, too. CCA's been good exposure for our stations from a promotional standpoint. We look forward to doing even better on #5, next year."

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The thunder rumbles on over WPIX

The FCC majority and the dissenters now fire off separate statements; Quello calls dissent a 'diatribe'

The 38 single-spaced pages in the majority opinion and the 88 double-spaced pages in the dissenting opinion did not exhaust the views of the FCC commissioners in the WPIX(TV) case (BROADCASTING, June 19). Four separate statements representing five commissioners were issued last week.

And in one of them, Commissioner James H. Quello came out smoking, reflecting the heat and emotion with which he and others of the four-member majority are known to have reacted to the joint dissent.

Indeed, the strongly worded statement of Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown appears to have generated the kind of emotions not experienced at the commission since the days when Nicholas Johnson wrote statements that caused his colleagues to seethe.

In favoring the denial of the renewal application of WPIX(TV) New York and the granting of the competing application of Forum Communications Inc. for channel 11, the dissenters said, among other things, that the majority seemed determined to "stack the deck" against Forum and, in the process, make it clear that "no challenger could ever hope to pass its tests and supplant an incumbent."

Commissioner Quello called the dissent "a diatribe."

There was one thought that was common to the statements of Chairman Ferris and Abbott Washburn and Commissioner Quello—the need to find a better way than was demonstrated in the WPIX case—which is now nine years old—for determining whether a renewal application should be granted.

But Chairman Ferris's suggestion for precipitating a search for a better way is not likely to reassure incumbents seeking renewal. He suggested an award to Forum.

Such an award, he said, "might speed the search for objective criteria for determining meritorious service or other means to improve the present system"—and thus might "better serve the interests of both the broadcast industry and the public in rational, efficient and stable regulation."

Commissioner Quello and Commissioner Washburn (who had supervised the writing of the majority opinion but felt compelled, nevertheless, to issue another 10 pages of views) both stressed WPIX's 30 years of service to New York and the fact that 61 civic leaders had testified to the value of that service.

Commissioner Quello said he is "ap-

palled" by a regulatory process that places "a long-term, highly respected licensee in jeopardy through an opportunistic challenge that pits 'paper' promises versus actual long-term performance. . . I'm especially concerned with the basic unfairness of even considering the harsh ultimate penalty of license revocation (which in this case would amount to a \$75 million fine) because of a dereliction whose seriousness has been exaggerated out of context and proportion"—a reference to the fact that the WPIX news department in the 1966-69 license period at issue had engaged in such practices as falsely labeling the location of filmed stories or the means by which they had been received. "This type of charge couldn't possibly warrant even an indictment, let alone a conviction, in a civil or criminal proceeding."

Commissioner Quello said the present "inequitable" system of subjecting renewal applicants to challenges by competing applicants at renewal time should be "discouraged by the commission and corrected by legislation."

In that connection, he said, the proposed Communications Act of 1978, which would eliminate license renewals for radio and, in 10 years, for television, is "a much needed, initial step."

Commissioner Washburn also hopes for relief through legislation. But his proposal did not involve a radical rewrite of the act. He said Congress should amend the law to permit the commission to take into consideration at renewal time "the long-term achievements of incumbent licensees" as well as "other evidence of licensee competence."

However, he said the majority based their decision to renew the WPIX license on the station's performance during the 1966-69 license period—a record, he noted, the majority found to be one of "sound, favorable and substantial service," one that entitled WPIX to "a plus of major significance."

Chairman Ferris and, in a joint statement, Commissioners Fogarty and Brown rejected the view that any consideration should be given WPIX because it is a "pioneer broadcaster" or because industrywide stability is at stake. As the courts have reminded the commission, the Fogarty-Brown statement said, "there is a significant difference between industry stability and rigor mortis." An incumbent licensee, the statement added, "has no vested property right in its license by virtue of simple longevity and no reasonable expectation of renewal against a meritorious challenger absent a record of substantial service to its community." And, as they made clear in their joint dissent as well as in the statements last week, the three dissenters do not believe WPIX's record was better than mediocre, if that.

The dissenters' statements last week also stressed a point made in their joint statement two weeks ago to ease concern over an impending restructuring of the industry through comparative hearings.

As Chairman Ferris said, a grant of Forum's application would not threaten in-

dustry "stability" or the "legitimate renewal expectancies" of licensees providing substantial service. "A showing that diversification per se will result from an award to a competing applicant will normally not be sufficient."

Since Forum has no media interests while WPIX is owned by the *New York Daily News*, which in turn is owned by the Tribune Co., Forum was given a preference by the commission on the diversification criterion.

Except in particular cases where diversification may take on special importance, "as the Supreme Court has just recently noted" (BROADCASTING, June 19), Chairman Ferris said, "the commission has placed—and I expect will continue to place—greatest weight on whether the incumbent has rendered meritorious service during the license term."

Commissioner Washburn, for one, was not reassured by the expression of such statements. Denial of WPIX's renewal of license, he said, "would unquestionably have a disruptive effect on the industry. If it can happen to a pioneer, a leader, like WPIX, it can happen to any licensee"—would be the reaction."

Added agenda item for NAB: what to do about rewrite

Joint board meeting in Toronto this week looked like a holiday until H. R. 13015 emerged; now it's shaping up as key strategy huddle

The National Association of Broadcasters joint board will hold its semiannual meetings in Toronto this week, and there is no question what activity will occupy center stage—the Communications Act rewrite. The gathering, although planned around a precedent-setting meeting with the Canadian broadcast association board, may instead generate news as the first glimpse of NAB's strategy concerning the new omnibus communications bill.

NAB officials said last week they doubted the boards would have a formal agenda for the rewrite mapped out by week's end. But until the Toronto meeting, the NAB staff is fending off questions about the bill. It has been waiting for this first opportunity to consult with the association's elected officials.

By the time it arrives in Toronto, the NAB staff will have held several meetings with representatives of the networks and such other organizations as the Association of Maximum Service Telecasters—all in preparation for the board meetings.

The June board also marks the occasion of new elections of the top NAB board officials. Current Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass., is unopposed for a second one-year term as joint board chief. All of the other

positions are due to change.

Thomas Bolger of WMTV(TV) Madison, Wis., is unopposed in his quest for TV board chairman, to replace Kathryn Broman of Springfield Television Corp., Springfield, Mass., who is retiring from the board. Bill Bengston of KOAM-TV Pittsburg, Kan., also is unopposed for the TV vice chairmanship now held by Mr. Bolger.

As is often the case on the radio board, there is plenty of competition for the two available positions. For the position of radio board chairman, currently held by Len Hensel of WSM-AM-FM Nashville, who is retiring from the board, there is a race between Walter May of WPKE(AM)-WDHR(FM) Pikeville, Ky., and Herbert Hobler of Nassau Broadcasting, Princeton, N.J. For the vice chairmanship, now held by Richard Painter of KYSM-AM-FM Mankato, Minn., who is retiring, there also are two contenders: Bill Sims of Wycom Corp., Laramie, Wyo., and Carl Venters of WPTF(AM)-WQDR(FM) Raleigh, N.C.

The planned big event at the board meetings is the joint session with the Canadian broadcasters. Thursday (June 29) has been set aside for that, to be highlighted by a luncheon address by Jeanne Sauve, Canadian minister of telecommunications. Also at the gathering will be Pierre Camu, chairman of the Canadian Radio-Television and Telecommunications Commission.

Discussions are planned on the issues that have thrown U.S. broadcasters in contention with the Canadian government: the latter's deletion of commercials from U.S. programs carried on Canadian cable and the prohibition against tax deductions for Canadian advertisers for commercials placed on American border stations.

The group will also talk about spectrum allocation of UHF and land mobile radio, plans for the 1979 World Administrative Radio Conference, copyright laws and music licensing.

In addition, there will be a resolution put forward by Daniel Kops of Kops-Monahan Communications Inc., New Haven, Conn., to affirm the broadcasters' commitment to world press freedom. Specifically, the resolution calls on the U.S. secretary of state to see that the U.S. is represented at future UNESCO conferences to ward off attempts by the Soviet Union to have media regulated by national governments.

The final agenda item for the joint session is consideration of ways to cement future relations between Canadian and U.S. broadcasters—either through exchanges of board members at association meetings or through participation in a joint organization.

Among other major items on the NAB boards' regular agendas are reports on the NAB minority ownership task force, the group set up to double participation of minorities in broadcast ownership in three years. Mr. Thurston reports that negotiations are in progress with the networks to pave the way for a broadcast-supported fund for minority loans. "We're getting closer," he said last week. "It looks good."

Hyphenates win at high court

Justices vote 5-4 in favor of networks and producers, who contended that writer-supervisors were illegally restrained from work in 1973 WGAW strike against TV

The Writers Guild of America West, while striking the three commercial TV networks and the Association of Motion Picture and Television Producers Inc. in 1973, ordered all members, including those whose principal duties were supervisory, to honor picket lines. When some of the supervisors didn't, the union disciplined 10 of them, suspending or expelling some members and imposing fines in some cases of up to \$50,000. But the Supreme Court last week ruled in a 5-to-4 decision that the union violated the National Labor Relations Act.

The opinion, written by Justice Byron White, is another in a series that illuminates the court's view of the rights and responsibilities of workers who are also supervisors.

The workers involved, so-called "hyphenates" who belong to the writers union because they perform writing duties but who also act as directors, producers and editors, had restricted their duties during the strike to supervisory work. And when the union sought to discipline them for violating strike rules, the networks and the association filed unfair labor charges.

The National Labor Relations Board held that the union had violated a section of the labor act that prohibits a union from interfering with an employer's selection of collective-bargaining or grievance-settling representatives. The U.S. Court of Appeals for the Second Circuit reversed that ruling.

But the Supreme Court majority sided with the NLRB ruling. "We cannot agree" that "it is never an unfair practice for a union to discipline a supervisor-member for working during a strike, regardless of the work that he may perform behind the picket line," Justice White said.

The court found that the board had sufficient evidence on which to conclude that hyphenates were restrained from reporting to work and that their employers were thereby deprived of the opportunity to choose particular supervisors for collective-bargaining or grievance-adjustment work. The board found that the hyphenates had been ordered to return to work only to perform supervisory work and that they had the authority to adjust grievances.

The union had argued that the NLRB's ruling impermissibly intrudes on the union's right to resort to economic sanctions during a strike. But, Justice White wrote, "an employer also has rights during a strike, and the statute declares that, in the unrestrained freedom to select a grievance-adjustment and collective-bargain-

ing representative, the employer's rights dominate."

Chief Justice Warren Burger and Justices Harry A. Blackmun, Lewis F. Powell Jr. and William H. Rehnquist joined in the majority opinion.

The dissenters were Justices Potter Stewart, William Brennan, Thurgood Marshall and John Paul Stevens. Justice Stewart, in a statement in which the other three joined, said the majority ruling holds that "a labor union locked in a direct economic confrontation with an employer is powerless to impose sanctions on its own members who choose to pledge their loyalty to the adversary."

Ch. 21 Birmingham said to be going to Chapman

Comparative case started in 1965; eventual loser, once preferred, now gets financial disqualification

The FCC is said to have affirmed an administrative law judge's opinion granting the application of Chapman Radio & Television Co. and denying the competing application of Birmingham Broadcasting Co. in a 13-year-old comparative proceeding for channel 21 in Birmingham, Ala.

Birmingham's problem was financial. The commission, in a closed meeting, reportedly endorsed unanimously the conclusion of Judge James J. Cullen that Birmingham Broadcasting is not financially qualified.

When the proceeding began in 1965, four applicants were in the contest. Over the years, two dropped out and an initial decision was issued proposing the grant of Birmingham Broadcasting's application.

However, on the petition of Chapman, the commission reopened the record in December 1975 to examine Birmingham Broadcasting's financial qualifications. It was on that issue that the case ultimately turned.

Chapman Radio & Television is partnership of two brothers, William and George Chapman. They are former licensees of WCRT-AM-FM Birmingham and WCFT-TV Tuscaloosa, Ala.

Birmingham Broadcasting is owned principally by Ellis J. Parker III, formerly of Birmingham, who now practices law in Upper Marlboro, Md., and James J. Lang, former majority owner of WNOP(AM) Newport, Ky. They control WLPH(AM) Irondale, Ala., near Birmingham.

Sacramento TV survives renewal challenge

FCC overturns ALJ decision that would have denied KTXL on grounds of misrepresentation

KTXL(TV) Sacramento, Calif., appears to have overcome a recommendation of an FCC administrative law judge that the

commission deny renewal of its license. The commission is said to have voted two weeks ago to reverse the judge and renew the license.

KTXL's problems grew out of efforts to block the emergence of a new station—KMUV-TV—on channel 31 in the market. One of KTXL's filings with the commission contained what was later demonstrated to be a fabricated TWX message from Dun & Bradstreet asserting that Sidney Grayson, who had been convicted of income tax evasion, was an officer of KMUV-TV. His actual position was general manager.

Although KTXL officials said the TWX message was provided by KTXL's credit manager and that they had no way of knowing the information was incorrect, Judge Reuben Lozner recommended denial of renewal on grounds of misrepresentation (BROADCASTING, Oct. 25, 1976). Judge Lozner said KTXL officials should have known the message was false and informed the commission.

The commission is understood to have been unanimous in disagreeing with Judge Lozner's conclusion.

The incident provided the basis for suits that KMUV-TV filed against KTXL in state and federal court alleging misconduct in opposing the application. The suits were settled in December 1976 for \$150,000 with a statement that the settlement did not constitute admission of liability on anyone's part.

The case reached a milestone of another sort last week. Mr. Grayson, 60, died of cancer in Honolulu (see page 80).

PTV in the Big D

When PBS members gather in Dallas for their annual meeting, the focus will be on what's in store for public television in the near future

Representatives of the nation's public television stations move into Dallas this week for the Public Broadcasting Service's annual membership meeting. And the participants at the gathering, which runs through Wednesday at the Fairmont hotel, should have plenty to talk about. The meeting comes at a time when major changes in the shape and mission of public broadcasting are being considered.

- The Senate and House are nearing completion of the Public Broadcasting Financing Act of 1978, which proposes significant changes in public broadcasting's funding and structure.

- The House Communications Subcommittee two weeks ago issued a proposed rewrite of the Communications Act which, among other things, envisages a drastic overhaul of the public broadcasting system.

- The Carnegie Commission on the Future of Public Broadcasting is nearing the end of the research phase of its mission to provide a new blueprint for public broadcasting's future. One afternoon next week will be devoted to an open meeting of the commission, its last before it begins



How they do it in the colonies. A British parliamentary select committee examining the status of commercial radio and television in that country, and taking notes on American broadcasting, visited WVOX(AM)-WRTN(FM) New Rochelle, N.Y., last Tuesday (June 20), where they heard actor-playwright Ossie Davis eulogize local radio. "I'm here because of my great regard for my local station," he said. "If you restructure broadcasting in Britain, I hope you will insure that your listeners hear [not only Parliament but also] the most raucous voice in Hyde Park. I live in this community and I don't even *understand* some of the things I hear on this extraordinary station ... where many different voices are heard in the land." Among his auditors on the occasion (l to r): John Whicker, president of Barclays Bank; Russell Kerr, M.P.; Sir Donald Kaberry, M.P., chairman of the select committee; Mr. Davis; John Van Buren Sullivan, former president of Metromedia Radio, now vice chancellor of the City University of New York, and William O'Shaughnessy, president of WVOX-WRTN.

drafting its report.

Beyond those matters, which will be discussed in formal sessions as well as in the halls, the meeting will be devoted to a review of past, present and future program schedules, and discussions of the financial, technical and regulatory issues which shape public television.

The meeting will also mark the transfer of PBS's chairmanship from Ralph B. Rogers, chairman of Texas Industries, Dallas, to Newton N. Minow, who was chairman of the FCC from 1961 until 1963 and is now practicing law in Chicago. Mr. Minow will address the meeting at lunch on Tuesday.

The programing meeting, on Monday, will feature talks by Paul Klein, vice president-programing, NBC-TV; Carl Sagan, Pulitzer Prize-winning scientist and author; Jim Lehrer, of PBS's *MacNeill/Lehrer Report*; William Popham, of the University of California at Los Angeles Graduate School of Education, and Edward Vilella, principal dancer with the New York City Ballet.

The schedule also includes appearances by Fred Friendly and David Davis, of the Ford Foundation, who will discuss Ford's 25-year and \$300-million involvement with public radio and television; and general sessions on PBS's captioning for the hearing impaired and on future courses of action for the organization.

The PBS board of directors will meet in an open day-long session on Wednesday.

Group W wins EEO case

A woman seeking to bring a class-action suit enjoining Westinghouse Broadcasting Co. from discriminating against women in its hiring practices was rebuffed by the Supreme Court last week. The district court had refused Jo Ann Gardner's mo-

tion for class certification, and the U.S. Court of Appeals for the Third Circuit held that it lacked jurisdiction to consider an appeal. The Supreme Court, which agreed to review the case because of a conflict among the circuit courts on the question, affirmed the third circuit court's decision. Ms. Gardner filed her discrimination suit after being denied employment as a radio talk show host at Westinghouse Broadcasting's KYW(AM) Philadelphia. She then brought the civil rights action on behalf of herself and other women she said were adversely affected by the company's alleged practices.

Harte-Hanks deal with Southern is approved

Former acquires all stations owned by latter, spins off three radios and a TV to avoid crossownership and duopoly problems with the FCC

The FCC last week approved the purchase of Winston-Salem, N.C.-based Southern Broadcasting Co. by Harte-Hanks Communications Inc. for \$57 million.

Harte-Hanks will acquire WSGN(AM) Birmingham, Ala.; KOY(AM)-KRFM(FM) Phoenix; WEZI(FM) Memphis; KULF(AM)-KYND(FM) Pasadena, Tex. (Houston); and WRVA(AM)-WRVQ(FM) Richmond, Va. for \$33 million.

Although Southern's portfolio included WGHP-TV High Point, and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina, and KFWD(FM) Dallas-Fort Worth, FCC duopoly and crossownership rules necessitated Southern's sale of the Raleigh stations and Harte-Hanks's immediate spin-off of the other two. The TV is in the same market as Harte-Hanks' WFMY-TV Greensboro, N.C., and the FM is in a

N.C., and the FM is in a market covered by their *Corsicana* (Tex.) *Daily Sun*. Both have been sold to Gulf United Corp., Jacksonville, Fla. for \$24 million. It is a subsidiary of Dallas-based Gulf Life (insurance) Co. (see "Changing Hands").

Harte-Hanks already owns WFMV-TV; WTLV-TV Jacksonville, Fla., KENS-TV San Antonio, Tex. and recently bought, subject to FCC approval, KYTV-TV Springfield, Mo. It also owns 26 daily newspapers and 54 nondaily publications in 33 markets. Robert G. Marbut is president and chief executive.

Southern, is a privately traded company with about 130 stockholders. Principals include John G. Johnson, president-chief executive, and his family, Earl F. Slick and family, Albert L. Butler and family, Gordon Hanes, L. C. McLendon Jr., E. A. Morris and Kevin Collins.

Changing Hands

Announced

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

■ KVVU-TV Henderson-Las Vegas: Sold by Nevada Independent Broadcasting to groups headed by *Tonight Show* host Johnny Carson for \$5 million-plus ("Closed Circuit," June 19). Seller is owned by William H. Hernstadt (70%), his wife Judith (20%), Rusty Durante (2%)

and Jack Smith (1%). None has other broadcast interests. Buyer is headed by Mr. Carson; partners include Herbert Kaufman, Las Vegas businessman and civic leader, and a group of minority owners headed by Forrest Chu, San Diego attorney. KVVU-TV is independent on channel 5 with 64.4 kw visual, 12.9 kw aural and antenna 1,190 feet above average terrain. Broker: Blackburn & Co.

■ WGNO-TV New Orleans: Sold by Communications Corp. of the South to General Media for \$4 million. Seller is owned by Seymour Smith and members of his immediate family who have no other broadcast interests. Buyer is owned by approximately 170 individuals; Earl Hickerson is president. General Media owns CATV systems in Rockford and Loves Park, both Illinois, and last year sold WCEE-TV Rockford. WGNO-TV is independent on channel 26 with 479 kw visual, 50.2 kw aural and antenna 500 feet above average terrain. Broker: Cecil Richards Inc.

■ WEVU-TV Naples, Fla.: Sold by Gulfshore Television Corp. to Caloosa Television Corp. for \$2,645,000 plus \$780,000 in consulting and noncompetition agreements. Seller is principally owned by Richard G. Simpson Jr., president, and by R.S. Dean Sr. and Sam Johnson Jr., both local businessmen. None has other broadcast interests. Buyer is subsidiary of Home News Publishing Co., New Brunswick, N.J., of which William M. Boyd is president. Home News, which publishes *New Brunswick*

Home News, daily, and five weekly newspapers in Connecticut and New York, also owns WKPT-AM-FM-TV Kingsport, Tenn., and WINE(AM)-WRKI(FM) Brookfield and WSWG(AM) Torrington, both Connecticut. WEVU is ABC affiliate on channel 26 with 982 kw visual, 98.2 kw aural and antenna 710 feet above average terrain. Broker: Sherman-Brown & Associates, Fort Lauderdale, Fla.

■ KROY(AM)-KROI(FM) Sacramento, Calif.: Sold by ASI Communications Inc. to Jonsson Broadcasting Corp. for \$1,650,000 for KROY and \$1.1 million for KROI. Seller is principally owned by Ralph C. Guild, George R. Fritzinger and Daren F. McGavren. ASI owns KFAC-AM-FM Los Angeles and has sold, subject to FCC approval, KJTV-TV Bakersfield, Calif. Buyer is principally owned by Kenneth A. Jonsson, of Pacific Palisades, Calif., and members of immediate family. Mr. Jonsson was, until February, minority owner of KRLD(AM)-KAFM(FM) Dallas. KROY is on 1240 khz with 1 kw daytime and 250 w night. KROE is on 96.9 mhz with 64 kw and antenna 280 feet above average terrain.

■ WNHC(AM) New Haven, Conn.: Sold by New Haven Radio Inc. to Anthony R.M. Trigona for \$650,000. Seller is owned by Nattie Urso and his wife, Elizabeth, and Carl Grande and Mr. Trigona, who is buying out others. Mr. and Mrs. Urso and Mr. Grande own WERI-AM-FM Westerly, R.I. Mr. Trigona owns WHET(AM) Waltham, Mass., and has real estate interests in Illinois. WNHC is on 1340 khz with 1 kw daytime and 250 w night.

■ WHNC(AM)-WXNC(FM) Henderson, N.C.: Sold by Henderson Broadcasting Co. to Rigel Inc. for \$650,000. Seller is equally owned by William R. Britt, who owns WHPY(AM) Clayton, N.C., and George G. Beasley, who has interests in WKGX(AM) Lenoir, WFAI(AM) Fayetteville, WPMC(AM)-WOKN(FM) Goldsboro and WJNC(AM)-WRCM(FM) Jacksonville, all North Carolina; WDMT(FM) Cleveland; WGAC(AM) Augusta, Ga., and WMOO(AM)-WBLX(FM) Mobile, Ala. Buyer is owned by Roy O. Rodwell (45%), William F. Belote (45%) and James M. Simpson (10%). Mr. Rodwell is certified public accountant in Durham, N.C. Mr. Belote has lumber and farming interests in Georgia, and Mr. Simpson is general manager of Henderson stations. None has other broadcast interests. WHNC is 1 kw daytimer on 890 khz. WXNC is on 92.5 mhz with 15.5 kw and antenna 260 feet above average terrain.

■ KONG-AM-FM Visalia, Calif.: Sold by Air Waves Inc. to 2588 Newport Corp. for \$600,000 plus \$100,000 agreement not to compete. Seller is principally owned by Harry E. Layman, president and general manager, who has no other broadcast interests. Buyer is owned by Raymond I. Kandel (67.14%) and his daughter, Harriet K. Rhode (32.86%), who last March sold KYVA(AM)-KGLP(FM) Gallup, N.M. Mr. Kandel's other interests include KTUC(AM)-KFMN(FM) Tucson, Ariz., and

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6/26/78

KHSJ-AM-FM Hemet and KHOT(AM)-KUUL(FM) Madera, Calif. KONG is on 1400 khz with 1 kw daytime and 250 w night. KONG-FM is on 92.9 mhz with 10 kw and antenna 960 feet above average terrain.

■ WDXB(AM) Chattanooga: Sold by WDXB Broadcasting Co. to Chattanooga Sound Inc. for \$400,000 plus \$100,000 consulting agreement. Seller is owned by Josephus R. Corbus, of Glenville, Tenn., who has no other broadcast interests. Buyer is equally owned by Dr. Charles B. Crow Jr., William A. Grant Jr. and J. George Mitnick, who own WJRD(AM) Tuscaloosa, Ala. Dr. Crow is physician and has business interests in Birmingham, Ala. Mr. Grant has minority interest in four Alabama stations, and he and Mr. Mitnick are minority owners of CATV system in Jasper, Ala. WDXB is on 1490 khz with 1 kw daytime and 250 w night.

■ KANC(AM) Anchorage: Sold by Mount Sustina Broadcasting to Media Inc. for \$309,666. Seller is principally owned by George Dickenson, Joe Hayes and John R. Garland, all of Anchorage, who have no other broadcast interests. Buyer is principally owned by E. Roy Paschal and nine others. Media owns KJNO(AM) Juneau, KFIW-AM-TV Sitka and is applicant for new AM in Ketchikan, all Alaska. KANC is on 1080 khz with 10 kw full time.

■ WICK(AM) Scranton, Pa.: Sold by Scranton Radio Corp. to Lancom Inc. for \$305,000. Seller is principally owned by Joseph W. Hobbs and his wife, Ann, who have no other broadcast interests. Buyer is subsidiary of Lane Broadcasting Corp., licensee of wwDL-FM Scranton. Lane is principally owned by Douglas V. Lane, president and general manager of wwDL-FM. WICK is on 1400 khz with 1 kw daytime and 250 w night. Broker: Keith W. Horton Co.

■ KPRK(AM) Livingston, Mont.: Sold by KPRK Inc. to Holter Broadcasting Corp. for \$258,000. Seller is owned by Roberta Hinman individually and as administrator of estate of Jack Hinman and has no other broadcast interests. Buyer is owned by W. L. Holter (80%) and Gene S. Peterson (20%). Mr. Holter owns KLTZ(AM) Glasgow, and, as partner with Mr. Peterson, KYLT-AM-FM Missoula and KBLL(AM) Helena, all Montana. KPRK is 1 kw daytimer on 1340 khz.

■ KLIL(FM) Ukiah, Calif.: Sold by KLIL Inc. to Broadcasting Corp. of Mendocino for \$250,000. Seller is principally owned by Woodrow W. White, president and general manager, who has no other broadcast interests. Buyer is equally owned by Guilford R. Dye and his wife, Gudrun. Mr. Dye is former publicity director for WBKB-TV Alpena, Mich. KLIL is on 94.5 mhz with 6.7 kw and antenna 1,120 feet above average terrain.

■ WRBL-FM Columbus, Ga.: Sold by Columbus Broadcasting Co. to Bluegrass Broadcasting Co. for \$452,000. Broker: John Mitchell and Associates (Not R.C. Crisler as reported BROADCASTING, June 19).

■ Other station sales announced last

week include: KDAP(AM) Douglas, Ariz.; WGTB(FM) Washington; WMAC(AM)-WHCG(FM) Metter, Ga., and WFCB(FM) Chillicothe, Ohio (see page 82).

Approved

The following station sales were approved last week by the FCC:

■ KFWD(FM) Fort Worth, Tex. and WGHP-TV High Point, N.C.: Sold by Southern Broadcasting Co. to Gulf United Corp. for \$24 million. Sales was instant upon approval of acquisition of Southern by Harte-Hanks Communications Inc. (see story page 65) and part of total consideration for that deal. Buyer is subsidiary of Gulf Life Holding Co., Dallas public corporation which, subject to FCC approval, is merging with Rahall Communications Corp., group owner of four AM's, two FM's and one TV. KFWD is on 102.1 mhz with 57 kw and antenna 1,420 feet above average terrain. WGHP-TV is ABC affiliate on channel 8 with 316 kw visual, 63.1 kw aural and antenna 1,270 feet above average terrain.

■ KLRO(FM) San Diego: Sold by Multicasting Corp. to Harold W. Gore and Norman Feuer for \$965,000 plus \$500,000 covenant not to compete. Seller is owned by James C. Gates, owner of J.C. Gates & Co., Los Angeles station representative. Mr. Gates is also principal in San Marco Broadcasting, applicant for new FM at Pasadena, Calif. Mr. Gore, executive vice president and director of Sudbrink Broadcasting, Miami-based group owner,

also owns WTOW(AM) Towson, Md. (Baltimore); WGOR(AM) Toledo, Ohio; WZIP(AM) Cincinnati, and has bought, subject to FCC approval, KKAR(AM) Pomona, Calif., for \$150,000 (BROADCASTING, Oct. 10, 1977). Mr. Feuer formerly was vice president and general manager of Sudbrink's WLAK(FM) Chicago. Mr. Feuer has no other broadcast interests. KLRO is on 94.9 mhz with 1.9 kw and antenna 1,850 feet above average terrain.

■ 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 \$1,070,900. 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. 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.

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Setting NBC's strategy for the fall

Head programmer Klein explains the whys and wherefores of his network's schedule to the affiliates gathered in New York

The rationale behind the latest changes in the forthcoming NBC-TV prime-time schedule (BROADCASTING, June 19) was offered to affiliates by Paul Klein, executive vice president, programs.

Mr. Klein said the network chose not to concentrate solely on Friday night, but rather to strengthen the middle of Wednesday and Thursday nights as well. The changes involve those three nights.

On Wednesday, Mr. Klein said, *Dick Clark's Live Wednesday* (formerly *Live from Hollywood*) is more suited for 8 p.m. than its originally scheduled 9 p.m. slot because of the show's content and its capacity to compete with "aging" CBS comedies (*The Jeffersons* and *Good Times*) and an ABC comedy hour (*Eight is Enough*).

Grandpa Goes to Washington, now at 9 p.m., Mr. Klein explained, should be competitive to *Charlie's Angels* (ABC-TV) and the first hour of a movie on CBS; he said *Grandpa* has generated enough talk already to indicate a hit's coming. The nonfiction *Lifeline* series about doctors at 10 p.m. should benefit from *Grandpa's* lead-in and its position against drama (ABC's *Vega\$*), Mr. Klein said.

On Thursday, Mr. Klein explained that *Project UFO* should have no stronger competition at 8 p.m. than it did in its former Sunday slot. With that as a lead-in, he said the network is able to protect *Quincy's* move to 9 p.m. where it will be "the only strong female-oriented program in the time period" (ABC has *Barney Miller* and *Soap*; CBS has *Hawaii Five-0*). *Quincy*, "one of the strongest shows in television", in turn, should provide the lead-in for *W.E.B.* at 10 p.m., targeted for women, 18-49, Mr. Klein said.

Friday will begin at 8 p.m. with *Waverly Wonders* with no comedy competition (*Donnie & Marie* on ABC, *Wonder Woman* on CBS), then Garry Marshall's *Who's Watching the Kids* (formerly *Legs*) at 8:30 p.m. *Rockford Files*, Mr. Klein said is the "staple," but he's expecting CBS-TV to be more competitive this year with *The Incredible Hulk* (9-10 p.m.). The next entry, *Swords of Justice*, he said should not only get the audience to follow from *Rockford* but also bring cross-overs after *Hulk*.

Regarding the other days of the week:

Sunday: Mr. Klein said he expects *Centennial* to fare well against *Mary Tyler Moore* [CBS] and *Galactica* [ABC] and be a good lead-in for *Capra*. Monday: He's anticipating continued strength for *Little*

House on the Prairie, followed by a strong line-up of movies and miniseries. Tuesday: He said this is "our pay-off night" for miniseries and expects good competitive performance from *Operation Runaway*. Saturday: For the few times it already has shown up at 8 p.m., Mr. Klein said *CHiPs* performed "exceedingly well". The movie package which will follow *CHiPs* will have more of the films along the lines of those that have succeeded against ABC's *Love Boat* and *Fantasy Island*. Among the titles he relayed: *Burnt Offerings* and *Audrey Rose*; "supernaturals" will be played up.

Theatrical and made-for-TV movies run the gamut from 'Airport '77' to 'Kiss Meets the Phantom'; miniseries include 'Little Women' and 25 hours of 'Centennial'

The movie titles that NBC-TV has chosen for its 1978/79 season—through *Monday Night at the Movies*, *Saturday Night at the Movies* and selected weeks of *The Big Event*—have the "emphasis... on spectacle," NBC said last week in an announcement in conjunction with its affiliates convention.

Among the movies: "King Kong," "Airport '77," "Cassandra Crossing," "The Prisoner of Second Avenue," "The Other Side of the Mountain," "The Missouri Breaks" and "St. Ives."

Of the more than two dozen made-for-TV films, NBC-TV has a three-hour

Dickinson starring in a two-hour adventure-drama filmed in Tahiti). The rock group, Kiss, even gets to "do battle with a mad scientist" in "Kiss Meets the Phantom."

Among other titles are "A Fire in the Sky" (with Richard Crenna and Elizabeth Ashley); "Battered" (*Little House on the Prairie's* Karen Grassle); "The Freedom Riders" (Don Meredith); "Suddenly, Love" (*Laverne & Shirley's* Cindy Williams); "Human Feelings" (Nancy Walker plays God); "Bud & Lou" (Harvey Korman and Buddy Hackett as Abbott and Costello) and "Lady of the House" (Dyan Cannon as the former Sausalito, Calif., mayor who earlier ran a brothel).

Still others range from "The Summer of My German Soldier" ("a Jewish youngster living in the South... befriends a German prisoner of war") to "Lady Chatterly's Lover" (Joanne Woodward).

And miniseries:

NBC-TV says it is planning more than 75 hours of miniseries during the 1978/79 season, with the first the most extensive—a 25-hour adaptation of James A. Michener's *Centennial*. The network said "it will be an early attraction on *The Big Event*."

Eight hours will be devoted to *Backstairs at the White House*, featuring Leslie Uggams and Olivia Cole as a mother and daughter whose combined work at the White House spanned eight different Presidents. Details have yet to be an-



Klein

"Rainbow" with Andrea McArdle playing Judy Garland in her early days. "Little Mo," with Glynnis O'Connor playing the late tennis star, Maureen Connolly, will also be three hours long.

Some of the original entries feature top name stars from other networks, such as ABC-TV's Suzanne Somers (*Three's Company*) in "Zuma Beach" and Ron Howard (*Happy Days*) in "Cotton Candy."

There's a "behind-the-scenes look at a TV talk show" with "Fast Friends." "The Time Machine" is being updated, as is "Flash Gordon," and there are "The New Adventures of Heidi."

Other subjects range from "Ishi" "Ishi" ("a three-hour drama tracing the saga of the last Yahi Indian") to "Overboard" (Cliff Robertson and Angie

nounced on nine hours of *Bible Stories*. Aldous Huxley's *Brave New World* will be in two two-hour parts.

James Jones's *From Here to Eternity* will be presented in six hours, but NBC-TV says it "won't be a remake of the 1953 movie." Another novel, Louisa May Alcott's *Little Women*, will be handled in a four-hour format.

Among other miniseries slated: Cicely Tyson as Harriet Tubman in *A Woman Called Moses* (four hours) and Harry Hamlin in the title role of the James T. Farrell novel, *Studs Lonigan* (six hours).

On the specials front, NBC-TV has two *Hallmark Hall of Fame* presentations, one starring Elizabeth Taylor (*Return Engagement*) and one written by Arthur Miller (*Fame*). Michael Moriarty, who portrayed a Nazi in *Holocaust*, will take on

the role of a husband whose marriage has disintegrated in a John Updike adaptation. Walter Matthau is *The Stingiest Man in Town*.

Jesus of Nazareth will be repeated, with an additional hour-and-a-half, bringing it to eight and a half hours. Other specials are *The Thief of Bagdad*, *Amahl and the Night Visitors*, *The Winds of Kitty Hawk*, *Gift of the Magi*, *The Family Circus* and *US Against the World II*.

Individual star specials will employ the talents of Bob Hope, Ann-Margret, Helen Reddy, Dean Martin, Dick Clark, Bette Midler, Tony Orlando, Chevy Chase, Mac Davis and Doug Henning.

Others range from *Uptown* (black music from the Apollo theater in Harlem) to the 10th anniversary of *Hee Haw* to the animated *Snow White Meets the Seven Globetrotters* to *The Miss America Pageant*.

Going live at noon

NBC, which has made fortunes with variety programming in early morning and late night, now will try its midday luck

Among the projects about which the network's affiliates heard much ado in New York last week was the daily live *NBC's People to People*, which premieres July 24 (noon to 1 p.m. NYT, Monday through Friday). The series has Jack Linkletter as host in New York, Olympic gold medal winner Bruce Jenner (who jumped to NBC-TV from ABC-TV's *Good Morning, America* as host in Los Angeles and Janet Langhart (from WCVB-TV Boston's *Good Day*) also in New York as co-host. The executive producer is Woody Fraser, whose credits include the syndicated *Mike Douglas Show* and *Good Morning, America*.

Regular features on the show—created by Mr. Fraser (and a Fraser-Greengrass Production)—are "Media Critic," TV film and music criticism by David Sheehan; "Human Sexual Behavior" with Drs. William H. Masters and Virginia E. Johnson; "Talkback," allowing questions from a "specially selected studio audience;" "Consumerism" with KNBC(TV) Los Angeles's consumer reporter, David Horowitz; "Your Body," with leading medical experts; "Gossip Check," allowing stars to defend themselves, and "People Comedy," with features by Dick (Orkin) and Bert (Berdis).

Another part of the "rebuilding campaign" for the NBC-TV afternoon schedule was the April 24 debut of two new game shows, *Card Sharks* (Goodson-Todman) and *The New High Rollers* (Heatter-Quigley), according to Michael Brockman, vice president for daytime programming.

Special Treats, with four original episodes and four repeats, also will run monthly during the afternoon between October and May, Mr. Brockman added.

On the children's TV side, Mr. Brockman outlined for affiliates a Saturday

schedule he said will consist of "strong comedy, fantasy, adventure and musical variety." A short-form animated series, *Metric Marvels* with "Wonder Gram," will appear three times each Saturday offering metric instruction/entertainment. On Sept. 8, 8-9 p.m., Mr. Brockman said, a prime time special produced by Sid & Marty Krofft will preview the Saturday line-up.



Brockman



Simmons

NBC Sports expects to do an Olympic job

Simmons and Ohlmeyer outline efforts to upgrade network's coverage and prepare for Moscow

A week ago today (June 19), there were 758 days to the start of the 1980 Olympic games in Moscow. It's an important number that NBC Sports President Chet Simmons conveyed to affiliates if one agrees with him that "there is no question that what NBC Sports does in Moscow will be a benchmark for years to come."

By 1980, Mr. Simmons said, "we intend to build to first in sports."

"We don't know what number one in sports really is," Mr. Simmons said. "Is it purely ratings? Is it production excellence? Is it carrying the top events? We do know we excel in production and have widened the gap between ourselves and CBS both artistically and in ratings, and narrowed the gap, by the same measurements, with ABC."

Mr. Simmons added that while a year ago "we were operating with the smallest staff in the industry," it has been enlarged and "fully reorganized." In Europe, Mr.

Summons said, NBC Sports has the "most effective U.S. television sports' operation ... where a year ago none existed."

Regarding *Sportsworld*—the "cornerstone" to the sports schedule—Mr. Simmons said that "audience levels have risen even beyond our expectations."

Also addressing the group was the show's executive producer, Don Ohlmeyer, who said that the program earlier this month had achieved its highest rating—a 7.1 with a 25 share, outdrawing for the first time ABC Sports' *Wide World of Sports*, which earned a 5.7/19.

As NBC Sports builds itself up, Mr. Simmons told affiliates, it won't forget about "your local commitments." For example, with the upcoming season, he said, 10 basketball games have been moved at least a half an hour earlier to protect 6 p.m. news programming (see page 72).

Taking a fix on Freddie

CBS executives say they'll survive; producers have some theories too

Two top CBS executives acknowledged last week that Fred Silverman's arrival at NBC would "steam up" the three-network competition, but they were confident that their own first fall schedule will withstand his impact. Two top television producers, meanwhile, came up with two uncommon theories as to what Mr. Silverman's impact might be—or might already have been.

Robert Daly, president of CBS Entertainment, said in Los Angeles that Mr. Silverman will "make it a little tougher, he will steam it up a little more ... But we think we've made progress in the last nine months, and as for sinking to number three, that's not in our current thinking."

Gene Jankowski, who took over nine months ago as president of the reorganized CBS/Broadcast Group, agreed. "We have no intention of falling into third place," he said. "The product spoke for itself the last couple years [and] I think the programming this fall will speak for itself." Both men also all but promised that CBS would make some time-period changes in its prime-time schedule before September, but the plan is to wait at least 30 days until the "smoke clears" from the further juggling they expect to come from ABC-TV as well as NBC-TV. "It's something we'd be foolish not to do," said Mr. Jankowski.

That strategy was seen by one successful producer as a psychological forfeit of round one to Mr. Silverman. "What happened was a very strange thing," he said. "CBS and ABC are telling the world that NBC is number one. They're saying, 'Freddie, we've been waiting for you. Make your changes so we can make our changes.' They should have put him on the defensive ... act like leaders should act."

The producer, who asked not to be identified, said Mr. Silverman had predicted to him that NBC could be turned around in a

year to 18 months. "And if they [CBS and ABC] allow him to, it'll happen," he said. At the same time, he was skeptical of Mr. Silverman's early statements about "quality" programming plans for NBC. "What else did you expect him to say?" the producer asked. "He's been accused so long of putting junk on the air."

Grant Tinker, president of MTM Productions, took the opposite view. He said he has a "gut feeling" that Mr. Silverman might cross up his critics—and forge a new maturity in TV programming—by following through on those promises in his early speeches. "Fred enjoys surprising people," Mr. Tinker said. "I look for more shows that stick to the ribs. I hope it isn't too Pollyanna-ish, but I think the audience is ready for it." Mr. Tinker is betting that Mr. Silverman thinks the same. And if NBC succeeds with that approach, Mr. Tinker believes then the other networks might follow suit, leading, he hopes, to "an era of better television."

Fall preview at CBS-TV

Advance screenings of upcoming shows raise questions of sex on two, anti-Catholicism on one and how commercials will be grouped in children's programs

Sexy television series and advertising directed at children will likely remain controversial issues if the nation's TV critics write about what they talked about at CBS-TV's fall program previews in Los Angeles June 14-18.

Many critics came away from the screening rooms convinced that CBS would strengthen its ratings with such new shows as *Kaz*, *People* and *WKRP in Cincinnati*, and that *Paper Chase* would at least enhance the network's prestige.

But the pilots for two programs—*Flying High* and *The American Girls*—were singled out as strong examples of "jiggle" programming. *American Girls* was especially criticized; its pilot centered on a white slave ring through which scantily clad young women were auctioned off to a group of international dealers.

Several CBS executives responded to the "jiggle" accusations by saying that the sex-on-TV issue has been over-emphasized. "There is no doubt that some shows have gone on with attractive women," said Robert Daly, president of CBS Entertainment, "but I don't think it's a trend that will be moving too rapidly. We're very, very conscious of the criticism, [but] we don't feel that at this point we have any series that would cause any problems."

Another new CBS show appeared as though it could provoke a new criticism of TV—anti-Catholicism. A surprising number of critics wondered how viewers would react to the unorthodox characters and irreverent one-liners of *In the Beginning*, a TAT production about a priest (McLean Stevenson) and nun (Priscilla Lopez) who

run a ghetto mission. Like the producers of several new CBS programs (including *Flying High* and *American Girls*), *In the Beginning*'s Jim Mulligan said the finished product would differ in many respects from the pilot seen at the previews (the role played by Miss Lopez, for one thing, may be recast). But the pilot was not deemed anti-Catholic by the producers or by CBS.

James Rosenfield, president of the CBS Television Network, said that more than the usual amount of pre-testing had been conducted with *In the Beginning* to gauge reaction to its treatment of religion. "We were more sensitive to the potential problems of that show than any of the groups we showed it to," he said. "We find non-Catholics are more sensitive to the program than Catholics." Mr. Daly agreed. "Being Catholic," he said, "it [the alleged anti-Catholicism] is something I don't sense at all."

The question of how children are affected by watching television was initially raised by CBS, which kicked off its press tour with a 16-minute film called "Children's Television on CBS: A Closer Look." Made for the network's affiliates (BROADCASTING May 15) and narrated by Bob (Captain Kangaroo) Keeshan, the film reviewed what CBS considers to be some of its exemplary children's shows. It concluded: "The ultimate responsibility for what a child watches on television rests with the parent... parenting is a non-transferrable responsibility."

That was to be CBS's position throughout the tour as critics returned again and again to the subject, particularly in a rather spirited session with Jerry Golod, vice president of children's pro-

grams. By their questions, it was apparent the critics were more immediately concerned with advertising than with programming. Executives were asked whether Saturday morning commercials might be "bunched" together, cut back, toned down, or subjected to more stringent standards and practices review. Mr. Golod responded, in essence, that restrictions on commercial support of children's programming—with the more expensive, higher quality shows feeling the pinch first.

"The burden would fall on the advertisers," he said, making them think, "Is it worth being in that kind of atmosphere with my product?" You reach a point of diminishing returns." But the network's philosophy was probably summed up by Gene Jankowski, president of the CBS/Broadcast Group. "If it's legal to sell it," he said, "it should be legal to advertise it."

Worldvision turned down

FCC denies petition that would bar TV and cable owners from engaging in program syndication

A petition by Worldvision Enterprises Inc. to prohibit domestic syndication of TV programs by firms owning one or more TV stations or cable systems was denied by the FCC.

Worldvision had said owner-syndicators had potential for control over prime-time access programming similar to that of the TV networks, which in 1970 were banned from engaging in domestic syndication.

Owner-syndicators—nine of them op-

Talking to the TCA. A cadre of CBS executives, led by CBS/Broadcast Group President Gene Jankowski, made itself available for group interviews with critics and reporters attending CBS-TV's fall program previews last week (see story this page).

The presence of the executives—the most thorough management representation yet provided by CBS for a preview tour—was requested by the members of the press through their fledgling Television Critics Association (see page 71). Besides Mr. Jankowski, attending were James Rosenfield, president of the CBS Television Network, Robert Daly, president of CBS Entertainment; Frank Smith Jr., acting president of CBS Sports, B. Donald Grant, vice president, programs; Michael Ogiens, vice president of daytime programs, and Jerry Golod, vice president of children's programs.

With 100 critics in attendance (about 15 more than the turnout last June) and with less than an hour for each executive to be questioned, answers were broad. Following are some highlights from the replies of:

Mr. Jankowski: Of the communications rewrite, he said, "I suspect it's sort of a carrot and stick situation... On the surface there may be many things that appear attractive to broadcasters... [but] regardless of what side of the fence you're on, there seem to be people taking shots at it."

Mr. Rosenfield: CBS has increased compensation to its TV affiliates by more than \$10 million this year, Mr. Rosenfield said, and has reorganized its affiliate relations department to improve communications with the stations. He also said that CBS has refused to grant some major advertisers releases from program commitments because of pressure group campaigns. "That situation is intolerable," he said.

Mr. Daly: On the life expectancy of troubled series, he said, "If there's a problem, and it's obvious that there's a problem, the economics of the business tell you to take it out and try something else... If a show isn't working, it will be replaced right away."

Mr. Grant: Mr. Grant promised concerned critics that the new series, *Paper Chase*, would be given a chance to build an audience, provided it starts out with an "acceptable" 20 share. And he said that "we're going to make every attempt that we can to try not to preempt shows every week."

Mr. Ogiens: CBS daytime is starting to develop a series of miniseries and "life-style" specials, Mr. Ogiens said. He's aiming for first quarter 1979 airings.

WARC worries

The U.S. had better start doing some homework for next year's meeting, Sen. Schmitt warns, or it may get frequencies and decisions not to its liking

Senator Harrison Schmitt (R-N.M.), a member of the Senate Communications Subcommittee, has fired a critical blast at U.S. preparations—or, as he suggests, lack of preparations—for the World Administrative Radio Conference to be held in Geneva next year.

He talked last week of the possibility that the U.S., despite its lead in telecommunications technology and resources, is sacrificing future economic development or jeopardizing national security “by not insuring U.S. access to important parts of the electromagnetic spectrum and orbital positions for satellites.”

The reason for that condition, he said in a speech to the Armed Forces Communications and Electronics Association last week, is that “policy makers have not defined the problems and made an important effort to find acceptable solutions.”

He saw political, structural and policy difficulties plaguing the U.S. as it moves toward WARC '79, which is to establish frequency allocations for all services through the remainder of the century.

Senator Schmitt expressed concern over the prospect of third-world countries using the one-nation, one-vote concept to establish policies inimical to the U.S., and although U.S. representatives are calling on their counterparts in foreign countries to seek support for U.S. positions, Senator Schmitt said the Americans are visiting “traditional allies,” not representatives of the third world.

Furthermore, he said the technicians are receiving little policy guidance. He said he understands, that Glen O. Robinson, the former FCC commissioner who will head the WARC delegation as an ambassador, “is not expected to be working on WARC full time until mid-1979.” And that is the plan. Mr. Robinson, who teaches law at the University of Virginia, has been devoting part of his time to WARC affairs since January.

“The White House appears oblivious to what is happening,” Senator Schmitt said. “Without strong leadership and guidelines based on traditional principles of free access, we are in danger of creating great future problems, economic hardships and threats to our national security.”

He also said that the delegation had not yet been named. Actually, however, a 20-member core group has been named, and an advisory committee, made up of representatives of 37 industry and consumer organizations (*see next page) was established at a meeting at the State Department last week.

Mr. Robinson rejected as inaccurate the picture Senator Schmitt painted of the

posed the petition—are not in the position, the FCC said, to control prime-time access as were the networks.

In opposing Worldvision, Metromedia said the petition was “a wholly improper and shameful attempt by Worldvision to administratively eliminate a substantial number of its legitimate competitors.”

The FCC said Worldvision failed to establish that syndicators lacked access to prime time in the major markets, that entry into the syndication market was inhibited significantly or that there was a small quantity of shows available for syndication.

The FCC said the matter would be considered in full in the pending television network inquiry on the acquisition and distributions of programming, including the relationship between the networks and their affiliates and their program suppliers.

Program Briefs

More minis. ABC-TV announced acquisition of TV rights to John Steinbeck's “East of Eden” for six- or eight-hour novel for television. Air dates are not set. Also acquired were rights to “Women in Crisis,” book by Dr. Robert Coles. Project, focusing on five working-class women, will be produced for 1978-79 season by Martin Starger and Marble Arch Productions.

Critics unite. TV critics gathered in Los Angeles for three commercial networks' press previews officially formed Television Critics Association by passing constitution and electing officers in meeting last Tuesday (June 20). Lee Winfrey of Philadelphia *Inquirer* was voted president of 95-member organization.

Hardware buys software. Reeves Teletape Corp., New York, has signed letter of intent to acquire Alan Landsburg Productions, Beverly Hills, Calif., for undisclosed sum. Announcement from Reeves said letter has number of conditions to be fulfilled, including signing of definitive contract. Reeves is supplier of television production facilities; Landsburg is packager and producer of series and motion pictures for television and of theatrical films.

Olympic hurdle. Group of private investors trying to bring 1984 Olympic games to Los Angeles met with officials of International Olympic Committee last Monday (June 19). Group's plan is to finance games with private assets, in large part with income from sale of TV rights. Meeting with IOC reportedly did not go smoothly, and adjourned without decision by committee.

No more. Department of Health, Education & Welfare's Administration on Aging has refused to fund \$2.5 million request to help to underwrite second year of public television's *Over Easy*, daily program aimed at elderly audience. First year of show received \$2 million HEW grant. Department spokesman said funding

came from its model projects program, which has \$5 million budget. Spokesman said HEW was not complaining about quality of show in its fund refusal but that it required “awful lot of money.” Corporation for Public Broadcasting promised producer, KQED(TV) San Francisco, \$1 million for next year provided it gets other funds it needs from other sources.

New total. Mutual Broadcasting System now has 838 affiliates, according to Gary J. Worth, executive vice president, who says 66 stations joined during March, April and May this year.

Laughing matter. JWT Syndication is offering to TV stations half-hour series, *Comedy Shop*, which will feature star comics as guests and will showcase new comedy talent. Series, which will begin on stations in fall on barter basis, has been cleared for showing on WNBC-TV New York, KABC-TV Los Angeles, WFLD-TV Chicago, KRON-TV San Francisco, KMOX-TV St. Louis, WTOP-TV Washington, WCKT(TV) Miami, WXYZ-TV Detroit and KVVU(TV) Las Vegas.

Techniculture again from Metromedia

Last year it brought ‘Fledermaus’ from England via satellite; next month it will do same for Royal Ballet performance

The cultural bridge that Metromedia Television built last New Year's Eve with the first satellite telecast of a full opera from Europe (BROADCASTING, Dec. 5, 1977) again will be travelled July 22 as the group presents *The Royal Ballet Salutes the U.S.A.*, a BBC/Metromedia Television co-production of The Royal Ballet from London's Covent Garden.

Last year's Metromedia offering from Covent Garden was the Royal Opera's *Die Fledermaus*.

With Gene Kelly as host, the ballet program will feature “Elite Syncopations” (from the ragtime music of Scott Joplin); “Divertissements,” and “Four Schumann Pieces.” Other composers highlighted include Brahms, Grainger, Massenet and Tchaikovsky.

As with *Die Fledermaus*, the transmitting vehicle will be a Comsat satellite. The 2:30 p.m. London time performance will be received live in New York, then delayed for Metromedia's seven TV stations. The U.S. performance is set for 8 p.m. New York time. It is to run about two and a half hours.

About 10 major market television stations joined Metromedia for the presentation of *Die Fledermaus*. *The Royal Ballet Salutes the U.S.A.* also will be distributed outside the group for cash.

Metromedia plans to repeat the performance the following Sunday. It is gearing up for the Royal Ballet's production of *The Sleeping Beauty* for mid-December, and again with *Die Fledermaus* to usher in the New Year.

work the U.S. is doing to prepare for WARC. "We are putting together concrete, specific proposals for presentation, and are preparing to deal with proposals advanced by others," he said. In terms of preparation, he said, "we are at least up with the best of the other countries, and ahead of most. We're rushed," he said—nations attending the conference must submit their proposals by January—"but no more than other countries."

As for the third-world countries, he said the U.S. is well aware of the problem they pose. And he said that "any implication we haven't visited them is not correct." He said U.S. teams have visited countries in Africa, South America and the Middle East, "many of which would be regarded as less-developed countries."

Among policy matters troubling him, Senator Schmitt said the U.S. failure to develop sound positions is evident in a number of areas. One he singled out involves the upper UHF band—806 to 890 mhz. The FCC has reallocated this to land mobile service, but in its eighth notice, the commission has proposed sharing 470-890 mhz (TV channels 14-83) among television, land mobile and fixed services, in 200-mile strips along the Canadian and Mexican borders. The merits of any particular service aside, Senator Schmitt said, "this shared use decision, if adopted at WARC, appears to postpone the ultimate decision, thus leaving [the] services open to future changes."

What if WARC does not go well for the U.S.? Senator Schmitt said suggestions that the U.S. "take a reservation to objectionable frequency assignments"—that is, decline to accept them—or withdraw from the International Telecommunication Union "are not realistic alternatives." The U.S., he said, depends too much on worldwide telecommunications to refuse to comply with WARC decisions.

*William Borman, Motorola; Eddie Williams, Joint Center for Political Studies; Sharon Nelson, Consumers Union; Karyl A. Irion, Systematics General Corp.; John P. Hagen, Department of Astronomy, Pennsylvania State University; Nolan Bowie, Citizens Communication Center; Val Williams, National Association of Business and Educational Radio; Anne Branscomb; Kalba Bowen Associates; Andrew Horowitz, Public Interest Satellite Association; David Honig, School of Communications, Howard University; Florine Koole, Communications Workers of America; John J. Kelleher, Systematics General Corp.; Robert Lewis Shayon, National Council of Churches; Ronald Stowe, Satellite Business Systems; H. T. Blaker, Rockwell International; Russell Burke, Joint Council on Educational Telecommunications; Ernest Sanchez, Public Broadcasting System; George Jacobs, Board for International Broadcasting; Howard A. White, ITT World Communications; Hillyer S. Smith, Aeronautical Radio Inc.; George Bartlett, National Association of Broadcasters; Sidney Metzger, Communications Satellite Corp.; Charles Dorian, Radio Technical Commission for Marine Services; John Sodolski, Electronic Industries Association; E. Merle Glunt, American Radio Relay League; H. E. Weppler, AT&T; Hugh M. Robertson, Land Mobile Communications Council; Perry Ackerman, Hughes Aircraft; Eugene Jackson, National Black Network; John Sullivan, National Education Association; Robert Beusse, U.S. Catholic Conference; Heather Hudson, Academy for Educational Development; Edwin Parker, Stanford University; Joseph P. Rawley, American Newspaper Publishers Association; Clyde Robinson, National Public Radio; Michel C. Jeruchim, GE; M.R. Fink, REACT.

Zenith loses dumping protest at Supreme Court

American manufacturers of television sets and other electronic equipment, hoping for relief by way of new import tariffs on Japanese products, suffered a setback in the Supreme Court last week.

The court, in a unanimous opinion, rejected the argument of Zenith Radio Corp. that Japanese products imported into the U.S. benefit from bounties or grants paid by the Japanese government and that, as a result, a tariff act first enacted in 1897 requires the Treasury Department to impose countervailing duties on those goods.

The court, in an opinion written by Justice Thurgood Marshall, said the payments are not bounties as meant by the U.S. law. Japan imposes a commodity tax on goods sold in that country, but products intended for export are exempt, and the tax imposed on them is refunded when they are shipped abroad. Zenith claimed that the tax benefit permits Japanese manufacturers to sell television sets in the U.S. at prices 15% to 20% less than in Japan.

Justice Marshall wrote that the Treasury Department, in refusing to impose countervailing duties, was following interpretations of the law as it has been interpreted and re-enacted since 1897.

UPI Audio next in line for satellite approvals

With the intention of eventual elimination of the use of terrestrial lines, UPI is planning to ask the FCC for permission to test satellite delivery of UPI Audio to 13 scattered locations. The announcement follows on the heels of a similar move by AP Radio (BROADCASTING, June 12).

UPI Audio already is delivered by satellite to San Francisco, Los Angeles, Houston, Chicago and Washington, using receiving dishes up to 30 feet in diameter. However, the idea behind the experiments is to test cheaper six- and 10-foot dishes.

Both RCA and Western Union have offered their facilities for the tests. Furnishing the earth station equipment will be Harris Corp. and Farinon Electric.

Meanwhile, AP Radio could begin testing satellite network service in the fall if the FCC approves installation of earth stations at nine "worst case" APR affiliates, chosen because their sites are highly susceptible to interference: WGST(AM) Atlanta; KSLQ(FM) St. Louis; KCRA(AM) Sacramento, Calif.; WKIS(AM) Orlando, Fla.; KFRC-FM San Francisco; WSOC-AM-FM Charlotte, N.C.; WASH(FM) Washington; KIXZ(AM) Amarillo, Tex., and WKY(AM) Oklahoma City.

Tests could begin within 30 days after FCC approval and AP hopes that approval will come by summer's end. An additional filing is planned soon to increase the total number of test sites.

Broadcast Advertising®

NBC launches attack on TV clutter

Network tells affiliates it will not increase commercial loads, will trim promotional 45's, favors cutback to nine nonprogram minutes per hour in prime time

Reports of gains made and predictions of more to come shared the spotlight at the NBC-TV affiliates convention last week with an unexpected development—NBC's announcement of an attack on TV "clutter" and, with it, the promise of time for affiliates to present a 10 p.m. (NYT) local news update, come fall.

NBC-TV President Robert E. Mulholland, anchor man for the two-day proceedings, announced the clutter clean-up campaign at the opening business session Monday morning, after he and his colleagues reviewed NBC progress and plans in programming.

"But there is more to television than the programs," Mr. Mulholland said. "You are aware—as we are—of the discontent growing over what many people perceive to be overcommercialization. What I believe they really are reacting to are too many video events taking place before, during and especially after the main event—the programs. In the business, we call this clutter."

"And if we are to preserve the value of this medium, we must face this problem—and attack it."

"If we are to face ourselves as responsible broadcasters, we must face this problem—and attack it."

"If we are just plain honest and willing to take a stand, we must face this problem—and attack it."

Accordingly, Mr. Mulholland said: "NBC will not increase and has no plans to increase the amount of commercials in prime time."

"Second, in the fall, NBC unilaterally will reduce network promotion time 45 seconds in the period preceding your local 11 p.m. (NYT) newscasts. Our programs will be lengthened accordingly."

"Third, in addition to our unilateral reduction of promotion time, NBC is instructing its representative to the National Association of Broadcasters code board to support a pending resolution calling for an over-all prime-time reduction of non-program material to nine minutes per hour [from the present nine and a half minutes per hour]."

"Someone must take the lead in attacking clutter. Your network has done that; I hope the other networks will support NBC. And I hope you will too. Because if we don't do something about it, someone will do something about it for us."

Behind the clutter attack and the move to provide affiliates with local news update



Mulholland

time is a story at odds with conventional network-affiliate relationships.

According to both affiliate and network sources, it happened this way: Earlier this year NBC-TV offered to make time available for local updates, as CBS-TV and ABC-TV already do. NBC's offer was 40 seconds—30 seconds of news and 10 for local sale. Here's where the story departs from usual practice: Affiliates rejected the offer.

Ancil H. Payne of KING-TV Seattle, chairman of the affiliates board of delegates, said his board met and "we voted unanimously not to accept the 40 seconds because there was so much clutter we wanted cleaned up first."

So NBC set out to clean it up. In addition to the 45 seconds of promotion material between 10 and 11 p.m., Mr. Payne said, it cleaned up around the 10 and 11 p.m. breaks, for a total, altogether, of 70 or 80 seconds and, in addition, took the position that prime-time standards for nonprogramming material should be cut to nine minutes.

The affiliates, Mr. Payne said, were "overwhelmingly in favor of that." But as yet they have not accepted the local-update offer; Mr. Payne's board is expected to consider it at a meeting in a month or two.

NBC sources said the break would be 40 seconds, scheduled at 10 p.m. NYT and would come from programing (30 seconds) and promos (10 seconds).

Both affiliate and NBC leaders denied a published report that NBC had sought to introduce a second network-news update at 10 o'clock.

Along with the clutter report, Mr. Mulholland and associates had some good rating news.

"Yes," Mr. Mulholland said, "in prime time we finished third for the total season. But the race was closer this year than last, with only one network declining in audience—ABC."

And he said that in the May local measurement sweep, the latest information at convention time—Nielsen reports on 114 markets—showed NBC's total home delivery exceeded CBS's by 14% and trailed ABC's by only 6%. In 72 markets for which reports were available, and in which all three networks compete, Mr. Mulholland said, "NBC is first in 25 and is third

in eight; ABC is first in 38 and is third in 20, and by contrast, CBS has 10 firsts and 44 thirds."

Mr. Mulholland also told the affiliates that "our new programs do not dwell on violent or sexually explicit themes—and they will not."

In addition to prime time, he said, "there is also momentum in other dayparts," including daytime and sports, while NBC remains the leader in early morning and late night.

"ABC's *Good Morning America*," he said, "after showing steady growth from its premiere—has reached a plateau. Last month *Today* enjoyed more than a 50% lead over *Good Morning America*."

Radio's ad ability subject of workshop

Case histories documenting the effectiveness of radio advertising and a series of panel sessions will provide the focus for a radio workshop scheduled tomorrow (June 27) in New York under the sponsorship of the Association of National Advertisers and the Radio Advertising Bureau.

The workshop will open with a keynote talk by Blair Vedder, president, Needham, Harper & Steers.

First-hand case-history reports will be presented by Joanne Black, marketing services vice president of American Express Co., with Robert White, senior vice president of Ogilvy & Mather; James Blocki, general advertising manager of Kraft; Lawrence White, brand manager of OXY-5, the acne treatment that has used radio exclusively; Jerry Della Femina, chairman of Della Femina, Travisano & Partners, on the Blue Nun campaign, with Jerry Stiller and Anne Meara, stars of the Blue Nun commercials, and A. G. Atwater Jr., advertising vice president and assistant to the president of the Wm. Wrigley Jr. Co.

Dr. M. Lawrence Light, executive vice president of BBDO, will examine life-style trends and how they affect media planning, and Bernard S. Owett, senior vice president and creative director of J. Walter Thompson Co., will take a look at trends in radio creativity today.

Three concurrent panel sessions are scheduled for the afternoon: "Market-by-Market," with Dr. Light, William Zuspan, media vice president of Tucker-Wayne Advertising, Atlanta, and Lee Carter, president of Local Marketing Corp., Cincinnati; "Radio: How It's Working for Big Retailers," with Bill Hollaender, sales promotion vice president of Gimbels, Philadelphia; Ingrid Carlson, Sears, Roebuck radio manager, special projects; Victor B. Cowen, New York Hysterical Society, and Mario Hirsch, Hirsch Photo, New York, and "What's Happening in Radio Pre-Testing," with participants from such pre-testing firms as Communicus, Los Angeles; Erisco Inc., New York; McCollum/Speilman & Co., Great Neck, N.Y.; Telcom Research, Teaneck, N.J.; Tele Research and Walt Wesley Co., both New York.

Broadcast Journalism®

More news is the big news at NBC News

Affiliates hear Crystal tell of plans for tripled news in 1978-79 prime time with expanded 'Weekend,' more specials

John Chancellor, *NBC Nightly News* co-anchor, who had expressed a desire to switch over to a commentator-analyst role, will remain in his present post for at least another year.

That information, along with the announcement that NBC News would more than triple its prime-time news programming for the 1978-79 season, was relayed to affiliates at their convention last week by Lester Crystal, NBC News president.

Mr. Crystal told the NBC-TV affiliates that he was able to persuade Mr. Chancellor to keep his present job alongside co-anchor David Brinkley—unquestionably with the support of NBC President Fred Silverman.

As for the increased news programming, said to be more than 45 hours, Mr. Crystal said much will involve the news magazine, *Weekend* (Sundays, 10-11 p.m. NYT Sept. 10, Oct. 8 and Nov. 12, then weekly in December. It's currently offered the first Saturday of each month 11:30 p.m.-1 a.m.). *Weekend*, the domain of Executive Producer Reuven Frank, has Lloyd Dobyns as co-host and Linda Ellerbee will join him.

Mr. Crystal said that the changes in the one-hour, prime-time version will not be radical, but the content will be timelier and crisper. The animated Mr. Hipp will remain, as will the "writings-on-the screen" verbals.

Other elements making up the expanded prime-time schedule include the annual January three-hour news presentation (this year *The Family in America—An Endangered Species*), instant specials and a documentary commitment averaging one a month.

On other fronts, Mr. Crystal stressed the



Crystal

success of the "Segment 3" minidocumentary within the *NBC Nightly News* format and discussed the changes within *Today* (more correspondent-producer units, a professional meteorologist and remotes with regularity).

Brought on-stage for the news presentation were co-anchors Chancellor and Brinkley, who conversed live by satellite with correspondents Fred Briggs in Rome and Garrick Utley in London, and by land-line with Tom Pettit in Washington.

Seattle AM accused of spying for FBI

Wounded Knee reports assertedly went to bureau through former news director; management says incident is blown out of proportion

A former news director of KIXI(AM) Seattle has admitted that—solely on his own—he gave to the Federal Bureau of Investigation information one of his reporters had gathered at Wounded Knee, S.D., in 1973. The Coalition on Government Spying, affiliated with the American Civil Liberties Union and others, accused the station of conspiring with the FBI and said it was asking the FCC to suspend the station's license pending an investigation.

Through the Freedom of Information Act the group got an FBI communication

which said reporter Clarence McDaniels, without his knowledge, was supplying information he got from Indian activists that he thought would be broadcast as news, but it was turned over to the FBI.

Ken Stewart, news director at the time of the incident, said "I simply wanted to make it perfectly clear that the action on my part was solely my discretion, my judgment." No one else at the station, he said, knew about it. Mr. Stewart left the station in 1975.

Gilbert Jacobsen, station manager in 1973 and now station and national sales manager, said the first time he or Mr. McDaniels heard about the "conspiring" was when the group announced it. He said it was "an uncalled-for accusation and we resent any implication that anything was done wrong."

Wounded Knee was a big story, he said, and everything that was sent to the station was intended for broadcast use. "I have no idea what he [Mr. Stewart] could have communicated that could have been so disastrous," Mr. Jacobsen said. He said Mr. McDaniels never personally met with the FBI and had no knowledge that the FBI received any of the information he gathered.

"I have personal feelings about somebody making a mountain out of a molehill," Mr. Jacobsen said. "...This is just an example of what can happen to broadcasters around the country."



Downed. Bob Barker, traffic helicopter pilot for WSOC(AM) Charlotte, N.C., was killed June 15 after his three-seater Hughes 300 C hit a power line and crashed at 3 p.m. The 42-year-old pilot had been flying traffic reporters since joining the station in April, but at the time of the crash was not on station assignment. In addition to his duties with the AM station, Mr. Barker did occasional flights for co-owned WSOC-FM-TV.

Mr. Barker's was the fourth fatal crash of a station aircraft in little over a year. Francis Gary Powers (the former U-2 pilot) and George Spears of KNBC(TV) Los Angeles died in an August 1977 crash. In May 1977, Elliot Cohen, a pilot for KXIL-AM-FM Dallas crashed, and last Dec. 27 WEEK(AM) Boston reporter Henry Whitmore and his pilot, Richard Bank, crashed in their helicopter into an apartment building there (BROADCASTING, Jan. 2).

Cablecasting*

Now it's written in stone: no ex parte contacts in cable proceedings

FCC formally adopts informal plan already in effect; Brown asks what took so long

Rules that prohibit interested parties from having off-the-record contact with decision-making FCC personnel have been extended by the commission to contested cable proceedings.

The change was one of several requested by Henry Geller, the former FCC general counsel now awaiting Senate confirmation as assistant secretary of commerce heading the National Telecommunications and Information Administration. In the 44 months since he initiated the request (Oct. 18, 1974), most of the changes have been adopted, either formally or on a case-by-case basis. The adoption of restrictions on ex parte contacts in cable television proceedings formalized procedures that had long been in effect on an informal basis, the commission said.

Commission Tyrone Brown, however, saw the delay as "far too long a period to respond to a petition seeking changes in our own rules." In a concurring statement,

he said proceedings often are so drawn out because commissioners believe that if a petition is not acted on it might just go away. If the commission expects to keep pace with the industries it regulates, he said, "our processes must be adjusted accordingly."

Mr. Brown related that public notice was given Oct. 31, 1974; the only party filing comments did so on Nov. 25, 1974, and that in June 1978, "we decide that the petition for the most part requires no changes in commission procedures."

The FCC said provision was already made for reporting outside contacts, that the Sunshine Act had already opened informal rulemaking meetings and the delay-reducing procedures had either been adopted or were unnecessary.

Nielsen numbers cable. A. C. Nielsen Co. reported last week that the number of cable television homes in the U.S. grew to an estimated 12,705,960 as of May 1978, up 7.5% over last year.

New York continues to lead in number of cable television households with 658,850, followed by San Francisco-Oakland, 566,910; Los Angeles-Palm Springs, 479,780; Philadelphia, 408,290, and Pittsburgh, 344,230. In terms of market penetration, according to Nielsen, the top market is Santa Barbara-Santa Maria, Calif., with 70.5%, followed by Lima, Ohio, 64.8%; Bakersfield, Calif., 63.7%; Parkersburg, W. Va., 62.6%, and Yuma, Ariz.-El Centro, Calif., 62.4%.

Other information contained in the latest "Nielsen Station Index" contrasts viewing in cable homes in each DMA market with that in noncable homes. The report also indicates the percentage of each group's viewing to stations located inside and outside the market, providing an assessment of cable's impact in each market. In the Wichita Falls, Tex.-Lawton, Okla. market, for example, Nielsen shows that cable homes account for 40% of all viewing there, although they account for only 35.5% of all TV homes. In addition, in cable homes, 36% of their viewing is of TV stations outside the market, while the comparable figure for noncable homes is 6%.

Cable Briefs

On loan. Acton Corp., Acton, Mass.-based cable MSO, has received \$9 million loan from First National Bank of Boston and others. Acton will use money, it said, to reduce both current and long term debt and for capital expenditures.

No turn-off needed. FCC has authorized microwave stations in the cable television relay service (CARS) to operate continuously. Previous rules permitted operation only when information was available for transmission. New rule is expected help improve reliability and stability in equipment.

The Broadcasting Playlist Jun 26

Contemporary

Last week	This week	Title □ Artist	Label
1	1	Shadow Dancing □ Andy Gibb	RSO
6	2	Baker Street □ Gerry Rafferty	United Artists
5	3	It's a Heartache □ Bonnie Tyler	RCA
4	4	You're the One That I Want □ Travolta/Newton-John	RSO
9	5	Use Ta Be My Girl □ O'Jays	Phila. Intl.
2	6	Feels So Good □ Chuck Mangione	A&M
3	7	Too Much, Too Little . . . □ Mathis & Williams	Columbia
8	8	Dance With Me □ Peter Brown	Drive
7	9	With a Little Luck □ Wings	Capitol
10	10	The Groove Line □ Heatwave	Epic
14	11	Miss You □ Rolling Stones	Atlantic
12	12	You Belong to Me □ Carly Simon	Elektra
11	13	Two Out of Three Ain't Bad □ Meatloaf	Epic
17	14	Last Dance □ Donna Summer	Casablanca
20	15	Take a Chance On Me □ Abba	Atlantic
15	16	Still the Same □ Bob Seger	Capitol
18	17	Love is Like Oxygen □ Sweet	Capitol
22	18	Boogie Oogie Oogie □ A Taste of Honey	Capitol
21	19	Shame □ Evelyn "Champagne" King	RCA
24	20	King Tut □ Steve Martin	Warner Bros.
19	21	Because the Night □ Patti Smith	Arista
27	22	Copacabana □ Barry Manilow	Artista
23	23	Bluer than Blue □ Michael Johnson	EMI America
25	24	Runaway □ Jefferson Starship	Grun/RCA
39	25	Grease □ Frankie Valli	RSO
26	26	Every Kinda People □ Robert Palmer	Island
28	27	Love Will Find a Way □ Pablo Cruise	A&M
29	28	Only the Good Die Young □ Billy Joel	Columbia
13	29	Baby Hold On □ Eddie Money	Columbia
46	30	Three Times a Lady □ Commodores	Motown
33	31	You're the Love □ Seals and Crofts	Warner Bros.
31	32	On Broadway □ George Benson	Warner Bros.
43	33	Life's Been Good □ Joe Walsh	Asylum
36	34	Even Now □ Barry Manilow	Arista
34	35	I Was Only Joking □ Rod Stewart	Warner Bros.
30	36	Disco Inferno □ Tramps	Atlantic
—	37	My Angel Baby □ Toby Beau	RCA
47	38	Magnet and Steel □ Walter Egan	Columbia
32	39	I Can't Stand the Rain □ Eruption	Ariola
40	40	Wonderful Tonight □ Eric Clapton	RSO
35	41	Imaginary Lover □ Atlanta Rhythm Section	Polydor
44	42	I've Had Enough □ Wings	Capitol
42	43	Macho Man □ Village People	Casablanca
38	44	This Time I'm in It for Love □ Player	RSO
45	45	Follow You, Follow Me □ Genesis	Atlantic
41	46	Night Fever □ Bee Fees	RSO
48	47	Almost Summer □ Celebration	MCA
—	48	Hot Blooded □ Foreigner	Atlantic
49	49	Deacon Blues □ Steely Dan	ABC
—	50	Stay □ Jackson Browne	Elektra/Asylum

Playback

Rita rates. Rita Coolidge is out with a strong follow-up to her last hit, *The Way You Do the Things You Do* (A&M). The single, *You*, is from the *Love Me Again* album and it promises to be a "big, big song." So says Barney Love of WJET(AM) Erie, Pa., who adds: "It's a very nice up tempo ballad; a love song. It's the best thing Rita Coolidge has ever done." Ross Forbes of KOBQ(AM) Yuba City, Calif., says the song "has a good tempo to it. It's enough of a change from her last song to bring Rita Coolidge fans out in droves." **Dion remembers.** *Midtown American Main Street Gang* (Lifesong) is the new single by Dion and some music directors say it's a winner. "It's a good story-telling song says Matt Hudson of KLIK(AM) Jefferson City, Mo." Its about the whole summer spectrum of what kids go through after school is out." Sea Stipe of WRCO(FM) Vidalia, Ga., says "it's a reminiscing-type song. It has a good sax solo [and] a good hook. You can identify with it, but at the same time it's good music." **Different disco.** *I Love the Night Life* (Polydor) by Alicia Bridges is a disco tune, but it's strong on lyrics and vocals as well as beat. "It's a kind of uptempo disco thing," said Dan Ingram of WBSR(AM) Pensacola, Fla., but "the lyrics will carry it" Tracy Mitchell of KJR(AM) Seattle says Ms. Bridges's "voice is distinctive, [it] makes the difference; it seems to cut right through." **Rock 'n' roll return.** After what may seem a saturation of disco songs, rock 'n' roll is making a comeback. Foreigner's *Hot Blooded* enters "Playlist" at 48 this week, and Richard Woodward of WRKO(AM) Boston says "it should do well. . . it's good rock 'n' roll." And Eddie Money's new single, *Two Tickets to Paradise* (Columbia), "is an uptempo rock 'n' roll type of tune [with] a really nice chorus," says Michael Stone of KMGK(FM) Des Moines, Iowa.

Country

Last week	This week	Title □ Artist	Label
9	1	It Only Hurts for a Little While □ Margo Smith	Warner Bros.
4	2	I Believe in You □ Mel Tillis	MCA
1	3	Night Time Magic □ Larry Gatlin	Monument
3	4	Ain't No Good Chain Gang □ Cash & Jennings	Columbia
2	5	I'll be True to You □ Oak Ridge Boys	ABC
5	6	I Can't Wait Any Longer □ Bill Anderson	MCA
14	7	It's a Heartache □ Bonnie Tyler	RCA
10	8	Two More Bottles of Wine □ Emmylou Harris	Warner Bros.
16	9	I Wish I Loved Somebody Else □ Tom T. Hall	RCA
12	10	Putting in Overtime at Home □ Charlie Rich	UA
7	11	Georgia on My Mind □ Willie Nelson	Columbia
6	12	Cowboys Don't Get Lucky □ Gene Watson	Capitol
8	13	Do You Know You My Sunshine □ Statler Bros.	Mercury
—	14	Tonight □ Barbara Mandrell	ABC
18	15	Love or Something Like It □ Kenny Rogers	UA
13	16	Only One Love in My Life □ Ronnie Millsap	RCA
22	17	Let Me be Your Baby □ Charly McClain	Epic
11	18	Gotta Quit Looking at You Baby □ Dave & Sugar	RCA
—	19	Never My Love □ Vern Goslin	Elektra
19	20	Slow & Easy □ Randy Barlow	Republic
24	21	She Can Put Her Shoes . . . □ Johnny Duncan	Columbia
—	22	Weekend Friend □ Con Hunley	Warner Bros.
17	23	I'm Gonna Love You Anyway □ Cristy Lane	L.S.
21	24	Red Wine and Blue Memories □ Joe Stampley	Epic
—	25	Slippin' Away □ Bellamy Bros.	Warner Bros.

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 Arbitron audience ratings for the reporting station on which it is played. A  indicates an upward movement of five or more chart positions between this week and last.

Fates & Fortunes[®]

Media

Mark Olds, general manager, WWRL(AM) New York, and VP of Riverside Broadcasting Co. there, appointed president of Riverside. Station is owned by Sonderling Broadcasting Corp., of which Riverside is subsidiary. Mr. Olds will continue to head operations at WWRL and will also assume responsibilities for WRVR(FM) New York, recent Sonderling acquisition.

Stephen R. Herling, station manager, WISC-TV Madison, Wis., named general manager.

Richard F. Appleton, director of sales, WPVI-TV Philadelphia, appointed general manager of co-owned WTVB(TV) Raleigh-Durham N.C., replacing **Melvin J. Thompson**, who is retiring.

Paul B. Marion, real estate broker with H.Y. Dunaway Co., Charlotte, N.C., appointed general manager, noncommercial WTVI(TV) there. He succeeds **Donna Lee Davenport** who becomes executive director of WTVI Inc.

Dex Allen, general manager, KPRI(FM) San Diego, appointed VP of parent corporation, Southwestern Broadcasters. **Jessie Bullet**, program director, KPRI, named operations manager and chief programming head.

Nancy M. Pool, station manager, KSHE(FM) Crestwood (St. Louis), Mo., appointed general manager.



Pool



Drumheller

Phil Drumheller, station manager, WHYN-AM-FM Springfield, Mass., appointed general manager.

Jay Edwards, VP-general manager, WSUS(FM) Franklin, N.J., joins WFEC(AM) Harrisburg, Pa., as general manager.

Robert Elmer, general sales manager, WNLC(AM)-WTYD(FM) New London, Conn., named station manager of co-owned WWCO(AM) Waterbury, Conn.

Newly elected officers, Hollywood Radio and

Television Society; **Lionel L. Schaen**, KHJ-TV Los Angeles, president; **Robert A. Daly**, CBS Entertainment, Los Angeles, VP; **James W. Wesley Jr.**, KFI(AM)-KOST(FM) Los Angeles, secretary, and **Milton T. Raynor**, Vidtronics, Hollywood, treasurer.

Recently elected officers, Kansas Association of Broadcasters: **Bob Templeton**, KAYS(AM) Hays, president; **Bob Russell**, KEWI(AM)-KSWT(FM) Topeka, president-elect, and **Ralph Butler**, KARD-TV Wichita, secretary-treasurer.

Catherine Clark, WFPG-AM-FM Atlantic City, N.J., elected president of New Jersey Broadcasters Association. **Peter Arnow**, WMTR(AM) Morristown, elected VP.

Named officers of newly formed Virginia UPI Broadcasters Association: **William H. Spencer Jr.**, WAGE(AM) Leesburg, president; **Arthur M. Gates**, WYVE(AM) Wytheville, president-elect, and **John Harding**, WRVA(AM) Richmond, VP.

Elected to Public Broadcasting Service board of directors, terms beginning this week at meeting of board in Dallas, which immediately follows annual membership meeting there: **Dr. Holmer Babbidge Jr.**, president, Hartford (Conn.) Graduate Center; **Mrs. Margaret Cunningham**, VP, Council for Public Television, Denver; **Martin L. C. Feldman**, partner, Bronfin, Heller, Feldman and Steinberg, and commissioner, National Commission of Anti-Defamation League, New Orleans; **George Gruenwald**, president, Campbell Mithun Inc., St. Paul-Minneapolis; **Robert Schenckan**, member of board, Southwest Texas Public Broadcasting Council, Austin; **Mrs. Juanita C. Storey**, college adviser, John Hay High School Scholarship Program, Cleveland; **Valena Minor Williams**, coordinator, university relations, University of California System, and publicity chairman, Black Filmmakers Hall of Fame, San Francisco; **Zoel J. Parenteau**, president and general manager, Sunflower Educational Television Corp., Wichita, Kan.; **Robert M. Reed**, general manager, KUED(TV) Salt Lake City; **Paul J. Steen**, general manager, KPBS-TV San Diego; **Jerry D. Weaver**, executive VP and general manager, WKPC-TV Louisville, Ky.; **Dr. Margaret E. Chisholm**, VP for university relations and development, University of Washington, Seattle; **Stanley J. Evans, M.D.**, member, board of trustees, University of Maine, and director, Bangor Mental Health Institute; **William S. Frates**, partner, Frates Floyd Pearson Stewart Richman & Greer, P.A., and fellow, International Academy of Trial Lawyers, Miami; **Dr. Teruo Ihara**, board member, Hawaii Public Broadcasting Authority, and legislative consultant, University of Hawaii Professional Assembly; **Ira Koger**, chairman, Koger Properties, and vice chairman, American Symphony Orchestra League, Jacksonville, Fla.; **John Lowell**, partner, Welch & Forbes, and chairman, Boston Hospital for Women, Boston; **Donald R. McNeil**, president, Don McNeil & Associates, Sacramento, Calif.; **Mrs. Saralyn Oberdorfer**, member, State Board of Education of Georgia,

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Time toasts. Willard Schroeder (far right) was honor guest at a retirement dinner (he was 65 on June 6) at The Four Seasons in New York last Tuesday (June 20). It was hosted by Time Inc., which owns WOV-TV Grand Rapids, and which he had directed since Time acquired that property in 1957. (Mr. Schroeder, who served two terms as joint board chairman of the National Association of Broadcasters, will take over the presidency of WOOD-AM-FM, of which he owns control.) With him on that occasion (l to r): Barry Zorthian, former president of Time-Life Broadcast, now Time Inc. Washington vice president, Richard Munro, Time Inc. video group vice president; Michael Lareau, general manager, WOOD(AM); Weston C. Pullen, former head of Time's radio-TV operations, now retired, and Thomas Girocco, vice president and general manager of WOV-TV.

and **Dr. Lawrence T. Frymire**, executive director, New Jersey Public Broadcasting Authority.

Broadcast Advertising

Elected to board of directors, D'Arcy-MacManus & Masius: **Peter E. B. Cawdron**, treasurer-international, St. Louis; **Alvin L. Kacin**, president-St. Louis, and **Derrick M. O'Dea**, president-New York.

William Wiener, media planning director, BBDO, New York, elected VP.

Mary Ellen Roche, account supervisor, Benton & Bowles, New York, elected VP.

Thomas F. Little, VP and general manager, Foote, Cone & Belding Public Relations, New York, named acting president of agency's four public relations offices in U.S. (New York, Chicago, San Francisco and Los Angeles), following resignation of **Thomas L. Harris**, who has been president of unit. Mr. Harris will join Golin Communications Inc., Chicago, as president, chief executive officer and principal of that public relations company.



Doyle

Mark Doyle, VP-creative director, Chiat/Day, Los Angeles, re-joins Tracy-Locke Advertising, Dallas, as senior VP and executive creative director. He was associate creative director there before leaving company three years ago to join Chiat/Day.

Bruce Kaplan, mid-west sales manager, Marv Roslin Inc., Chicago, named VP.

Kathy McPherson, media planner, McCann-Erickson, Chicago, named media supervisor.

Al Grad, from Phil Motta & Associates, Phoenix, joins Jennings & Thompson/FCB Advertising there as senior TV-radio producer.

Pearl Joseph, general advertising research director, Ziff-Davis Publishing Co., New York,

joins Kenyon & Eckhardt there as media research director.

John Otto, associate creative director, Fahlgren & Ferriss, Parkersburg, W. Va., named creative director of company's Toledo, Ohio, office.

Richard C. Wozniak, account executive, ABC Television Network, Detroit, elected VP-Detroit sales manager.

William Fagan, general sales manager, WFSB-TV Hartford, Conn., joins WDM-TV Washington (formerly WTOP-TV), in same capacity. He was local and national sales manager for WTOP-TV until 1977 when he moved to co-owned WFSB-TV. **Stephen Cook**, account executive, WTOP-TV, named local sales manager as ownership of station changes from Post-Newsweek to Evening News Association.

L.A. Sturdivant, from KOA-TV Denver, joins WTLV-TV Jacksonville, Fla., as general sales manager. **Bob Reuschle**, in WTLV sales department, named local sales manager.

Barbara Stokes, sales manager, WIND(AM) Chicago, appointed general sales manager, KDKA-AM-FM Pittsburgh. **Jay Jordan**, sales manager, KFWB(AM) Los Angeles, named general sales manager, WIND. All three stations are owned by Westinghouse Broadcasting.

Kenneth D. Patt, sales representative, WCAR(AM) Detroit, appointed national sales manager.

John R. Sandwell, account executive, WJAR-TV Providence, R.I., named local sales manager, KBMT-TV Beaumont, Tex.

Ron Henninger, sales manager, KBPI(FM) Denver, named general sales manager, KPRI(FM) San Diego.

David Quinn, account executive, WNLC(AM)-WTVY(FM) New London, Conn., appointed general sales manager of New London stations and co-owned WWC(AM) Waterbury, Conn.

Richard E. Haines, sales manager, KITE-AM-FM San Antonio, Tex., joins KIOY(FM) Hanford, Calif., in same capacity.

David L. Burns, account executive, WITY(AM) Danville, Ill., named sales manager.

Marcia Rosenblatt, media director, Leo Baron Advertising Agency, New York, named account executive, WINS(AM) New York.

Gary S. Cozen, account executive, WRQX(FM) Washington, joins WPHL-TV Philadelphia, in same capacity.

Elizabeth Carey, account executive, WHOH(AM) Boston, joins WITS(AM) there in same capacity.

Terry Henry, from sales department of WWJ(AM) Johnstown, Ohio, joins WDLR(AM) Delaware, Ohio, in same capacity.

Sharon Ann Reddick, graduate, University of California, Berkeley, named account executive, KFMB-AM-FM San Diego.

Jean LeFavour, account executive, WHET(AM) Waltham, Mass., joins WACQ(AM)-WTTK(FM) Boston in same capacity.

John J. (Jay) Walter, president, Harrington, Richter & Parsons, New York, re-elected chairman of Television Bureau of Advertising's national sales advisory committee. Re-elected vice chairman was **Oliver T. Blackwell**, Katz Agency, New York. Elected chairmen and vice chairmen, respectively, of various NSAC subcommittees were: research—**Adam Young**, Adam Young Inc., and **Len Ziegel**, Evans Broadcasting Corp.; communications—**James P. McCann**, Top Market Television, and **Robert Kizer**, Avery-Knodel Television; trade practices **Dennis Gillespie**, Peters, Griffin, Woodward, and **Lloyd Werner**, Television Advertising Representatives; and sales—**Bernard Hirsch**, NBC Spot Television Sales, and **Thomas Tilson**, Metro TV Sales.



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We do it year 'round, of course. But, once
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With the inside word on:

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AM and FM dials. The many sounds of country.
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Album oriented this and jazz configured that.
Foreground, background and what's left of
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- **Sales.** An up-to-the-balance-sheet reading
on the fate of radio's fiscal fortune. Spot,
network and local. Big town and small.
- **And engineering.** A special report on technical
developments as they bear on radio's present and
future, from satellite hookups to AM stereo to
the newest in automation gear.
- **Plus.** Third-annual tabulation of Radio's Top 500:
the top 10 stations in each of the top 50 markets.

All together, a four-pronged assault on the medium's
facts of life midway through another banner year.
An issue to save, savor and—from the advertiser's
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From the South, call **Peter O'Reilly** at (202) 638-1022.

From the West, call **Bill Merritt** at (213) 463-3148.

From any point of the compass,
call **David Whitcombe** or **John Andre** at (202) 638-1022.

Programing

David Sontag, VP in charge of prime time programing, 20th Century-Fox Television, Los Angeles, appointed senior VP, creative affairs. Mr. Sontag earlier served as assistant to both network president and VP-programing, NBC-TV New York, and as head of CBS Films there. **Joseph Greene**, head of New York office of 20th Century-Fox Television, named VP-eastern sales manager there.

Bob Peyton, VP, director of programing for Katz Agency Inc., New York, named to new post of VP and general manager for syndication of Time-Life Television, New York, responsible for management and co-ordination of all sales and syndicated programing activities ("Closed Circuit," June 12).

Stanley Stempler, head of legal and business affairs department of ITC Entertainment Inc., New York, named associate director, talent and program negotiations, business affairs, CBS Entertainment, New York.

Ron V. Brown, international sales vice president, Universal Pictures, Los Angeles, named VP in charge of international sales, Tandem Productions and T.A.T. Communications there.

Frank Miller, director of programing, CBS Radio Network, New York, named VP-programs.

Andre de Szekely, manager, film post production, East Coast, ABC Entertainment, New York, appointed director, feature film creative post production.

E. Duke Vincent, supervising producer for *Vega\$*, fall series produced by Aaron Spelling Productions for ABC-TV, Los Angeles, named senior VP of Spelling. **Cindy Dunne**, director of project development, named VP.

John A. Katz, program director, WIBW-AM-FM Topeka, Kan., joins KIXI-AM-FM Seattle, in same capacity.

Joan M. Oury, administrator, program services, NBC Sports, New York, appointed man-

ager, program services.

Joseph M. D'Amico, manager of syndication services, Group W Productions' Television Syndication Center, Pittsburgh, named VP, distribution, there, succeeding **Ralph V. Cunningham**, named VP and general manager, Rhodes Productions, Los Angeles.

Bernard C. Barth Jr., promotion manager, WPLG(TV) Miami, named director of programing and promotion of WJXT(TV) Jacksonville, Fla. Both are Post-Newsweek stations.

Larry Clamage, program and production manager, WKBD-TV Detroit, appointed program director, WLCY-TV Tampa-St. Petersburg, Fla.

Dan Sitarski, staff producer, WCAU-TV Philadelphia, appointed senior producer for documentary series.

News and Public Affairs

Paul W. Greenberg, documentary producer, CBS News, New York, named executive producer, special broadcasts, NBC News, New York.

Alan Mendelson, associate producer, CBS News Syndication, New York, named news assignment editor. **Doug Sefton**, field producer, CBS News, Johannesburg, South Africa, named reporter, CBS News, Cairo.

Jill Geisler, reporter-anchor, WITI-TV Milwaukee, named news director. She succeeds **Richard Brown**, who joins CBS News, Chicago (BROADCASTING, June 19).

Sandy Sciacca, news assistant, WDSU-TV New Orleans, named news producer. **Debbie Denachaud**, reporter, WHAS-TV Louisville, Ky., joins WDSU-TV in same capacity.

Alan Phillips, executive producer, WJLA-TV Washington, joins WLCY-TV Tampa-St. Petersburg, Fla., as news producer.

Ernie Anastos, reporter/anchor, WPRI-TV Providence, named correspondent, WABC-TV New York.

Monica Marotta, reporter-announcer, KRDO-AM-FM-TV Colorado Springs, and **Michele Hopkins**, graduate, University of Southern California, Los Angeles, named writers, KNX(AM) Los Angeles.

Wayne A. Youngquist, assistant professor of sociology, Marquette University, Milwaukee, appointed analyst for primary and election this fall for WISN-TV there.

Barbara Leff, VP-editor, *Philadelphia Newsletter*, appointed director of public information, noncommercial WHYY-TV Wilmington, Del., (Philadelphia), and co-owned noncommercial WUHY-FM Philadelphia.

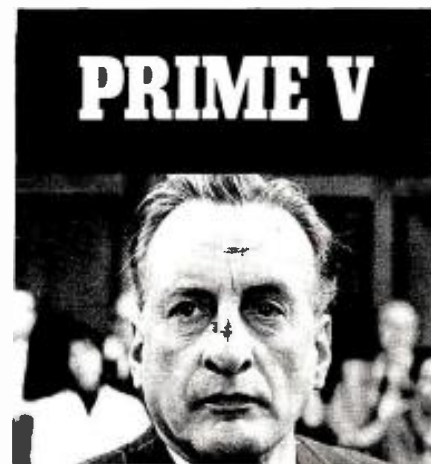
Richard S. Salant, president of CBS News, given third annual Freedom of Speech Award of Georgia Association of Broadcasters for "his continuing efforts on behalf of First Amendment rights for broadcast news."

Bob Bruner of WMT-AM-FM Cedar Rapids, Iowa, named Jack Shelley award winner by Iowa Broadcast News Association.

Nick Mills, network news correspondent, ABC, New York, appointed news director, WITS(AM) Boston.

Allied Fields

Federal Communications Bar Association officers for year beginning July 1 were introduced at FCBA's annual meeting last week. They are: **R. Russell Eagan**, Kirkland & Ellis, president; **Edward W. Hummers Jr.**, Fletcher, Heald, Kenahan & Hildreth, VP; **Robert L. James**, Cole, Zylstra and Raywid, secretary; **Carolyn**



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Speaking for the stations. Ancil H. Payne, KING-TV Seattle, was re-elected chairman of the NBC-TV affiliates board of delegates at the affiliates' annual meeting last week in New York. Robert E. Krueger, KTVB(TV) Boise, Idaho, was elected vice chairman, and William Faber, WFLA-TV Tampa, Fla., was re-elected vice chairman for coming year. Ralph Jackson, WAVE-TV Louisville, Ky., was re-elected secretary-treasurer. Two new members were named to the board: John F. Ruby, KVOA-TV Tucson, Ariz., and Ray Karpowicz, KSD-TV St. Louis, the latter to fill a vacancy that's existed this past year. Retiring from the board was Alan Land, WHIZ-TV Zanesville, Ohio.

The new board (l to r): Front row, Messrs. Karpowicz, Krueger and Payne; William Putnam, WWLP(TV) Springfield, Mass., and Mr. Ruby; back row, Messrs. Jackson and Faber; James Yager, WDSU-TV New Orleans; Michael McCormick, WTMJ-TV Milwaukee; Blake Byrne, KXAS-TV Fort Worth, and Donald Moeller, KTVN(TV) Springfield, Mo.

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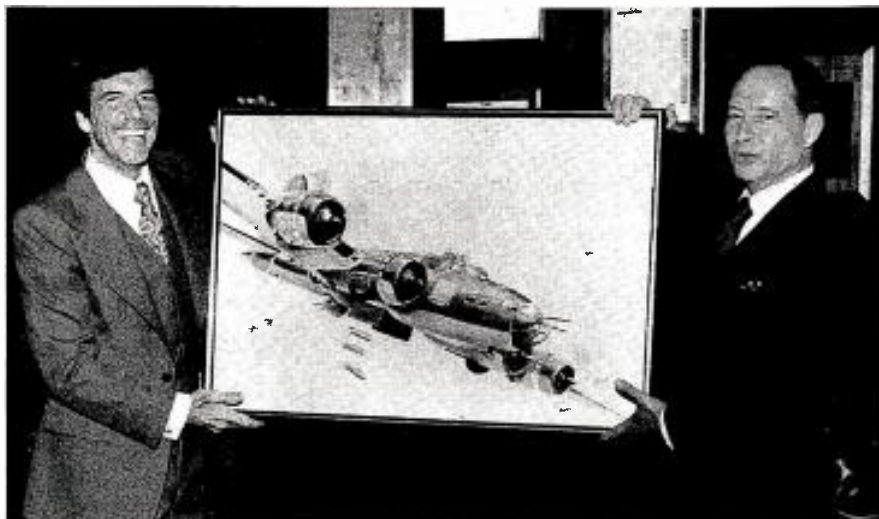


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Thanks for the memory. The 20th anniversary of Eastman Radio was the official occasion, but the memories went back before that—to World War II, in fact, when Frank Boyle (r), now chairman of the representative firm, flew over 50 missions as a ball-turret gunner in B-17's. Eastman President Bill Burton (l) commissioned this oil painting. The radio-only firm has grown from four original clients' stations to over 100 represented now.

C. Hill, United Telecommunications Inc., assistant secretary, and **Edward Taptich**, McKenna, Wilkinson & Kittner, treasurer. Three new members of executive committee are **Donald E. Ward**, law offices of Donald E. Ward; **Max D. Paglin**, consultant to FCC, and **Suzanne Meyer**, Dow, Lohnes & Albertson.

American Women in Radio and Television officers installed in Los Angeles: **Wilma H. Kriner**, W. M. Zemp & Associates, St. Petersburg, Fla., president; **Timatha S. Pierce**, NBC, New York, president-elect; **Jeanette Mulder Greer**, Belo Broadcasting, Beaumont, Tex., secretary-treasurer; **Sallie H. Forman**, NBC Washington, midwest area VP; **Kay T. Jenkins**, WLOS-TV Asheville, N.C., southern area VP; **Martha Pell Stanville**, WCCO-TV Minneapolis-St. Paul, west central area VP; **Sandy Max**, KXYZ(AM)-KAUM(FM) Houston, southwest area VP; **Helene Mitchell**, noncommercial KUOW(FM) Seattle, director-at-large; **Muriel Kennedy**, MMK Associates, Watertown, N.Y., northeast area VP; **Cecilia M. Odziomek**, Draper Daniels, Inc., Chicago, east central area VP; **Jeanne Toncre**, KRON-TV San Francisco, western area VP, and **Mal Johnson**, Cox Broadcasting, Washington, director-at-large.

Charles Godwin, Broadcast Music Inc. regional representative, Washington, retires June 30. Before joining BMI, Mr. Godwin was senior VP, station relations, MBS.

Frank Stanton, former president and vice chairman of CBS Inc. (now chairman of American National Red Cross), elected to six-year term on board of overseers of Harvard University.

Deaths

Nelson Poynter, 74, chairman of board of *St. Petersburg (Fla.) Times and Evening Independent* there, and founder of *Congressional Quarterly*, Washington, died June 15 of stroke at St. Anthony's hospital in St. Petersburg. Mr. Poynter also founded and operated WTSP(AM) St. Petersburg (now WLCY-AM-FM.) from 1939 until 1956. During World War II, he organized Foreign Information Service, which started government's overseas shortwave radio network, Voice of America. He is survived by his wife, Marion.

Sidney A. Grayson, 60, general and commercial manager, KCCN(AM) Honolulu, and formerly in ownership and management of radio and television stations in Texas and California, died June 18 in Honolulu of cancer.

Frank R. Hussey, 53, account executive with CBS Television Network Sales, New York, died June 15 of heart ailment in Stanford University Medical Center in California. Mr. Hussey, with CBS for 23 years, is survived by his wife, Nancy; two sons, Frank R. and William B., and two daughters, Sara Ann and Barbara.

Harold P. Burdick, 84, pioneer radio writer, producer and actor, died June 12 in Hospital for Joint Diseases and Medical Center in Manhattan, following long illness. In early 1930's he became popular on program *Night Editor* which was broadcast on San Francisco radio. In 1952, he made film series of his *Night Editor* stories for DuMont television network in New York. He is survived by one son.

J. Walter Greep, 81, former news director, WVIS(AM) Owensboro, Ky., died June 12 in Lubbock, Tex. hospital after long illness. He recently retired as editorial director of *Lubbock Avalanche-Journal*. Mr. Greep was also commentator for KTBC-TV Austin, Tex., during his career. He is survived by his wife, Mary Evelyn.

Charlie Wright, 64, radio personality and executive, WELI(AM) New Haven, Conn., died June 9 of heart failure at Veteran's Memorial hospital, West Haven, Conn. He began his radio career in 1935 as singer-musician with WICC(AM) Bridgeport, Conn., and joined WELI following year as staff announcer. In later years with station, he was program director and VP before retiring last year. He is survived by his wife, Jeanne, one son and one daughter.

Felicia Montealegre Cohn Bernstein, 56, wife of composer-conductor Leonard Bernstein and former TV actress, died June 16 of cancer at her Long Island, N.Y., home. She was named television actress of year in 1950 for leading roles in *Studio One*, *Kraft Theater* and *Philco Theater*. Beginning in 1958, she performed as dramatic speaker in orchestral concert works with her husband and other famous conductors at New York Philharmonic and Boston Symphony. She is also survived by two daughters and one son.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period June 12 through June 16.

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.

New Stations

TV application

■ Vallejo-Fairfield, Calif.—Redwood Television Ministries Inc. seeks ch. 66; ERP 669 kw vis., 134 kw aur., HAAT 1,592 ft.; ant. height above ground 238 ft. Address: c/o Glenn Rode, 19300 Redwood Rd., Castro Valley 94546. Estimated construction cost \$241,000; first-year operating cost \$150,000; revenue \$250,000. Legal counsel George R. Douglas Jr., Washington; consulting engineer D. W. Sargent. Applicant is nonstock, nonprofit corporation for religious broadcasting, Glenn Rose, chairman. Ann. May 30.

FM applications

■ Cherokee Village, Ark.—Cherokee Village Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT 300 ft. Address: 127 Iroquois, Cherokee Village 72525. Estimated construction cost \$100,000; first-year operating cost \$66,300; revenue \$60,225. Format: easy listening, pop. Principals: Betty Wetenkamp and her daughter Elizabeth, who have no other broadcast interests. Ann. May 26.

■ Anderson, Calif.—Jancur Inc. seeks 94.3 mhz, 3 kw, HAAT 217 ft. Address: P.O. Box FM 94, Anderson 96007. Estimated construction cost \$76,791; first-year operating cost \$61,181; revenue \$149,972. Format: adult contemporary. Principals: D. Tommy Jansson (40%), Timothy Paul Curtin (40%) and two others. Mr. Curtin has been employed by several California stations, most recently as salesman/producer for KMIX(FM) Turlock, Calif. Mr. Jansson was, until January, announcer for KNVR(FM) Paradise, Calif. Ann. May 19.

■ Fort Bragg, Calif.—Mendocino Wireless Co. seeks 95.3 mhz, 0.8 kw, HAAT 603 ft. Address: 20790 Medley Lane, Topanga Canyon, 90290. Estimated construction cost \$39,320; first-year operating cost \$52,000; revenue \$90,000. Format: standard pop. Principal: John Ditz Jr. (53%) is applicant for AM-FM in Apple Valley, Calif. and owns minority interest in WLOO(FM) Chicago, WABX(FM) Detroit, KWST(FM) Los Angeles and KMEL(FM) San Francisco. Ann. May 31.

■ Victorville, Calif.—Key City Broadcasting seeks 103.1 mhz, 0.87 kw, HAAT 363 ft. Address: Greentree Inn, Palmdale & 7th Sts., Victorville 92392. Estimated construction cost \$12,000; first-year operating cost \$22,920; revenue \$75,000. Format: standard pop. Principals: equally owned by Gregory Carpenter, Daren Flickenger, Stephen Grimm, William Hersey Jr. and Craig Robbins. Messrs. Carpenter and Flickenger are partners in Garden Grove, Calif. recording studio and

both worked for KFOX(AM) Long Beach, Calif. Mr. Grimm owns electronics retail store, Mr. Hersey is computer salesman and Mr. Robbins is telephone engineer. None has other broadcast interests. Ann. May 19.

■ Durango, Colo.—M.M.G. Broadcast Corp. seeks 101.3 mhz, 3 kw, HAAT 316 ft. Address: 700 United Bank Building, Box 93, Pueblo 81002. Estimated construction cost \$144,104; first-year operating cost \$86,000; revenue \$100,000. Format: adult contemporary. Principal: Michael M. Galer (90%), who is principal owner of KDZA(AM)-KZLO(FM) Pueblo, Colo. Ann. May 12.

■ Wrens, Ga.—Jefferson County Broadcasting Corp. seeks 96.7 mhz, 1.07 kw, HAAT 500 ft. Address: P.O. Drawer 869, Wrens 30833. Estimated construction cost \$136,756; first-year operating cost \$61,660; revenue \$70,000. Principals: John J. Rayburn (20.1%), Henry B. Jones (20.1%) and eight others including Jerry D. Braswell, who is program director/announcer for WDIX(AM) Orangeburg, S.C. None has other broadcast interests. Ann. May 26.

■ Grangeville, Idaho—4-K Radio Inc. (KORT-FM) seeks 95.3 mhz, 680 kw, HAAT-750 ft. Address: P.O. Box 936, Lewiston 83501. Estimated construction cost \$2,500; first-year operating cost \$4,800; revenue \$6,000. Format: contemporary pop. Applicant owns KORT-AM, Grangeville and KOZE-FM Lewiston, Idaho. Ann. May 26.

■ Payette, Idaho—Blue Mountain Broadcasting Co. seeks 100.1 mhz, 3 kw, HAAT 300 ft. Address: 1430 SW 4th Ave., Box 157, Ontario, Ore. 97914. Estimated construction cost \$8,445; first-year operating cost \$9,800; revenue \$12,000. Format: adult contemporary. Principals: John H. Runkle, his wife, Betty Jean and their son John Jr. own KYET(AM) Payette. Ann. May 31.

■ Gardner, Mass.—Mount Wachusett Community College seeks 91.7 mhz, 17.3 kw, HAAT 319 ft. Address: 444 Green St., Gardner 01440. Estimated construction cost \$1,200. Format: variety. Applicant is state community college. Ann. May 31.

■ Kalispell, Mont.—Glacier County Broadcasters seeks 98.5 mhz, 100 kw, HAAT 415 ft. Address: P.O. Box 406, Bigfork 59911. Estimated construction cost \$136,735; first-year operating cost \$67,800; revenue \$125,000. Format: rock, oldies, bluegrass. Principals: Frank H. Tyro (49%) and Michael A. Roberts (51%). Mr. Tyro was, until March, employee of KOFI(AM) Kalispell. Neither has other broadcast interests. Ann. May 31.

■ Las Vegas—University of Nevada seeks 91.7 mhz, 14.7 kw, HAAT 45 ft. Address: 405 Marsh Ave., Reno 89505. Estimated construction cost \$100,000; first-year operating cost less than \$100,000. Format: variety. Applicant is state university which also operates *KUNR(FM) in Reno. Ann. May 31.

■ Lubbock, Tex.—Troy Raymond Moran seeks ch. 34; ERP 67.9 kw vis., 13.3 kw aur., HAAT 915 ft.; ant. height above ground 893 ft. Address: 4708 Prospect NE, Albuquerque, N.M. 87190. Estimated construction cost \$50,727; first-year operating cost \$117,120; revenue \$150,000. Legal counsel Eugene L. Burke, Falls Church, Va.; consulting engineer Guy Smith. Applicant is individual. Mr. Morgan is owner of KRSY-AM-FM Roswell, KRZY(AM)-KRST(FM) Albuquerque, N.M.; KTEZ(FM) Lubbock, Tex. and KIDN(AM) Pueblo, Colo. Ann. May 30.

■ Rhinelander, Wis.—Rhinelander Broadcasting Corp. seeks 97.5 mhz, 100 kw, HAAT 500 ft. Address: Route 2, Two Rivers 54241. Estimated construction cost \$80,920; first-year operating cost \$63,948; revenue undetermined. Format: C&W. Applicant is equally owned by Gerald Lorenz and Donald Rabbitt. Mr. Lorenz is operations manager for permittee for new UHF at Green Bay, Wis. Mr. Rabbitt is 33% owner of WFON-FM Fond du Lac, Wis. Ann. June 2.

TV action

■ Abilene, Tex.—Broadcast Bureau dismissed application of Pictorics Inc. for new TV on ch. 15 there. Action June 1.

AM actions

■ Booneville, Ark.—Broadcast Bureau returned as unacceptable for filing application of Adams and Thomas Broadcasting Co. for new AM there. Action June 1.

■ Van Buren, Ark.—Broadcast Bureau granted Crawford County Communications 1060 khz, 500 w-D. P.O. address: 823 Fayetteville Rd., Van Buren 72956. Estimated construction cost \$32,857; first-year operating cost \$8,780; revenue \$48,000. Format: C&W, pops. Principals: William L. Pharis (66.6%) and Bert Denson (33.3%). Mr. Pharis was news editor at KFSM-FM Ft. Smith, Ark. until 1976 and owns two music stores. Mr. Denson is engineer at KFSM-TV and has farming interests. Action June 6.

■ Harriman, Tenn.—Broadcast Bureau returned as unacceptable for filing application of Morgan Broadcasting Co. for new AM there. Action June 5.

■ Sequim, Wash.—Broadcast Bureau returned as unacceptable for filing application of Olympic Broadcasting Co. for new AM there. Action June 1.

FM actions

■ Los Angeles—Broadcast Bureau returned as unacceptable for filing application of Inspiration Media of Southern California Inc. for new FM on 99.5 mhz. Action June 1.

■ Pueblo, Colo.—Broadcast Bureau granted KAPI Inc. 107.1 mhz, 3 kw, HAAT 77 ft. P.O. address: 2829 Lowell Ave., Pueblo 81003. Estimated construction cost \$32,742.50; first-year operating cost \$34,600; revenue not given. Format: Spanish. Principals: Stock of KAPI Inc. is held by estate of Joseph R. McGoe represented by Colorado State Bank. Jeanne E. McGoe is president and treasurer and has no other broadcast interests. Action June 6.

■ Salmon, Idaho—Broadcast Bureau granted Dale J. Smith 92.7 mhz, 1.8 kw, HAAT—1,235 ft. P.O. address: Box 950, Salmon 83467. Estimated construction cost \$26,535; first-year operating cost \$12,000; revenue \$24,000. Format: standards. Principal: Mr. Smith owns KSRA(AM) Salmon. Action June 14.

■ Hoisington, Kan.—Broadcast Bureau granted Heart of Kansas Radio Inc. 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 111 West 13th Street, Hays, Kan. 67601. Estimated construction cost \$67,246.60; first-year operating cost \$48,000; revenue \$60,000. Format: standard pops. Principals: Paul F. Kelly (55%), Wilford D. Anderson (15%) and six others. Mr. Kelly is operations manager of Texas Rangers Network baseball broadcasts. Mr. Anderson is assistant treasurer of Control Data Corp. None has other broadcast interests. Action June 14.

■ Gladwin, Mich.—Broadcast Bureau granted Gladwin Broadcasting Co. 103.1 mhz, 3 kw, HAAT 148 ft. P.O. address: 309 George Vth Ave., Crosswell, Mich. 48624. Estimated construction cost \$23,586; first-year operating cost \$10,000; revenue \$18,000. Format: beautiful music. Principal: George E. Benko, who owns WJEB(AM) Gladwin. Action June 14.

■ Houghton, N.Y.—Broadcast Bureau granted Houghton College 90.3 mhz, 10 w, HAAT—311 ft. P.O. address: Hillside Dr., Houghton 14744. Estimated construction cost \$200; first-year operating cost \$5,000. Format: variety. Principal: Applicant is private, nonprofit educational institution. Action May 31.

■ Bristow, Okla.—Broadcast Bureau granted Big Chief Broadcasting Co. of Bristow 104.9 mhz, 3 kw, HAAT 300 ft. P.O. address: c/o L. M. Beasley, Rte. 8, Box 448, Oklahoma City 73109. Estimated construction cost \$45,875; first-year operating cost \$67,000; revenue \$110,000. Format: country. Principals: L. M. Beasley (45%), Edwin R. Percival (45%) and Clifford W. Smith (10%). Mr. Percival owns Oklahoma City construction

company and has various, banking, real estate and business interests. Mr. Smith is engineer at noncommercial KOKH-TV Oklahoma City. Mr. Beasley has interest in KFAY(AM) Fayetteville, Ark. Action June 6.

Ownership Changes

Applications

■ **KANC(AM)** Anchorage, Alaska (AM: 1080 khz, 10 kw-U)—Seeks transfer of control of Mt. Susitna Broadcasting Corp. from George Dickenson and Joe Hayes (50.9% before; none after) to Media Inc. (none before; 50.9% after). Consideration: \$309,666. Seller: principally owned by Mr. Dickson. Mr. Hayes and John R. Garland, all of Anchorage. Buyer: principally owned by E. Roy Paschal (72%) and nine others. Media owns KJNO(AM) Juneau; KIFW-AM-TV Sitka and applicant for new AM in Ketchikan, all Alaska. Ann. June 7.

■ **KDAP(AM)** Douglas, Ariz. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Russwal Corp. from Arthur and Roberta Walker (51% before; none after) to Marvin G. and Marie Rivenburgh (49% before; 100% after). Consideration: \$12,750. Principals: Mr. and Mrs. Walker are transferring control to the Rivenburghs who have no other broadcast broadcast interests. Ann. June 7.

■ **KROI(FM)** Sacramento, Calif. (FM: 96.9 mhz, 64 kw)—Seeks assignment of license from KEZS Inc. to Jonsson Broadcasting Corp. for \$1.1 million. Seller: Subsidiary of ASI Communications Inc., New York, a public corporation which owns KFAC-AM-FM Los Angeles, KROY(AM) Sacramento (see below), and has sold, subject to FCC approval, KJTV(TV) Bakersfield, Calif. Buyer: principally owned by Kenneth A. Jonsson of Pacific Palisades, Calif. and members of his immediate family. Mr. Jonsson had until Feb. of this year, minority interest in KRLD(AM)-KAFM(FM) Dallas, Tex. Ann. June 2.

■ **KROY(AM)** Sacramento, Calif. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Portland Broadcasting Corp. to Jonsson Broadcasting Corp., mutually contingent with sale of KROI for \$1,650,000. Seller: subsidiary of ASI Communications, which is also selling KROI(FM) to same buyer (see above). Ann. June 2.

■ **KLIL(FM)** Ukiah, Calif. (FM: 94.5 mhz, 6.7 kw)—Seeks assignment of license from KLIL Inc. to Broadcasting Corp. of Medocino for \$250,000. Seller: principally owned by Woodrow W. White (85%), Augustine G. Solomon (13%), both of Calpella, John R. McKean (1.5%), Castro Valley and John Oliveira (.5%) of Fresno, Calif. None has other broadcast interests. Buyer is equally owned by Guilford R. Dye and his wife, Gudrun. Mr. Dye has had extensive broadcast production and news experience, most recently as publicity director, WBKB-TV Alpena, Mich. and ABC-TV, Central Division. Ann. June 7.

■ **KONG-AM-FM** Visalia, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 92.9 mhz, 10 kw)—Seeks transfer of control of Air Waves Inc. from Harry E. Layman (92.4% before; none after) to 2588 Newport Corp. (7.6% before; 100% after). Consideration: \$600,000 plus \$100,000 non-competition agreement. Air Waves is principally owned by Mr. Layman of Visalia. Buyer purchased 7.6% of stock last December. Newport is owned by Raymond I. Kandel (67.14%) and his daughter, Harriet K. Rhode (32.86%). Newport was, until March, owner of KYVA(AM)-KGLP(FM) Gallup, N.M., which it sold to Road Runner Radio Inc. Mr. Kandel's other interests include KTUC(AM)-KFMN(FM) Tucson, Ariz; KHSJ-AM-FM Hemet and KHOT(AM)-KUUL(FM) Madera, Calif. Ann. May 19.

■ **WGTB-FM** Washington, D.C. (FM: 90.1 mhz, kw)—Seeks assignment of license from Georgetown University to University of D.C. for \$1.00. Seller is private university. Buyer is public land-grant university. Ann. June 7.

■ **WNHC(AM)** New Haven, Conn. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of New Haven Radio Inc., from Natale and Elizabeth Urso and Carl Grande (51% before; none after) to Anthony R. Martin Trigona (49% before; 100% after). Consideration: \$650,000. Principals: Seller is owned by Mr. and Mrs. Urso and Mr. Grande who also own WERI-AM-FM Westerly, R.I. Buyer owns WHET(AM) Waltham, Mass. and has real estate interests in Illinois. Ann. May 30.

■ **WMAC(AM)-WHCG(FM)** Metter, Ga. (AM: 1360 khz, 500 w-D; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Estate of Howard Gilreath to Radio Metter. Richard J. Buttimer, as administrator of the estate of Mr. Gilreath (deceased), which has no other broadcast interests is assignor. Buyer: owned by William J. Page, general manager of stations for last 10 years. Ann. June 7.

■ **KPRK(AM)** Livingston, Mont. (AM: 1340 khz, 1 kw-D)—Seeks transfer of control of KPRK Inc. from Roberta Hinman/Jack Hinman Trust (100% before; none after) to Holter Broadcasting Corp. (none before; 100% after). Consideration: \$258,000. Principals: Seller is owned by Roberta Hinman individually and as representative of estate of Jack Hinman. Buyer: owned by W. L. Holter and Gene S. Peterson (20%). Mr. Holter owns KLTZ(AM) Glasgow, and is partner with Mr. Peterson in KYLT-AM-FM Missoula and KBLL(AM) Helena, Mont. Ann. June 7.

■ **WHNC(AM)-WXNC(FM)** Henderson, N.C. (AM: 890 khz, 1 kw-D; FM: 92.5 mhz, 15.5 kw)—Seeks transfer of control of Henderson Broadcasting Co. from George G. Beasley and William R. Britt (100% before; none after) to Rigel Inc. (none before; 100% after). Consideration: \$650,000. Principals: Seller is equally owned by Messrs. Beasley and Britt, both of N.C. Mr. Britt owns WHPY(AM) Clayton, N.C. Mr. Beasley, is principal or part owner of following stations: WKGX(AM) Lenior, WFAI(AM) Fayetteville, WFMC(AM)-WOKN(FM) Goldsboro, and WJNC(AM)-WRCM(FM) Jacksonville, N.C.; WDMT(FM) Cleveland; WGAC(AM) Augusta, Ga. and WMOO(AM)-WBLX(FM) Mobile, Ala. Buyer is owned by Roy O. Rodwell (45%), William F. Belote (45%) and James M. Simpson (10%). Mr. Rodwell is C.P.A. in Durham, N.C. Mr. Belote has lumber and farming interests in Georgia. Mr. Simpson is general manager of the station. None has other broadcast interests. Ann. May 30.

■ **WFCB(FM [CP])** Chillicothe, Ohio (FM: 94.3 khz)—Seeks assignment of license from Frederick F. and Sally S. Stannard partnership to Terins Enterprises for \$16,000. Seller: partnership of Mr. and Mrs. Stannard. Buyer: owned by Burrell Adkins (65%) and Ronald Fewster (35%). Mr. Adkins has real estate and development interests in Ohio. Mr. Fewster owns and manages fast food restaurants there. Neither has other broadcast interests. Ann. May 30.

■ **WDXB(AM)** Chattanooga, Tenn. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WDBX Broadcasting Co. to Chattanooga Sound Inc. for \$400,000 plus \$100,000 consulting agreement. Seller: 100% owned by Josephus R. Corbus, of Glenville, Ill., who has no other broadcasting interests. Buyer: equally owned by Dr. Charles B. Crow Jr., William A. Grant Jr. and J. George Mitnick, who own WJRD(AM) Tuscaloosa, Ala. Dr. Crow has private practice and numerous business investments in Birmingham, Ala. Mr. Grant has minority interest in four Alabama radios and a cable system in Jasper, Ala. Mr. Mitnick also has minority interest in that system. Ann. May 30.

■ **KVEL-AM-FM** Vernal, Utah (AM: 1240 khz, 5 kw-D; FM: 92.7 mhz, 1.35 kw)—Seeks transfer of control of Uniah Broadcasting and Television Co. from James C. Wallentine, Howard D. and Lucille Johnson (99.75% before; none after) to KVEL Inc. (none before; 99.75% after). Consideration: \$550,000. Principals: Seller is principally owned by Mr. Wallentine and Mr. and Mrs. Johnson. The Johnsons hold CP for new FM at Vernal and (in trust) KBLL(AM) Blackfoot, Idaho and KSUB-AM-FM Cedar City, Utah. Buyer is owned by Communications Investment Corp., of Salt Lake City, which owns KUTV-TV and KALL-AM-FM Salt Lake City and KGH(AM)-KBMS(FM) Billings, Mont. CIC also owns Intermount Network Inc., radio network; Tele-Communications Inc., cable and microwave systems and a commercial printing firm. Several of the officers of CIC have other extensive interests in broadcasting. Ann. May 16.

Grants

■ **KLRO(FM)** San Diego (94.9 mhz, 1.9 kw)—Broadcast Bureau granted assignment of license from Multi-Casting Corp. to Force Communication for \$965,000. Seller: is 100% owned by James C. Gates who owns 80% of applicant for new FM in Pasadena, Calif. Buyer: is owned (50% each) by Norman Feuer, vice president of Sudbrink Stations' WLYF(FM) Miami and WLAK(FM) Chicago and Harold W. Gore, president, treasurer, director and 90% owner of Gore Broadcasting, licensee of WTOP(AM) Towson, Md.:

WGOR(AM) Toledo, Ohio; WZIP(AM) Cincinnati; KLIT(AM) Pomona, Calif.; and 5% interest in WFUN(AM) South Miami, WLYF(FM) Miami; WEZW(FM) Wauwatosa, Wis. and WLAK(FM) Chicago. Action June 9.

■ **WEZN(FM)** Bridgeport, Conn., and **WFTQ(AM)-WAAF(FM)** Worcester, Mass. (99.9 mhz, 25 kw; 1440 khz, 5 kw; 107.3 mhz, 16.5 kw, respectively)—Broadcast Bureau granted transfer of control of Robert L. Williams Broadcasting Co. from Robert L. Williams and others to group of employees and others. Consideration: \$1,070,900. Principals: Mr. Williams (72%) is marketing director of McGovern-Guild Inc. station rep. and is retaining 14% of company. Two other sellers have no other broadcast interests. Richard A. Ferguson, VP and general manager of company, was 10% owner before transfer increasing to 25%. Steven Marx, general manager of WFTQ-WAAF and Mario Scalisi, account executive with WEZN will hold 10% and 2.5% after transfer. Remaining shares will be held by institutional investors. Action June 9.

■ **WQVQ(FM)** Highland Park, Ill. (AM: 1430 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Vanguard Communications Inc. to Metroweb Corp. for \$260,000. Seller is 100% owned by James F. Hoffman, who is president and 50% owner of KDCE(AM)-KBSO(FM) Espanola, N.M. Buyer is 90% owned by Newsweb Inc., printing; 10% by Mr. G. H. Winston and his wife, Myra, who own Highland Park accounting firm. They have no other broadcast holdings. Action June 6.

Other action

■ **KVOR(AM)-KSPZ(FM)** Colorado Springs—Broadcast Bureau dismissed assignment of license from Wolverine Broadcasting Corp. to Gilmore Broadcasting Corp. Action June 12.

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Facilities Changes

TV application

■ ***KSYS Medford, Ore.**—Seeks CP to change ERP to Vis. 60.82 kw. aur. 12.16 kw; TL and HAAT 2668 ft. Ann. June 12.

AM applications

■ **KXEW South Tucson, Ariz.**—Seeks CP to change SL, add nighttime power with 1kw DA-N, change hours of operations to U. Ann. June 12.

■ **KTRB Modesto, Calif.**—Seeks CP to increase powers to 10 kw, 50 kw, change TL and SL, change to DA-N, change type trans. Ann. June 12.

■ **WKND Windsor, Conn.**—Seeks CP to change frequency to 620 khz., add nighttime power with 1 kw, change hours of operation to U., install DA-2, change type trans. Ann. June 12.

■ **KBML Henderson, Neb.**—Broadcast Bureau returned as unacceptable for filing application for CP for changes. Action June 1.

■ **WVAP Burnetown, S.C.**—Seeks CP to increase power to 1 kw (retain 250 w C.H.) and increase ant. height. Ann. June 12.

■ **WKYE Bristol, Tenn.**—Seeks CP to change SL and TL, add nighttime power with 1 kw, increase daytime power to 25 kw, install DA-2, change hours of operation to U. Ann. June 9.

FM applications

■ **KFAM Oroville, Calif.**—Seeks CP to change TL, type trans., ant. and ant. system (decrease height); ERP 3 kw (H&V) and HAAT 169 ft (H&V). Ann. June 12.

■ **KWVE San Clemente, Calif.**—Seeks CP to change TL, install new trans., install new ant., make changes in antenna system (decrease height); change TPO; ERP 50 kw (H&V) & HAAT: 500 ft. (H&V). Ann. June 13.

■ **KFSD-FM San Diego, Calif.**—Seeks CP to make changes in transmission line. Ann. June 13.

■ **KWYD Security, Colo.**—Seeks CP to change TL and make changes in ant. system (decrease height) ERP: 0.047 kw (H&V) and HAAT: 2,227 ft. (H&V). Ann. June 12.

■ **KBCR Steamboat Springs, Colo.**—Seeks CP to change TL, install new trans., install new ant., make change ant. system (decrease height), change TPO; ERP: 0.87 kw (H&V) HAAT: 514 ft. (H&V). Ann. June 12.

■ **WWLV Daytona Beach, Fla.**—Seeks CP to install new trans., install new ant., and change ERP: 54 kw (H&V) & HAAT: 342 ft. (H&V). Ann. June 12.

■ **WHBS Holiday, Fla.**—Seeks mod. of CP to change TL. Ann. June 12.

■ **WNCX Naples, Fla.**—Seeks mod. of CP to change TL, change trans., make changes in antenna system (increase height); change TPO: ERP: 2.0 kw (H&V) & HAAT: 380 ft (H&V). Ann. June 13.

■ **WQYK-FM St. Petersburg, Fla.**—Seeks CP to change TL, change type trans., ant. and make changes

ant. system (increase height) and HAAT: 546 ft. (H&V). Ann. June 15.

■ **WGLF Tallahassee, Fla.**—Seeks CP to install new ant. Ann. June 12.

■ **WGCO Buford, Ga.**—Seeks CP to change TPO & HAAT: 300 ft. (H&V). Ann. June 12.

■ **KIKI-FM Honolulu**—Seeks mod. of CP to change trans., change ant., make change in ant. system (decrease height), change ERP: 72 kw (H&V) & HAAT: minus 1215 ft. (H&V). Ann. June 12.

■ ***KBSU Boise, Idaho**—Seeks CP to install new ant. and make changes in ant. system (increase height). Ann. June 12.

■ ***WVik Rock Island, Ill.**—Seeks mod. of CP to change frequency to 90.1 mhz. TL, type ant., make changes in ant. system (decrease height) change TPO: ERP: 85 kw and HAAT: 496.5 ft. Ann. June 12.

■ **WPFR Terre Haute, Ind.**—Seeks CP to change SL, TPO and ERP: 33 kw (H&V). Ann. June 12.

■ ***KALA Davenport, Iowa**—Seeks CP to change frequency to 91.1 mhz. Ann. June 12.

■ **WYGO-FM Corbin, Ky.**—Seeks CP to change SL and make changes in transmission line. Ann. June 13.

■ **KLIZ-FM Brainerd, Minn.**—Seeks mod. of CP to change TPO: ERP: 100 kw (H&V) & HAAT: 345 ft. (H&V). Ann. June 12.

■ ***WDTH Duluth, Minn.**—Seeks CP to make changes in transmission line. Ann. June 12.

■ ***KTIS-FM Minneapolis**—Seeks CP to install new aux. trans. at main TL: to be operated on 98.5 mhz., HAAT: 269 ft. ERP: 10.7 kw. Ann. June 13.

■ ***KCMW-FM Warrensburg, Mo.**—Seeks CP to install new ant. and change TPO. Ann. June 12.

■ ***WVKR-FM Poughkeepsie, NY**—Seeks CP to change type trans., increase TPO: ERP: 1.0 kw and HAAT: minus 85 ft. Ann. June 12.

■ **WPAT-FM Paterson, N.J.**—Seeks mod. of CP to change trans., change ant. and make changes in ant. system (decrease height). Ann. June 13.

■ ***WXYC Chapel Hill, N.C.**—Seeks CP to install new aux. trans. at main TL: to be operated on 89.3 mhz., HAAT: 280 ft. (H&V) ERP: 1.4 kw (H&V). Ann. June 13.

■ **WBYO Boyertown, Pa.**—Seeks CP to install new aux. trans. at former main TL: to be operated on 107.5 mhz., HAAT: 330 ft (H&V) ERP: 5.5 kw (H&V). Ann. June 13.

■ **WIKZ Chambersburg, Pa.**—Seeks CP to change ERP: 50 kw (H&V), HAAT: 234 ft. (H&V); change type trans. and ant. and make changes in ant. system (increase height). Ann. June 12.

■ **Unassigned (97.7 mhz) Trenton, Tenn.**—Seeks mod. of CP to change TL, change ant., make changes ant system (increase height) change TPO and HAAT: 300 ft. (H&V). Ann. June 13.

■ **KOBS-FM Orange, Tex.**—Seeks CP to redescribe TL/SL as: Burton Addition, Orange, Texas; install new trans. and new ant.; make change in ant. system (increase height), change TPO: ERP: 40 kw (H&V) & HAAT: 396.6 ft. (H&V). Ann. June 12.

■ **KZZY San Antonio, Tex.**—Seeks CP to change ERP: 98.671 w (H&V) and HAAT: 581 ft. (H&V). Ann. June 12.

■ **KREM-FM Spokane, Wash.**—Seeks CP to change TL, type trans., type ant., make changes in ant. system (increase height); ERP: 85 kw (H&V) and HAAT: 2080 ft. (H&V). Ann. June 12.

■ **KENE-FM Toppenish, Wash.**—Seeks CP to change TPO & ERP: 2.5 kw (H&V). Ann. June 12.

■ **WAPL-FM Appleton, Wis.**—Seeks CP to install new ant.; change TPO & HAAT: 190 ft. (H&V). Ann. June 13.

■ **WEZW Wauwatosa, Wis.**—Seeks CP to install new alt. main trans. at main TL: to be operated on 103.7 mhz. HAAT: 820 ft. (H&V), ERP: 14.5 kw (H&V). Ann. June 12.

TV action

■ The FCC Broadcast Bureau took the following actions on dates shown:

■ **WMVW(TV) Hanover, N.J.**—Granted mod. of permit to change ERP to vis., change TL, trans., type ant., ERP 44.7 kw, ant. height 2170 ft. Action June 5.

AM actions

■ **WINQ Tampa, Fla.**—Granted CP to install a new aux. trans. Action June 6.

■ **WJBQ Westbrook, Maine**—Granted CP to add nighttime power with 5 kw, DA-N, change hours of operation to U, change TL and trans. Action May 31.

■ **WYFA Patchogue, N.Y.**—Dismissed mod. of license covering operation of trans. by remote control while using DA during critical hours. Action June 6.

■ **WSRC Durham, NC**—Granted CP to increase power to 5 kw, install DA, change type trans., TL and SL. Action June 1.

■ **WESA Charleroi, Pa.**—Granted CP to increase power to 1 kw, install DA and change type trans. Action June 6.

■ **KMAS Shelton, Wash.**—Granted CP to increase power to 2.5 kw, install DA and change type trans. Action June 1.

FM actions

■ **KISR-FM Fort Smith, Ark.**—Granted CP to change TL, type trans. and ant. and make changes in ant. system (increase height); change ERP. Action June 7.

■ **WIVY-FM Jacksonville, Fla.**—Granted license covering changes: ERP 60 kw (H&V); antenna height 570 ft. (H&V). Action May 31.

■ ***KRVS(FM) Lafayette, La.**—Granted CP to change type trans., type ant.; change frequency to 88.1 mhz (ch. 201) and make changes in ant. system (increase height); ERP 3.0 kw (H&V); ant. height 100 ft. (H&V). Action May 31.

■ **KXIQ-FM Bend, Ore.**—Granted CP to change TL and make changes in antenna system (decrease height); ERP 50 kw (H&V); ant. height 590 ft. (H&V). Action June 6.

■ **KPAT-FM Sioux Falls, S.D.**—Granted CP to change TL, trans. and ant., and make changes in ant. system (decrease height); ERP 60 kw (H&V); ant. height 220 ft. (H&V). Action June 6.

■ **KAWY-FM Casper, Wyo.**—Granted CP to change TL, install new trans. and ant. and make changes in ant. system (increase height); ERP 100 kw (H&V), ant. height 1910 ft. (H&V). Action June 6.

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- ☐ 1978 Yearbook \$37.50
(If payment with order: \$32.50)
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In Contest

Rulemaking actions

■ FCC denied three petitions for reconsideration of June 10, 1977, action amending Parts 2 and 89 of rules to establish Travelers Information Stations (TIS) in Local Government Radio Services to provide information to travelers on 530 and 1610 khz. Action May 31.

■ Commission has proposed extending multiple ownership rules to public television and radio and other noncommercial educational FM and TV stations. Comments due Nov. 15; replies Dec. 15. (Doc. BC-78-168). Action June 7.

■ FCC has begun inquiry to consider possible changes in rules governing who is eligible to become licensee of noncommercial educational FM or TV broadcast station. Comments due Aug. 15; replies Sept. 15. (Doc. BC-78-164). Action June 7.

■ FCC has frozen applications for 10-watt Class D sta-

tions pending realignment of existing 10-watt operations brought about by rule channels adopted to improve efficiency of FM channels 201-220 which are reserved for noncommercial educational purposes (Doc. 20735). Action June 7.

■ FCC denied request for rulemaking proceeding to require future Closed Circuit Educational Television (CCETV) stations authorized below 10 ghz to share the 6875-7125 mhz band now allocated exclusively to Broadcast Auxiliary Service (BAS). Request was made by central committee on communication facilities of American Petroleum Institute. Action June 7.

■ FCC has begun inquiry to consider modifying procedures for dealing with ex parte communications during informal (i.e., notice and comment) rulemaking proceedings. (Doc. 78-167). Action June 8.

Petitions to deny

■ San Francisco—FCC rejected petition to deny application of Field Communications Corp.'s renewal of license for KBHK-TV there. Petition was filed by Community Coalition for Media Change, which opposed EEO and programming policies. Action June 7.

■ WFMV-TV Greensboro, N.C.—ALJ Lenore G. Ehrig, in summary decision, granted application of WFMT Television Corp. to relocate trans. and increase ant. height to 1,924 feet. Action rejected petitions to deny filed by Jefferson-Pilot Broadcasting Co. (WBTV(TV)) and Triangle Telecasters Inc. (WRDU-TV) both Durham, N.C. Action June 13.

Designated for hearing

■ Tampa, Fla.—FCC has set for hearing mutually exclusive applications by Bie Broadcasting Co., Stereo 92 Inc. and Tampa Bay Concert Radio Inc. for CP's for new FM on 92.1 mhz. Action June 7.

Allocations

Actions

■ Coker, Ala.—Broadcast Bureau denied petition by James D. Freeman Jr. to assign 101.7 mhz as community's first FM. Action June 8.

■ Cairo and Homerville, Ga.—Broadcast Bureau has assigned 102.3 mhz and 105.5 mhz as communities' first FM's. Action June 8.

■ St. Marys, Ga.—Broadcast Bureau assigned 93.5 mhz as community's first FM in response to petition by Camden County Broadcasters. Action June 13.

■ Alexandria, La.—Broadcast Bureau has proposed changing noncommercial educational reservation from ch. *41 to ch. 25 there. Action came in response to petition by Louisiana Educational Television Authority licensee of three TV's in Louisiana. Comments due Aug. 7; replies Aug. 28. Action June 7.

■ Cape May Court House, N.J.—Broadcast Bureau has proposed assigning 105.5 mhz as community's first FM. Actions resulted from petitions by Shore Broadcasting Associates and Triplet Broadcasting Co. Action June 8.

■ Ada, Okla.—Broadcast Bureau assigned 96.7 mhz as community's second FM in response to petition by Charles M. Davis. Action June 8.

■ Bellows Falls, Vt.—Broadcast Bureau assigned 107.1 as community's first FM in response to petition by We Trust in Jesus Broadcasting Inc.

Cable

Applications

■ The following operators of CATV systems requested have certificates of compliance:

■ Frostburg Cable Television, for Allegany, Md. (CAC-12898); existing operation.

■ Livingston Cable TV, for Livingston, Mont. (CAC-12904, 5); changes.

■ Alert Cable TV of N.C., for Carrboro and Hillsboro, N.C. (CAC-12906, 7); changes.

■ Good Vue CATV, for Spring Valley, Clarkstown and Ramapo, New York (CAC-12913-5); changes.

■ Blatt Bros. TV Cable, for Union City, Corry, Wayne, Columbus, Greenville, Hempfield and West Salem,

Summary of broadcasting

FCC tabulations as of May 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	1	26	4,525	43	4,568
Commercial FM	2,976	1	69	3,046	120	3,166
Educational FM	920	0	36	956	74	1,030
Total Radio	8,391	5	131	8,527	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

Pennsylvania (CAC-12916-9, 55-7); changes.

■ Helena Cable TV, for Helena, Ark. (CAC-12920); changes.

■ Warner Cable, for Brattleboro, Vt. (CAC-12912); changes.

■ Danville Cablevision, for Danville and Pittsylvania, Va. (CAC-12922, 3); changes.

■ Momence Community Cablevision, for Momence, Ill. (CAC-12924); existing operation.

■ Plainview Cable, for Plainview, Tex. (CAC-12925); changes.

■ Fredericksburg Cable, for Fredericksburg, Tex. (CAC-12926); changes.

■ Colorado Springs Cablevision, for Green Mountain Falls and Chipita Park, Colo. (CAC-12927, 8); existing operation.

■ Community TV, for Meredith, N.J. (CAC-12929); changes.

■ Warner Cable of Kosciusko County, for Warsaw, Ind. (CAC-12930); changes.

■ Saginaw Cable TV, for Saginaw, Zilwaukee, Carrollton, Buena Vista, and Spaulding, Michigan (CAC-12931-6); changes.

■ Vuecom, for Grand Forks and Emerado, N.D. (CAC-12937); changes.

■ Telecab of Overland Park, for Overland Park, Fairway, Leawood, Lenexa, Merriam, Mission, Prairie Village, Roeland Park and Shawnee, all Kansas (CAC-12939-47); changes.

■ Princeton Cable TV, for Bureau, Ill. (CAC-12948); commence operation.

■ Tele Media of Western Ohio, for Greenville, Van Wert, Bryan, Pulaski and West Union, Ohio (CAC-12950-4); changes.

■ Sammons Communications, for McComb, Magnolia and Summit, Mississippi (CAC-12958-61); changes.

■ Ozark Community Cable TV, for Ironton and Arcadia, Mo. (CAC-12963, 4); existing operations.

■ Lewistown Cable TV, for Lewistown, Mont. (CAC-12966, 7); changes.

■ Valley Antenna System, for Piqua, Spring Creek, Washington, Covington and Newberry, Ohio (CAC-12968-72); changes.

■ Spectrum Cable Systems, for Westfield, Agawam and West Springfield, Mass. (CAC-12973-5); changes.

■ Telecab Associates, for Florida City, Fla. (CAC-12692); changes.

■ MECA Corp., for Texas City, Tex. (CAC-10621); commence operation.

Certification actions

■ The FCC has granted the following operators of CATV systems certificates of compliance:

■ New England Cablevision, for West Peru, Maine (CAC-07141); FNI Communications, for Tullahoma, and Columbia, Tenn. (CAC-08107, 9); Llano Cable TV, for Llano, Tex. (CAC-08604); OVC Telecom-

munications, for Mount Sterling, Ky. (CAC-08677); International Telemeter, for Moberly, Mo. (CAC-08819); Stigler Cable TV, for Stigler, Okla. (CAC-09182); Delaware County Cable, for Aldan, Pa. (CAC-09220); Houghton Lake Cablevision, for Rosecommon and Denon, Mich. (CAC-09471, 2); Warner Cable, for Waynesville and Windsor, Mo. (CAC-09614, 9); Plaquemines Cable, for Plaquemines, La. (CAC-09849); Commonwealth Cablevision, for Strasburg, Va. (CAC-09867); Cowlitz Cablevision, for Cowlitz, Kelso and Longview, Wash. (CAC-09976-8); Badger CATV, for Flambeau and Grant, Wis. (CAC-11331, 2); Comtronics Cable TV, for Palisade and Mesa, Colo. (CAC-11380, 5); Twin Valley CATV, for Hillsdale, Cambria and Fayette, Mich. (CAC-11401-3); Manistique TV Cable, for Manistique, and Hiawatha, Mich. (CAC-11501, 2); Television Cable Service, for Sweetwater and Tyler, Tex. (CAC-11690, 1); Karlen Communications, for Hoisington and Larned, Kan. (CAC-11778, 9); Lanape Cable TV, for Tullytown, Pa. (CAC-12054); Pasadena CATV, for Pasadena, Tex. (CAC-12076); Suburban Cablevision, for Millburn, Roselle Park, Roselle, Westfield and Linden, New Jersey (CAC-12297-301); Touchet Valley TV, for Dayton, Wash. (CAC-12315); Raritan Valley Cablevision, for Metuchen, and Highland Park, N.J. (CAC-12546, 7); Greater Humboldt-Dakota Cable TV, for Dakota City, Iowa (CAC-12551); Bayshore CATV, for Wachapreague, Va. (CAC-12568); Cablevision of Gonzales, for Gonzales, La. (CAC-12569); C K Video, for Wayne, Calleisburg, Ky.; Ceredo and Kenova, both W. Va. (CAC-12570-3); TV Cable, for Andalusia, Ala. (CAC-12580); Sun Cable TV, for Deming, N.M. (CAC-12602); Bayshore CATV, for Keller, Va. (CAC-12588); Television Signal Service, for Floydada, Tex. (CAC-12611); Liberty Communications, for Waldport and Yachats, Ore. (CAC-12637, 8); FNI Communications, for Paris, Ind. (CAC-08106); Kler Cable, for Mount Morris, Pa. (CAC-08889); Sammons Communications, for Hazelwood and Waynesville, N.C. (CAC-08901, 2); Green Mountain Cable TV, for Colchester and Shuburne, Vt. (CAC-10151, 2); South Dakota Cable, for Spearfish, S.D. (CAC-10840); Lakeview TV Cable, for Crestline, Calif. (CAC-10854); Madison Cablevision, for Marion, N.C. (CAC-10911); WGN Electronic Systems, for Los Angeles, Quartz Hill, Palmdale and Lancaster, California (CAC-11120-3); Coast TV Cable, for Pass Christian, Miss. (CAC-11299); Catawba Services, for Rock Hill, S.C. (CAC-11305); Coast TV Cable, for Harrison and Long Beach, Miss. (CAC-11531, 2); Teleprompter of Greenwood, for Greenwood, S.C. (CAC-11870); Cable Systems, for Cherry Hill, N.J. (CAC-11988); Morris Cablevision, for Morristown, N.J. (CAC-12038); Helicon Cable of Bergen County, for Englewood, N.J. (CAC-12332); Cablevision of Estes, for Estes Park, Colo. (CAC-12351); Hill Country Cablevision, for Kerrville, Tex. (CAC-12391); Leeds Cablevision, for St. Clair, Ala. (CAC-12433); Cablevision-Moore, for Moore, Okla. (CAC-12566).

Other action

■ Buffalo, N.Y.—Federal appellate court affirmed Commission's action authorizing Carrier Cable Co. to carry WOR-TV, New York as bonus independent and to add second independent. Action June 1.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Station Manager. A new FM in Northern Virginia is seeking an experienced, aggressive manager. Equity position possible. EOE. Call 202-466-8077.

Manager who can aggressively sell and promote Small Market radio. Will consider mature person with minimum three years experience, ready for 1st break. Wisconsin. Box G-156.

General Manager—Binghamton, NY Market Station. Strong sales and leadership experience a must. Great potential. EOE. Write Box G-170.

HELP WANTED SALES

California Daytimer seeks Sales Manager who can and will sell, build, train, and motivate a sales staff. A proven Sales Manager with a successful history promotions and merchandising and long term contracts, one who is presently employed and delivering but seeks change and challenge, for a community oriented, community participating station. Compensation: negotiable. Box G-22.

A Successful Radio Salesperson can make more selling sound, muzak and communications in our booming Midwest area. Where Construction never stops. Resume to Box G-100.

We have immediate need for one more sales person at our growing Coastal South Florida 100,000 watts five station to assume active list and build on Great opportunity, for person with sales skills and at least two years experience. Contact Jim Lord, WOVV, Box 3192, Fort Pierce, FL 33450, phone 305-464-1400. We Are An Equal Opportunity Employer.

We're splitting—twice as many averts to sell in 30th largest market. We need help! If you're dedicated, aggressive and experienced, we're interested. Salary + commission. EOE Send quals. Chuck Fritz, KHNY AM/FM, 7351 Lincoln, Riverside, CA 92504.

Sales Manager: Kentucky Bluegrass Small Market. Offering 150k list to start with, and the growth begins there. Box G-176.

Beautiful Monterey, California—a great place to live, work and play. Outstanding 24-hour AM, adult contemporary, ABC Network programming—expanding sales team. Career opportunity for dynamic, creative, RAB salesperson to join outstanding radio group that believes in promotion from within. Minimum two year successful local radio sales experience. Resume to Mike Schultz, KMBY, Monterey, CA 94556. EOE/ME

If you can sell, you can live the good life in the heart of Minnesota's Lakes. A Detroit Lakes radio station is looking for a sincere, motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Immediate opening—Call Sales Manager Bob Spilman 218-847-5624 or send resume to KDLM, PO Box 746, Detroit Lakes, MN 56501. An Equal Opportunity Employer.

Career Opportunity for talented individual who can sell, announce and do Play by Play. Midwest applicants only—no beginners. Send complete resume & tape to Rochelle Broadcasting Company, PO. Box 177, Rochelle, IL—An Equal Opportunity Employer.

Rapidly Expanding Southwestern broadcast group needs experienced radio sales and management personnel. EOE. Al Cohen 915-532-4979.

HELP WANTED ANNOUNCERS

Experienced Promotion Supervisor-Announcer for Iowa Contemporary. Box D-1.

Position open for experienced announcer/les, news/sales, sports produce own spec spots, and client's copy. Box G-21.

Immediate Jock Opening. Well endowed pro's only. Resume—Tape. Roger Manning, KDMS, Box 1565 El Dorado, AR 71730. EOP.

Announcer with First Class License for Country Music Directional AM station in the South. Interested in a country music personality with a ticket—not an engineer; no maintenance required. Equal opportunity Employer. Send resume to Box G-45.

Opening Available for air shift and production. Good pay, will consider a beginner. Also needed at AM/FM sister station in Eastern N.C. an experienced engineer to take over that dept. Contact Ted Gray, WKDE, Altavista, VA 24517.

Experienced commercial radio. Easy listening. Drive time and evenings. WVOS Liberty NY Lubin 914-292-5533. EOE.

Live beautiful music station needs mature-voiced announcer with good reading ability and possible TV potential. Please send tape, resume, and salary requirements to Charles King, WOC, 805 Brady, Davenport, IA 52808. An equal opportunity employer.

Change of Ownership means immediate openings at Rocky Mountain AM-FM. AC/MOR morning personality for FM with strong production, country announce with production and possible management position at AM and near future opening for AM-FM sports director with play by play ability as well as announcing and some production. Mail resume and tape immediately to KADQ, P.O. Box 123, Rexburg, ID 83440. No calls.

Immediate Opening, Northern California afternoon drive and production. Modern country format. Must have experience. Good pay. Contact Larry Lee, KUBA, Yuba City, CA. 916-673-1600.

Florida MOR seeks afternoon drive personality. Must have minimum two years experience, be strong on production, have Third Class license, no floaters. Opportunity for advancement with small public company, excellent medical program. Delightful living by the ocean. Send resume, tape and salary requirements to Randolph Millar, WIRA, Fort Pierce. We are an Equal Opportunity Employer.

Experienced Communicator needed in Midwest Major Market. Personality Adult Music Format. Production skills required. Equal Opportunity Employer. Box G-161.

Combo—Sales, air, news, sports, production, everything. Prefer 3rd Endorsed, good voice, good speech, willing to learn, hard-working. Small Market New York State. Box G-163.

Immediate opening for Announcer with production ability. Sports or news background helpful. EOE. Texas Station. Send resume to Box G-191.

Top small market station in Midwest seeks experienced announcer for information-minded radio. News and sports background helpful. Box G-193.

Immediate opening for adult/contemporary communicator. 2 years commercial experience required. Rush tape, resume and salary requirements to: Randy Rundle, PD, WZOE Radio Broadcast Center, Princeton, IL 61356. No calls, please.

Colorado—Program Director—24-hour AM adult contemporary. Must be strong on air, production and detail. Dick Elliott, 303-243-1230, Box 1448, Grand Junction, CO 81501 EOE/ME

Position open for an experienced AOR communicator. Minimum of 3 years experience with AOR format and a natural delivery. Strong production is a must. Tapes and resumes to Neal Mirsky, WQXM, P.O. Box 4809, Clearwater, FL 33518. EOE.

Radio Announcer II—Applicants must have a standard high school diploma & 2 years radio station announcing experience. A third class endorsed FCC License is also essential. Applicants should have a good working knowledge of Classical Music & excellent announcing skills. Salary \$9,584. Application deadline 7/21/78. Send resume to USF Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. The University of South Florida is an Affirmative Action Equal Opportunity Employer.

Experienced person needed for jock/sales position. Contemporary FM. Established list. Best Station in market. Salary plus commission. E.O.E. Tapes & resumes to Marc Phillips, WDNL, Danville, IL 61832.

92/PRO-FM, Capital Cities Communications in Providence has a choice opening for an on air personality. If you have experience in Top 40, do great production, hold a Third Class License, and carry impeccable references, maybe you're qualified to join our team of "PRO's..." Send tapes and resumes to: Gary Berkowitz, Program Manager, PRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

Wanted professional Announcer for quality station. 314-586-8577 person to person for Mgr.

Morning Drive Opening for warm, natural, mature communicator in Contemporary-MOR format. Excellent production a must. Salary open, excellent benefits. EOE. Send tape and resume to Steve Berner, WGNY, Box 3591, Newburgh NY 12550.

Familiar with Bonneville? Schulke? Then you know what we're looking for in a full-time announcer. Plus run your own board on AM, operate FM automation, tend transmitters, do production and news. Yes, we keep you busy, but working with a team of real pros makes it worthwhile. Third class ticket needed. Union shop. Resumes and tapes to: Program Director, WROW, 341 Northern Boulevard, Albany, NY 12204. No phone calls. Equal Opportunity Employer.

Major Market Music Ministry, with emphasis on ministry. Non-commercial station with conservative religious format is looking for late night or overnight announcer who can handle ministering to peoples' needs. Must have spiritual maturity and board experience. Send tape, resume, to P.O. Box 9332, Denver, CO 80209.

Morning Personality for wake-up ministry on Gospel FM. Duties include overseeing of news and some production. Looking for maturity and ability to respond to the needs of listeners. Send tape and resume to WOLC, Princess Anne, MD 21853. We are an equal opportunity employer.

Major Southeastern 50KW Modern Country Station seeking announcer. Excellent fringe benefits. Equal Opportunity Employer. Send aircheck and complete resume. No phone calls. WYDE Radio, 2112-11th Ave., S. Birmingham 35205.

Immediate Opening for Announcer/Production person. Send tape and resume to John Van Wagoner, KGVO Radio, Drawer M, Missoula, MT 59801.

Immediate opening. Sports, sales, production, news, board. Send resume, tape, salary requirements to KUTA, Blanding, UT 84511.

WFNC 50KW AM modern country seeks personality. Must be good on production. Tape and resume to Randy Jenkins, WFNC, Box 35297, Fayetteville, NC 28303. Females and minorities are strongly encouraged to apply.

HELP WANTED TECHNICAL

Chief Engineer. Live in beautiful Coastal North Carolina. Excellent livability. Located on large river AM Directional and FM Stereo. Automation experience. Microwave maintenance. FM is powerhouse in Eastern NC. Send resume and salary requirements to Bob Frowine, WITN AM-FM, P.O. Box 793, Washington, NC 27889, 919-946-2162.

Major group seeking engineers and chief engineer. Must have hands-on knowledge of all phases of AM and stereo radio. Good opportunities for talented, hard working people. EOE. Reply in confidence to Box G-120.

Chief Engineer, some production work, 5KW AM, 50KW FM. Automated. Directional AM. Must be experienced in automation, directionals, maintenance. Central California Valley. M. Hill, KYOS, Merced. 209-723-2191, or P.O. Box 717 Merced. CA 95340.

HELP WANTED TECHNICAL CONTINUED

Immediate opening for 1st class engineer. Must be experienced in set-up, operation, and maintenance of color cameras, ENG and other equipment in both Radio and TV labs at a major university. Will assist in maintenance of two Radio stations on campus. Solid experience required. Salary \$12,000-\$13,800. Must relate well with students and faculty. Apply by July 10 to Ed Paulin, Chairman, RTVF Oklahoma State University. OK 74074. Equal Opportunity Employer.

Immediate opening Chief Engineer with maintenance background. Full time Class IV AM and 3 KW automated FM in Atlantic City, New Jersey. 5 Figure salary. Call Mr. Johnstone—609—344-5113. E.O.E.

Take charge Chief Engineer needed by major Broadcast Group. Experience with AM Directionals, FM Automation, and Construction gets you a very good salary, excellent working conditions, and a great future. An EOE/affirmative action employer. Contact L. Stephen Shrader, P.O. Box 647, Atlanta, GA 30324.

Technical Director for Albuquerque AM-DA, FM. 5 years experience in top 50 market required. Those without impressive references and credentials need not apply. Excellent salary. Send resume to Larry D. Ellis, P.E., Telecommunications Consulting Engineer, Box 22835, Denver, CO 80222. No phone calls accepted.

WXCL Chief Engineer Wanted. First Class License and supervisory experience required. Excellent benefits. Salary open. 309—685-5975.

WKSJ-AM and FM Radio Station is seeking Chief Engineer. Minimum requirements—5 years experience as Chief Engineer, experience with FM Stereo, Directional AM latest audio processing techniques, digital circuitry and microwave transmission. Send resume and salary requirements to William Sherard, General Manager, WKSJ Radio, 3943 Airport Boulevard, Mobile, AL 36608.

Caribbean. Non directional AM/FM. Strong maintenance audio. All equipped with main alternate transmitters new, 1976-77. Straight engineering, pleasant climate all year, five figure salary. Bonus December. Major medical, other fringes. Resume, reference WLEO. Box 7213, Ponce, Puerto Rico 00731.

Maryland AM and FM stations need chief engineer, strong in maintenance, good working conditions. Call or write WASA/WHOG, Box 97, Havre de Grace, MD 21078; 301—939-0800.

HELP WANTED NEWS

Heavy Local News oriented AM-FM needs experienced, mature news person. Resume and audition to Duane Hamann, Box 1446, Mason City, IA.

News Director ... S. E. Wisconsin. Top AM-FM. Strong voice and some experience preferred. Tape and resume George Baumann, WLKE-WGGQ, 609 Home Avenue Waupun WI 53983. 414—324-4442.

We need a heavyweight to do morning news in our newly created department. Should have one to two years news experience. Journalism degree preferred, but not required. Salary range: twelve to fifteen thousand dollars. Contact: Jan Thomas, News Director, KFVR Radio, Box 1738, Bismarck, ND 58501. Phone: 701—223-0900.

News Director to locate in fast-growing upper Midwest community. Must be a self-starter, aggressive, experienced ... to supervise a three person department. Send resume to Box G-96.

Morning anchor/reporter needed at major metro suburban news/talk daytime. Tapes, resumes to Leigh Williams, WKRS, Box 500, Waukegan, IL 60085. An equal opportunity employer.

Kido, Boise City, Idaho, two beautiful new stations, AM and FM, looking for experienced news staff. Immediate openings. Females encouraged. Tape and resume to PD, KIDO, P.O. Box 8087, Boise, ID 83707. EOE.

Indiana AM-FM needs polished Sports Director who can do PBP and assist in news. Award-winning news department with excellent facilities. Call Mike Fryer at 317—659-3338.

Experienced newperson needed for award-winning AM/FM operation in Midwest medium-market. Strong writing and reporting skills and good, conversational delivery required. Tapes, resumes to Jay C. Jones, News Director, WDBQ Radio, 1170 Iowa Street, Dubuque, IA 52001. Phone 319—583-6471.

News Director—Wanted for 5KW news leader in Missouri market of 16,000. Experience, references, resume, and personal interview required. Box F-140.

Vacationland, morning drive news anchor, strong delivery a must. If you like digging for news we want you. Great place to work, a great place to live. You'll be part of a three person morning team, play by play experience helpful. Tape and resume to Steve Andrews WLAM, Lewiston, ME 04240, EOE. 202—784-5401.

WNDE, Indianapolis, Looking for conversational, morning drive newperson. Send tapes, resumes, and salary requirements to: David Harding, News Director, 6161 Fall Creek Road, Indianapolis, 46220. An Equal Opportunity Employer.

General Assignment Radio Journalist for five-person news staff in growing corporation. Strong production and news gathering skills needed for this later day shift. Degree preferred and experience helpful. EEO. Resume and tape representative of on-air and production skills to: David Ahrendts, News Director, KLMS Radio, P.O. Box 81804, Lincoln, NE 8501. 402—489-3855 or 402—489-6397.

Reporter to gather and air local news. Excellent opportunity. Equal Opportunity Employer. Call S. Lubin, Radio Station WVOX, Liberty, NY.

Experienced News Person for active respected radio stations. Good pay and big benefits, including bonus, profit sharing insurance plans. Long term arrangement desired. Our award winning team knows of this ad. EOE. Resume, tape and references, please, and no phone calls. Bill Gaulty, WBEC/WQRB, PO Box 958, Pittsfield, MA 01201.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Aggressive organization located in a dynamic Upper Midwest city has a unique opening for a Program Director. Salary commensurate with ability to produce. Long days. Excellent fringe benefits. Equal Opportunity Employer. Resume to: Box G-14.

Radio-Production Person needed for a top Midwest radio station. AM Contemporary & FM Country. Must have on-the-job experience. Send resume and tape to: Tom Thiede, WAXX/WAYY, P.O. Box 41, Chipewaga Falls WI 54729. An Equal Opportunity Employer.

Modern country music radio station seeking qualified program manager, 50,000 watt facility. Group operation with good benefits and opportunities for advancement. Applicant must be a hard worker, management oriented, and detail conscious. Salary commensurate with experience. All resumes and applications held in strict confidence. An Equal Opportunity Employer. Box G-153.

South Dakota Opportunity. Top wages for experienced Production or Program Director. Small market with large coverage. Contact Box G-183.

Production-oriented writer-announcer, with top quality commercial voice, dialects, etc. Position combines commercial production with general announcing duties, including music and interview shows, telephone call-in shows, remotes, etc. First Ticket and college degree desirable, but not required. Well-established Midwest station near major markets, but not suburban. Generous salary and fringe benefits, ideal working conditions, and daytime work schedule. Equal Opportunity Employer. Box G-186.

SITUATIONS WANTED MANAGEMENT

Att: Florida Stations: General Manager of Pacific West Coast station wants to relocate as GM of Florida station. Veteran manager with highly successful record. Currently running lucrative operations. Motivating leader, organizer, and winner. I turn it around 110% effort. Equity potential welcomed. Box G-36.

Black Sales oriented Programmer. Know FCC R&R's, ascertainment renewals, etc. Looking for solid growth career position. Box G-141.

General Manager, Now in major market whose aggressive sales and promotional sizzle have station at all time high, seeks new challenge with growth potential. Box G-154.

National Sales Manager—imaginative and aggressive—with flair for turning sales around welcomes challenge in major or suburban Northeast area. Box G-155.

Honesty and Integrity If you're an owner or group that looks for and offers these assets we're already very close! Major rep firm: 'The best station man we've ever worked with.' GM in Top 10 and VP sales past twelve years in Top 25. Earnings '77 \$50,000.00. Coast to coast references. Box G-165.

Broadcasting professional with 15 years experience wants manager or General Manager position. Strong on sales, engineering, FCC, programming. Excellent references. Eastern U.S. Box G-172.

Experienced major market chief, 28, B.S. degree, desires position with brokerage firm as consultant/appraiser or engineer/sales post with reputable group. Box G-192.

Medium Market PD looking for next rung up career ladder as PD, Assistant PD, or Station Manager, in Top 50 Market. Production background, including Major Market Producing/Directing. Currently responsible for daily programming; contact with syndicators and network; supervising and budgeting of production, traffic, and continuity departments, plus much more. Can be available soon. Contact Paul Dicker, Box 816, Cedar Rapids, IA 52406.

SITUATIONS WANTED SALES

White Male seeks account executive position Top 10 market. Radio sales includes Boston/Philadelphia. Outstanding track record. Prefer Washington area. Box G-164.

Recent college graduate seeks first position in small-medium market sales. Prefer Ohio location. Three years experience: announcing, operations, production. Eager to lay foundation for future station management. Contact: Chris Ackerman, 1781 Covington Pl., Marion, OH 43302. 614—389-1864.

SITUATIONS WANTED ANNOUNCERS

Ready Now! 1st phone, some experience. Texas and surrounding states. Mary Savage, P.O. Box 38414, Dallas, TX 75238. 214—271-3891.

Format Change makes available Small Market PD/MD. Excellent speech, production, and references. Local news experience, too. Any format except Country. Box G-115.

Large medium and Major market stations. I'm ready to put my 12 years experience to work at your pop! adult or country station. My background includes experience as a PD, and music director. My morning drive show is top rated in a 15 station market. Box G-132.

Young, Aggressive Air Personality. Expertly trained. 3rd Endorsed. Will relocate anywhere immediately. Tape and resume upon request. Call 312—767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago IL 60652.

Experienced DJ, 3rd endorsed, tight board, good news/commercial delivery, will go anywhere. Box G-145.

Tight Board, light humor, laid back delivery. Ten years experience—creative, extremely knowledgeable in music, dependable family man wants to advance. Box G-146.

Retired Christian announcer with First Phone rather be semi Retired. Box G-149.

First phone, good news and announcing, and maintenance ability. Prefer small to medium station in Southeast. I'd like a responsible, long-term position. Box G-169.

10 yrs. experience presently employed 33, married, dependable. Prefer MOR/Oldies Format. Good news delivery, production. Box G-175.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Puerto Rico. 1st Phone Announcer seeking opening in PR/Virg. Isl. to be near son and daughter. 5 yrs. exp: news; creative production; traffic; copy; pub. serv. dir; know automation. Degree. Solid references, N.Y.C.—broadcast school trng. Sorry—not bilingual. Box G-178.

Sports Director/Sportscaster. Excellent Play by Play Football, Basketball, Baseball. 6 years experience, major college conference level. Journalism background. Ready to relocate. Box G-184.

(Black Versatile Female Announcer). Seeks on the air position as jock or news reporter. Will relocate, can start immediately. Marilyn Bell, 122 51 So. Yale, Chicago IL 60628. 312-568-3615.

Jock Itchin' for First Job Radio. Professionally trained. 3rd Endorsed. Would prefer relocating out West. For tape and resume contact Mark Jay Muller, 9047 N. Crawford, Skokie IL 60076. 312-673-9047, 312-673-9049.

Midnight to 6 show wanted. Tight, very dependable. 5 years experience, third. Mike I-904-255-6950.

Looking for an afternoon or evening jock? Top 50 market. Contemporary. Call 1-413-739-5254. No. 1, 5 yrs. exp.

Communicator with 3 1/2 years announcing experience seeks medium market adult contemporary position. Good production, news experience. Available immediately. 609-678-8161.

Ready to move up! Announcing position wanted. Third phone. One year experience. Tape and resume upon request. Kevin Fox 716-548-2663, 716-548-7339 or Post Office Box 82, Byron, NY 14422.

Hey Midwest: BFA-Broadcasting/Management, third endorsed, experienced, seeking uptempo ARO, Contemporary. Top 40 job with major group. Tape, resume, Marc Fletcher, 3435 Purdue Street, Cuyahoga Falls, OH 44221 or 216-928-4723.

Tired of "Champagne" promises with "Ginger Ale" results? My tape will Pop Your Cork. Joe: 1509 Chestnut Ave., Haddon Heights, NJ 08035. 215-922-2399 (person-to-person collect).

Black Woman, 3rd endorsed, 1 1/2 years experience. Will relocate. Tape available. Write WORK, 406 Church Street, Knoxville, TN 37902.

ATS Graduate 1st Ticket AFRTS with Radio in his blood, knows music, seeks AOR or MOR format. will relocate—call Ric Acquaviva, NJ 201-363-5249. If no answer, call after 6 p.m.

DJ, Production Sales, office experience! No tape available. Third endorsed. 502-497-4436.

Radio Talk Show Host. Articulate, knowledgeable, well read, bright and well traveled. Spent 25 years in showbusiness. Know radio well. Was born for this new career. Have been a super guest on many talk shows. Can bring interesting radio to your area for certain. Box G-195.

SITUATIONS WANTED TECHNICAL

Assistant Chief Engineer seeks Chief engineer position in small town, Kansas or Texas preferred. Write Box G-187.

SITUATIONS WANTED NEWS

No Nonsense, Hard Hitting ND, Midwest, seeking greater challenge. 10 years' solid experience. Relocation no problem. Box G-99.

Summer Replacement Available immediately for New Jersey station seeking newsmen or announcer or both. Prefer full-time position, part-time okay too. Currently employed as part-time newsmen for powerful, Medium Market station with strong local news commitment. Third endorsed, very clear voice, good news background, reliable, hardworking. 201-295-4656, afternoons.

Middle Market Newsmen with extensive sports background seeks to work in field he loves. I can make you money, have track record to prove it. Box G-151.

California—Experienced Woman; four years in commercial radio and television newsrooms. Am looking for a radio news operation in California that cares about a quality product and getting the story right, first. Please reply P.O. Box 31724, San Francisco, CA 94131.

Self-starter, ready to move. Experienced free-lancer and staff reporter for California audio news service, seeking full-time position. BA, 3rd endorsed. Box G-173.

Canadian Newsmen, three and a half years experience in both on-air and reportorial functions. Previously worked at number one stations in Top Ontario Markets. Wishes to immigrate to U.S. Box G-180.

Young Female experienced in Announcing, Production, News, Remotes, Talk, Radio and CATV. Imaginative, ambitious, mature. Current Radio News Director. Indiana-Ohio. Write Box G-185.

Aggressive digger wants new horizons. Former ND with metro experience and not just another pretty voice. College. too. Write Box G-194.

P-B-P position desired. College graduate. 3rd ticket. Experience in basketball and baseball. Young, enthusiastic, willing to move and ready for immediate work. Lee Neal, 1260 Malden Ave., Springfield, OH 45504.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Employed Full-Cycle Bookkeeper with 17 years PBP experience desires combination job. 503-345-3471.

Ten Years in Radio Production, some agency. Now I'm eager to create award winners for your production company/agency. Copywriting, character and announcer voices, studio engineering. Phone 303-874-7365. Hire a full timer who can do it all. (Look out Dick and Bert.)

Multi-Talented young writer, producer, director, air personality and game show host looking for permanent relocation to any size market to perform any or all of the above duties. Twelve years of solid experience in Cleveland, Columbus and Hollywood. Available July 15th. 213-851-8744.

Operations Manager in 16th ADI seeks challenging Programming/Management position. Box G-134.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager Prefer Local and National Rep background. Send resume to: Rick Lowe, WCMH-TV, 3165 Olentangy River Road, Columbus, OH 43202. Equal Opportunity Employer.

Wanted: Program Director at WOWK-TV, Charleston-Huntington, West Virginia. Heavy local program and commercial production commitments. Total local news commitment. Management skills dealing with union employees requisite. Submit letter, resume and references to: Leo M. MacCourtney, Vice President and General Manager, P.O. Box 13, Huntington, WV 25706.

HELP WANTED SALES

Television Account Executive. The PTL Television Network in Charlotte, NC (a non-profit organization) is expanding its sales/syndication department. Need experienced television time sales person to handle existing affiliate accounts and to market religious programs in new areas. Some travel. Contact: Trinity Advertising, c/o PTL Club, Charlotte, NC 28079, 704-523-4760.

Need Top Pro Producer in expansion of local ABC-TV sales staff in Top 75 Midwestern Market. On-street experience a necessity. send resume to: Box G-98.

Television Sales (Lansing, Michigan). Minimum six (6) months media or intangible sales experience. Equal Opportunity Employer. Send resume to WILX-TV, P.O. Box 30380, Lansing, MI 48909.

HELP WANTED ANNOUNCERS

Top Northeast Network Affiliate offering excellent career opportunity for a Promotion Director with a strong creative flair. Must have solid credentials for on-air and print advertising/promotion. An Equal Opportunity Employer. Please forward a resume, stating experience and salary requirements to Box G-157.

HELP WANTED TECHNICAL

Experienced Television Maintenance engineer needed for immediate opening at large Television post-production facility in Chicago. Must be qualified in Quad-VR1200, computer editing systems, cameras and other related equipment. Contact: George Slominski at 312-440-2386 or write to Editel, 301 East Erie St., Chicago, IL 60611.

Assistant Manager—Engineering. Digital knowledge essential. 1st phone. Minimum five years TV maintenance experience. Must thoroughly know 2" VTR's, TK-27 film chains, E.N.G. equipment (inc. TBC's, MW, and framestore) and VHF transmitters. Ability to train, as well as supervise and assist others, is required. Send resumes to KFMB-TV, P.O. Box 80888, San Diego, CA 92138. Attention: John Weigand. An Equal opportunity employer. M/F.

Maintenance Technician for a medium market VHF station. Very strong experience in VTR tape machines, with a good digital background. A First Class FCC license or the ability to get one. Excellent company benefits. Send resume and salary requirements to John Grove, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265.

Broadcast Engineer for TV operations in a Northeast UHF station. First class FCC license required. Call Chief Engineer 716-773-7531. An Equal Opportunity Employer.

Chief Engineer Needed for U.H.F. TV. Station in the South. Box G-124.

Technician. Southeastern educational station seeks experienced technician to be responsible for Master Control Switching, VTR set-up, record, edit and playback local and network programs. First Class FCC License required. Minimum of two (2) years experience in TV Broadcasting. EOE. Send resume and salary requirements to Box G-143.

Maintenance Engineer. Southeastern educational station seeks experienced engineer with First Class FCC License. Experience in all areas of engineering with minimum of five (5) years experience in maintaining two inch VTR's, color cameras, and UHF transmitters. Excellent fringe benefits. EOE. Send resume and salary requirements to Box G-144.

Technician experienced In Closed Circuit Television equipment. Must have right attitude, willing to work and grow with a well established company in the Boston area. Both field and bench work will be required initially. An excellent opportunity for the right person to see themselves advance by their own efforts. Excellent pay and fringe benefits. All replies held in strict confidence. Send resume to Box G-147.

Engineer—Must have 1st Class license. Two years experience operating quad VTRs and TV Equipment. Two years electronic training. Salary negotiable. Contact Jim Masten, Net Television, Inc., 2715 Packard, Ann Arbor, MI 48104, 313-971-3600. EOE/MF.

Upstate New York medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. EOE. Call Larry Taylor, 607-739-3636.

Seeking qualified, experienced air switchers. FCC 1st required. Salary D.O.E. Send resumes to David Geesin, 3001 "C" St., Anch. AK 99503. KIMO is an equal employment opportunity employer and encourages applications from minorities and women.

Engineer I Television, closed circuit system. Responsibilities: Operation, preventive maintenance, and repair of television and related equipment, including quad and helical VTRs, broadcast and CCTV cameras. Requires: BSEE and experience in television, or minimum two (2) years electronics training beyond high school and three (3) years television experience. First class FCC license desired. Salary: \$13,000 and benefits. Affirmative action employer. Contact or send resume to: Jim Kirkland, Division of Instructional Communications, Western Michigan University, Kalamazoo, MI 49008.

HELP WANTED NEWS

Reporter/Photographer to operate a news bureau in sister-city in the Southeast. You have the freedom of a one-person news department and the support of a major news organization. If you have the initiative to work on your own, the ability to shoot good film, and the desire to stay ahead of the competition, then we would like to hear from you. All applications will be answered. Send resume to Box G-63.

Photographer for PTV Station. Responsible for slides, stills, lab work. Experience with color and B/W photo processes required 16mm film and ENG experience desirable. Salary range \$9,500-\$10,500 depending upon qualifications. Equal Opportunity. Affirmative Action Employer. Send letter of application, resume, college transcripts, 3 letters of recommendation, color slides of work to Don Checots, WBGU-TV, Bowling Green, OH 43403. Application deadline July 1, 1978.

TV Meteorologist who gives us the weather in terms of people's lives and plans ... not like a databank. We have equipment and No. 1 rating. EOE. Box G-133.

General Assignment Reporter: We need a reporter with a minimum of three years on-air experience to join an aggressive number one rated news operation. Live ENG experience a plus. Contact Bill Applegate, News Director, WKBW-TV, Buffalo, NY 716-883-0770. An equal opportunity employer.

Reporter/Writer/On-Camera Talent for ENG unit needed. Must be energetic reporter and perceptive interviewer. Plan, prepare, produce, and evaluate TV news clips and featurettes for distribution to Minnesota TV Stations. TV News experience and Masters Degree required. Strong background and interest in agriculture desired. \$16,000 and up. Request application form from William Milbrath, University of Minnesota, 240 Coffey Halls, St. Paul, MN 55108. An Equal Opportunity Employer.

Documentary reporter-producer. 3 Years TV news experience. Good writing and on-air delivery essential. Knowledge of ENG editing helpful. Tape and resume to John Miller, WVEC-TV, 110 Third St., Norfolk, VA. 23510. EOE.

Magazine reporter needed for all-ENG, weekly public affairs show. Must be interested in South and in public TV. Two years experience preferred. Send resume and letter giving examples of kinds of stories you like to do to Box G-148.

Producer wanted. Must be qualified in vital areas of news operation such as writing, story selection, visual, and on air news presentation. News production experience required. Must have working knowledge of film editing and ENG use. An equal opportunity employer. M/F Send detailed resume and salary requirements in first letter mailed to Reply Box G-152.

Reporter-weekend anchor with knowledge of film and editing procedures wanted for growing news department in the beautiful Northwest-Rocky Mountain area. We will turn a hard working person into a pro who could move to any market. Box G-160.

Reporter/Weekend Anchor—Top 100 market station committed to news, totally eng equipped. EEO employer. Send resume to Box G-171.

Anchor—Top 100 market station to begin early morning news program in fall. Must have had anchor and production experience. EEO Employer. Send resume to Box G-171.

Medium Market VHF network affiliated station seeking weekend sports anchorperson. Heavily into ENG with some play-by-play and/or color announcing. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box G-181.

Anchor—market leader looking for primary anchor. Must have proven track record as reporter and anchor. Minimum four years experience. Aggressive, growing station in progressive location. E.O.E. box G-190.

Reporter/photographer needed to continue our highly successful local version of "On the Road." We call it Florida Camera, and are looking for a polished pro that can shoot, report, and assemble features from around the state. This is definitely not a position for beginners. Steve Grissom, News Director, WBBH-TV, Fort Myers, FL. 813-436-0195. E.O.E.

Seeking aggressive, self-starting News Director. Full responsibilities for News Room operation, two major local newscasts, assignments. Must have 3-5 years of TV general assignment, on camera and field reporting. 16mm and mini-cam experience. Leadership qualities and will to make a long term commitment. The right candidate will get relocation assistance. Send resume Only to David Geesin, KIMO-TV, 3001 "C" St. Anch., AK 99503. Unsolicited tapes not returned. KIMO is an equal employment opportunity employer and encourages applications from minorities and women.

Denver: Associate News Producer/Writer. Strong writing background. Must have experience producing daily newscasts, capable of substituting for producer. Resume and cassette to Executive News Producer, KMGH-TV, 123 Speer, Denver 80217.

We are still looking—Top rated news department is looking for an imaginative, experienced street reporter. We will pay top dollar for the right person. Send resume and video tape to Richard Graham, Business Manager, KFSN-TV, 1777 G Street, Fresno, CA 93708. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Weathercaster: Personable and experienced in TV weathercasting with emphasis on accuracy and presentation. Meteorology training a plus. Send tape and resume to News Director, WTVW TV, 477 Carpenter Street, Evansville, IN 47701. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Producer/Director: Dominant affiliate small Eastern market. At least 2 years experience in CML production, news and VT editing. An Equal Opportunity Employer M/F. Box G-107.

Wanted Immediately—A Producer/Director and an Associate Producer for an up-beat local music program. Major market. Send resume at once to Box G-125.

Production Manager with potential to accept greater responsibilities. Relocate to East Texas. Must be a pro in working with clients and employees. Will have full administrative responsibility for the department. An equal opportunity employer. Send resume and salary requirements to: General Manager, KTRE-TV, P.O. Box 729, Lufkin, TX 75901.

TV Director for public station. Applicant should have at least two years of full time TV directing experience at a broadcast station. Send resume and cassette sample of work to Office B, WNED-TV, 184 Barton St., Buffalo, NY 14213. WNED is an Equal Opportunity Employer.

Production Manager—You've got at least 3 years experience and you think you're about the best in the business! You love people, work well under lots of pressure and deadlines, and you don't make excuses; you get the job done right the first time. You're organized, know your priorities, and you personally follow up on important matters. You're innovative, flexible and creative, and you don't have time for pettiness and excuses. Client satisfaction is of primary importance to you. You take pleasure in training your crew and maintaining high standards and high morale. An equal opportunity/affirmative action employer. No beginners, please. If you'd like to join a team with this kind of dedication at a new sunbelt network affiliate, send a complete resume and references to Box G-166.

Television Stagehand Fulltime Pittsburgh, PA. Television and/or theatrical stage technician experienced in the handling, construction, maintenance, repair, placement and operation of backgrounds platforms, sceneries, props, properties and other structure and stage effects forming part of the scenery or the sets utilized in television studio operations, including floor operated stage electrical equipment and effects, rear screen projectors and prompting devices. Equal Employment Opportunity M/F. Box G-174.

Vibrant Talk Host/Public Affairs Producer for top fifty group owned, ABC Affiliate. Experience required. Excellent interviewer with good on-camera presence and commercial voice. Be prepared to work hard. Submit resume and tape to: Leo MacCourtney, VP & GM, WOWK-TV, 625 Fourth Avenue, Huntington, WV 25701. An equal opportunity, affirmative action employer.

Responsible for developing new local programs and supervising all aspects of committed local programs. Acts as executive producer of all such programs. Develops total network programming goals and objectives for network management. Develops budget recommendations for all programming area. Supervises on-air operations and continuity, excluding engineering. Supervises delegated programming responsibilities. Considerable knowledge of television station and network operation; of noncommercial public television programming techniques. Graduation from college or university with master's degree in communications or related field. Three years noncommercial public television programming or related area experience. Equal Opportunity Employer. Salary Range: \$15,740.73—\$20,011.18. Reply to: South Dakota Public Television Network, 310 East Clark, Vermillion, SD 57069 and South Dakota Bureau of Personnel, State Capitol, Pierre, SD 57501.

Director of Television: Produce/direct instructional, public, cable TV programs. Administer production activities. Prepare grant proposals. Require M.A. degree in TV production, 2 years experience as TV producer/director. Salary-\$15,228.00 and up. Send resume to: Dr. Maurice T. Russell, Director, Instructional Communications Dept., 9 Sayre Hall—UND, Grand Forks, ND 58202.

SITUATIONS WANTED MANAGEMENT

TV Local or National Sales Manager in top sixty market. Currently Account Executive for Network Owned and Operated National Sales. Family man, responsible, knowledgeable, with ten years in broadcast, seven years at stations in varied capacities. Box G-41.

Aggressive, experienced Station Manager/Programmer, a proven winner currently in Top 50 market seeks new challenges. Box G-57.

Super Manager/ Radio-TV-Group. 14 Years experience in small to large markets. Street-fighting sales, bottom line responsibility management, degree in Administration. No job less than three years. Family man, presently employed, Will Travel. Box G-162.

General Manager with outstanding credentials! Television 20+ years. Radio 12 years. Began early teens. Thoroughly experienced/knowledgeable all aspects: ownership, management, sales management and sales—local/national, programming, film-buying, promotion, public relations, community involvement, etc. Quality leader in industry. Very competitive! Achieved revitalization and rapid turnarounds. Produced sales and profits records. Can produce outstanding ratings, sales, profits and prestige! Box G-168.

SITUATIONS WANTED SALES

Thirty year old salesman with agency, local TV, and national rep experience seeking return to South/Southwest from Chicago. Box G-167.

SITUATIONS WANTED TECHNICAL

Weathercaster: Outstanding credentials, knowledgeable, dependable, interesting, seeking employment in major or medium market after July Box G-116.

SITUATIONS WANTED NEWS

TV and Radio news director, a leader, catalyst 17 years experience medium/large markets. Available now. Prefer South-East or West. Box G-11.

Experienced radio newsmen, M.S. broadcast journalism, some TV, wants you to see his VTR. Box G-82.

Experienced and Imaginative radio ND, Midwest, seeks TV news slot. Hard worker and a real professional. 10 years' radio experience. Box G-99.

Sports Director ... 3 years in Top 10, 8 in Top 50 ... seeking heavyweight operation. Solid anchor, PBR credentials. 20 grand minimum. Box G-106.

TV Weatherman available immediately. B.S. Meteorology Radio, Television experience, ambitious, dedicated. Bob Richards, 201-338-6733. Call anytime.

Foot-in-door spot sought by aspiring TV reporter, 28, who recently underwent career objective change. Summer or longer. Journalism B.A.; partial M.A. Extremely bright, resourceful, personable, and tireless worker. Good skills, eyes and ears. Am no dummy. NYC-NJ-CT area hopefully. 212-242-3993.

SITUATIONS WANTED NEWS CONTINUED

Articulate Graduate Producing, writing, anchor, interview experience college TV. Seeking entry level position Small/Medium Market. Will relocate. Art Pocoroba, 273 Elm Street, West Hempstead, New York 11552. 516-485-4091.

SITUATIONS WANTED PROGRAMING PRODUCTION AND OTHERS

Producer-Director Top Twenty-five market, looking for more creative challenge. Experienced in all phases of local production. Strong writing skills. Box G-114.

Major Market Producer seeks 1st time Ex. Prod. Asst. PD, or Program Director position in small to medium market station. Box G-126.

Female Director seeks more challenging market. Three years in all phases of production at network-affiliated station. Want and am anxious to relocate. Box G-140.

Producer/director seeks position in small or medium market. More than two years experience producing/directing public affairs, news, commercials, even sports. Programming background also. Box G-188.

Versatile Production Specialist. Produce, direct, switch, camera, audio, lighting, ENG, operations, and more. 7 years professional experience. Graham Brinton, 215-664-3346.

Experienced, versatile assistant producer wants to move up. Many publisher contacts. 1st Phone, too! Berkowitz, 161 Old Mamaroneck, White Plains, NY 10605.

Experienced Production Operations Manager desires employment in larger market. Willing to relocate. Six years in television. 209-527-8947; 209-529-3379.

CABLE

HELP WANTED NEWS

Director of News & Public Affairs for a cable system in the South Pacific. Guam is an interesting and unique news market requiring an innovative working manager to help us build on our 45% cable rating for news. Now producing daily local/world news, election coverage, TV magazine show and other specials. Journalism degree or on air experience. \$12-14K salary, stock and other benefits. Send resume to Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910.

ALLIED FIELDS

HELP WANTED SALES

National trade publication headquartered in Washington, DC looking for an Assistant Sales Manager who knows how to sell advertising space. We are not interested in a desk jockey. We are broadcast oriented (33 years): stations, services, cable TV, consumer electronics. Some travel involved. Substantial base pay with commission incentive at the start. Send resume. Box G-137.

Broadcast Equipment Salesperson. Top quality audio Mfg. urgently needs sales pro to fill newly created position on world wide sales team. Based out of factory, personal sales and representative liaison experience will earn good starting salary, excellent incentive program, full company benefits, and chance to grow. If you're used to and enjoy dealing with FM's C.E.'s, and Owners and can prove you're good at it, send resume in confidence to: Box G-182.

HELP WANTED TECHNICAL

Tape Room Manager; Must have experience in videotape post-production. Prefer those who have experience in AVR-3's and FR-35. Must be willing to train apprentices. All inquiries Attn: Mickey Mitidiero, Cinetronics Ltd., 3131 N. Halsted, Chicago, IL 60657.

Engineer/Television. Production company needs engineer experienced in maintenance of helical scan video tape equipment and cameras for studio and remote work. Send resume to Roberson Communications, 425 Fremont Avenue, Daytona Beach, FL 32014.

HELP WANTED INSTRUCTION

Teaching Media: Asst. Professor (Ph.D.) in reporting, law, theory: Instructor (MA) in advertising, production, writing, reporting. EOE. Contact: Sylvester Clifford, Chairman, Dept. of Communication, University of South Dakota, Vermillion, SD 57069.

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.

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.

1 On Time Ecco editing system, 900 series \$4,500.00. 4 Conrac Monitors 2 CYA-21 & 2 CYB-17 \$500.00 ea. 1 RCA Audio Board \$850.00. 6605 Eleanor Ave., Hollywood 213-463-2123.

For sale, General Electric Type TT42A. 35KW Television Transmitter, presently operating on Channel 5. Will sell amplifier separately. Will be available in approximately 60 days. Call Gene Miller, KALB-TV 318-445-2456.

Schafer Automatic System—Call 404-487-9559.

Amplex VR 1200-OH. Some extras, D. Zulli 213-466-5441.

Model 3060 SMC Automation for sale. Call 609-983-6202 or write TBC Realty, 700 State Highway 73, Marlton, NJ 08053.

Kensol Model 12A Hot Press complete with all accessories, stand, type fonts, books, etc. New. Cost new \$3,000. Will sell for \$1,975. Call Alan Batten 904-354-1212.

CCA 25 KW FM, stereo, 6 yrs. old. New tubes. M. Cooper 215-379-6585.

16mm Jamleson Color Processor Mark IV, now being used to process VNF film. Has take-up elevator, complete spare part, motor, pump and chemical kits. Excellent condition. Call Howard Kelley 904-354-1212.

Sparta 610A-18 MTHS. Old 12KW FM, 20 kw FM. M. Cooper, 215-379-6585.

7x7 Stereo Routing Switcher. Any input to any or multiple outputs. All electronic switching. Digital control and memory with LED status board. Audio Products Company, 1038 Fourth street, Rensselaer, NY 12144.

Tektronix RM529 Waveform Monitor, just calibrated & repaired by Tektronix, excellent condition. Ready for immediate shipment, \$1200. Cape Fear Enterprises, Rt. 1, Box 269A, Faison, NC 28341. Telephone 919-594-0172.

AM Transmitters—GE-BT-50A, 50KW & \$10,000 in new spares. 17 years old. McMartin 1KW, 2 yrs. old. M. Cooper, 215-379-6585.

For Sale Collins 21-A Operable 5KW-1KW Transmitter with tubes. Call Ruff 405-840-1805.

Collins 20V Transmitter 1KW AM, Call-404-487-9559.

COMEDY

"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.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

FRUITBOWL: world's largest weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. P.O. Box 9787, Fresno, CA 93794.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Bumper Bucks, exciting new radio promotional game, increases listeners, secures new accounts, makes money. Impact Advertising, Box 1524, Glenwood Springs, CO 81601.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee VA apvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245. 214-352-3242.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin July 31 and September 11. 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.

Get your First Phone in Exciting Music City, U.S.A. Four weeks \$395. Tennessee Institute of Broadcasting 615-297-5396.

JOBS in Broadcasting—FCC 3rd, 2nd, 1st Class Licenses and Performance Training - Job Getting Techniques transcend the usual - Veterans Benefits - Eligible Institution Federal Grants - Loans Programs - Accredited - AAB, 726 Chestnut, Phila, 19106 person-to-person Collect 215-922-0605 "Karen".

RADIO Help Wanted Announcers

PERSONALITY

Good contemporary personality wanted in Western market. Send tape and resume to Bill Moyes, The Research Group, 1422 Monterey Street, San Luis Obispo, California 93401.

IMMEDIATE OPENING

Midnight-5AM, Talk/Music Show, Tapes + resume to Bill Rogers, WMBD, 3131 North University, Peoria, IL 61604.
Equal Opportunity Employer.

Help Wanted Management

NEWS DIRECTOR

Mutual Black Network is looking for a dynamic person to direct the news area. The successful applicant should have 3-5 years of radio experience, and or a good mix of supervision and management background in the news gathering process, and ability in public relations. NO PHONE CALLS PLEASE. Send resume to: Thom McKinney, VP/GM, Mutual Black Network, 1745 Jefferson Davis Hwy, suite 404, Arlington, Va. 22202.

Help Wanted News Continued

A Nationwide Search

Top flight broadcast journalist needed for AM drive news and community affairs programming. We don't care where you are now...if you're good and you want to work in the nation's number one market for excellent pay and benefits, send your tape and resume to: Ken Lamb, Operations Manager, WPAT AM/FM, 1396 Broad Street, Clifton, New Jersey, 07013.

Situations Wanted Management

Experienced Radio G.M. (45)

Sales and P & L oriented, community involvement successful local and agency sales creative and flexible team leader knowledgeable FCC. Rules and license renewal. Available July, will relocate now in S.E. Lets talk 1-305-626-4928 after 5PM EDT.

Radio Advertising Bureau REGIONAL MANAGER

Salesperson now working in the mid-central region to headquarter in Cleveland and to cover regional cities such as Cleveland, Pittsburgh, Cincinnati, Columbus, Indianapolis and other key cities for the world's best ad medium... Radio. Fascinating range of assignments, from selling radio as a medium to regional and national accounts in your area of responsibility; to coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Speaking and presenting skills essential. Opportunity for continuing growth and exposure to total range of radio and all of advertising's fascinating facets. Salary open depending on experience and potential. Incentives and company benefits. If you have these qualifications, contact Joe Vincent, Radio Advertising Bureau, 485 Lexington Avenue, New York, N.Y. 10017; 212-599-6673 or 6674.

Help Wanted Technical

RADIO ENGINEER SUPERVISOR

WMBD-AM, WKZW-FM, Peoria, IL, looking for engineer with 1st Class ticket and expertise in maintenance of radio transmitter and radio broadcast equipment. Includes directional AM, stereo FM transmitters and studio equipment. Top pay, excellent benefits and working conditions. An EEO employer. Send resume to William L. Brown, Vice President and General Manager, WMBD AM-TV, WKZW-FM, 3131 N. University, Peoria, IL, 61604.

Situations Wanted Announcers

MORNING KILLER

All the tools necessary... Sincerity and Warmth first and foremost... Enhanced by Humor... Phones... Voices, etc. Major Market Track Record... Call Now! 314-727-EDT1.

Situations Wanted Programming

SOFT ROCK PROGRAMMER

Dynamic, talented and young Northwestern U. faculty member desires job as PD of soft rock station. Strong management skills. Excellent references. Box G-179.

Help Wanted News

Radio News Reporter Wanted. WTTS/WGTC in Bloomington has immediate opening for full time reporter. Applicant must have previous professional experience gathering, writing, editing and reporting local news. Strong delivery essential. Salary negotiable depending on qualifications and experience. Rush tape and resume to Charlotte Webb, WTTS/WGTC, 535 South Walnut Street, Bloomington, Indiana 47401. An Equal Opportunity Employer.

Help Wanted Management

A CALL TO SERVE

We have continuing and varying needs for experienced Producers, Researchers, Writers; also news, management, engineering and other production personnel. More professional people are wanting to make their lives and talents count for something worthwhile with eternal consequences. If you feel a call to serve and can be happy with hard work, sacrifice and modest remuneration, you could become a part of one of the world's most exciting happenings. Send resume to Personnel Division, Drawer B, Christian Broadcasting Network, Virginia Beach, VA 23463. CBN, producer of "The 700 Club," is an Equal Opportunity Employer.

Help Wanted Announcers

PM MAGAZINE TALENT

Warm, Personal, Witty Talent needed for exciting new PM MAGAZINE show. Must have creative writing ability, be self-producing and have ENG experience. Send 3/4" cassette and resume to Bonnie Arnold, Producer, WFSB-TV, 3 Constitution Plaza, Hartford, Conn. 06115. (A Post-Newsweek Station)

WE ARE AN EQUAL OPPORTUNITY EMPLOYER

IF YOU CAN GATHER AND DELIVER A NETWORK QUALITY REPORT, THE NEBRASKA NEWS NETWORK WANTS TO TALK TO YOU ABOUT THE FOLLOWING POSITIONS:

News: Director, Washington D.C.
Reporter, State House
Reporter, Full Time
Reporters

Sports: Director, Full Time
Reporters

Farm: Director, Full Time
Reporter

Send Tape, Resume & Salary Requirements. Must be able to start July 15th.



Walt Chalkley,
General Manager
2820 N. 48th Street
Lincoln, Nebraska 68504
402/464-0606

No Collect Calls Accepted. Equal Opportunity Employer.

TELEVISION

Help Wanted Technical

KTLA GOLDEN WEST VIDEOTAPE DIVISION MAINTENANCE ENGINEERS

Expansion of syndicated and network program production facilities and acquisition of new technical equipment require the addition of two highly qualified maintenance engineers.

Familiarity in all areas of television engineering is a prerequisite including Ampex and RCA tape machines, Phillips and RCA live cameras, RCA Telecine, Grass Valley switching and terminal equipment.

These positions require demonstrable experience of five or more years. Digital schooling or experience is very desirable including knowledge of DEC and DG minicomputers. In depth solid state trouble shooting of broadcast equipment is a requirement of these positions. FCC 1st phone required.

Golden West Broadcasters is a leading independent television station and production facility in Los Angeles. We offer an excellent benefit and retirement program. Salary range for these positions 24-28K.

Please send complete resume with references and salary history to Louis F. Wolf, Engineering Manager, KTLA, 5800 Sunset Blvd. Los Angeles, CA 90028.

Help Wanted Technical Continued

Engineer

Major Market Station looking for bright, energetic engineer with a B.S. in Electrical Engineering, must have First Class FCC License and some broadcast experience needed. Send resume to Broadcasting Box G-119. EOE M/F.

ANCHOR TALENT

Co-anchor for 6-11 PM news in great midwest market. Must be sharp, aggressive, able to think and write news. This good paying position won't be open long. Send resume, salary requirements and a writing sample to Box G-177. EEO employer.

ANCHOR/REPORTER

6 & 10 weekdays. No. 1 ABC affiliate. Resumes/Cassettes to ND Ridge Shannon, KMBC-TV, 1049 Central Ave., Kansas City, Mo., 64105 (816) 421-2650.

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

INVESTIGATIVE REPORTER

We are looking for a skilled television news reporter to handle tough assignments. We want a tough-minded, no nonsense digger who loves the muckraking art, someone who can knock down doors and bring back super stories. Call Bill Applegate, News Director, WKBW-TV, Buffalo, NY at 716-883-0770. An equal opportunity employer.

Environmental Reporter

KRON-TV in San Francisco is conducting a nationwide search for an Environmental/Science/Weather reporter. This person should have previous reportorial experience, preferably in reporting on Environment, Science or Weather. Send resumes and videocassette auditions to:

Mitch Farris
News Director
KRON-TV
Box 3412
San Francisco, CA 94119

WITF-TV/FM HERSHEY, PA POSITIONS AVAILABLE

As part of major reorganization and expansion, the following new positions are immediately available at well regarded public media center located in 500,000 HH+ Market with major city proximity. Send resume to Michael J. Ziegler, WITF-TV/FM, Box Z, Hershey, PA 17033. Closing date: July 7, 1978. An Equal Opportunity Employer.

Director of Program Development, Corporate Planning

Responsible for development of short and long range program production concepts. Prepares program production proposals and devises and implements strategies for funding activities in the areas of production, acquisition and development for local, state and national distribution. As Corporate Planner, develops growth patterns for individual divisions and departments, and assists in the establishment, integration, and monitoring of corporate objectives. Should have substantial direct experience in these or closely related activities.

Director of Educational Resources and Nonbroadcast Services

Develops and coordinates use by individuals and institutions (including schools) of broadcast and nonbroadcast program materials and services. Acquires and develops programs for this service. Promotes availability of programing, new technologies, and alternate distribution systems (including CATV). Works with public to establish training workshops and provide liaison with local telecommunication access production groups. Should have broad experience in public and instructional broadcast services, be thoroughly conversant with new and emerging distribution technologies, have demonstrated skills in working with community and institutional groups as well as individuals, and have some experience in contract development and program marketing.

Manager of Information

Coordinates all public relations and public information efforts. Develops and executes promotion, information and advertising plans and strategies. Handles all press relations and media contacts. Is responsible for all publications, including program guide. Supervises work of Outreach Coordinator and Graphic Services. Should have extensive experience and recognized skill in all these activities, with particular competence in magazine production and media selection.

Director of Institutional Support

Devises and implements strategies to develop support from government agencies, public and private corporations, foundations, other institutions and through deferred giving, either for general support or for specified projects. Responsible for all program underwriting activities. Should have extensive development experience in nonprofit organization or public broadcasting. Financial and/or marketing and advertising background extremely helpful.

FM Program Manager

Determines radio station program schedule in consultation with Vice President, broadcasting, and supervises its execution. Responsible for liaison with outside program sources and maintenance of program files. Bachelor's degree; minimum of 5 yrs full time experience in broadcasting with 2 yrs in supervisory position related to programing, production, or operations.

Executive Producer

Supervises all programs production activities for any distribution media. Assists in program concept and development processes and serves as part of key creative control team. Administratively and creatively supervises Producers, Researchers, Writers. Should have broad public, social, and cultural affairs producing experience. Must have recognized national or major market screen credits.

Producer

Responsible for design, research, planning and production of assigned program production activities. Must be a skilled writer and researcher and be able to supervise production process. Should have ability to work in broad range of program types. Familiarity with EFP/ENG techniques desirable. Major production screen credits essential. Journalistic background helpful.

Supervising Engineer

Responsible for supervision of maintenance and operational use of all production, transmission and other technical broadcast equipment and for the supervision of all engineering personnel in both Television and Radio. Serves as technical supervisor on all major productions. Must have First Class FCC license, substantial professional engineering experience at well equipped broadcast organization, and should possess strong supervisory and organizational abilities.

EFP Maintenance Engineer

Responsible for corrective and preventive maintenance on portable video and audio field production equipment as well as editing consoles and 3/4-inch video recorders. Must have First Class FCC license and be directly experienced in this area, with some manufacturer training in ENG/EFP equipment. Must be willing to work evening/night hours.

Help Wanted News

WBZ TV

Boston, Massachusetts

General Assignment Reporter

We need a reporter with three-years news reporting experience at commercial VHF station and total familiarity with reporting in electronic news gathering medium for general assignment reporting which may include weekends and nights.

News Editor/Writer

We need an Editor/Writer with two years news experience at commercial VHF station and journalism background gained through working at television news operation. Also must have one year's experience with electronic news gathering, including knowledge of how ENG equipment operates, and efficient editing ability, will write and edit TV newscasts, supervise editing of film and tape, write scripts, research stories, produce nightly newscasts.

Send resume to

Richard Glover
Assistant News Director
WBZ-TV
1170 Soldiers Field Rd.
Boston, Ma. 02134
An Equal Opportunity Employer

Help Wanted Programing, Production, Others

Director

Top Ten Market needs Director, must have experience directing prime time news program with multiple talent, children's programs, talk variety shows, sports and commercials. EOE M/F. Send resume to Box G-131.

Help Wanted Programing, Production, Others Continued

TV Program Manager

Experienced Program Manager wanted for WKBW-TV, ABC-Buffalo, NY. Responsibilities include programming supervision, syndication purchasing, labor negotiating, and involvement in full range of station operations. Send resume, salary requirements and related data to Phil Beuth, General Manager, WKBW-TV, 1420 Main St., Buffalo, NY 14209. Confidence respected. An equal opportunity employer.

TV PRODUCTION MANAGER

Top-20 Market

This group-owned CBS affiliate has an important career opportunity for a first-rate production professional. A minimum of 5 years experience as a producer/director is required.

If you're the right Production Manager for us, you'll supervise the station's production department, and work closely with the Program Manager in program scheduling, negotiating and buying, budgeting, and recruiting.

This is an excellent opportunity to move up to Program Manager within two to three years.

Send your resume and salary requirements now. We'll contact you for a videotape later.

Box G-189 Broadcasting
An Equal Opportunity Employer

A desirable TV Promotion Manager spot has opened up. Sun-belt market. Major group station.

If you're a talented Promotion Manager who's looking for a new challenge ... or if you're a strong number two person who's ready to move up ... look into this rewarding opportunity.

The station is KOTV, Tulsa, A CBS Affiliate.

As KOTV's Promotion Manager, you'll plan and build hard-hitting campaigns in all media.

You'll have a full complement of resources, including the services of an ad agency.

You'll have the opportunity to flex your creative muscles and stretch your mind.

If this sounds like the kind of move you're ready to make, send me your resume now. I'll contact you for your samples of your work later.

Sheryl Gold
VP, Advertising & Public Relations
Corinthian Broadcasting Corporation
280 Park Avenue
New York, N.Y. 10017

An Equal Opportunity Employer

CREATIVE SPECIALIST

We are the world's top broadcasting think-tank and we're expanding our staff. We're looking for a top creative thinker with a background in news, programming, promotion, or production. If you have ideas, we have a job. Send your resume to:

Richard Sabreen
Frank N. Magid Associates
One Research Center
Marion, Iowa 52302

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • ORAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...Included in each series



PROGRAM DISTRIBUTORS
11 Vista Drive
Little Rock, Arkansas 72210
501-378-0135



R&B Station Owners

15th in the M.S.A., S.M.S.A.? The problem lies in programming, announcing staffs, and music. J. Knight Productions has the answers. Owners write! Secure results next A.R.B. Box G-150.



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Miscellaneous

"SHOP-AT-HOME"(R)

Radio Promotion for medium and small markets. Gross over \$1200.00 monthly—more-or-less, depending on your rates and market size. Keeps your home-town shoppers at home, rather than driving to the bigger cities. Complete package. Outright Buy—only \$49.50. Listen to demonstration. Call 703-342-2170 or write.

Hayden Huddleston Productions, Inc.
305 Shenandoah Bldg., Roanoke, Va. 24011

Business Opportunity

Attention: Radio Salespeople

Small to medium markets, break away from your station, go into business yourself. Former radio man took the chance! Developed a super medium, that you could develop in your town. Print, but specialized. For \$5,000 you're on your way. No franchise. Join us as you should gross \$45-55M. Direct costs \$17M. Contact Farley Publishing Co., 1306 King Street, Wilmington, DE 19801. Eastern U.S. preferred.

Public Notice

The city of Cedar Falls, Iowa

invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with Ordinance #1585 and will be accepted until the close of business hours at City Hall on Friday, September 1, 1978. Ordinance #1585 and application forms may be obtained by calling or writing the City Clerk, City Hall, Cedar Falls, Iowa 50613 (319-268-0141)

The City of Denton, Texas

is interested in receiving proposals for cable television services from interested operators. You may receive copies of our Request for Proposal, Standard Application Form, and Cable Television Ordinance by writing to the following address: William K. Cole, Assistant City Manager, Civic Center, 215 E. McKinney St., Denton, Texas, 76201. We will receive proposals until September 29, 1978. We will only accept proposals on forms provided by the City of Denton.

Employment Service

BROADCAST SEARCH

The same company whose commercial clients include Keith Jackson, movie giant Stanley Kramer, Bill Russell, and basketball superstar David Thompson, has expanded with a "Broadcast Search" Department. Our personnel have years of experience in major markets and in evaluating talent and management. Through the use of a computerized system and our own personal evaluation, our service will save both employees and employers considerable time and effort.

Station Managers

We have client listings to fit your immediate needs, including:

Top TV PD, with extensive experience in two of top 5 markets ...

Highly rated morning Drive Time MOR personality ...

Award winning investigative Reporters ...

Top female anchorperson ready for major market ...

Number one rated talk-show host, major market ...

Major market radio News Director ...

For further information call collect or write:

Broadcast Personnel

If you're in a medium or major market, in the following positions, and wish to be listed with Walsh, Baldwin Enterprises, free-of-charge, please send audio/video tape and/or resume.

TV News Anchor-Person; News or Sports Reporter; news or sports Director

Radio News Reporter and News Directors.

Radio/TV G.M., PD., Merchandising or Promotion Manager.

RAD/TV Talk Show Hosts.

Walsh, Baldwin Enterprises, Inc.

157 Yesler Way, Suite 205
Seattle, WA 98104
206-682-7340

*All information strictly confidential.

For Sale Equipment

FOR LEASE OR LEASE-PURCHASE

Working tele-van. Now active in Major West Coast market. Three cam. Custom-built. ideal for broadcast, sports, mobile or fixed location. Specs. details available. Box F-169.

Wanted To Buy Stations

Corporation in search of
Small to Medium Size
AM and/or FM.
New England Market.
Replies Confidential.
Box G-142.

For Sale Stations

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385
Suite 214
11681 San
Vincente Blvd.
Los Angeles, Ca. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation
Box 111
Bethlehem, PA 18016
215-865-3775

Holt Corporation West
Box 8205
Dallas, TX 75205
214-526-8081

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

NORTH CAROLINA

Top Market Full Time AM Exclusive Offering.
Excellent Potential In Rich Growth Area. Terms
to Qualified Buyer. Submit Financial Qualifica-
tions.

Box G-123.

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

For Sale Stations Continued

H.B. La Rue, Media Broker

RADIO - TV - CATV - APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor-San Fran-
cisco, California 94104 415/673-4474

East Coast:

210 East 53rd Street, Suite 5D-New York, N.Y.
10022 212/288-0737

MEDIA BROKERS APPRAISERS

RICHARD A.

SHAHEN
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



S	Small	AM	\$145K	\$40K
S	Small	AM/FM	\$189K	\$89K
MW	Small	CATV	\$230K	29%
W	Medium	AM	\$525K	Terms
MW	Major	AM/FM	\$2.7MM	\$521K

Atlanta, Boston, Chicago,
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga. 30341

W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

- Ethnic daytimer in Southern part of N.C. \$160,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms.
- Super coverage daytimer in Virginia City. Only ethnic station in whole area. Real Estate. \$250,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- Powerful Fulltimer. City in NM. Billing \$300,000. Excellent value. \$530,000.
- Daytimer NW Alabama. Good buy \$175,000. Terms.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Owner wants offer. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$260,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.
- Daytimer covering large Florida Metro area. Real Estate. \$550,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 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, Radio, Cable or Allied Fields; 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. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

	Stock symbol	Exch.	Closing Wed. June 21	Closing Wed. June 14	Net change in week	% change in week	1977-78 High	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	47 3/8	51 1/2	- 4 1/8	- 8.00	51 3/4	35 3/8	8	18,221	863,219
CAPITAL CITIES	CCB	N	71 5/8	74 1/2	- 2 7/8	- 3.85	74 3/4	44 3/4	12	7,115	509,611
CBS	CBS	N	54 3/8	58 1/8	- 3 3/4	- 6.45	62	43 7/8	8	28,100	1,527,937
COX	COX	N	42 1/2	43 5/8	- 1 1/8	- 2.57	43 5/8	25 1/2	11	6,637	282,072
GROSS TELECASTING	GGG	A	22 3/4	23 7/8	- 1 1/8	- 4.71	23 7/8	13 5/8	10	800	18,200
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2	-	-	11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	35 3/4	37 1/8	- 1 3/8	- 3.70	37 1/8	16 1/2	11	2,801	100,135
MOONEY*	MOON	O	4 7/8	4 7/8	-	-	4 7/8	1 7/8	22	425	2,071
RAHALL	RAHL	O	20	20 1/4	- 1/4	- 1.23	21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRIP	O	45	45	-	-	45	30 1/2	10	2,589	116,505
STARR	SBG	M	12 3/4	12 5/8	+ 1/8	+ .99	13 1/8	12	12	1,512	19,278
STORER	SBK	N	28 7/8	30 7/8	- 2	- 6.47	31 1/2	19 3/8	10	4,876	140,794
TAFT	TFB	N	41 3/4	44	- 2 1/4	- 5.11	44 7/8	24 5/8	9	4,119	171,968
TOTAL										78,921	3,782,383

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8 3/4	9	-	1/4	-	2.77	9 3/8	3 3/4	9	1,229	10,753
JOHN BLAIR	BJ	N	24 7/8	25 3/4	-	7/8	-	3.39	25 7/8	11 1/8	6	2,427	60,371
CHRIS-CRAFT	CCN	N	10 1/2	11 3/8	-	7/8	-	7.69	11 3/8	4 1/2	25	4,458	46,809
COMBINED COMM.	CCA	N	27 7/8	22 3/4	+	5 1/8	+	22.52	45 1/8	19	13	10,380	289,342
COWLES	CWL	N	23 3/8	24 1/4	-	7/8	-	3.60	24 7/8	12 1/2	23	3,969	92,775
DUN & BROADSTREET	DNB	N	33 1/2	35 5/8	-	2 1/8	-	5.96	35 5/8	26 1/4	15	26,339	882,356
FAIRCHILD IND.	FEN	N	26	28	-	2	-	7.14	28 3/4	9 1/2	10	5,708	148,408
FUQUA	FQA	N	10 7/8	12	-	1 1/8	-	9.37	13	8	7	9,396	102,181
GANNETT CO.	GCI	N	42 3/4	44 3/4	-	2	-	4.46	44 3/4	32 3/4	16	22,430	958,882
GENERAL TIRE	GY	N	25 3/4	26 3/8	-	5/8	-	2.36	29 1/4	22 3/8	5	22,692	584,319
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4					4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.		O	19 1/2	19 1/2					19 1/2	8	8	475	9,262
HARTE-HANKS	HHN	N	41 1/2	41 1/4	+	1/4	+	.60	41 1/2	26	14	12,500	518,750
JEFFERSON-PILOT	JP	N	30 3/8	30 3/4	-	3/8	-	1.21	32 3/8	26 5/8	9	23,351	709,286
MARVIN JOSEPHSON	MRVN	O	16 1/4	16 1/2	-	1/4	-	1.51	17 1/4	10 1/4	9	1,978	32,142
KANSAS STATE NET.	KSN	O	12 3/4	13 3/8	-	5/8	-	4.67	13 3/8	4 3/4	12	1,727	22,019
LEE ENTERPRISES	LNT	N	31 1/4	28 3/8	+	2 7/8	+	10.13	31 1/4	22 1/4	12	4,930	154,062
LIBERTY	LC	N	28 1/4	29 1/4	-	1	-	3.41	29 1/4	18	7	6,762	191,026
MCGRAW-HILL	MHP	N	23 1/4	24 1/4	-	1	-	4.12	24 1/4	15 5/8	10	24,682	573,856
MEDIA GENERAL	MEG	A	18 3/8	19 3/8	-	1	-	5.16	20	13 5/8	10	7,451	136,912
MEREDITH	MDP	N	35 1/2	36 3/8	-	7/8	-	2.40	36 3/8	17 3/8	8	3,074	109,127
METROMEDIA	MET	N	52 7/8	57	-	4 1/8	-	7.23	57	25 1/4	11	6,630	350,561
MULTIMEDIA	MMED	O	25 3/4	26	-	1/4	-	.96	27 1/2	16 1/4	13	6,594	169,795
NEW YORK TIMES CO.	NYKA	A	29 1/8	29 1/2	-	3/8	-	1.27	29 1/2	15 3/4	12	11,599	337,820
OUTLET CO.	OTU	N	24 3/8	25 1/2	-	1 1/8	-	4.41	26 5/8	16 5/8	7	2,415	58,865
POST CORP.	POST	O	32 1/2	33 1/2	-	1	-	2.98	33 1/2	16 1/4	9	867	28,177
REEVES TELECOM	RBT	A	3 3/8	3 1/4	+	1/8	+	3.84	3 3/8	1 3/4	48	2,388	8,059
ROLLINS	ROL	N	18	19 3/8	-	1 3/8	-	7.09	24 1/4	14 7/8	10	33,000	594,000
RUST CRAFT	RUS	A	24 5/8	24 1/8	+	1/2	+	2.07	25	8 1/2	15	2,297	56,563
SAN JUAN RACING	SJR	N	13 3/8	12 1/8	+	1 1/4	+	10.30	13 3/8	7 5/8	19	2,509	33,557
SCHERING-PLOUGH	SGP	N	32 1/2	34 5/8	-	2 1/8	-	6.13	44 3/4	26 3/8	10	53,870	1,750,775
SONDERLING	SOB	A	20 3/4	20 7/8	-	1/8	-	.59	20 7/8	8 3/8	8	1,105	22,928
TECH OPERATIONS	TO	A	7	6 3/4	+	1/4	+	3.70	7	2 3/8	175	1,344	9,408
TIMES MIRROR CO.	TMC	N	29 5/8	30 1/2	-	7/8	-	2.86	30 1/2	20 3/4	10	34,760	1,029,765
TURNER COMM.*		O	12 1/2	12	+	1/2	+	4.16	12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPO	A	41 1/8	43 1/2	-	2 3/8	-	5.45	43 5/8	21 3/4	9	8,200	337,225
WOMETCO	WOM	N	14	14 7/8	-	7/8	-	5.88	15 3/4	10 7/8	9	9,554	133,756
TOTAL											379,662	10,614,559	

Cablecasting

ACTON CORP.	ATN	A	10 3/8	10 1/4	+ 1/8	+ 1.21	10 1/2	3 1/8	9	2,710	28,116
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	41 1/2	45	- 3 1/2	- 7.77	49	19 3/4	18	3,996	165,834
ATHENA COMM.*	O	3/8	3/8				7/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O	5 3/8	6	- 5/8	- 10.41	6 1/8	3 1/8	24	8,381	45,047
CABLE INFO.*	O	1/4	1/4				1 1/2	1/4	1	663	165
COMCAST	O	10 1/4	10 1/2	- 1/4	- 2.38	11 1/2	3 3/4	14	14	1,583	16,225
COMMUN. PROPERTIES	COMU	O	14 1/2	14 3/8	+ 1/8	+ .86	14 7/8	3 5/8	18	4,839	70,165
ENTRON*	ENT	O	1 1/4	1 1/4	-	-	3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRI	N	32	33 7/8	- 1 7/8	- 5.53	33 7/8	17 5/8	11	7,508	240,256
GENVE CORP.	GENV	O	13 1/4	12 3/4	+ 1/2	+ 3.92	14 5/8	7 1/2	7	1,121	14,853
TELE-COMMUNICATIONS	TCOM	O	16 3/4	19	- 2 1/4	- 11.84	19	2 7/8	239	5,281	88,456
TELEPROMPTER	TP	N	10 7/8	11 3/4	- 7/8	- 7.44	13 1/8	6 3/4	20	16,926	184,070
TEXSCAN	TEXS	O	1 1/2	1 1/2	-	-	2	1 1/4	9	786	1,179
TIME INC.	TL	N	40 1/4	43 3/8	- 3 1/8	- 7.20	48 3/4	31 3/4	9	20,450	823,112
TOCOM	TOCM	O	9 1/4	9	+ 1/4	+ 2.77	9 1/4	2 1/4	20	894	8,269
UA-COLUMBIA CABLE	UACC	O	32	33 1/4	- 1 1/4	- 3.75	35	15 1/2	19	1,679	53,728
UNITED CABLE TV	UCTV	O	16 7/8	17 3/8	- 1/2	- 2.87	18 3/8	3 7/8	21	1,915	32,315
VIACOM	VIA	N	21 3/4	22	- 1/4	- 1.13	23 1/2	9 1/2	14	3,795	82,541
TOTAL										86,831	1,856,350

Stock symbol	Exch.	Closing Wed. June 21	Closing Wed. June 14	Net change in week	% change in week	1977-78 High	Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Programming											
COLUMBIA PICTURES	CPS	N	18 7/8	21 1/2	- 2 5/8	- 12.20	21 1/2	7 3/8	4	9,254	174,669
DISNEY	DIS	N	41	42 3/4	- 1 3/4	- 4.09	47 5/8	32 1/2	15	32,380	1,327,580
FILMWAYS	FWY	A	15	15 1/2	- 1/2	- 3.22	15 1/2	6 7/8	11	4,258	63,870
FOUR STAR			1 1/2	1 1/4	- 3/4	- 60.00	1 1/4	1 1/2	5	666	333
GULF + WESTERN	GW	N	13 7/8	15 1/4	- 1 3/8	- 9.01	18 3/8	10 1/4	5	48,215	668,983
MCA	MCA	N	49 1/2	54	- 4 1/2	- 8.33	54	32	9	18,558	918,621
MGM	MGM	N	36 1/4	36 7/8	- 5/8	- 1.69	36 7/8	16	14	14,609	529,576
TRANSAMERICA	TA	N	15 1/4	16 1/4	- 1	- 6.15	16 1/2	13 1/4	6	66,781	1,018,410
20TH CENTURY-FOX	TF	N	34 3/8	36 3/4	- 2 3/8	- 6.46	36 3/4	10	4	7,733	265,821
VIDEO CORP. OF AMER	O	O	5 1/4	8	- 2 3/4	- 34.37	8	3 1/2	10	988	5,187
WARNER	WCI	N	39 7/8	43	- 3 1/8	- 7.26	45	25 3/4	7	14,458	576,512
WRATHER	WCO	A	11 1/8	12 1/2	- 1 3/8	- 11.00	12 1/2	4 1/2	28	2,243	24,953
TOTAL									220,143	5,574,515	

Service

BBDO INC.	BBDO	O	34 3/4	38	-	3 1/4	-	8.55	38	22 1/2	9	2,513	87,326
COMSAT	CO	N	38 3/4	42 3/4	-	4	-	9.35	44	28 3/4	12	10,000	387,500
DOYLE DANE BERNBACH	DOYL	O	22 1/4	25	-	2 3/4	-	11.00	25	16 3/4	6	1,776	39,516
FOOTE CONE & BELOING	FCB	N	20 7/8	21	-	1/8	-	.59	21 1/4	14 3/4	7	2,304	48,096
GREY ADVERTISING	GREY	O	29	29					34	16 1/2	4	716	20,764
INTERPUBLIC GROUP	IPG	N	35 3/4	36 3/4	-	1	-	2.72	39 1/4	22 1/2	9	2,387	85,335
MCI COMMUNICATIONS*	MCIC	O	4 1/4	4 1/4					4 7/8	7/8	43	20,159	85,675
MOVIELAB	MOV	A	2 1/4	2 1/4					3	1	13	1,414	3,181
MPO VIDEOTRONICS*	MPO	A	5 7/8	5 7/8					65 3/8	4	7	520	3,055
A. C. NIELSEN	NIELB	O	27 1/2	28	-	1/2	-	1.78	28	18 7/8	13	10,832	297,880
OGILVY & MATHER	OGIL	O	56	55 3/4	-	1/4	-	.44	56	31	10	1,805	101,080
J. WALTER THOMPSON	JWT	N	27 1/4	27 3/8	-	1/8	-	.45	27 3/8	15 1/8	8	2,649	72,185
WESTERN UNION	WU	N	16 5/8	16 3/8	-	1/4	-	1.52	20 1/4	15 3/4	7	15,177	252,317
TOTAL											72,252	1,483,910	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7	8 1/8	- 1 1/8	- 13.84	8 1/4	2 3/8	7	1,672	11,704
AMPEX	APX	N	14 3/8	15 7/8	- 1 1/2	- 9.44	17 1/4	7 3/8	13	10,928	157,090
ARVIN INDUSTRIES	ARV	N	19 1/8	20 1/4	- 1 1/8	- 5.55	22 1/2	14 1/2	5	5,959	113,965
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 3/4	5	- 1/4	- 5.00	5 3/8	1 3/4	12	2,127	10,103
COHU	COH	A	3 7/8	4 1/8	- 1/4	- 6.06	4 1/2	2 1/8	11	1,779	6,893
CONRAC	CAX	N	21 5/8	23 3/8	- 1 3/4	- 7.48	27 1/4	19 1/4	8	1,842	39,833
EASTMAN KODAK	EASKD	N	54	56 3/8	- 2 3/8	- 4.21	86 3/4	42	13	161,370	8,713,980
FARINON	FARN	O	12 1/4	13 1/4	- 1	- 7.54	14	8	12	4,635	56,778
GENERAL ELECTRIC	GE	N	50 1/4	53	- 2 3/4	- 5.18	56 5/8	44 1/2	10	184,581	9,275,195
HARRIS CORP.	HRS	N	54 1/8	59 1/4	- 5 1/8	- 8.64	59 3/4	28	14	12,455	674,126
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	45	45			45	1/4		2,701	121,545
M/A COM. INC.	MAI	N	26 1/4	27 1/4	- 1	- 3.66	41 7/8	20 1/4	13	1,320	34,650
3M	MMM	N	54 7/8	56 3/8	- 1 1/2	- 2.66	57	43 1/2	14	115,265	6,325,166
MOTOROLA	MOT	N	45 5/8	46 3/8	- 3/4	- 1.61	56 7/8	34 1/4	13	28,544	1,302,320
N. AMERICAN PHILIPS	NPH	N	28	28 7/8	- 7/8	- 3.03	36	24 3/4	6	12,033	336,924
OAK INDUSTRIES	OAK	N	29 7/8	33 7/8	- 4	- 11.80	34 1/8	9 5/8	45	1,746	52,161
RCA	RCA	N	27 1/2	29 1/4	- 1 3/4	- 5.98	31 3/4	22 3/4	8	74,810	2,057,275
ROCKWELL INTL.	ROK	N	31 5/8	32 1/2	- 7/8	- 2.69	36 3/4	28 1/4	7	33,600	1,062,600
RSC INDUSTRIES	RSC	A	2 3/4	2 5/8	+ 1/8	+ 4.76	2 7/8	1 5/8	39	2,690	7,397
SCIENTIFIC-ATLANTA	SFA	A	27 5/8	28 1/2	- 7/8	- 3.07	29 1/2	16 3/4	15	2,429	67,101
SONY CORP.	SNE	N	7 3/4	8 1/8	- 3/8	- 4.61	10 3/8	7	14	172,500	1,336,875
TEKTRONIX	TEK	N	41 1/2	43 3/4	- 2 1/4	- 5.14	68 1/2	28 1/4	13	17,804	738,866
TELEMATION	TLMT	O	1 1/4	1 1/4			2 1/4	1/2	2	1,050	1,312
VARIAN ASSOCIATES	VAR	N	17 1/4	18 3/4	- 1 1/2	- 8.00	21	14 3/4	11	6,838	117,955
WESTINGHOUSE	WX	N	21 5/8	23 1/4	- 1 5/8	- 6.98	23 1/4	16 1/4	7	86,656	1,873,936
ZENITH	ZE	N	14 1/4	15 1/2	- 1 1/4	- 8.06	28	11 3/8	19	18,818	268,156
TOTAL										967,529	34,766,506
GRAND TOTAL										1,805,338	58,078,223

Standard & Poor's 400 Industrials Average 108.13 109.95 -3.82

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
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday. Closing
price shown is last traded price.
**No P/E ratio is computed, company
registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

William Tricarico: the man behind the FCC signature

Broadcasters, cable operators, communications lawyers and everyone else having business with the FCC. You, too, Mr. deButts. You might want to clip the picture on this page and paste it under the glass on your desk. It is of your faceless pen pal—William J. Tricarico, FCC secretary.

He is the latest in a series of FCC secretaries with whom you have been in contact over the years. You address many of your letters to the commission to him, and he is often on hand when you or your messengers drop pleadings off at the commission. (The secretary's office receives about 200,000 hand-carried filings a year; the mail room handles material that is mailed in.) And he signs about 90% of the 2,600 orders of various types that are issued by the commission annually.

With that kind of circulation, Tricarico is probably a better known name than Charles D. Ferris. Not that the GS-13 civil servant pretends to the kind of influence and authority the President and the U.S. Senate have conferred on Mr. Ferris.

No, the Office of Secretary is not an area to which one turns in examining the commission's power centers. But, in a bureaucratic world, the secretary serves a critical function. He provides an official signature for—and thus authenticates—commission documents. (Among other things, he certifies copies of documents filed in court.) And he, along with the mail room, serves as official stamp for incoming documents, which are then routed to bureaucrats who are nameless as well as faceless.

There is more to the job. His supervisory responsibilities extend to other nuts-and-bolts activities that help hold the bureaucratic machinery together—among them the dockets branch, which handles all of the paper associated with docketed proceedings (pleadings, transcripts, etc.) and makes it available to the public for copying or review; the minutes and rules branch, which sees to it that commission agendas are issued, and on time, notes actions taken and makes sure that new rules are printed and that the *Federal Register* publishes things like cut-off dates for filing against new applications, and the library.

But it is in the secretary's role as correspondent that much of the public exposure of the secretary's job lies.

It also causes Mr. Tricarico, who, at 35 is a veteran of six-and-a-half years with the commission and who has impressed superiors along the way with a lively in-



William James Tricarico—secretary, FCC; b. Jan. 22, 1943, Brooklyn, N.Y.; City College of New York, 1961-63; U.S. Navy, 1963-69; BS, Duquesne University, Pittsburgh, 1971; MBA, George Washington University, 1975; FCC, management analyst and later supervising analyst, January 1972-October 1977; acting secretary, October-December 1977; m. Barbara Ann Fischer, Oct. 18, 1969.

telligence, to feel, as he says, "dumb sometimes." For it is not possible to keep up with the flow of documents that crosses his desk, though he tries.

As Mr. Tricarico relates: "Someone will call, saying, 'You just signed this document telling me I am supposed to give you \$250 because I was assessed a forfeiture. Now, what's the story? What are you doing?' Me? ... They think I should know everything."

He knows enough, however, to refer such callers to the appropriate office. Mr. Tricarico, not surprisingly, did not start out in life to become the secretary of the FCC. In fact, early on, he had trouble deciding on a life's career. A native of Brooklyn, N.Y., he had entered the competitively tough City College of New York and spent two years there before realizing, in 1963, he did not know where he was headed. So he dropped out of college and into the Navy, where he spent seven years, most of them as a technician with the Navy Tactical Data System, an operation that provides communications between ships, shore and planes.

The Navy service, apparently, had the desired effect of refocusing his energies. After his discharge in 1969, he went back

to college, to Duquesne University in Pittsburgh, and graduated with a BS, in business administration in December 1971. Then one of those things happened that can change the course of a life. Shortly before graduation, Mr. Tricarico received a telephone call from Bernard Kahn, chief of the FCC's management systems division, who had seen his name on a civil service management intern register. Mr. Kahn urged Mr. Tricarico to stop by in Washington on a trip he and his wife were planning to New York, and talk about a job. They had the talk, over lunch at Mr. Kahn's house, and Mr. Tricarico, following his graduation, had a job, as management analyst, with a GS-5 rating.

Management analysts are not often favorites with the people whose work they analyze. They go from bureau to bureau, looking for ways in which efficiency and effectiveness can be improved. Bloodless types often seem appropriate for such jobs. But Mr. Tricarico brought a new approach to his work. Alan McKie, who is now the commission's deputy executive director but who had been Mr. Tricarico's supervisor in the management systems division, remembers Mr. Tricarico as more than a good analyst, one who could get to the heart of a problem and come up with a solution. "He had an extreme sensitivity to the human aspects of systems and practices," Mr. McKie said. "He was able to relate to people at all levels."

If Mr. Tricarico was good at his job, the job was good for him. It introduced him to management problems and operations of every division and office—including the secretary's. So when Vincent J. Mullins retired last fall as secretary, it was not surprising that the executive director, R. Donald Lichtwardt, presumably on the recommendation of Mr. McKie, asked Mr. Tricarico to take over as acting secretary. And, with the experience thus gained, his permanent appointment, in December, followed easily.

Mr. Tricarico likes the new job. "It's challenging," he says. "It's broader in scope than the other job. I'm bombarded with different things all the time. Outsiders call in with questions about what's coming up on commission meetings. Attorneys and messengers bring in filings. Stand here a day, and you get to know everybody."

Well, not everybody. There's a whole universe of people like you out there who deal with a commission they will never meet. But now, at least, you know something about the man with whom you are forever corresponding. So, get out the scissors.

Triple threat

The recriminations exchanged last week at the FCC by members who voted for and against the challenged license renewal of WPIX(TV) New York have implications far beyond the case that triggered them. The division between the four who voted for the incumbent (Abbott Washburn, Robert E. Lee, James H. Quello and Margita White) and three who voted for the competing Forum Communications (Chairman Charles D. Ferris, Joseph Fogarty and Tyrone Brown) is the division to be expected on other matters involving basic policy.

But probably not for long.

Mrs. White's term ends next Friday, although, if not reappointed, she may remain until a successor qualifies. At this writing there had been no signal from the White House to tell her whether she will stay or go, but political realities should give her little comfort. It would be illogical to expect that her reappointment has been vigorously urged by a chairman who wants her seat to contain a more docile occupant.

If Mr. Ferris is given an appointee who thinks as he does, or can be persuaded to under the same tutelage he has received from recruits from the so-called citizen movement, regulatory power will have been delivered to a clearly biased majority.

In their 88-page dissent to the WPIX approval, the Messrs. Ferris, Fogarty and Brown have revealed a fundamental prejudice that favors littles over bigs, have nots over haves, no matter what the circumstances. WPIX, in their view, could not provide a program service good enough to retain a license against any challenge from a group, however inexperienced in broadcasting, that promised the moon and was without other media ownerships.

The three called Forum "a media David in the arena with a conglomerate Goliath." That statement tells everybody that the Messrs. Ferris, Fogarty and Brown stand ready with the rock supply for any David's slingshot.

If President Carter puts a Ferris patsy in Mrs. White's seat, the line will form to the left for broadcast licenses.

Caught Short

The new owner of a Minneapolis radio station that is losing money with an all-news format has asked all members of the staff to get out and sell advertising (BROADCASTING, June 19). There would be no cause for comment here if the owner were the average gung-ho station operator and if the hustlers he is sending into the street did not include the people who are collecting and broadcasting the station's news.

The owner is Bob Short, a free-wheeler who has made killings in many enterprises, including a fling as owner of the major-league Washington Senators baseball team, now the Rangers, which he moved to Texas and then sold. There are baseball fans in the teamless national capital who would lie in wait for Mr. Short upon word he was coming back to town.

Mr. Short has testified that the station has been billing only \$50,000 a year, which of course wouldn't pay for a rip-and-read news service in a major market. That report is at some odds with the official record of the price he paid when he took the station over a month ago: \$600,000. A purchase at 12 times gross revenues is considerably above the market, even in these inflated times. If the figures are correct, Mr. Short has undergone a radical change of character.

As noted by others who were quoted in the story that appeared

here a week ago, there are small stations where it is traditional for everybody on the staff to be engaged in multiple activities, including sales. Nobody pretends, however, that those conditions represent the journalistic ideal on which the credibility of radio and television news depends. If Mr. Short succeeds in installing the principle of commercial coupling on a Minneapolis scale, the example could be damaging.

Both sales and journalism are honorable callings, but they are incompatible. If Mr. Short wants an all-news station to succeed, he had better hire professionals in each category.

The right way

Renewed attention is being paid to the limits on nonprogram material that are prescribed by the television code of the National Association of Broadcasters. The NAB's code review board met last week with advertiser and agency committees that have been complaining about nonprogram overload. NBC-TV came out in the same week in favor of a reduction of nonprogram limits from nine and a half minutes per hour to nine in prime time.

Let us start by suggesting that although NBC-TV's proposal for a specific reduction in the code's time limits may come from a pure heart, not to mention a recognition of a problem in public relations, the NAB would be unwise to act on it now. Nobody knows whether the elimination of 30 seconds of nonprogram material per hour would be appreciated or even noticed. The simple truth is that there is no audience research on nonprogram tolerances.

For the first time in code history, however, an effort is being made to repair that deficiency. As reported elsewhere in this issue, Michael S. Kievman of Cox Broadcasting heads a code board committee that, as he puts it, is trying "to find a way to design a research program that might give us the answers we need to arrive at a responsible decision."

With or without research, common sense tells us that simple time standards are inadequate to govern the scheduling or quantity of nonprogram material. Conditions vary with program content and program length, as Mr. Kievman and his committee recognize. Whatever a code may prescribe, it becomes the ultimate editorial responsibility of the individual broadcaster to decide where nonprogram elements go and in what volume.

It is, however, reassuring to be told that a serious exploration of research possibilities is under way. As Mr. Kievman says, that makes a responsible decision more likely.



Drawn for BROADCASTING by Jack Schmidt

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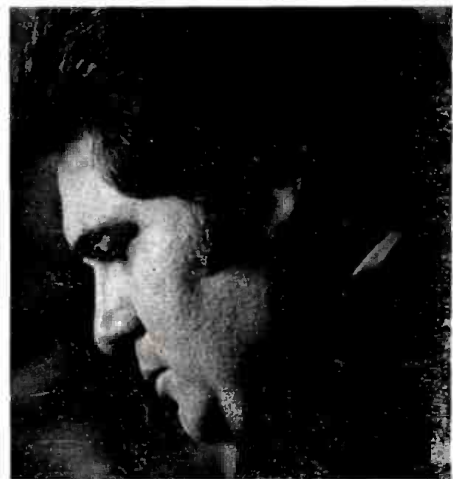
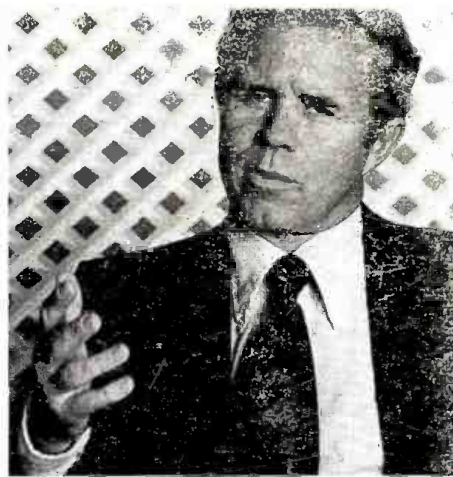
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